

Annual Evaluation Report for FY19 (Year 4)

(July 2018 to June 2019)

Santa Clara County 2015 Multi-Jurisdictional Program for Public Information (PPI)



Revised to reflect updated logos for City of Sunnyvale and Valley Water

June 2019

POST MEETING MATERIAL

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I. INTRODUCTION

Ten cities and the Santa Clara Valley Water District (Valley Water) have been active participants in the National Flood Insurance Program's (NFIP) Community Rating System (CRS) for almost 20 years. CRS is a voluntary program of the Federal Emergency Management Agency (FEMA) NFIP that allows participating communities to earn flood insurance premium discounts for their residents and businesses by agreeing to adopt and enforce practices that meet or exceed FEMA's requirement to reduce the risk of flooding. As the flood risk reduction agency for Santa Clara County, Valley Water performs many flood-related outreach and maintenance activities that earn CRS points for the County's CRS-participating communities. Flood insurance premiums for participating communities are reduced in 5% increments for every 500 CRS points earned. The total savings for Santa Clara County residents from CRS discounts last year was approximately \$2.2 million.

The *CRS Coordinator's Manual, 2013 edition*, included the option to undertake a Program for Public Information (PPI) which is a method to customize flood risk reduction outreach messages and increase CRS points. Valley Water hosted a meeting to facilitate the development of a Multi-Jurisdictional PPI in 2013 and 2014 so that all Santa Clara County CRS participating communities could work together and benefit from this activity. This PPI was finalized in April 2015. This Annual Evaluation Report (Report) is the fourth Report to document our PPI activities.

The number of CRS points that will be earned by the PPI are determined by FEMA's auditors that are in the Insurance Services Office (ISO). We estimate that of the possible 350 points, we could earn up to 300 points per participating community for our PPI efforts. The complete list of outreach projects is included as Attachment 1 of this Report is Appendix A, listing all projects proposed in the 2015 PPI, with a "Project Accomplishments" column noting actions taken during the fourth year of the PPI, FY19.

One important benefit from our PPI work has been the close collaboration between city staff who work on flood protection throughout the County. Together, we continue to strengthen not only our individual CRS programs, but also the Santa Clara County CRS Users Group (CRS Users Group). We have learned from one another about shared floodplain management activities, including flood protection and land use issues. For the CRS Users Group, the PPI is our most important project. In addition to the PPI, the CRS Users Group also learned about new FEMA maps that are being updated to reflect coastal flooding in the San Francisco Bay area. A sub-group of shoreline communities worked together on improved maps as part of this process. The CRS Users Group and the PPI effort provided a forum for the advancement of flood protection issues throughout the County. Twelve agencies initially participated in this Multi-Jurisdictional PPI; nine have approved it. We will continue to actively encourage more participation.

II. PPI DEVELOPMENT PROCESS

Valley Water initiated the PPI process for Santa Clara County in November 2013. Valley Water hosted the process and provided staffing, while each participating community was required to: (1) conduct the CRS Self-Assessment; (2) recruit a non-governmental external stakeholder; (3) participate in the PPI Committee meetings; and (4) bring the PPI to their elected body for approval. With the enthusiastic support of the CRS coordinators, the PPI process was started.

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A number of meetings were held in 2013 and 2014 to develop the PPI. A committee worked between the meetings to draft the PPI and compose the extensive list of possible projects (*Attachment 1, which is Appendix A of the 2015 PPI*). Table 1 shows dates of approval of the PPI by each participating agency as of June 2019. Nine agencies have approved; San Jose, Cupertino, and the County of Santa Clara are still pending approval.

Table 1. Dates of PPI Approval

Agency	Date of Approval	Approved	Not Scheduled
Santa Clara Valley Water District	4/14/15	X	
City of Cupertino	Pending		X
City of Gilroy	11/21/16	X	
City of Los Altos	6/23/15	X	
City of Milpitas	1/19/16	X	
City of Morgan Hill	8/24/16	X	
City of Mountain View	10/27/15	X	
City of Palo Alto	6/8/15	X	
City of San Jose	Pending		X
City of Santa Clara	7/14/15	X	
Santa Clara County	Pending		X
City of Sunnyvale	6/23/15	X	
Total Approved		9	
Not Yet Scheduled			3

III. PPI ACCOMPLISHMENT FOR FY 2019

The PPI accomplishments for FY19 fall into three categories. The first was continuing to get the PPI approved by the governing bodies of the participating communities. The second was to continue to implement our tracking system to monitor the PPI projects. The third was carrying out an extensive outreach program for flood risk reduction.

Elected Body Approval: Including Valley Water, nine of the 12 participating agencies had the PPI approved by their governing body by the end of FY19. The approval dates are shown by city/agency in Table 1. The City of San Jose, City of Cupertino, and the County are each still pending approval.

Accounting System: Because the 2015 PPI included up to 12 agencies, tracking implementation became quite cumbersome compared to a single agency PPI. Valley Water continues to oversee the record-keeping to ensure consistency throughout the County. An electronic file-sharing system, Egnyte, was initially set-up with folders for each of the agencies to file documents related to the 83 potential outreach projects identified in the PPI, including a comprehensive spreadsheet showing which projects were accomplished in any given fiscal year, by community/agency. This spreadsheet, along with the Annual Evaluation Report, will be submitted with annual CRS recertifications. PPI-related projects carried out by Valley Water usually apply to the entire county. Cities carried out projects in addition, and they are shown on the composite spreadsheet which includes input from each city.

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At the February 25, 2019 CRS Users Group Meeting, the committee discussed the status of the cities' Egnyte usage. We discussed the benefits of using the system for tracking PPI outreach projects and also identified the benefits of restructuring the file system so that all CRS related documentation, including the 2015 PPI projects, could be tracked. The benefits are:

- Information Share/Knowledge Transfer: Communities can view each other's program documentation. When a community improves its CRS rating, another community can access the documents submitted to determine how the CRS credited activities helped improve the score.
- Document Repository: Central location for CRS-related documentation, organized to mirror the CRS Coordinator's Manual (by community/activity/element). This will be helpful for both CRS annual recertifications and cycle verification visits/audits, as well as when a community experiences staff turnover.

Summary of PPI Projects Accomplished in FY19

Appendix A from 2015 PPI noting FY19 Project Accomplishments Worksheet (Attachment No. 1) is summarized as follows:

- Of the 49 Community at Large Outreach Projects (CAL OP) identified in the PPI, at least 48 were accomplished. Three Outreach Projects related to the Winter Preparedness briefing were eliminated because the briefing is not an outreach open to the public.
- For Outreach Projects in the Special Flood Hazard Area (SHFA OP), at least 20 of the 22 potential projects were accomplished.
- Of the 9 Targeted Audience Outreach Projects (TA OP) identified, 8 were accomplished.

These numbers go well beyond the requirements of the CRS Program, and we anticipate collecting the maximum number of points for our collective efforts in FY19.

Outreach Program

Valley Water's campaign theme for the 2018-19 flood awareness campaign was "Climate Changed." It launched shortly after the Fourth National Climate Assessment was published; there could not have been a better time to have this conversation. The federal report assessed intense extreme weather and climate-related events are becoming more frequent and will have catastrophic impacts on vulnerable communities, infrastructure, ecosystems and our economy. Extreme storm events could result in more frequent and severe flooding in our region. Valley Water's message emphasized our commitment to reducing flood risks and protecting the community but acknowledging we cannot eliminate all risks. Thus, we must adapt and we must prepare. And it starts with being informed and aware of risks.

Our community outreach efforts were supplemented by an educational paid advertising campaign. This year, our advertising campaign was supplemented by a series of formative research to truly understand our target audience, its level of awareness, and explore what educational messages and images most appealed to the group.

The overall campaign cost was approximately \$335,000 which included creative and production costs, a media buy of \$201,000, the floodplain mailer production and distribution costs of \$32,000 and a post-campaign survey.

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The flood awareness paid advertisement campaign ran over a 5-month period from mid-November 2018 to mid-April 2019. The total cost of the paid advertisement campaign was \$201,355. The paid media campaign served a total of 34,808,684 impressions, up from impressions in 2018 at 21,815,542.

Community Events:

Valley Water staff made a concerted effort to actively participate in community events, including community festivals and emergency preparedness affairs, particularly in communities and neighborhoods in or close to flood zones. In 2018, both Valley Water and City staff participated in 19 community events during which information on flood safety and emergency preparedness materials (including the floodplain mailer) were shared.

During the 2018-19 Fiscal Year, Valley Water gave 13 speaker's bureau presentations with an emphasis on flood protection and flood safety to organizations and agencies that requested presentations. Three of these presentations were made at neighborhood association leadership groups and targeted to regions in vulnerable flood zones. The presentations focused on specific flood risks for these areas.

Advertising Campaign: The paid advertisements began in mid-November 2018 and ran through April 2019. In preparation for the campaign, as early as September 2018, Office of Communications staff led social media and digital communication efforts to convey flood safety messages including the use of Facebook, Twitter and blog posts, as well as Valley Water's e-newsletter. A key strategy of the paid campaign was to incorporate key PPI messages in our ads as much as possible. These messages were derived from Valley Water's annual Flood Plain Notification mailer, a publication distributed to residents in FEMA designated floodplains (Attachment 1 - Special Flood Hazard Area [SFHA] Outreach Projects [OP] 1 and 3).

Customer Target: The campaign was targeted to residents and commuters within Santa Clara County, and residents in areas in or near a Special Flood Hazard Area. These targeted areas were determined using zip codes from the floodplain mailer address list, which is based on published FEMA flood maps.

Media: The media breakdown was as follows:

- a) Radio – 34 percent
- b) Print – 33 percent
- c) Online – 12 percent
- d) Outdoor – 13 percent
- e) Collateral (Floodplain Notification mailer) – 8 percent

Radio: (34 percent)

Scripts for the radio emphasized the campaign theme message of adapting and preparing for extreme weather because of climate change. Weather alerts were also produced to include short tips for taking action before or during a storm. These included key PPI messages such as making an emergency plan or getting sandbags. The weather alerts were tied to a forecast throughout the season and ran during weather and traffic segments.

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The radio buy included 1,135 spots of both :15 weather alerts and :30 campaign spots in four languages: English (KBAY and KRTY), Spanish (KBRG), Vietnamese (KVNN Radio Saigon), and Chinese (Mandarin) (KSQQ). The weather alerts for the KRTY and KVNN buys were all bonus. The Pandora buy featured a banner ad along with the weather alerts and campaign spots running via mobile.

*Total Radio Ads: 1,135 spots
Total Radio Impressions: 7,690,142*

Print: (33 percent)

The print buy utilized publications providing the greatest reach within each ethnic and general population. Community papers were also targeted to reach some of the smaller communities in different cities. Full or half page ads were placed in English (*Mercury News, Metro Weekly News, Palo Alto Post, Morgan Hill Times, and Morgan Hill Life*); Spanish (*El Avisador and El Observador*); Chinese (*World Journal News*); and Vietnamese (*Cali Today*).

Publications were weekly (*El Avisador, El Observador, Cali Today, Metro Weekly News, and Morgan Hill Life*); bi-weekly (*Palo Alto Post and Morgan Hill Times*); and daily (*Mercury News and World Journal News*), with a special edition of a yearly publication for *Cali Today* being placed in their *Tet Magazine* provided as bonus. The buy also included paid and bonus banner ads on *El Observador* and *Cali Today's* websites.

In addition, several cities published information through utility bill inserts.

*Total Print Ads: 53
Total Print Impressions: 10,501,141*

Online: (12 percent)

The online buy included banner ads on Facebook, Comcast and Google AdWords in English, while the Aftaxi buy ran creative in all four languages. Facebook ads were delivered via the sites' newsfeed for desktop and mobile to audiences in two groups – SCC home and business owners ages 30 and up, and SCC renters and business owners ages 19 and up. The targeting interests were weather alerts, flooding, emergency preparedness, and flood insurance. Google AdWords engaged audiences living in flood zones, utilizing keywords similar to the Facebook interests and behaviors. Ads for these buys were geo-targeted to zip codes in flood prone areas.

Comcast ads were aimed at both homeowners or renters. The banner ads running via Aftaxi featured creative with similar targeting used with Facebook /AdWords delivering ads on various websites (i.e. People, Fandango) within its network. This portion of the buy generated 7,120,730 impressions and 16,510 clicks.

*Total Online Sources: Four platforms (Facebook, Google Adwords, Aftax, Comcast)
Total Online Impressions: 7,120,730*

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Outdoor: (13 percent)

Outdoor ads consisted of center stages, or “wraps” on Valley Transit Authority’s (VTA) light rail cars as well as posters on VTA transit shelters.

Ads were placed on Center Stage lines that ran as close as possible to flood prone areas with creative featuring English ads. The transit shelters were placed in ten locations also in flood prone areas in the cities of San Jose, Palo Alto, Morgan Hill, and Santa Clara in English, Vietnamese, or Spanish. The media buy generated a total of 11,012,832 paid and 1,058,694 bonus impressions (due to ads remaining visible longer than anticipated).

Total Outdoor Ads: 16

Total Outdoor Impressions: 12,071,526

Digital Publications: (non-paid media)

Valley Water also uses its monthly newsletter, news blog and social media profiles to enhance flood awareness efforts before and during a forecasted storm as well as during the campaign season starting as early as September (to use National Preparedness Month to kick start the conversation). From September to April, we published six blog posts on flood preparedness efforts and resources, and highlighted flood safety topics in five of our monthly newsletters. This season, staff also created an instructional video that features Valley Water’s Flood Watch Tool, a map-based instrument that helps residents check on the status of local streams in historically vulnerable and flood-prone locations. This video is hosted on Valley Water’s Flood Ready pages, an online hub of flood safety resources.

During the length of the campaign and leading up to anticipated storm events, Valley Water posted flash flood warnings, and shared posts with key messages about flood safety, promoting the Flood Watch Tool throughout the winter. During the months of September through April, we featured 79 Facebook and 65 Twitter posts with flood safety messages.

Results:

Traffic to the flood protection resources page through the duration of campaign resulted in a total of 30,964-page views to both the flood protection resources and flood safety tip pages. During the campaign months, the flood protection resource page was the second most viewed page on the Valley Water’s website.

The flood protection resources page serves as a hub of flood safety information with icons leading to a series of related web pages including information on flood zone maps, signing up for emergency alerts, sandbags, reporting local flooding and safety tips. Of these subpages, the most accessed was the flood zone awareness page, which features a brief explanation for determining if your home is in a FEMA designated flood zone. It also features an instructional YouTube tutorial for using FEMA’s Map Service Center to identify one’s flood risk.

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IV. 2019 SANTA CLARA COUNTY CRS USERS GROUP MEETINGS – MONITORING AND EVALUATING THE 2015 PPI

Santa Clara County CRS Users Group (CRS Users Group) meetings were held on February 25, 2019 and May 29, 2019 to gather communities' input on project accomplished in FY19. Agenda and attendance sheets for each meeting are included as Attachments 2-5.

At the February 25th meeting, a draft PPI Annual Evaluation Report FY19 (Year 4) was distributed to the communities for their review and input.

As required by CRS, our February and May meetings were to monitor the implementation of the 2015 PPI outreach projects and to see if the desired outcomes were achieved, as well to determine if any changes to the PPI were needed. The Users Group agreed that our 2015 PPI messaging and projects would remain the same for the duration of the 2015 PPI, which sunsets in 2020.

We discussed lessons learned from our fourth year and which projects/messaging were important to continue, as well as strengthen. Attendance was good; staff from eleven agencies participated, as well as some external stakeholders and other interested parties.

At the February 25th meeting, Valley Water staff recapped the Santa Clara County CRS Users Group presentation made at the September 2018 Floodplain Management Association (FMA) Conference.

Valley Water Communications staff gave an overview of our 2018-2019 Flood Awareness Campaign, including the Floodplain Notification that was mailed in November 2018 to all addresses in the FEMA Special Flood Hazard Area (SFHA), as well as to City Managers, Public Works and Planning Directors, and city CRS staff in December 2018.

Valley Water gave a brief overview of our Map-Based Flood Watch Tool <https://gis.valleywater.org/SCVWDFloodWatch/>. This tool is very useful during flood events, and Valley Water encourages communities to utilize it.

The cities of Santa Clara and City of Mountain View shared their preliminary audit results. Under CRS Activity, 510 – Floodplain Management Planning, using the Santa Clara County's Local Hazard Mitigation Plan (LHMP) as their documentation submittal, preliminary indications show each city receiving 280 points out of a possible 382 points. We discussed other cities utilizing the LHMP as either part of an upcoming cycle verification visit or processing a modification, if appropriate, if it could result in improving their CRS classifications.

Also, the cities Santa Clara and Mountain View shared their experiences using our electronic repository filing system, Egnyte, during their respective cycle verification visits. Both communities had positive experiences and believed that using Egnyte facilitated their audits. (Post meeting, we learned that both cities' CRS classing rating improved).

Emergency preparedness starter kits were distributed to the county and all Santa Clara County cities. Valley Water reminded CRS communities that the kits are *starter* kits and not intended to replace comprehensive kits. Therefore, communities should remind the public that these are starter kits that are meant to be used as a starting point when developing comprehensive emergency kits.

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Valley Water shared information on the Department of Water Resources (DWR) statewide agency coordination calls that kicked off on March 20, 2019. The calls will lead up to the 8th-annual 2019 California Flood Preparedness Week (CFPW) that will be held from October 19-26, 2019. We encouraged the CRS communities to participate this year and to forward the information to their communication teams. (After the Users Group Meeting, Valley Water requested DWR's approval to extend the statewide agency coordination calls by inviting all Santa Clara County agencies. A meeting invite for the 6/18/19 call was sent out.)

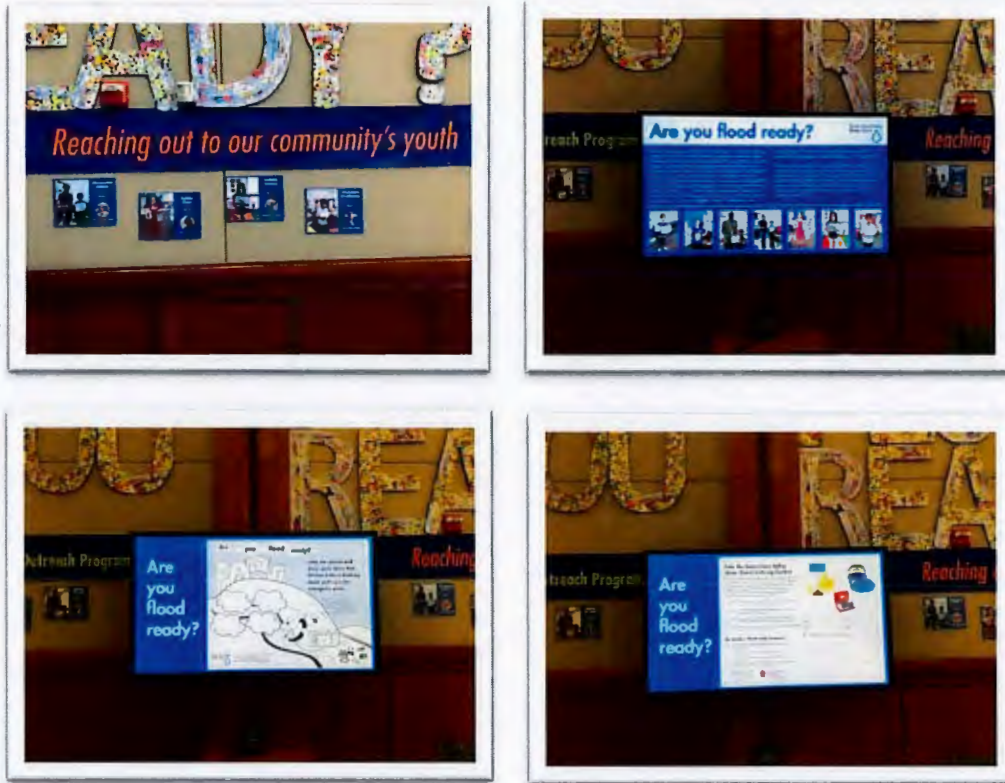
We shared with the group Valley Water's experience in participating on these calls, including the benefits of learning what CFPW is about, ways to participate, and resources for events. We discussed how Valley Water's Education Outreach (EO) Program presented flood awareness programming in classrooms throughout the county from October 2017 to March 2018. The effort reached over 4,000 students in 176 classrooms, from 39 schools. The schools were located in 7 cities throughout the county; Campbell, Cupertino, Milpitas, San Jose, Morgan Hill, Santa Clara, and Saratoga, and were schools that had requested visits from EO for the 2017-18 school year.

All students were invited to enter Valley Water's "Are You Flood Ready?" flood awareness coloring contest. Over 350 entries were received from 16 different schools. Winning entries were selected to represent each of Valley Water's seven board members' districts and prizes were awarded. The winning students received an emergency hand-crank radio, plus an emergency starter kit and a copy of "Chicken Little's Flood Advice" (a book about a character that is always prepared for any emergency). Emergency starter kits, "Chicken Little's Flood Advice" books and a copy of the Red Cross Emergency Contact Card were given to all students in the winning student's classes. The teacher in the winning students' classrooms received a back-pack full of emergency supplies to keep in the classroom.

The coloring contest entry sheets were then decoupled into an artwork display that was exhibited in Valley Water's headquarters lobby starting during the 2018 CFPW October 20-26, 2018 and running through the end of the flood season in April 2019.



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At the May 29th meeting, Valley Water Office of Emergency Services shared information on our next scheduled Winter Preparedness Workshop, to be held on October 31, 2019. We also informed the meeting participants that this workshop qualifies for the Certified Floodplain Managers (CFMs) continuing education credits.

The City of Mountain View discussed the importance of emergency response coordination between CRS communities and their Office of Emergency Services. As was pointed out at the February 2019 meeting, activities like the County's LHMP (*credited under Activity 510 – Floodplain Management Planning*) yield CRS points. Understanding the nexus between CRS and the people who perform activities for which the communities receive CRS credit is important. Maintaining open dialogue with staff is central in ensuring CRS requirements are being met and/or maintained. Valley Water also discussed our LHMP versus the County's LHMP; we shared that we would be presenting Valley Water's LHMP as part of our upcoming August 2019 audit submittal.

The consensus is that our PPI implementation is on target and that no changes are needed. Cities who have had the PPI approved by their elected officials reported receiving strong support. For cities that had not gotten the PPI approved yet, the major problem is still workload related. The Public Works Departments in our area continue to have a great deal of work due to the high development level with Silicon Valley's current economic boom.

The PPI Annual Evaluation Report needs to be shared with each participating community's governing body. Table 2 is a chart of how each community expects to communicate the report.

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Table 2. How PPI Annual Evaluation Report will be shared with Community's Governing Body

	Community	Method for Sharing
1	Santa Clara Valley Water District	Board Non-Agenda Item
2	City of Cupertino	TBD
3	City of Gilroy	Consent Calendar
4	City of Los Altos	City Manager's Weekly Update
5	City of Milpitas	Memo to City Council
6	City of Morgan Hill	Council Consent Calendar
7	City of Mountain View	Council Weekly Update
8	City of Palo Alto	Informational Staff Report
9	City of San Jose	City Manager's Weekly Report
10	City of Santa Clara	Council Consent Calendar
11	City of Sunnyvale	City Manager's "Update Sunnyvale"
12	County of Santa Clara	TBD

V. FUTURE MESSAGING

The messages that we originally chose are still relevant to Santa Clara County. We will continue to increase our efforts to encourage people to prepare t personal/family emergency plans and be flood-ready. This will be incorporated into the flood preparedness outreach that is done every fall. We will also coordinate efforts with the Valley Water's Education Outreach Program to continue promote flood preparedness in local schools with an emphasis on reaching students and families that were affected by the February 2017 floods and those in other flood zones throughout the county.

The PPI Committee further recommends we continue to increase the use of social media for messaging. People are increasingly using their phones to get information, so the more we can use banner ads, sponsored articles, etc., the better. The PPI Committee was pleased to see all the outreach in different media that Valley Water had done in prior years. The meeting attendees shared that they had seen various messages throughout the season on different media.

In support of our preparedness messaging, we will continue to promote the importance of having family emergency plans and emergency kits ready to go before an emergency event occurs. Emergency preparedness starter kits of emergency supplies have been distributed countywide as a give-away at various emergency preparedness fairs or events. To qualify for an emergency preparedness starter kit, each person will be asked to download an emergency alert App onto their cell phones. We will continue to promote the County's ReadySCC App, as well as the American Red Cross Flood App. For people who do not have cell phones, they will be asked to demonstrate that they started to complete an American Red Cross Emergency Contact Card that was given to them.

Targeted Outreach: In FY20, the Education Outreach Program will distribute 750 emergency preparedness starter kits to educators throughout Santa Clara County. This action will serve as a continuation of our flood awareness education messaging.

Targeted student outreach will include distribution of the US Army COE "I am Flood Ready" flood preparedness activity book, as available, to the classrooms of the 750 above-mentioned educators.

The education curriculum will include grade-level appropriate flood preparedness activities and messaging.

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VI. CONCLUSION

Overall, the CRS Users Group was successful in implementing the PPI in FY19. The PPI allowed participating communities to mutually decide which flood risk reduction messages are most appropriate and identified how those messages are delivered. The objectives of participating in the PPI are to enhance the effectiveness of the flood risk messages to residents, reduce flood risks within the county, and earn valuable CRS credit points when identified projects are implemented by communities. The CRS Users Group and the PPI will continue through FY20.

Attachments for submission to Valley Water Board, City Councils/Managers, and FEMA as part of 2019 Verification/Recertification Package, as required:

1. Appendix A from 2015 SC County Multi-Jurisdictional PPI noting FY19 Project Accomplishments
2. February 25, 2019 Santa Clara County CRS Users Group Meeting Agenda
3. February 25, 2019 Santa Clara County CRS Users Group Meeting Sign-in Sheet
4. May 29, 2019 Santa Clara County CRS Users Group Meeting Agenda
5. May 29, 2019 Santa Clara County CRS Users Group Meeting Sign-in Sheet

Appendix A. Santa Clara County 2015 Multi-Jurisdictional PPI - 2019 Annual Evaluation Report (Year 4) Project Accomplishments Worksheet

Global Changes: District to Valley Water; emergency kit to emergency preparedness starter kits (these starter kits are NOT intended to replace comprehensive emergency kits; such should be communicated to public when being handed out); District Outreach Program to Valley Water Education Outreach Program; footnote #3 changed from "Each September" to "By each June"

2015 PPI Plan							FY 2019 Project Accomplishments	
Target Audience	¹ Message	Outcome	² Project(s) Proposed to Support the Messages	Assignment	³ Proposed Schedule	⁴ Stakeholder	CRS Community	
Community At Large (CAL) The PPI Committee recognized that the entire community that lives and/or works in Santa Clara County is subject to impacts due to flooding. The CRS typically focuses on residential flooding, but here, flooding of businesses and roads is also very important	Topics 1, 2, 3, 4, 5, 6, 7, 8, & 9 Message: Know your flood risk and be prepared; buy flood insurance	Educate our community on flood protection and preparedness measures	CAL OP #1. Flood messages inserted in and/or printed on Utility Bills.	City Public Works Depts. (PWD) City CRS Coordinators Valley Water Communications (for South County Unincorporated areas)	October – March	Utility companies (water, electric, waste)	All	
			CAL OP #2. Post Utility Bill messages on websites (Element 352 WEB1)					
			CAL OP#3--Winter Preparedness Briefing	District-Field-Operations	October	NOAA, Cities-Emergency Managers & Public Works-Directors Santa Clara County-OES, Cal Fire, CCC, DWR	All	Not Applicable. Removed from list because all the people involved in the briefing are staff from numerous agencies; this wasn't outreach to the public.
			CAL OP #4--Post-Winter Preparedness Briefing--notice and materials on website--(Element 352-WEB1)		October-November			
			CAL OP#5--Emergency Preparedness Workshop--	District-Emergency Services	November			
			CAL OP #6--Post-Emergency Preparedness Workshop--notice and materials on website--(Element 352-WEB1)		November-December			
	Topics 1, 2, 3, 4, 5, 6, 7, 8, & 9 Message: Know your flood risk and be prepared; buy flood insurance. Flood insurance will cover damage from flooding that most homeowner's policies don't cover	Educate our community on flood protection and preparedness measures	CAL OP #7. Develop newsletters with articles on flood protection and preparedness measures that urge residents and businesses to purchase flood insurance. These would include paper and electronic versions. These will be more extensive than messages included in utility bills. Valley Water's annual county-wide mailer (CWM) will include language on flood protection and preparedness measures. City of Sunnyvale will distribute yearly newsletter article called "Know how to be Flood Safe in Sunnyvale" (Element 352 WEB1 and 2)	City CRS Coordinators or Communications staff Valley Water Communications Gilroy Chamber of Commerce	October – March	Insurance agencies Gilroy Chamber of Commerce Valley Water Grantee Organizations	City of Morgan Hill City of Cupertino City of Sunnyvale Gilroy Chamber of Commerce	

¹ **Message Topics:** Outreach Projects [OP]: Topic 1 – Know your flood hazard; Topic 2 – Insure your property for your flood hazard; Topic 3 – Protect people from the flood hazard; Topic 4 – Protect your property from the hazard; Topic 5 – Build responsibly; Topic 6 – Protect natural floodplain functions
Flood Response Preparations (FRP): Topic 7 – Develop a Family Emergency Plan; Topic 8 – Download disaster electronic Apps; Topic 9 – Understand shallow flooding risks – "Don't drive through standing water" and "Turn Around, Don't Drive."

² CAL OP = Community At Large Outreach Projects; SFHA OP = Special Flood Hazard Area Communities Outreach Projects; TA OP = Target Audiences Outreach Project

³ By each June, all deliverables need to be reported to Valley Water for tracking purposes.

⁴ A stakeholder can be any agency, organization, or person (other than the community itself) that supports the message. Stakeholders can be: an insurance company that publishes a brochures on flood insurance, even if it is set out at City Hall; a local newspaper that publishes a flood or hurricane season supplement each year; FEMA, if, for example, a FEMA brochure is used as an informational material; schools that implement outreach activities; a local newspaper; a neighborhood or civic association that sponsors and hosts a presentation by a community employee; a utility company that includes pertinent articles in its monthly bills; or presentations made by state or FEMA staff at a Risk Map meeting.

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			<p>CAL OP #8. Post newsletters/articles/Valley Water's CWM on websites (Element 352 WEB1 and 2)</p>				<p>mailer production and distribution costs of \$32,000 and a post-campaign survey.</p> <p>The flood awareness paid advertisement campaign ran over a 5-month period from mid-November 2018 to mid-April 2019. The total cost of the paid advertisement campaign was \$201,355. The paid media campaign served a total of 34,808,684 impressions, up from impressions in 2018 at 21,815,542</p> <p>Valley Water's annual Floodplain Mailer (FPM) is sent to all SC County parcels in the FEMA flood zone. In FY19, the FPM was mailed out to 52,064 addresses between November 19 – 21, 2018 and to all Santa Clara County city/county Public Works and Planning Departments on December 14, 2018. The FPM is posted on our website.</p> <p>Valley Water's annual November 2018 Countywide Mailer (CWM) was sent between December 26-27, 2018 countywide to 729,929 addresses (USPS: ECRWSS -Extended/Enhanced Carrier Route Walking Sequence Saturation Postal Customer). The CWM includes flood protection and preparedness measures information, including FEMA map reading services, getting flood insurance, family emergency plans, downloading emergency preparedness app "Ready SCC," and where to get sandbags.</p> <p>Valley Water's 2017-2018 Annual Report/2019 Calendar includes information regarding on-going efforts to protect people, homes, and business from flooding and protecting the environment throughout the county. This report was made available to the public through an online request form and was mailed out during the months of December 2018 and January 2019.</p> <p>Los Altos: Outreach materials are displayed at Los Altos City Hall front counter and Los Altos library. An article titled "Flood Insurance Information Available" was published four times in the Los Altos Town Crier.</p> <p>Milpitas: In February and June 2019, city mailed out "2018-2019 Public Advisory" informational SFHA brochure which includes flood preparedness messaging to all addresses in the city. The city's annual newsletter "Connected" is mailed out citywide, which includes information on "Know Your Flood Risk", May – July 2018 Volume V. http://www.ci.milpitas.ca.gov/pdfs/newsletter-may-july2018.pdf</p> <p>Morgan Hill: The city's citywide flood newsletter and city's weekly newsletter/e-mail blast (called Weekly 411) sent out to subscribers during the months of September 2018, December 2018, January 2019, and February 2019 included messages about flood safety and emergency preparedness.</p> <p>Palo Alto: The city's utility bill inserts include this message.</p> <p>Santa Clara: The city's citywide "Inside Santa Clara" newsletter includes these messages and is sent to all addresses in city in fall each year.</p> <p>Valley Water: All posted on Valley Water website. http://apps2.vallewater.org/publication/filpbook/809_FloodMailer2018/mobile/index.html http://apps2.vallewater.org/publication/filpbook/059_AnnualReport2018/Optimized/mobile/index.html</p>
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¹ **Message Topics:** Outreach Projects (OP): Topic 1 – Know your flood hazard; Topic 2 – Insure your property for your flood hazard; Topic 3 – Protect people from the flood hazard; Topic 4 – Protect your property from the hazard; Topic 5 – Build responsibly; Topic 6 – Protect natural floodplain functions

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⁴ By each June, all deliverables need to be reported to Valley Water for tracking purposes.

A **stakeholder** can be any agency, organization, or person (other than the community itself) that supports the message. Stakeholders can be: an insurance company that publishes a brochures on flood insurance, even if it is set out at City Hall; a local newspaper that publishes a flood or hurricane season supplement each year; FEMA, if, for example, a FEMA brochure is used as an informational material; schools that implement outreach activities; a local newspaper; a neighborhood or civic association that sponsors and hosts a presentation by a community employee; a utility company that includes pertinent articles in its monthly bills; or presentations made by state or FEMA staff at a Risk Map meeting.

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							<p>Gilroy: The city has posted flood and NPDES-related utility billing inserts, and link to Valley Water's CWM on the city website.</p> <p>Los Altos: The city's annual mailer and brochure are posted on the city website and provide information regarding flood protection, preparedness, illegal dumping, and purchase of flood insurance.</p> <p>Milpitas: The city posts "2018-2019 Public Advisory" informational SFHA brochure on city website: http://www.ci.milpitas.ca.gov/milpitas/departments/engineering/flood-information/. The city posts annual newsletter "Connected," which includes information on "Know Your Flood Risk", May – July 2018, Volume V http://www.ci.milpitas.ca.gov/?s=know-your-flood-risk-newsletter The city's website redirects to Valley Water's Flood Ready landing page: http://www.ci.milpitas.ca.gov/milpitas/departments/engineering/flood-information/know-your-hazard/.</p> <p>Morgan Hill: The city's citywide flood newsletter and city's weekly newsletters/e-mail blasts sent out during the months of September 2018, December 2018, January 2019, and February 2019 were posted on the city's website.</p> <p>Mountain View: The city posted link to Valley Water CWM on city website - Flood Protection page.</p> <p>Palo Alto: Valley Water's CWM and city's utility bill inserts are posted on city's Flood Information/Winter Preparedness webpage.</p> <p>Santa Clara: The city posts the newsletter to city website.</p>
<p>Community At Large (CAL) The PPI Committee recognized that the entire community that lives and/or works in Santa Clara County is subject to impacts due to flooding. The CRS typically focuses on residential flooding, but here, flooding of businesses and roads is also very important.</p>	<p>Topics 4 & 6 Message: Keep debris and trash out of our streams. It's illegal to dump into streams</p>	<p>Cleaner streams and fewer dumping violations</p> <p>Fewer debris blockages during high-flow events</p>	<p>CAL OP #9. "Do Not Dump" message is sent each year to all Santa Clara County residents in Valley Water's CWM</p>	<p>Valley Water Communications City of Sunnyvale</p>	<p>June/July 2015 (CWM)</p>	<p>Adopt-A-Creek Organizations Valley Water Grantee Organizations</p>	<p>All</p> <p>Valley Water: The FPM sent to all SC County parcels in the FEMA flood zone includes "Do Not Dump" message. Valley Water has an extensive stewardship program. "Do Not Dump" message posted on construction/project sites with signs throughout the county. Link to CWM: https://www.valleywater.org/sites/default/files/2018%20Year%20in%20Review%20All%20County%20Mailer.pdf</p> <p>Gilroy: The city has communicated "NO DUMP" messages thru utility inserts, mail-outs, community events and website posting.</p> <p>Los Altos: The City's annual mailer and brochure provide information regarding flood program, with an emphasis on the "DO NOT DUMP" message. The city also communicates "DO NOT DUMP" message through litter mailer sent to property owners in the city's Trash Management Area 1, which is characterized by higher trash levels.</p> <p>Milpitas: In February and June 2019, the city mailed out the "2018-2019 Public Advisory" informational SFHA brochure which includes Do Not Dump messaging to all addresses in the city.</p> <p>Morgan Hill: The city's citywide flood newsletter included this message.</p> <p>Palo Alto: The city's utility bills inserts include "Do Not Dump" message.</p> <p>Santa Clara: The city's citywide "Inside Santa Clara" newsletter includes this message and is sent to all addresses in city in fall each year.</p> <p>Sunnyvale: Included information in the city's Horizon Newsletter</p>

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		<p>CAL OP #10. Post "Do Not Dump" messages on website (Element 352 WEB1)</p>					<p>https://sunnyvale.ca.gov/civicx/filebank/blobload.aspx?blobID=25445 Valley Water: FPM posted on the website.</p> <p>Gilroy: The city has this message on its website.</p> <p>Los Altos: The city's annual mailer and brochure provide information regarding the flood program with an emphasis on the "DO NOT DUMP" message and are posted on the city website.</p> <p>Milpitas: The city's "SFHA brochure" posted on website. http://www.ci.milpitas.ca.gov/milpitas/departments/engineering/flood-information/</p> <p>Morgan Hill: The city's citywide flood newsletter was posted on the city's Floodplain Management webpage.</p> <p>Mountain View: "Do Not Dump" message is on the city's website – Fire Department – Environmental Protection page.</p> <p>Palo Alto: "Do Not Dump" messages are on the city's Flood and Storm Drain webpage.</p> <p>Santa Clara: The city posts the Inside Santa Clara newsletter to city website. City website also has additional information on keeping storm drains clear and illegal dumping.</p>
		<p>CAL OP #11. "Illegal Dumping" – Valley Water Community Project Review Unit (CPRU) Water Resource Protection Ordinance No. 08-1</p>	<p>Valley Water CPRU Santa Clara Valley Urban Runoff Pollution Prevention Program</p>	<p>Year-Round</p>	<p>Adopt-A-Creek Organizations Valley Water Grantee Organizations</p>	<p>All</p>	<p>Valley Water: Water Resources Ordinance No. 08-1 is in force.</p> <p>Information from Municipal Regional Permit NPDES Permit No.: CAS612008 Order Number: R2-2015-0049 - FY 2017-2018 Annual Report https://www.waterboards.ca.gov/sanfranciscobay/water_issues/programs/stormwater/MRP/2018_AR/Santa_Clara/index1.html</p> <p>NOTE: FY 18-19 Annual Report will not be available until September 2019</p> <p><i>C.5 – Illicit Discharge Detection and Elimination</i></p> <p><u>Water Resource Protection Ordinance Code Enforcement Program</u></p> <p><i>To protect District owned public lands, the District (Valley Water) regulates non-District use of the agency's property through the Water Resources Protection Ordinance. The Water Resources Protection Manual, which includes measures to protect the riparian corridor, is utilized for case development.</i></p> <p><i>For FY 17-18, the Community Projects Review Unit's Code Enforcement Program processed 186 cases. Of the 186 cases, encroachment violations accounted for 17% of the cases. Encroachments (unauthorized private use of District's property) often occur on creekside or near-creekside lands and can have negative impacts on the stream environment due to increased erosion from irrigation and overland drainage, the potential for the introduction of pesticides into the creek, planting of non-native and invasive plant species in the riparian corridor, grading of creek banks, and dumping. The District has been protecting creekside public lands by remediating encroachments for over 40 years. Approximately 25% of the cases were for illegal dumping on District property, which is predominately creekside. Dumped items consisted of materials such as soil, yard</i></p>

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								<p>clippings, and pet waste. Drainage issues included discharges to creeks from backyard pools.</p> <p>C.7.c. Stormwater Pollution Prevention Education</p> <p>District outreach includes: Access Valley Water (http://www.valleywater.org/avwapp/) is a way to send immediate requests, questions, complaints and compliments directly to the Santa Clara Valley Water District. Citizens can report water waste, trash or downed trees near a creek, graffiti, illegal dumping, or other problems near creeks, from a computer or from the Access Valley Water mobile app. Users can check on status and receive messages from the District as a request is processed. Issues reported to Access Valley Water that are found to be outside of District jurisdiction are forwarded to the appropriate government entity. Access Valley Water response time is typically five days or less.</p> <p>Gilroy: The city has this message on its website, City Code Chapter 12.</p> <p>Los Altos: The city website posting of "Help Prevent Neighborhood Flooding..." provides information on illegal dumping reporting. The city's annual mailer and brochure provide information regarding the flood program with an emphasis on the "DO NOT DUMP" message and are posted on the city website. The city's Municipal Code Section 6.32.030 Watercourse Protection prohibits "discharge into or connect any pipe or channel to a watercourse."</p> <p>Milpitas: In February and June 2019, the city mailed out the "2018-2019 Public Advisory" informational SFHA brochure which includes Do Not Dump messaging to all addresses in the city.</p> <p>Morgan Hill: The city's citywide flood newsletter included this message.</p> <p>Palo Alto: "Illegal Dumping" is part of the city's Municipal Code.</p> <p>Santa Clara: The city has several city codes/charters on illegal dumping.</p> <p>Sunnyvale: The city posts Illegal Dumping message on website.</p>
			CAL OP #12. Post Valley Water Resource Protection Ordinance on website (Element 352 WEB1)					<p>Valley Water: Water Resources Protection Ordinance 08-01 is posted on website https://www.valleywater.org/sites/default/files/WRPO.pdf</p> <p>Gilroy: The city has this message on its website, City Code Chapter 27A.</p> <p>Los Altos: The city's Municipal Code Section 6.32.030 Watercourse Protection is accessible through the Municipal Code link on the city's website.</p> <p>Milpitas: The city's Code Section XI-16-12 – Watercourse Protection is accessible through the Municipal Code. https://librarv.municipalcode.com/ca/milpitas/codes/code_of_ordinances?nodeId=TITXIZOPLAN_CH16STURRUPOCO_XI-16-12WAPR.</p> <p>Morgan Hill: The city has link to Valley Water's "Permits for Working on Valley Water Land or Easement" on city's Floodplain Management webpage. Valley Water's webpage includes a link to the Water Resources Protection Ordinance.</p>

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								<p>Palo Alto: Link to the city's Municipal Code is on city's Flood and Storm Drain webpage.</p> <p>Santa Clara: City codes/charters are posted on city website.</p>
			CAL OP #13. "No Dumping" signage on Valley Water project sites	Valley Water Watersheds Operations & Maint. Santa Clara Valley Urban Runoff Pollution Prevention Program	Year-Round	Santa Clara Valley Urban Runoff Pollution Prevention Program (all communities that drain to San Francisco Bay)	All	<p>Valley Water: Project sites throughout the county include "No Dumping" signage/message.</p> <p>Gilroy: No dumping messages are installed on all city catch basins.</p> <p>Milpitas: The city has a citywide application of "No Dumping" medallions on all public property storm drains.</p> <p>Palo Alto: "No Dumping" signs are installed in all city storm drain catch basins.</p>
			CAL OP #14. "Pollution Hotline 1-888-510-5151" to report all illegal dumping messages are included in Neighborhood Work Notices (target outreach – 6 points per topic)	Valley Water Communications Santa Clara Valley Urban Runoff Pollution Prevention Program	Year-Round	Santa Clara Valley Urban Runoff Pollution Prevention Program Watershed Watch Organization San Francisco Estuarine Institute Oakland Museum	All	<p>Valley Water: Information from Municipal Regional Permit NPDES Permit No.: CAS612008 Order Number: R2-2015-0049 - FY 2017-2018 Annual Report https://www.waterboards.ca.gov/sanfranciscobay/water_issues/programs/stormwater/MPR/2018_AR/Santa_Clara/index1.html</p> <p>NOTE: FY 18-19 Annual Report will not be available until September 2019</p> <p>C.5 – Illicit Discharge Detection and Elimination</p> <p><u>Emergency Response Program</u></p> <p>The District (Valley Water) addresses illicit connection/illegal dumping (IC/ID) incidents effectively through its hazardous materials "Emergency Response" (ER) Program. The District received and responded to a total of 111 emergency response reports throughout Santa Clara County during FY 17-18. This was 30 reports less than in FY 16-17. Of the 111 total incidents reported during the last fiscal year, 102 were within the jurisdiction of the San Francisco Bay Regional Water Quality Control Board (SFBRWQCB), 49 were actual or potential discharge events, and 75 required a field response by a team member or members for general investigation, source identification, multi-agency coordination, and clean up or evidence collection.</p> <p>The District is one of the few Santa Clara County Permittees that has 24-hour availability to conduct storm and stream water pollution investigations. District staff will, as needed, investigate, and collect evidence at a site that can later be transferred to the appropriate jurisdictional authority on the next business day. Jurisdictional authority could reside with a co-permittee, state, or federal agency. The District responded within target field response time 100% of the time for all incidents requiring urgent field response.</p> <p>C.7.c. Stormwater Pollution Prevention Education</p> <p>District outreach includes: The District Pollution Hotline (1-888-510-5151; www.valleywater.org/Services/PollutionHotline.aspx) receives and responds to emergency response reports throughout Santa Clara County. The District is one of the few Santa Clara County Permittees that has 24-hour availability to conduct storm water pollution investigations. The District staff will, as needed, investigate and collect evidence at a site that can later be transferred to the appropriate jurisdictional authority during the next regularly scheduled</p>

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								<p>business hours. Jurisdictional authority could reside with a co-permittee, state or federal agency. Further information is provided in Section C.5 of this report.</p> <p>Valley Water's Pollution Hotline (1-888-510-5151) receives and responds to emergency response reports throughout the Santa Clara County 24/7- 365 days per year availability to conduct storm water pollution investigations. https://www.vallewater.org/pollution-hotline</p> <p>The Pollution Hotline number is also promoted on Valley Water's annual FPM.</p> <p>Gilroy: The city posts the Pollution Hotline on the city website.</p> <p>Milpitas: The city maintains Pollution Prevention and SFHA phone lines. In addition, city mailed out citywide informational "SFHA brochure" that included this message. Their number is 911 dispatch for Fire Department response.</p> <p>Palo Alto: Pollution hot line is posted on the city's utility bills.</p>
<p>Community At Large (CAL) The PPI Committee recognized that the entire community that lives and/or works in Santa Clara County is subject to impacts due to flooding. The CRS typically focuses on residential flooding, but here, flooding of businesses and roads is also very important.</p>	<p>Topics 4 & 6 Message: Keep debris and trash out of our streams. It's illegal to dump into streams</p>	<p>Cleaner streams and fewer dumping violations</p> <p>Fewer debris blockages during high-flow events</p>	<p>CAL OP #15. Post Project notices with "Pollution Hotline" on website (<i>Element 352 WEB1</i>)</p>					<p>Valley Water: The Pollution Hotline number is included in Valley Water's FPM and is posted on the website.</p> <p>Gilroy: The city posts the Pollution Hotline on the city website.</p> <p>Milpitas: In February and June 2019, the city mailed out the "2018-2019 Public Advisory" informational SFHA brochure which includes Do Not Dump messaging to all addresses in the City. City of Milpitas citywide FAQ's page on storm water uses 911 as the hotline for pollution prevention http://www.ci.milpitas.ca.gov/milpitas/departments/public-works-department-home-page/storm-home-page/storm-faq-2/</p> <p>Palo Alto: "Pollution Hot Line" is posted on the city's flood information webpage.</p> <p>Sunnyvale: The city hosts a link on its Flood Protection page on how to prevent stormwater pollution http://www.mvwatershedwatch.org</p>
			<p>CAL OP #16. Creekside Property Program – Creek Wise brochure handed out at community fairs (target outreach – 6 points per topic)</p>	<p>Valley Water Communications</p>	<p>Year-Round</p>	<p>Fair Sponsors Attendees of community events who visit information booths SCVURPPP</p>	<p>All</p>	<p>Valley Water: Creekside Property Program, "You Are the Solution to Water Pollution" was mailed out to approximately 16,100 creek-side property owners in July 2018. The Creekside brochures were also handed out at community events at various SC County cities.</p> <p>Palo Alto: The city's utility bill insert includes creek monitoring information/ bill insert distributed on earth day as well.</p> <p>Valley Water: Creekside Property Program, "You Are the Solution to Water Pollution" is posted on our website at: https://www.vallewater.org/sites/default/files/Creekside%202018%20flyer%20FINAL%20CORRECT.pdf</p> <p>Los Altos: The city's general informational posting of "Local Creeks" provides information and direct readers to Valley Water's website and Creekside Property Program.</p> <p>Palo Alto: "Creekside Programs" are posted on city's creek monitor webpage city's cleanbay.org.</p>
			<p>CAL OP #17. Post Creekside Property Program – Creek Wise brochure on website (<i>Element 352 WEB1</i>)</p>					

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			CAL OP#18. Organize volunteers for creek clean-ups through Valley Water's Adopt-A-Creek Program or organized city clean-ups, such as City of Santa Clara's, Adopt-A-Spot Program	Valley Water Communications	Year-Round	Community Organizations Residents Schools Businesses Creek Connections Action Group (CCAG)	All City of Santa Clara	<p>Valley Water: Participation in Valley Water's Adopt-A-Creek Program was 48 partners/adopted sites in FY19. The program is going through a thorough renewal process. Each participating Adopt-A-Creek partner was required to host a minimum of 2 clean-up events per year. Adopt-A-Creek program is also promoted in our Creek Wise mailer, "You Are the Solution to Water Pollution," which was mailed out to all creek-side property owners in July 2018.</p> <p>Los Altos: The city posted National River Cleanup Day information in the City Manager Weekly Updates, which is an email newsletter, and posted on the city website.</p> <p>Milpitas: The city organized cleanups at 3 sites and advertised in local paper, city website, KMLP-15 and social media for Coastal Cleanup Day on 9/22/18 and National River Cleanup Days on 5/18/18 and 5/19/19.</p> <p>Mountain View: The city advertised creek cleanup events.</p> <p>Palo Alto: The city participates in Valley Water's Adopt-A-Creek Program.</p> <p>Santa Clara: The city has an Adopt-a-Spot program.</p> <p>Sunnyvale: Environmental Services hosted Coastal Clean-up in Sunnyvale on 9/15/18.</p>
			CAL OP #19. Post Valley Water's Adopt a Creek Program and cities clean-up programs on website (Element 352 WEB1)					<p>Valley Water: Adopt-A-Creek Program information posted on the Valley Water's website http://valleywater.org/EkContent.aspx?id=336&terms=adopt-a-creek. Creek Wise mailer, "You Are the Solution to Water Pollution," which included Adopt-A-Creek program information is also posted on Valley Water's website https://www.valleywater.org/sites/default/files/CreekWise%202018%20 flyer_for_Web%20FINAL%20CORRECT.pdf</p> <p>Los Altos: The city posted National River Cleanup Day information in the City Manager Weekly Updates, which is an email newsletter, and posted on the City website.</p> <p>Milpitas: The city promoted and participated in these annual events and has a link to Valley Water's website on the flood information page.</p> <p>Morgan Hill: The city advertised the National River Cleanup Day – Morgan Hill Creek Cleanup (scheduled May 18, 2019) in the Winter/Spring 2019 and Summer 2019 editions of the city's Recreation Activity Guide on the city's website.</p> <p>Palo Alto: Adopt a Creek Program posted on city's cleanbay.org/my-creeks-and-bay.</p> <p>Santa Clara: The city's Adopt-a-Spot Program is posted on City website.</p>
Community At Large (CAL) The PPI Committee recognized that the entire community that lives and/or works in Santa Clara County is	Topics 4 & 6 Message: Keep debris and trash out of our streams. It's illegal to dump into streams	Cleaner streams and fewer dumping violations Fewer debris blockages during high-flow events	CAL OP#20. Organize volunteers for National River Cleanup Day and California Coastal Cleanup Day	Valley Water Communications City of San Jose	May 4 6 , 201 8 and September 201 8 annually		All	<p>Valley Water: Information from CleanACreek.org Creek Connections Action Group https://cleancreek.org/past-results-2/</p> <p>On May 18, 2019, Valley Water hosted National River Cleanup Day in Santa Clara County. A total of 1,060 volunteers participated in cleaning up 62.3 miles of creeks. Volunteers removed 46,580 pounds of trash from 47 cleanup sites from Palo Alto to Gilroy.</p>

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² **Flood Response Preparations (FRP):** Topic 7 – Develop a Family Emergency Plan; Topic 8 – Download disaster electronic Apps; Topic 9 – Understand shallow flooding risks – "Don't drive through standing water."

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A stakeholder can be any agency, organization, or person (other than the community itself) that supports the message. Stakeholders can be: an insurance company that publishes a brochures on flood insurance, even if it is set out at City Hall; a local newspaper that publishes a flood or hurricane season supplement each year; FEMA, if, for example, a FEMA brochure is used as an informational material; schools that implement outreach activities; a local newspaper; a neighborhood or civic association that sponsors and hosts a presentation by a community employee; a utility company that includes pertinent articles in its monthly bills; or presentations made by state or FEMA staff at a Risk Map meeting.

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<p>subject to impacts due to flooding. The CRS typically focuses on residential flooding, but here, flooding of businesses and roads is also very important.</p>								 <p>California Coastal Cleanup Day was held on September 15, 2018. 45 clean-up sites; 1,931 volunteers removed approximately 56,808 lbs. of trash, including 8,542 lbs. of recyclables along 75.25 miles of creeks and shoreline.</p> <p>Los Altos: The city posted National River Cleanup Day information in the City Manager Weekly Updates which is an email newsletter and posted on the city website.</p> <p>Milpitas: The city promoted and participated in these annual events.</p> <p>Morgan Hill: The city in the National River Cleanup Day.</p> <p>Mountain View: The city advertised Creek Cleanup events.</p> <p>Palo Alto: The city participates in National River Cleanup Day Program.</p> <p>Santa Clara: The city organized volunteers for National River Cleanup Day in May 2019.</p> <p>Valley Water: Volunteer information and results posted on www.cleancreek.org.</p> <p>Los Altos: The city posted National River Cleanup Day information in the City Manager Weekly Updates, which is an email newsletter, and posted on the City website.</p> <p>Milpitas: The city promoted volunteer opportunities in promotions and the city website which re-directs to www.cleancreek.org. The link is called out as "52 cleanup sites" at: http://www.ci.milpitas.ca.gov/national-river-cleanup-day-3/</p>
			<p>CAL OP #21. Post volunteer information and results on website (Element 352 WEB1)</p>					

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							<p>Palo Alto: River cleanup information posted on city's social media and cleanbay.org.</p> <p>Santa Clara: National River Cleanup event was posted on city's website.</p>
			CAL OP # 22. Installation of trash booms				<p>Valley Water: Information from Municipal Regional Permit NPDES Permit No.: CAS612008 Order Number: R2-2015-0049 - FY 2017-2018 Annual Report https://www.waterboards.ca.gov/sanfranciscobay/water_issues/programs/stormwater/MRP/2018_AR/Santa_Clara/index1.html</p> <p>NOTE: FY 18-19 Annual Report will not be available until September 2019</p> <p>C.10 – Trash Load Reduction</p> <p>A total of 4 trash booms (2 in San Jose: Lower Silver Creek, Thompson Creek; 2 in Palo Alto: Matadero Creek, Adobe Creek) installed prior to FY17-18. During FY17-18, the following amounts of trash were removed from each trash boom:</p> <ul style="list-style-type: none"> - Lower Silver: 2 cubic yards on 5/7/2018 - Thompson: 5 cubic yards on 3/2/2018 and 5 cubic yards on 5/7/2018 - Matadero: 0.47 cubic yards on 12/9/17, and 0.035 cubic yards on 5/19/18 - Adobe: 0.22 cubic yards on 12/9/17, and 0.045 cubic yards on 5/19/18 <p>Milpitas: The city will have completed the installation of 167 trash capture devices in FY18-19.</p> <p>Mountain View: Trash capture devices are installed throughout the city.</p> <p>Palo Alto: Trash booms are installed at Matadero Creek and Adobe Creek.</p>
			CAL OP #23. Stenciling storm drains "Do Not Dump - Flows Into Bay"	City of San Jose CRS Coordinator All Cities CRS Coordinator		City of San Jose All Cities	<p>Valley Water: Inspects and maintains stenciled storm drains on all Valley Water property.</p> <p>Information from Municipal Regional Permit NPDES Permit No.: CAS612008 Order Number: R2-2015-0049 - FY 2017-2018 Annual Report https://www.waterboards.ca.gov/sanfranciscobay/water_issues/programs/stormwater/MRP/2018_AR/Santa_Clara/index1.html</p> <p>NOTE: FY 18-19 Annual Report will not be available until September 2019</p> <p>C.7.a. Storm Drain Inlet Marking</p> <p>iii. Reporting – <i>In the 2020 Annual Report, each Permittee shall (1) state how many municipally-maintained storm drain inlets it has, (2) certify that at least 80 percent of municipally-maintained storm drain inlet markings are legibly labeled with an appropriate stormwater pollution prevention message during the permit term; (3) include a picture of a labeled municipally-maintained inlet; and (4) certify that all privately-maintained streets had storm drain inlet markings verified prior to acceptance of the project and were required to maintain the storm drain inlet markings through the development maintenance entity.</i></p> <p>Gilroy: The city adds medallions at drainage inlet locations.</p>

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						<p>Los Altos: City storm drains are all stenciled or labeled with medallions (including the name of the creek that the inlet drains to) and the city aims to inspect, clean, and maintain each inlet annually.</p> <p>Milpitas: The city places "No Dumping, Drains to Creek" medallions placed at public catch basins on as-needed basis, and all new developments are required to label new or reconstructed storm drains.</p> <p>Mountain View: This is a standard detail required on all construction projects in the city.</p> <p>Palo Alto: "Do Not Dump" stenciling is installed on all storm drain inlets in the city.</p> <p>Santa Clara: The city placed stencils on all storm drain inlets.</p> <p>Sunnyvale: The city stencils "No Dumping! Flows to Bay" on storm drains.</p>
<p>Community At Large (CAL) The PPI Committee recognized that the entire community that lives and/or works in Santa Clara County is subject to impacts due to flooding. The CRS typically focuses on residential flooding, but here, flooding of businesses and roads is also very important.</p>		<p>Cleaner streams and fewer dumping violations</p> <p>Fewer debris blockages during high-flow events</p>	<p>CAL OP #24. Inserts into inlets</p>			<p>Valley Water: Valley Water inspects and maintains drop inlet protection on all its property.</p> <p>Information from Municipal Regional Permit NPDES Permit No.: CAS612008 Order Number: R2-2015-0049 - FY 2017-2018 Annual Report https://www.waterboards.ca.gov/sanfranciscobay/water_issues/programs/stormwater/IRMP/2018_AR/Santa_Clara/index1.html</p> <p>NOTE: FY 18-19 Annual Report will not be available until September 2019</p> <p><i>Provision C.2 Municipal Operations</i></p> <p><i>The District (Valley Water) owns and operates the storm water drainage systems at its facilities, which includes storm drains, catch basins, vegetated swales, open drainage ditches, utility trenches, and storm drain laterals. The District owns and maintains four corporation yards; one vehicle maintenance and parking facility (Corporation Yard) and three material storage facilities (Winfield Facilities, Brakaw Storage Yard, and Camden Storage Yard). Each District corporation yard has a site-specific Storm Water Pollution Prevention Plan (SWPPP).</i></p> <p><i>Storm drains outside District facilities are owned and operated by the local (city or county) jurisdictions.</i></p> <p><i>The District completed the following tasks:</i></p> <ol style="list-style-type: none"> <i>Continued implementation of the storm drain inspection and cleaning program</i> <i>Cleaned and reconstructed sinder block, screen, and gravel BMPs at the Corporation Yard and Winfield facilities in May of 2018.</i> <p>HIGHLIGHTS AND ACCOMPLISHMENTS</p> <p><i>Pollution prevention and pollutant reduction has continued to be a focus of District staff discussions, including general good housekeeping practices, proper BMP inspection and implementation, and the need to document follow-up actions based on Storm Water Pollution Prevention Plan (SWPPP) inspections. Storm drain inspections and cleaning work orders continue to be distributed via the District's Comcate Preventative</i></p>

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							<p>Maintenance Program (field maintenance work-order software) for the corporation yards. Each month, facility maintenance staff inspects all storm drains at their facility and have them cleaned as needed. Inspections were completed for all District corporation yards, and BMPs were implemented according to site specific SWPPPs.</p> <p>District staff attends the SCVURPPP Municipal Operations Ad Hoc group. Please refer to the C.2 Municipal Operations section of the Program's FY 17-18 Annual Report for a description of program and regional activities.</p> <p>Los Altos: The city has one installed large trash capture device that is regularly maintained by the city's maintenance division.</p> <p>Milpitas: The city will have completed the installation of 167 trash capture devices in FY18-19.</p> <p>Mountain View: The city requires inlet protection be installed on a site-specific basis.</p> <p>Palo Alto: The city installed two large trash capture devices and stencils are installed on all catch basins.</p> <p>Santa Clara: 146 new storm drain inlets are scheduled to be installed before June 30, 2019.</p> <p>Sunnyvale: The city has three large trash capture devices at two separate locations. They also have multiple individual catch basin devices and require trash capture on all on-site storm drain inlets.</p>
			CAL OP #25. Hot Spot Assessment and Clean-ups				<p>Valley Water: Information from Municipal Regional Permit NPDES Permit No.: CAS612008 Order Number: R2-2015-0049 - FY 2017-2018 Annual Report https://www.waterboards.ca.gov/sanfranciscobay/water_issues/programs/stormwater/MRP/2018_AR/Santa_Clara/index.html</p> <p>NOTE: FY 18-19 Annual Report will not be available until September 2019</p> <p>C.10.c – Trash Load Reduction – Trash Hot Spots Clean-up</p> <p>The FY 17-18 cleanup data and volume of trash removed during each MRP-required Trash Hot Spot cleanup during each fiscal year are listed on pages 10-9 and 10-10 of the report.</p> <p>Gilroy: The city completed hotspot assessment per city's state permit requirement for year 5 of permit.</p> <p>Los Altos: The city continues active participation in SCVURPPP and continues conducting hot spot cleanups.</p> <p>Milpitas: The city has 3 (three) creek hot spots which are cleaned twice/year.</p> <p>Palo Alto: The city identifies hot spots every year and keeps log of maintaining them. The city continues to actively participate in the SCVURPPP.</p>

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								<p>Santa Clara: The city's Trash Hot Spot Cleanups, 4 of 5 sites are completed and the remaining one will be completed before June 30, 2019. Total trash collected from the four sites is 55 gallons.</p>
<p>Community At Large (CAL) The PPI Committee recognized that the entire community that lives and/or works in Santa Clara County is subject to impacts due to flooding. The CRS typically focuses on residential flooding, but here, flooding of businesses and roads is also very important.</p>		<p>Cleaner streams and fewer dumping violations Fewer debris blockages during high-flow events</p>	<p>CAL OP #26. Send out yearly newsletter article discussing efforts to ready the storm drainage system for fall rains – cleaning out storm drains, and discusses "No Dumping" that reaches all households in the City or County</p>	<p>City of Sunnyvale CRS Coordinator Cities CRS Coordinators</p>	<p>Late Summer/ Fall</p>		<p>Sunnyvale All</p>	<p>Valley Water: Messages on storm drainage systems, including DO NOT DUMP is promoted on Valley Water's annual FPM.</p> <p>Milpitas: The city has monthly street sweeping print advertising in local newspaper; letters to 9,000 households in Fall Street Sweeping Program areas.</p> <p>Palo Alto: The city sends winter storm preparedness on utility insert every year.</p> <p>Santa Clara: The city's "Inside Santa Clara" newsletter has message about storm drain and illegal dumping.</p> <p>Sunnyvale: The city's Horizon Newsletter, Fall 2018 "How to be Flood Safe," is also posted on the City's website: https://sunnyvale.ca.gov/civicax/filebank/blobdload.aspx?BlobID=25445</p>
			<p>CAL OP # 27. Post newsletter article on efforts to ready storm drainage system for fall rains – cleaning out storm drains, and "No Dumping" on website (Element 352 WEB1)</p>	<p>City Sunnyvale CRS Coordinator Cities CRS Coordinators</p>	<p>Late Summer/ Fall</p>		<p>Sunnyvale All</p>	<p>Valley Water: Newsletters and flyer posted on the website.</p> <p>Los Altos: The city's website posting of "Storm Preparation in Los Altos" discusses efforts to get the drainage system ready for the storm season. The city posts information on the website about their efforts to prepare for storms and emergencies, including 1) conducting emergency operation drills with the police department and Santa Clara County Fire Department to set up an Emergency Operation Center in order to practice and prepare for storm and flood response; 2) inspections and waterproofing of traffic signals, related equipment and preparing backup generators for signal outages; 3) trimming trees and removing dead trees, which can help to prevent debris blockages during rains; and 4) inspecting and clearing debris from difficult to access storm water ditches.</p> <p>Milpitas: The city posts their citywide informational "SFHA brochure" on city website. The city also promotes winter preparedness through the city website: http://www.ci.milpitas.ca.gov/milpitas/departments/public-works-department-home-page/storm-home-page/</p> <p>Mountain View: Posted on the city's website – Flood Protection page.</p> <p>Palo Alto: The city's newsletter is posted on utility insert and flood information website.</p> <p>Santa Clara: The city's "Inside Santa Clara" newsletter is posted on city website. City website also has additional information on keeping storm drains clear and illegal dumping.</p> <p>Sunnyvale: The city posts Learn How to Prevent Stormwater Pollution on website. https://sunnyvale.ca.gov/civicax/filebank/blobdload.aspx?BlobID=23588</p>
<p>Topics 1,2,3,4,7, 8 & 9: Download disaster electronic Apps</p>		<p>Increase in "hits" on Apps and less stress during emergencies</p>	<p>CAL OP #28. Advertise Valley Water, County Public Health Department and American Red Cross Electronic Apps</p>	<p>City representatives, Valley Water Communications County Public Health Dept.</p>	<p>Year-Round</p>	<p>Community Organizations, including American Red Cross and</p>	<p>All</p>	<p>Valley Water: Emergency apps information is included in Valley Water's annual FPM and CWM. Also advertised on the newsletter, Facebook and Twitter by Valley Water, City of Palo Alto, and City of Mountain View.</p>

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	<p>Messages: Be prepared for flood and other disasters; Know how to access needed information quickly during an emergency</p>		<p>Gilroy Chamber of Commerce, and American Red Cross</p> <p>CAL OP #29. Post disaster apps information on website (Element 352 WEB1 and 2)</p> <p>CAL OP #30. Instruct people to download apps at personal preparedness trainings</p>		<p>Gilroy Chamber of Commerce Residents who download the apps. Attendees of community events who visit information booths Teachers/students visited by Valley Water's Education Outreach Program</p>		<p>Milpitas: The city's Fire Department's Office of Emergency Services offers instructions on how to prepare for emergencies and where to get specific services.</p> <p>Morgan Hill: The city's citywide flood newsletter and city's weekly newsletters/e-mail blasts sent out during the month of September 2018 included information about the ReadySCC and Red Cross Flood apps.</p> <p>Mountain View: The city handed out emergency preparedness starter kits and encouraged app downloads at Spanish Language Civic Leadership Academy, Spring Parade, Downtown Festival – Art ala Carte, National Night Out, and Thursday Night Lives.</p> <p>Palo Alto: Information on Red Cross Apps and Alert SCC is on city's Winter Storm Preparedness Tips utility insert.</p> <p>Santa Clara: The city's "Inside Santa Clara" newsletter has instructions to download Santa Clara County's emergency preparedness app "ReadySCC."</p> <p>Valley Water: FPM and CWM are posted on website. Apps information posted on Valley Water's website at https://www.valleywater.org/flooding-safety/flood-protection-resources/sign-up-for-emergency-alerts</p> <p>Los Altos: The city's website posting of "Calling on Los Altos to be Disaster Prepared" provides links to AlertSCC.org, Red Cross and FEMA apps, and it encourages the viewers to explore www.ready.gov for more information. The city posts AlertSCC app information on the city website and in the City Manager Weekly Update online newsletter.</p> <p>Milpitas: The city's Fire Department's Office of Emergency Services offers instructions on how to prepare for emergencies and where to get specific services. http://www.ci.milpitas.ca.gov/milpitas/departments/fire/office-of-emergency-services/</p> <p>Morgan Hill: The city's citywide flood newsletter and city's weekly newsletter/e-mail blast were posted on the city's website.</p> <p>Mountain View: On city's website.</p> <p>Palo Alto: Information on Red Cross Apps is posted on city's Flood Information/Winter Preparedness webpage.</p> <p>Santa Clara: City posts AlertSCC on city's social media account, and also posts AlertSCC and ReadySCC on city's website.</p> <p>Sunnyvale: City offers this information on website. https://sunnyvale.ca.gov/government/safety/emergency.htm</p> <p>Valley Water: Apps information provided at several emergency preparedness events hosted by Valley Water and several SC County cities.</p> <p>Los Altos: City's website posting of "Calling on Los Altos to be Disaster Prepared" provides links to AlertSCC.org, Red Cross, and FEMA apps, and it encourages the viewers to explore www.ready.gov for more information. The city encourages attendees of emergency preparedness events and trainings to download apps.</p>
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² **CAL OP = Community At Large Outreach Projects; FRP = Flood Response Preparations (FRP):** Topic 7 – Develop a Family Emergency Plan; Topic 8 – Download disaster electronic Apps; Topic 9 – Understand shallow flooding risks -- "Don't drive through standing water."

³ By each June, all deliverables need to be reported to Valley Water for tracking purposes.

⁴ A stakeholder can be any agency, organization, or person (other than the community itself) that supports the message. Stakeholders can be: an insurance company that publishes a brochures on flood insurance, even if it is set out at City Hall; a local newspaper that publishes a flood or hurricane season supplement each year; FEMA, if, for example, a FEMA brochure is used as an informational material; schools that implement outreach activities; a local newspaper; a neighborhood or civic association that sponsors and hosts a presentation by a community employee; a utility company that includes pertinent articles in its monthly bills; or presentations made by state or FEMA staff at a Risk Map meeting.

Appendix A. Santa Clara County 2015 Multi-Jurisdictional PPI - 2019 Annual Evaluation Report (Year 4) Project Accomplishments Worksheet

Global Changes: District to Valley Water; emergency kit to emergency preparedness starter kits (these starter kits are NOT intended to replace comprehensive emergency kits; such should be communicated to public when being handed out); District Outreach Program to Valley Water Education Outreach Program; footnote #3 changed from "Each September" to "By each June"

			<p>CAL OP #31. Post instruction on how to download apps. on websites and electronic newsletters (<i>Element 352 WEB1</i>)</p>	<p>Valley Water Communications City representatives</p>				<p>Milpitas: City's Fire Department's Office of Emergency Services offers instructions on how to prepare for emergencies and where to get specific services.</p> <p>Morgan Hill: City staff instructed the attendees of the July 17, 2018, 13th Annual Youth Leadership Morgan Hill (YLMH) workshop to download the apps.</p> <p>Mountain View: The city handed out emergency preparedness starter kits and encouraged app downloads at Spanish Language Civic Leadership Academy, Spring Parade, Downtown Festival – Art ala Carte, National Night Out, and Thursday Night Lives.</p> <p>Santa Clara: The city's Community Emergency Response Team (CERT) training class instructs trainees to download ReadySCC app and sign up for AlertSCC.</p> <p>Sunnyvale: The city provides preparedness training/information at Farmer's Market event, and instructed people to download emergency & flood App.</p> <p>Valley Water: Instructions on how to download AlertSCC, ReadySCC, American Red Cross Flood Apps on Valley Water website at: https://www.vallewater.org/floodinc-safety/flood-protection-resources/sign-up-for-emergency-alerts</p> <p>Milpitas: The city's Fire Department's Office of Emergency Services offers instructions on how to prepare for emergencies and where to get specific services. http://www.ci.milpitas.ca.gov/milpitas/departments/fire/office-of-emergency-services/</p> <p>Morgan Hill: The city's citywide flood newsletter and city's weekly newsletter/e-mail blast sent out during the month of September 2018 included information about the ReadySCC and Red Cross Flood apps.</p> <p>Santa Clara: The city's "Inside Santa Clara" has instruction to download ReadySCC app. The newsletter is posted on city website, and the City website also has instructions to download ReadySCC on a separate page.</p>
<p>Community At Large (CAL) The PPI Committee recognized that the entire community that lives and/or works in Santa Clara County is subject to impacts due to flooding. The CRS typically focuses on residential flooding, but here, flooding of businesses and roads is also very important.</p>			<p>CAL OP #32. Promote ALERT SCC - Santa Clara County Emergency Alert System</p>	<p>Cities CRS Coordinators Valley Water Communications</p>		<p>Santa Clara County</p>	<p>All</p>	<p>Valley Water: Promoted ALERTSCC in the annual FPM. AlertSCC is a service for anyone who lives or works in SC County to get emergency warnings sent directly to their electronic devices. AlertSCC provides information in emergency situations like:</p> <ul style="list-style-type: none"> • Flooding, wildfires and subsequent evacuations. • Public safety incidents, including crimes, that immediately affect your neighborhood. • Post-disaster information about shelters, transportation, or supplies <p>Gilroy: The city promotes ALERT SCC on its website.</p> <p>Los Altos: The city's social media messaging and City Manager Weekly Update online newsletter encouraged download of the AlertSCC app and promoted several different emergency training programs and drills. The city's website posting of "Calling on Los Altos to be Disaster Prepared" provides links to AlertSCC.org, Red Cross and FEMA apps, and it encourages the viewers to explore www.ready.gov for more information.</p>

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								<p>Milpitas: The city's Fire Department's Office of Emergency Services offers instructions on how to prepare for emergencies and where to get specific services.</p> <p>Morgan Hill: The city included information about the AlertSCC app in the city's weekly newsletter/e-mail blast during the month of September 2018.</p> <p>Mountain View: The city handed out emergency preparedness starter kits and encouraged app downloads at Spanish Language Civic Leadership Academy, Spring Parade, Downtown Festival – Art ala Carte, National Night Out, and Thursday Night Lives.</p> <p>Palo Alto: Information on Alert SCC-Santa Clara County Emergency Alert System is included in the city's utility insert.</p> <p>Santa Clara: The city instructs people to sign-up for AlertSCC at CERT classes.</p> <p>Sunnyvale: The city promotes registration for AlertSCC on city website: https://sunnyvale.ca.gov/government/safety/emergency.htm</p> <p>Valley Water: Sign-up info posted on Valley Water website at: https://www.valleywater.org/flooding-safety/flood-protection-resources/sign-up-for-emergency-alerts</p> <p>Gilroy: The city posts ALERT SCC link on its website.</p> <p>Los Altos: The city posts AlertSCC app information on the city website and in the City Manager Weekly Update online newsletter. The city's website posting of "Calling on Los Altos to be Disaster Prepared" provides links to AlertSCC.org, Red Cross and FEMA apps, and it encourages the viewers to explore www.ready.gov for more information.</p> <p>Milpitas: The city's Fire Department's Office of Emergency Services offers instructions on how to prepare for emergencies and where to get specific services. http://www.ci.milpitas.ca.gov/milpitas/departments/fire/office-of-emergency-services/</p> <p>Morgan Hill: The city's weekly newsletters/e-mail blasts during the month of September 2018 with information about the AlertSCC app was posted on the city's website.</p> <p>Mountain View: On the city's website.</p> <p>Palo Alto: Alert SCC-Santa Clara County Emergency Alert System is posted on city's Flood Information/Winter Preparedness webpage.</p> <p>Santa Clara: The city posts information on how to sign up for AlertSCC on city website.</p> <p>Sunnyvale: The city promotes AlertSCC on website: https://sunnyvale.ca.gov/government/safety/emergency.htm</p>
		CAL OP #33. Post ALERT SCC - Santa Clara County Emergency Alert System on Valley Water and cities websites http://www.sccgov.org/sites/alertscc/Pages/home.aspx (Element 352 WEB1 and WEB2)						
Topic 7: Develop a Family Emergency Plan Messages: Be prepared for flood and other disasters	Increase in Family Emergency Plan and less stress during emergencies	CAL OP#34. Workshop/contest to promote developing family Emergency Plans; Reaching out to a celebrity to carry our message	Valley Water Communications and City representatives with assistance from Stakeholders	Year-Round	Schools American Red Cross Celebrity, TBD FEMA California Volunteers.org	All	<p>Valley Water: All students were invited to enter Valley Water's "Are You Flood Ready?" flood awareness coloring contest. Over 350 entries were received from 16 different schools. Winning entries were selected to represent each of Valley Water's seven board members' districts and prizes were awarded. The winning students received an emergency hand-crank radio, plus an emergency starter kit and a copy of "Chicken Little's Flood</p>	

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Flood Response Preparations (FRP): Topic 7 – Develop a Family Emergency Plan; Topic 8 – Download disaster electronic Apps; Topic 9 – Understand shallow flooding risks – “Don’t drive through standing water.”

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		<p>More people know what to do in an emergency</p>	<p>CAL OP #35. Post Family Emergency Plan template form on website http://www.redcross.org/images/MEDIA_CustomProductCatalog/m12140360_ARC_Family_Disaster_Plan_Template_r083012.pdf?camp=medlum=internal link download&campaign=family_disaster_plan_english or http://www.californiavolunteers.org/familyplan/pdf/family_plan.pdf (Element 352 WE81 and 2)</p>			<p>Advice" (a book about a character that is always prepared for any emergency). Emergency starter kits, "Chicken Little's Flood Advice" books and a copy of the Red Cross Emergency Contact Card were given to all students in the winning student's classes. The teacher in the winning students' classrooms received a back-pack full of emergency supplies to keep in the classroom.</p> <p>The coloring contest entry sheets were then decouped into an artwork display that was exhibited in Valley Water's headquarters lobby starting during the 2018 CFPW October 20-26, 2018 and running through the end of the flood season in April 2019.</p> <p>Family Emergency Plan information is also included in Valley Water's annual FPM and CWM.</p> <p>Los Altos: The city's police conduct Community Emergency Response Team (CERT) training to residents. The city also promotes the PREPARE program by the Los Altos Community Foundation. The program provides training to Block Action Team Leaders for emergency preparedness, response, and recovery. The city offers complementary Personal Emergency Preparedness courses taught by the SCC Fire Department personnel. City of Los Altos website posting of "Calling on Los Altos to be Disaster Prepared" provides a link to sign up for this class. The city coordinated with local school district to offer a Family Preparedness Workshop on February 7, 2019.</p> <p>Milpitas: The city's Fire Department's Office of Emergency Services offers instructions on how to prepare for emergencies and where to go for workshops/classes. The city handed out Valley Water emergency preparedness starter kits at various community events and requested that residents complete an emergency plan with their family.</p> <p>Morgan Hill: The city declared September 2018 as "National Preparedness Month." The city's weekly newsletters/e-mail blasts during the month of September 2018 included information on how to be prepared throughout the month. The city also hosted a free Preparedness Seminar for the community on February 11, 2019.</p> <p>Mountain View: The city handed out emergency preparedness starter kits and encouraged app downloads at Spanish Language Civic Leadership Academy, Spring Parade, Downtown Festival – Art ala Carte, National Night Out, and Thursday Night Lives.</p> <p>Palo Alto: The city's Emergency Services conducts an emergency preparedness workshop every year.</p> <p>Santa Clara: The city handed out Valley Water's emergency preparedness starter kits at various community events requesting that residents complete an emergency plan with their family.</p> <p>Valley Water: Templates for Family Emergency Plan are posted on Valley Water's website in the FPM under "What to Do Before" section. https://www.valleywater.org/floodready/flood-safety-tips re-directing to https://www.ready.gov/make-a-plan</p> <p>Additionally, hard copies of FEMA's Family Emergency Plan template were included in the emergency preparedness starter kits handed out by Valley Water and/or cities' staff at several emergency preparedness events held throughout the county.</p>
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							<p>Los Altos: In collaboration with SCC Fire, the city provides a once a month a 3-Hour Personal Emergency Preparedness Class, free of charge. City website posting of "Calling on Los Altos to be Disaster Prepared" provides a link to sign up for this class. The city's website page encourages families to plan communication before flooding/emergencies and includes link to FEMA communication plan steps and template.</p> <p>Milpitas: The city's Fire Department's Office of Emergency Services offers instructions on how to prepare for emergencies and where to go for workshops/classes. http://www.ci.milpitas.ca.gov/milpitas/departments/fire/office-of-emergency-services/</p> <p>Morgan Hill: The city's Emergency Preparedness webpage has a link to the Department of Homeland Security's Ready.gov website which contains a fillable family emergency communication plan. Emergency preparedness starter kits handed out at city events also included a copy of FEMA's Family Emergency Plan template.</p> <p>Mountain View: On the city's website.</p> <p>Palo Alto: Family emergency plan templates are posted on the city's website.</p> <p>Santa Clara: The city's website has family emergency preparedness instructions and links to family emergency plan template on FEMA, CDC, and DHS websites.</p> <p>Sunnyvale: The city promotes "developing a family emergency plan" on website: https://sunnyvale.ca.gov/property/floodprotection/default.htm It redirects to Ready.gov.</p>
			CAL OP#36. Include message "What to Do...Before - Prepare a Family Emergency Plan..." in Valley Water's CWM	Valley Water Communications City representatives	October - March	All	<p>Valley Water: Prepare a Family Emergency Plan message was included in Valley Water's annual FPM and CWM.</p> <p>Milpitas: The city's Fire Department's Office of Emergency Services offers instructions on how to prepare for emergencies and where to go for workshops/classes. In February and June 2019, the city mailed out "2018-2019 Public Advisory" informational SFHA brochure which includes emergency preparation messaging and contact to all addresses in the city.</p> <p>Morgan Hill: The city's citywide flood newsletter and weekly newsletters/e-mail blasts included this message during the months of September 2018 and December 2018. The city's Emergency Preparedness webpage has a link to the Department of Homeland Security's Ready.gov website that contains this message.</p> <p>Mountain View: On the city's website.</p> <p>Santa Clara: The city's "Inside Santa Clara" newsletter includes preparing a family emergency plan and promotes Valley Water's Flood Ready webpage.</p>
Community At Large (CAL) The PPI Committee recognized that the	Topic 7: Develop a Family Emergency Plan Messages: Be prepared for flood and other disasters	Increase in Family Emergency Plan and less stress during emergencies	CAL OP #37. Post message "What to Do...Before - Prepare a Family Emergency Plan..." on website (<i>Element 352 WEB1 and 2</i>)	Valley Water Communications City representatives		All	<p>Valley Water: FPM posted on the Valley Water's website: http://apps2.valleywater.org/publication/fipbook/809_FloodMailer2018/mobile/index.html Additional tips also listed on website: https://www.valleywater.org/floodready/flood-safety-tips</p>

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<p>entire community that lives and/or works in Santa Clara County is subject to Impacts due to flooding. The CRS typically focuses on residential flooding, but here, flooding of businesses and roads is also very important.</p>		<p>More people know what to do in an emergency</p>					<p>Los Altos: City website page encourages families to plan communication before flooding/ emergencies and includes link to FEMA communication plan steps and template.</p> <p>Milpitas: The city's Fire Department's Office of Emergency Services offers instructions on how to prepare for emergencies and where to go for workshops/classes. http://www.ci.milpitas.ca.gov/milpitas/departments/fire/office-of-emergency-services/ In February and June 2019, the city mailed out "2018-2019 Public Advisory" informational SFHA brochure which includes emergency preparation messaging and contact to all addresses in the city.</p> <p>Morgan Hill: The city's citywide flood newsletter and weekly newsletters/ e-mail blasts with this message were posted on the city's website.</p> <p>Mountain View: On the city's website.</p> <p>Palo Alto: Messages on what to do before emergency and on preparing a family emergency plan are posted on the city's Flood Information/Winter Preparedness website.</p> <p>Santa Clara: The city's website has messages to promote family emergency plan. The "inside Santa Clara" newsletter also has family emergency plan and the newsletter is also posted on city website. http://santacleara.gov/government/departments/fire/divisions/fire-prevention-hazardous-materials-division/family-emergency-preparedness http://santacleara.gov/government/departments/fire/emergency-preparedness</p>
			<p>CAL OP#38. Promote the official site of the NFIP Floodsmart.gov for flood preparation and recovery messages</p>	<p>Valley Water Communications City CRS Coordinator and Communications staff</p>		<p>All</p>	<p>Valley Water: Federal Flood Insurance Program (Floodsmart.gov) information linked on Valley Water's Flood Ready, Flood Protection Resources landing page website. Annual FPM and CWM also include Valley Water's Flood Ready landing page which promotes Floodsmart.gov.</p> <p>Los Altos: The NFIP information and web link are posted on the city's website.</p> <p>Milpitas: In February and June 2019, the city mailed out "2018-2019 Public Advisory" informational SFHA brochure which promotes the Floodsmart.gov website.</p> <p>Morgan Hill: The city's citywide flood newsletter and city's Flood Information webpage included a link to Floodsmart.gov.</p> <p>Mountain View: On city's website.</p> <p>Palo Alto: Information on Floodsmart.gov is on city's utility insert.</p> <p>Santa Clara: City's "Inside Santa Clara" newsletter promotes Floodsmart.gov website.</p> <p>Sunnyvale: City's posts this on website: https://sunnyvale.ca.gov/property/floodprotection/flood.htm</p>
			<p>CAL OP #39. Post message "NFIP Floodsmart.gov Flood Preparation and Recovery..." on website https://www.floodsmart.gov/floodsmart/pages/preparation-recovery-before-a-flood.jsp (Element 352 WEB1 and 2)</p>	<p>Valley Water Communications City CRS Coordinator and Communications staff</p>		<p>All</p>	<p>Valley Water: Federal Flood Insurance Program (Floodsmart.gov) posted on Valley Water's website directing audience to Floodsmart.gov website. https://www.valleywater.org/floodready/flood-insurance</p>

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							<p>Los Altos: The NFIP information and web link are posted on the city's website.</p> <p>Milpitas: The city's citywide informational "SFHA brochure" posted on city website with link to the Floodsmart.gov website.</p> <p>Palo Alto: Information on Floodsmart.gov is posted on city's Flood Information/Winter Preparedness website.</p> <p>Santa Clara: The city's website promotes Floodsmart.gov.</p>
<p>Topics 1, 3, & 4 Messages: Protect people and property from flood hazards</p>	<p>Less damage due to the floods; improve sandbag distribution</p>	<p>CAL OP #40. Sandbags available at various sites throughout county</p>	<p>Valley Water Vegetation Unit City of Palo Alto Public Works</p>	<p>November through April</p>	<p>All County residents Community organizations (SF Creek JPA, Boys Scouts, etc.)</p>	<p>All</p>	<p>Valley Water: Published SC County map of sandbag locations in "Prepare for Winter Storms – Are You Flood Ready? Be FloodSafe with sandbags" flyer, annual FPM and CWM.</p> <p>Gilroy: The city has various sandbag sites located throughout the city.</p> <p>Los Altos: The city prepares sandbag station(s) for complimentary sandbags.</p> <p>Milpitas: The city has two (2) sandbag stations offering complimentary sandbags. http://www.ci.milpitas.ca.gov/milpitas-sandbag-stations/</p> <p>Morgan Hill: The city's December 2, 2018 weekly newsletter/e-mail blast had Storm Safety and Preparedness tips which included information on the locations of sandbag stations. The city's citywide flood newsletter also included this information.</p> <p>Mountain View: Sandbags available at city's Municipal Operations Center; how to links on website.</p> <p>Palo Alto: The city and Valley Water have various sandbag site locations throughout the city.</p> <p>Santa Clara: The city provides sandbags at city's Corporation Yard.</p> <p>Sunnyvale: The city has sandbags available at the city's Corporation Yard.</p>
		<p>CAL OP #41. Post sandbag information on website, including How to Use Sandbags, sandbag webcams to view availability, etc. (Element 352 WEB1 and 2)</p>	<p>Valley Water Communications</p>	<p>Year-Round</p>	<p>Valley Water: Sandbag distribution sites map/flyer "Prepare for Winter Storms – Are You Flood Ready? Be FloodSafe with sandbags", webcams for certain sandbag sites, and sandbagging techniques video for correct positioning and tips are posted on Valley Water's website. https://www.valleywater.org/floodready/sandbags</p> <p>Gilroy: City posts sandbag information using social media.</p> <p>Los Altos: The city provides information on website on how to prepare for storms and emergencies (e.g. How to get and use free sandbags, tree maintenance, disposal of leaf litter, debris removal, preparing an emergency kit).</p> <p>Milpitas: Sandbag station locations posted on city website and referral bulletin on KMLP-15. http://www.ci.milpitas.ca.gov/milpitas-sandbag-stations/</p> <p>Morgan Hill: The city's December 2, 2018 weekly newsletter/e-mail blast and citywide flood newsletter with information on the locations of sandbag stations were posted in the city's website. Sandbag information was also posted on the city's Floodplain Management webpage.</p>		

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							<p>Mountain View: How to links and locations available on city's website.</p> <p>Palo Alto: Information on sandbag locations is posted on the city's Flood Information/Winter Preparedness website.</p> <p>Santa Clara: City's website has sandbag information.</p> <p>Sunnyvale: City's website has sandbag information: https://sunnyvale.ca.gov/news/displaynews.htm?NewsID=310&TargetID=149 https://sunnyvale.ca.gov/civicax/filebank/blobload.aspx?BlobID=26066</p>
<p>Topics 1 & 9: Know your flood hazard; Understand shallow flooding risks Messages: Drive slowly; Avoid shallow moving water; 2 ft. water moves vehicles; FEMA's message: "Turn Around Don't Drown"¹.</p>	<p>Fewer accidents and rescues</p>	<p>CAL OP #42. Permanent street signage (2 signs/City/year); each City will determine best location for signage and will install them. "Subject to Flooding" (Cities to coordinate common standard message design)</p>	<p>Cities PWD County Planning Gilroy Chamber of Commerce</p>	<p>Year-Round</p>	<p>FEMA Caltrans Gilroy Chamber of Commerce American Red Cross Residents and people who work in county</p>	<p>All</p>	<p>Palo Alto: City installed two signs.</p> <p>Sunnyvale: City has installed "Road May Flood" to flood prone areas.</p>
		<p>CAL OP#43. Include message "What to Do...After – Turn Around Don't Drown² ..." in Valley Water's CWM</p>	<p>Valley Water Communications City representatives</p>				<p>Valley Water: Messages were included in Valley Water's annual FPM and "Prepare for Winter Storms – Are You Flood Ready? Be FloodSafe with sandbags" flyer.</p> <p>Los Altos: City's SFHA mailer brochure posted on website warns not to attempt to drive or wade through deep pockets of water or running water.</p> <p>Milpitas: The city's citywide informational "SFHA brochure" included this message.</p> <p>Morgan Hill: The city's citywide flood newsletter included this message.</p> <p>Palo Alto: Message "What to do after storm and turn around don't drown" is on city's utility insert.</p> <p>Santa Clara: City's "Inside Santa Clara" newsletter has this message.</p>
		<p>CAL OP #44. Post message "What to Do... After – Turn Around Don't Drown³ ..." on website (Element 352 WEB1 and 2)</p>	<p>Valley Water Communications City representatives</p>				<p>Valley Water: Messages include in FPM and posted on Valley Water's website.</p> <p>Milpitas: City's citywide informational "SFHA brochure" included this message and is on city's website.</p> <p>Morgan Hill: The city's citywide flood newsletter was posted on the city's Floodplain Management webpage.</p> <p>Palo Alto: City's utility insert is posted on city's Flood Information website.</p> <p>Santa Clara: The city's "Inside Santa Clara" newsletter is posted on city website.</p>
		<p>CAL OP #45. Post shallow flooding risks information on websites (Element 352 WEB1 and 2)</p>	<p>Valley Water Communications Cities Communications</p>				<p>Valley Water: Risk of driving through standing water is included in FPM which is posted on Valley Water's website, and in flood safety tips listed on Valley Water's website. http://apps2.valleywater.org/publication/filpbook/809_FloodMailer2018/mobile/index.html https://www.valleywater.org/floodready/flood-safety-tips</p> <p>Milpitas: City has a "Know your flood risk" webpage where the public can look up various flooding risks throughout the city.</p>

¹ **Message Topics:** Outreach Projects (OP): Topic 1 – Know your flood hazard; Topic 2 – Insure your property for your flood hazard; Topic 3 – Protect people from the flood hazard; Topic 4 – Protect your property from the hazard; Topic 5 – Build responsibly; Topic 6 – Protect natural floodplain functions

² Flood Response Preparations (FRP): Topic 7 – Develop a Family Emergency Plan; Topic 8 – Download disaster electronic Apps; Topic 9 – Understand shallow flooding risks – "Don't drive through standing water."

³ CAL OP = Community At Large Outreach Projects; SFHA OP = Special Flood Hazard Area Communities Outreach Projects; TA OP = Target Audiences Outreach Project

⁴ By each June, all deliverables need to be reported to Valley Water for tracking purposes.

A stakeholder can be any agency, organization, or person (other than the community itself) that supports the message. Stakeholders can be: an insurance company that publishes a brochures on flood insurance, even if it is set out at City Hall; a local newspaper that publishes a flood or hurricane season supplement each year; FEMA, if, for example, a FEMA brochure is used as an informational material; schools that implement outreach activities; a local newspaper; a neighborhood or civic association that sponsors and hosts a presentation by a community employee; a utility company that includes pertinent articles in its monthly bills; or presentations made by state or FEMA staff at a Risk Map meeting.

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								<p>Palo Alto: Information on shallow flooding risks are posted city's Flood information website.</p> <p>Santa Clara: City posts shallow water hazard message posted to city's Twitter account.</p>
			CAL OP #46. Promote City's online "Flood Zone Lookup" tool on Website (Element 352 WEB1 and 2)	City of Palo Alto Public Works			City of Palo Alto	<p>Valley Water: Promotes FEMA's Flood Map Service Center on our website and is included in FPM which is also posted on Valley Water's website. https://www.valleywater.org/floodready/is-your-home-in-a-flood-zone http://apps2.valleywater.org/publication/flopbook/809_FloodMailer2018/mobile/index.html</p> <p>Milpitas: City has a "Know your flood risk" webpage where the public can look up various flooding risks throughout the city. http://www.ci.milpitas.ca.gov/milpitas/departments/engineering/flood-information/know-your-hazard/</p> <p>Mountain View: Link to floodsmart.gov on city's website.</p> <p>Palo Alto: Information on city's Flood Zone Look Up is available both on utility insert and city's Flood Information website.</p> <p>Santa Clara: City's website has online flood zone lookup tool on maps.santacruz.ca.gov.</p> <p>Sunnyvale: On city's GIS website: http://gis.sunnyvale.ca.gov/portal/apps/webappviewer/index.html?id=422b694ef33a41138ad3305b2a65cb11</p>
<p>Community At Large (CAL)</p> <p>The PPI Committee recognized that the entire community that lives and/or works in Santa Clara County is subject to impacts due to flooding. The CRS typically focuses on residential flooding, but here, flooding of businesses and roads is also very important.</p>	<p>Topics 1, 2, 3, 4, 5, 6, 7, 8, & 9</p> <p>Message: Know your flood risk and be prepared; buy flood insurance</p>	<p>Educate our community on flood protection and preparedness measures</p> <p>Increase in 'hits' on Valley Water and cities Flood Protection Resources pages and improve Valley Water's Flood Awareness Campaign results</p>	<p>CAL OP #47. Flood Awareness Campaign, including radio and bus ads. For this year, we are preparing to have radio ads ready to place, but we'll only place them if/when there are major storm systems in the forecast</p>	<p>Valley Water Communications Cities Communications</p>	<p>October-April</p>	<p>FEMA Radio Stations Valley Transportation Authority American Red Cross</p>	<p>All</p>	<p>Valley Water: The theme for the 2018-19 flood awareness campaign was "Climate Changed." It launched shortly after the Fourth National Climate Assessment was published. The federal report assessed intense extreme weather and climate-related events are becoming more frequent and will have catastrophic impacts on vulnerable communities, infrastructure, ecosystems and our economy. Extreme storm events could result in more frequent and severe flooding in our region. Valley Water's message emphasized our commitment to reducing flood risks and protecting the community but acknowledging we cannot eliminate all risks. Thus, we must adapt and we must prepare. And it starts with being informed and aware of risks.</p> <p>Community outreach efforts were supplemented by an educational paid advertising campaign. This year, our advertising campaign was supplemented by a series of formative research to truly understand our target audience, its level of awareness, and explore what educational messages and images most appealed to the group.</p> <p>The overall campaign cost was approximately \$335,000 which included creative and production costs, a media buy of \$201,000, the floodplain mailer production and distribution costs of \$32,000 and a post-campaign survey.</p> <p>The flood awareness paid advertisement campaign ran over a 5-month period from mid-November 2018 to mid-April 2019. The total cost of the paid advertisement campaign was \$201,355. The paid media campaign served a total of 34,808,684 impressions, up from impressions in 2018 at 21,815,542.</p> <p>Gilroy: Emergency Radio Station AM1610.</p>

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² **Flood Response Preparations (FRP):** Topic 7 – Develop a Family Emergency Plan; Topic 8 – Download disaster electronic Apps; Topic 9 – Understand shallow flooding risks – "Don't drive through standing water."

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A **stakeholder** can be any agency, organization, or person (other than the community itself) that supports the message. Stakeholders can be: an insurance company that publishes a brochures on flood insurance, even if it is set out at City Hall; a local newspaper that publishes a flood or hurricane season supplement each year; FEMA, if, for example, a FEMA brochure is used as an informational material; schools that implement outreach activities; a local newspaper; a neighborhood or civic association that sponsors and hosts a presentation by a community employee; a utility company that includes pertinent articles in its monthly bills; or presentations made by state or FEMA staff at a Risk Map meeting.

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							<p>Los Altos: Outreach materials were displayed at City Hall front counter and Library. An ad article titled "Flood Insurance Information Available" was published four times in the Los Altos Town Crier, providing Flood Awareness information and promoting flood insurance. City's website encourages emergency planning. The city's website promotes Community Emergency Response Team (CERT) academy training, which is hosted by Police Department for residents. The city's website also promotes the activities of the Los Altos PREPARE program by the Los Altos Community Foundation and training of Block Action Team Leaders for emergency preparedness, response, and recovery. The city provides information on its website on how to prepare for storms and emergencies (e.g. How to get and use free sandbags, tree maintenance, dispose of leaf litter, debris removal, prepare an emergency kit). The city provides contact & after-hours number on city's website for reporting storm-related hazards. The city's weekly newsletter email included 20 issues with content on flood information, insurance, and/or emergency preparations.</p> <p>Morgan Hill: City's Floodplain Management webpage included a link to Valley Water's Flooding & Safety webpage.</p> <p>Mountain View: The city issued Red Cross Month Proclamation for March 2019.</p> <p>Palo Alto: The city's Emergency Services promotes campaign on hazards including flood awareness.</p>
		CAL OP #48. Post Flood Awareness Campaign elements on Valley Water website (Element 352 WEB1 and 2)	Valley Water Communications Cities Communications	Year-Round	Facebook, Twitter, Google+, LinkedIn, Instagram, etc.	All	<p>Valley Water: Advertising Campaign - The paid advertisements began in mid-November 2018 and ran through April 2019. In preparation for the campaign, as early as September 2018, Office of Communications staff led social media and digital communication efforts to convey flood safety messages including the use of Facebook, Twitter and blog posts, as well as Valley Water's e-newsletter. A key strategy of the paid campaign was to incorporate key PPI messages in our ads as much as possible. These messages were derived from Valley Water's annual Flood Plain Notification mailer, a publication distributed to residents in FEMA designated floodplains. https://valleywaternews.org/ https://www.valleywater.org/news-events/news-releases/water-district-picks-national-award-flood-safety-mailer https://valleywaternews.org/2018/10/20/flood-preparedness-week-is-oc-20-26/ https://valleywaternews.org/2018/11/27/climate-changed-district-launches-flood-awareness-campaign/ https://valleywaternews.org/2018/07/25/water-district-picks-up-national-award-for-flood-safety-mailer/ https://valleywaternews.org/2017/12/07/new-law-requires-landlords-to-disclose-flood-hazards/</p> <p>Palo Alto: Flood Awareness Campaign is on city's Facebook, Twitter, etc.</p>
		CAL OP #49. Post Flood Awareness Campaign information on websites (Element 352 WEB1 and 2)	Valley Water Communications Cities Communications	Year-Round			<p>Valley Water: Several elements of the Valley Water's Flood Awareness Campaign are promoted throughout the website, for example radio spots, ads., flood safety tips, etc. (Also see CAL OP #48)</p> <p>Los Altos: The city's website encourages emergency planning. The city's website promotes Community Emergency Response Team (CERT) academy training, which is hosted by the police department for residents. The city's website also promotes the activities of the Los Altos PREPARE program by the Los Altos Community Foundation and training of Block Action Team Leaders for emergency preparedness, response, and recovery. The city</p>

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							<p>provides information on its website on how to prepare for storms and emergencies (e.g. How to get and use free sandbags, tree maintenance, dispose of leaf litter, debris removal, prepare an emergency kit). City of Los Altos provides contact & after-hours number on city website for reporting storm-related hazards. The city's weekly newsletter email included 20 issues with content on flood information, insurance, and/or emergency preparations.</p> <p>Milpitas: The city's Fire Department's Office of Emergency Services offers instructions on how to prepare for flood emergencies and where to go for workshops/classes. The site also has a link to Valley Water's webpage. http://www.ci.milpitas.ca.gov/milpitas/departments/fire/office-of-emergency-services/</p> <p>Mountain View: On city's website.</p> <p>Palo Alto: Link to flood messages on social media is also provided on city's Flood Information webpage.</p> <p>Santa Clara: The city has Flood Awareness material set out at City Hall and city library.</p>
			CAL OP 50. Distribute flood prevention materials at fairs			Fair Sponsors	<p>Valley Water: Staff made a concerted effort to actively participate in community events, including community festivals and emergency preparedness affairs, particularly in communities and neighborhoods in or close to flood zones. In 2018, both Valley Water and City staff participated in 19 community events during which information on flood safety and emergency preparedness materials (including the floodplain mailer) were shared.</p> <p>Los Altos: Outreach materials distributed to the public and emergency preparedness volunteers at the December 2018 City of Los Altos Emergency Preparedness Inspiration session (public information/discussion). Flood emergency readiness starter kits distributed to public during the December 2018 City of Los Altos Emergency Preparedness Inspiration session.</p> <p>Milpitas: The city distributed Family Emergency Starter Kits and other flood prevention collateral materials at multiple city-sponsored events.</p> <p>Morgan Hill: The city handed out emergency preparedness starter kits at the August 30, 2018 Summer Fun in the Park and at the July 17, 2018 13th Annual Youth Leadership Morgan Hill (YLMH) workshop.</p> <p>Palo Alto: The city distributed Water Valley Water's emergency preparedness starter kits on Earth Day and at the City of Palo Alto MSC Fair.</p> <p>Santa Clara: The city distributed flood emergency preparedness starter kits at Art & Wine Festival in September 2018 and another community event.</p> <p>Sunnyvale: The city distributed family emergency preparedness starter kits at Farmer's Market events.</p>
			CAL OP #51. Social Media Messaging (such as Facebook, Twitter, LinkedIn, Instagram, etc.)			Fair Sponsors Residents who share posts	<p>Valley Water: See above-noted response to CAL OP #47, #48, and #49.</p> <p>Gilroy: The city uses social media to post flood awareness campaign information.</p>

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						Facebook, Twitter, Google, LinkedIn, Instagram, etc.		<p>Los Altos: The city and the Los Altos Police social media posted 20 messages about flooding or emergency preparation in FY 18-19. The city's social media messaging encouraged download of the AlertSCC app and promoted several emergency training programs and drills.</p> <p>Palo Alto: Public Safety Social Media link is posted on the city's utility insert.</p> <p>Santa Clara: The city posted social media message with topics on protect people and property from the hazard (Topics 3 & 4).</p> <p>Sunnyvale: The city posted information about flood insurance on Facebook – January 2019.</p>
			CAL OP #52. Post social media messages on websites (Element 352 WEB1 and 2)					<p>Valley Water: See above-noted response to CAL OP #47, #48, and #49.</p> <p>Gilroy: The city's website posts flood awareness campaign information.</p> <p>Los Altos: The city and Los Altos Police social media posted 20 messages about flooding or emergency preparation in FY 18-19. The Los Altos social media messaging encouraged download of the AlertSCC app and promoted several emergency training programs and drills.</p> <p>Palo Alto: Link to social media messages for city are provided on Flood Information webpage.</p> <p>Santa Clara: Posted the message posted on city website.</p>
			CAL OP #53. Staffing booths at fairs	Valley Water Communications Cities Communications	Year-Round	Fair Sponsor Residents who attend booths	All	<p>Valley Water: See above-noted response to CAL OP #50.</p> <p>Valley Water attended various city sponsored events and distributed collateral materials related to flood prevention</p> <p>Los Altos: Outreach materials distributed to the public and emergency preparedness volunteers at the December 2018 City of Los Altos Emergency Preparedness Inspiration session (public information/discussion). Flood emergency readiness starter kits distributed to public during the December 2018 City of Los Altos Emergency Preparedness Inspiration session.</p> <p>Milpitas: The city distributed Family Emergency Starter Kits and other flood prevention collateral materials at the May 19-25, 2019 American Public Works Association – Public Works Week Milpitas Event.</p> <p>Palo Alto: The city distributed Winter Preparedness flyers and family emergency starter kits at Earth Day Fair and at the City of Palo Alto MSC Fair.</p> <p>Santa Clara: The city has a Department of Public Works booth at Art & Wine Festival to distribute flood prevention materials.</p> <p>Sunnyvale: City staff distributed emergency preparedness starter kits at Farmer's market events.</p>
Special Flood Hazard Area (SFHA) Communities	Topics 4 & 6 Message: Keep debris and trash out of our streams. It's illegal to dump into streams	Cleaner streams and fewer dumping violations	SFHA OP #1. "Do Not Dump" message is sent each year to all SFHA residents county-wide in Valley Water's annual Floodplain Mailer (FPM) (target outreach – 6 points per topic)	Valley Water Communications	October/ November 2015 annually	FEMA SCVURPPP	All	<p>Valley Water: The annual FPM includes message of "Keep Creeks Clean and Flowing."</p> <p>Gilroy: The city has communicated "NO DUMP" messages through utility inserts, mail-outs, community events, and website posting.</p>

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<p>The PPI Committee identified several geographic areas that are particularly prone to flooding.</p>								<p>Los Altos: The city's annual mailer and brochure provide information regarding flood program with an emphasis on "Do Not Dump" message. The city also communicates "Do Not Dump" message through litter mailer sent to property owners in the city's Trash Management Area 1, which is characterized by higher trash level.</p> <p>Milpitas: In February and June 2019, the city mailed out "2018-2019 Public Advisory" informational SFHA brochure which includes Do Not Dump messaging to all addresses in the city.</p> <p>Morgan Hill: The city's citywide flood newsletter included this message.</p> <p>Palo Alto: "Do not Dump" message is posted on city's utility insert.</p> <p>Santa Clara: City's "Inside Santa Clara" newsletter includes DO NOT DUMP message.</p>
		<p>Less flooding damage due to debris build-up</p>	<p>SFHA OP #2. Post Floodplain Mailer on website (Element 352 WEB1 and 2)</p>	<p>Valley Water Communications</p>	<p>Year-Round</p>		<p>All</p>	<p>Valley Water: FPM posted on Valley Water websites.</p> <p>Gilroy: City has posted flood and NPDES related messages on the city website.</p> <p>Los Altos: City has posted the SFHA mailer and brochure on the city website.</p> <p>Milpitas: City posts "2018-2019 Public Advisory" informational SFHA brochure on city website which include Do Not Dump messaging: http://www.ci.milpitas.ca.gov/milpitas/departments/engineering/flood-information/</p> <p>Morgan Hill: City's citywide flood newsletter was posted on the city's Floodplain Management webpage.</p> <p>Mountain View: On city's website.</p> <p>Palo Alto: Winter Storm Preparedness Utility Insert is posted on city's website.</p> <p>Santa Clara: City's "Inside Santa Clara" newsletter is posted on city website. DO NOT DUMP message is also on another city webpage.</p>
	<p>Topics 3 & 5 Message: Protect your family and property from flooding</p>	<p>Educate our community on flood protection and preparedness measures</p>	<p>SFHA OP #3. "What to Do – Protect Your Family and Property from Flooding" message is sent each year to all SFHA residents in the Valley Water's annual FPM</p>		<p>October - November</p>		<p>All</p>	<p>Valley Water: Annual FPM included message of protecting your family against floods.</p> <p>Gilroy: City held Public Works Day event and handout Valley Water emergency preparedness starter kits, and flood related and NPDES related materials and brochures.</p> <p>Los Altos: City sent mailers to property owners in SFHAs in February 2019 which included a letter and flood hazard information brochure.</p> <p>Milpitas: City's citywide informational "SFHA brochure" included this message.</p> <p>Morgan Hill: City's citywide flood newsletter included this message.</p> <p>Mountain View: Sent in city's "The View" newsletter, Fall 2018.</p>

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<p>Special Flood Hazard Area (SFHA) Communities The PPI Committee identified several geographic areas that are particularly prone to flooding.</p>		Reduce number of claims	SFHA OP #4. Post Floodplain Mailer on website (Element 352 WEB1 and 2)	Valley Water Communications City of Palo Alto CRS Coordinator Cities CRS Coordinators	Year-Round October - April	County of Santa Clara	All	<p>Palo Alto: Flood messages on utility insert are sent to city's residents every year.</p> <p>Santa Clara: City's "Inside Santa Clara" newsletter includes message about protecting property and family.</p> <p>Valley Water: FPM posted on Valley Water website.</p> <p>Gilroy: City has posted flood and NPDES related messages on the city website.</p> <p>Los Altos: City has posted the SFHA mailer and brochure on the city website.</p> <p>Milpitas: City's citywide informational "SFHA brochure" included this message and posted on city website.</p> <p>Morgan Hill: City's citywide flood newsletter was posted on the city's Floodplain Management webpage.</p> <p>Mountain View: On city's website.</p> <p>Palo Alto: Utility bill insert is posted on city's Flood Information/Winter Preparedness website.</p> <p>Santa Clara: City's "Inside Santa Clara" newsletter is posted on city website.</p>
		Keep families safe	SFHA OP #6. ALERT System – Post real-time gauge information on website so users can see current water levels, and where available, flood height predictions (Element 352 WEB3)					<p>Valley Water: ALERTSCC emergency notification system is maintained by Santa Clara County. Valley Water advertised the resource in our annual FPM and is also on our website: https://www.valleywater.org/flooding-safety/flood-protection-resources/sign-up-for-emergency-alerts.</p> <p>Gilroy: The city promotes Alert SCC System on the city website.</p> <p>Milpitas: The city's Fire Department's Office of Emergency Services offers instructions on how to prepare for emergencies and where to get specific services. http://www.ci.milpitas.ca.gov/milpitas/departments/fire/office-of-emergency-services/</p> <p>Palo Alto: Information on Alert SCC and real time creek water surface elevation is posted on city's utility bill insert.</p> <p>Sunnyvale: The city's Public Safety Department's Office of Emergency Services provides training, support and services to ensure the city is prepared to respond to and recover from the effects of major emergencies.</p> <p>Valley Water: All Alert System Real Time Data is available on Valley Water's website. https://www.valleywater.org/floodready Valley Water's Alert System (gauge monitoring site) was maintained and updated to produce a mobile friendly site. Additionally, Valley Water Flood Watch, map-based flood watch tool is available on website. http://alert.valleywater.org/ https://ais.valleywater.org/SCVWDFloodWatch/</p> <p>Gilroy: City posts Alert SCC link on the city website.</p> <p>Milpitas: City has a "Know your flood risk" webpage where the public can look up various flooding risks throughout the city.</p>
		SFHA OP #5. Maintain the ALERTSCC System						

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² **Flood Response Preparations (FRP):** Topic 7 – Develop a Family Emergency Plan; Topic 8 – Download disaster electronic Apps; Topic 9 – Understand shallow flooding risks -- "Don't drive through standing water."
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 A **stakeholder** can be any agency, organization, or person (other than the community itself) that supports the message. Stakeholders can be: an insurance company that publishes a brochures on flood insurance, even if it is set out at City Hall; a local newspaper that publishes a flood or hurricane season supplement each year; FEMA, if, for example, a FEMA brochure is used as an informational material; schools that implement outreach activities; a local newspaper; a neighborhood or civic association that sponsors and hosts a presentation by a community employee; a utility company that includes pertinent articles in its monthly bills; or presentations made by state or FEMA staff at a Risk Map meeting.

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						<p>http://www.ci.milpitas.ca.gov/milpitas/departments/engineering/flood-information/know-your-hazard/</p> <p>Morgan Hill: City's Floodplain Management webpage included a link to the Valley Water's website with ALERT System Real-Time Data.</p> <p>Palo Alto: Information on real time creek water surface elevation is posted on city's website.</p> <p>Santa Clara: City's website has a link to Valley Water's ALERT system real time data.</p>
	SFHA OP #7. Post cards sent to floodplain residents; this is in addition to the Valley Water's Annual FPM. City of Sunnyvale sends out postcards annually that includes a link to flood insurance agent referrals.	City of San José City of Sunnyvale CRS Coordinator City of Gilroy County of Santa Clara	Need dates from communities	FEMA Lenders Real Estate Brokers Silicon Valley Realtors Association	City of San José City of Sunnyvale City of Gilroy County of Santa Clara	<p>Milpitas: In February and June 2019, city mailed out "2018-2019 Public Advisory" informational SFHA brochure which includes flood preparedness messaging to all addresses in the city.</p> <p>Sunnyvale: City sends postcards to residents in the city's floodplain.</p>
	SFHA OP #8. Post postcards on website (Element 352 WEB1 and 2)	City of Sunnyvale CRS Coordinator			Sunnyvale	<p>Milpitas: City posts "2018-2019 Public Advisory" informational SFHA brochure on city website: City of Milpitas citywide residential newsletter "Connected" editions in May 2018 with "be prepared; buy flood insurance" messages are posted on city website. In February 2019, the city mailed out citywide informational "SFHA brochure" (to all residences and businesses) that also included this message and is posted to the city's website. Another mailer went out this fiscal year, in June 2019.</p> <p>http://www.ci.milpitas.ca.gov/milpitas/departments/engineering/flood-information/</p> <p>Sunnyvale: The city posts flood insurance information on its website, which mirrors the postcard.</p> <p>https://sunnyvale.ca.gov/property/floodprotection/flood.htm</p>
	SFHA OP# 9. City of Sunnyvale sends out postcards annually that offers flood protection assistance site visits.	Sunnyvale CRS Coordinator			Sunnyvale	Sunnyvale: City sends out postcards annually to offer flood insurance.
	SFHA OP #10. Post postcards that offers flood protection assistance site visits on website (Element 352 WEB1 and 2)					Sunnyvale: Flood insurance information is posted to the city's website: https://sunnyvale.ca.gov/property/floodprotection/flood.htm
	SHA OP #11. Inserts into Valley Water's Education Outreach Program material	Valley Water Communications	Year-Round	Schools Students/Parents	All	<p>Valley Water: Several of Valley Water's Education Outreach Program (Water Education Outreach) materials are made available at various preparedness fairs/events. Valley Water's Education Outreach Program provides services countywide.</p> <p>Valley Water's Education Outreach Program promoted emergency/flood preparedness. An "Are You Flood Ready?" coloring contest was successfully launched throughout several elementary schools in the county. The Education Outreach Program invited over 4,000 students to participate in Valley Water's "Are You Flood Ready?" flood awareness coloring contest. Over 350 entries were received from 16 different schools. Winning entries were selected to represent each of Valley Water's seven board members' districts and prizes were awarded. The coloring contest entry sheets were then decoupled into an artwork display that was exhibited in Valley Water's headquarters lobby starting during the 2018 CFPW October 20-26, 2018 and running through the end of the flood season in April 2019.</p>
	SFHA OP #12. Post School Outreach Program materials on website (Element 352 WEB1)	Valley Water Communications	Year-Round		All	<p>Valley Water: Education Outreach Program materials are posted on our Learning Center for teachers & students landing page at: https://www.valleywater.org/learning-center/for-teachers-students</p>

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² **Flood Response Preparations (FRP):** Topic 7 – Develop a Family Emergency Plan; Topic 8 – Download disaster electronic Apps; Topic 9 – Understand shallow flooding risks – "Don't drive through standing water."

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A stakeholder can be any agency, organization, or person (other than the community itself) that supports the message. Stakeholders can be: an insurance company that publishes a brochures on flood insurance, even if it is set out at City Hall; a local newspaper that publishes a flood or hurricane season supplement each year; FEMA, if, for example, a FEMA brochure is used as an informational material; schools that implement outreach activities; a local newspaper; a neighborhood or civic association that sponsors and hosts a presentation by a community employee; a utility company that includes pertinent articles in its monthly bills; or presentations made by state or FEMA staff at a Risk Map meeting.

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<p><u>Topics 1, 2, 3, 4, 5, 6, 7, 8, & 9</u> Message: Know your flood risk and be prepared; buy flood insurance</p>	<p>Increase in the number of inquiries for purchasing flood insurance</p>	<p>SFHA OP #13. "Do You Need Flood Insurance" message is sent each year to all SFHA residents in the Valley Water's annual FPM</p>	<p>Valley Water Communications</p>	<p>October/ November 2015</p>	<p>Lenders Real Estate Brokers Flood Insurance customers</p>	<p>All</p>	<p>Valley Water: Annual FPM includes message of flood insurance and the National Flood Insurance Program, Floodsmart.gov. This message is also in our CWM and "Prepare for Winter Storms – Are You Flood Ready? Be FloodSafe with sandbags" flyer.</p> <p>Los Altos: The city's annual mailer and brochure provide information regarding flood program and flood insurance requirements.</p> <p>Milpitas: The city's citywide residential newsletter "Connected" edition in May 2018 mailed with "be prepared; buy flood insurance" messages. In February and June 2019, the city mailed out "2018-2019 Public Advisory" informational SFHA brochure which includes flood preparedness messaging to all addresses in the city.</p> <p>Morgan Hill: The city's citywide flood newsletter included "Insure Your Property" message.</p> <p>Palo Alto: Aside from Valley Water sending messages, the city also sends letters to lenders and real estate brokers every year and "Do You Need Flood Insurance?" message is included in the city's Utility Bill Insert.</p> <p>Santa Clara: The city's "Inside Santa Clara" Fall 2018 newsletter includes the message "Insure your Property for Flood" and is sent to all addresses in the city.</p>
<p><u>Topics 1, 2, 3, 4, 5, and 7</u> Message: Flood Insurance will cover damage from flooding that most homeowner's policies don't cover. Standard homeowner or commercial policies will not cover damage to structures or contents caused by natural flooding. Flood insurance is the only sure way to be reimbursed for some of your flood losses</p>	<p>Increase in number of flood insurance policies in the SFHAs and in the county in general</p>	<p>SFHA OP #14. Post Floodplain Mailer on website (Element 352 WEB1)</p>	<p>Valley Water Communications</p>	<p>Year-Round</p>	<p>Lenders Real Estate Brokers Flood Insurance customers</p>	<p>All</p>	<p>Valley Water: The FPM is posted on the Valley Water's website under the Flood Protection Resources landing page. http://apps2.valleywater.org/publication/floobook/809_FloodMailer2018/mobile/index.html</p> <p>Los Altos: The city has posted the SFHA mailer and brochure on the city website.</p> <p>Milpitas: The city posts the "2018-2019 Public Advisory" informational SFHA brochure on the city's website: http://www.ci.milpitas.ca.gov/milpitas/departments/engineering/flood-information/</p> <p>Morgan Hill: The city's citywide flood newsletter was posted on the city's Floodplain Management webpage.</p> <p>Mountain View: CWM posted on city website.</p> <p>Palo Alto: City's Utility Bill Insert includes all flood awareness messages which is posted on city website. City's Flood Information/Winter Preparedness website has additional messages on flood awareness aside from the Utility Bill Insert.</p> <p>Santa Clara: City's "Inside Santa Clara" newsletter is posted on city website.</p>

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<p>Special Flood Hazard Area (SFHA) Communities The PPI Committee identified several geographic areas that are particularly prone to flooding.</p>		Prospective buyers understand flood risks	<p>SFHA OP #15. Mail out mailer(s) regarding flood insurance and elevation certificates</p>	<p>City of Milpitas CRS Coordinator City of Los Altos CRS Coordinator Cities CRS Coordinators</p>	<p>Fall</p>		<p>City of Milpitas City of Los Altos</p>	<p>Los Altos: City sent mailers regarding flood insurance.</p> <p>Milpitas: In February and June 2019, the city mailed out "2018-2019 Public Advisory" informational SFHA brochure which includes elevation certificate messaging to all addresses in the city. Information regarding elevation certificates are also posted on the city's flood information page: http://www.ci.milpitas.ca.gov/milpitas/departments/engineering/flood-information/insure-your-property/</p> <p>Morgan Hill: City's citywide flood newsletter included information on insurance and elevation certificates.</p> <p>Palo Alto: Information on insurance and elevation certificate mailed to residents through city's Utility Bill insert.</p> <p>Santa Clara: City's "Inside Santa Clara" Fall 2018 newsletter includes message on flood insurance and elevation certificates.</p>
			<p>SFHA OP #16. Post mailers on website (Element 352 WEB1)</p>	<p>City of Milpitas</p>	<p>Fall</p>		<p>City of Milpitas</p>	<p>Los Altos: City has posted the SFHA mailer and brochure on city website.</p> <p>Milpitas: City posts "2018-2019 Public Advisory" informational SFHA brochure on city website: http://www.ci.milpitas.ca.gov/milpitas/departments/engineering/flood-information/</p> <p>Morgan Hill: City's citywide flood newsletter was posted on the city's Floodplain Management webpage.</p> <p>Palo Alto: Utility Bill insert mailed is posted on city's Flood Information website.</p> <p>Santa Clara: City's "Inside Santa Clara" Fall 2018 newsletter is posted on city website.</p>
			<p>SFHA OP #17. Mailer (brochure published by insurance company) sent to all real estate agents and lenders (can be set out at City Hall) – requirement to purchase flood insurance and discount.</p> <p>NOTE: This item was previously numbered as SFHA OP#16b. Re-numbered to be consistent with 2015 PPI; does this present issue with any of the communities' responses provided from SFHA OP#17 (previously #16b) - SFHA #22 (previously #21). The numbering was incorrect in the table for Year 2, FY17 Annual Evaluation Report</p>	<p>City of Sunnyvale City of San Jose City of Palo Alto</p>	<p>Need dates from communities</p>		<p>Lenders, real estate agents or boards, developers/contractors and appraisers; organizations or agencies that serve communities at risk for flooding include PG&E, American Red Cross, Community Emergency Response Teams (CERT), neighborhood associations, schools, churches, hospitals and museums.</p>	<p>City of Sunnyvale City of San Jose City of Palo Alto</p>
<p>Topic 1: Know your flood hazard Message: A FIRMette is a full-scale section of a FEMA Flood Insurance Rate Map (FIRM) that you create</p>	<p>Increase in the number of inquiries from prospective buyers asking about</p>	<p>SFHA OP #18. Presentation and training to realtors at Realtor's Association Meetings and/or write-up in realty association newsletters</p>	<p>Valley Water Communications City representatives Alain Pinel Realtors</p>	<p>October - April</p>	<p>Insurance companies Lenders Brokers</p>	<p>All</p>	<p>Not applicable this fiscal year.</p>	

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Flood Response Preparations (FRP): Topic 7 – Develop a Family Emergency Plan; Topic 8 – Download disaster electronic Apps; Topic 9 – Understand shallow flooding risks – "Don't drive through standing water."

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	online. A FIRM indicates if property is in a Special Hazard Flood Area	the flood designation of property	SFHA OP #19. Post training presentation on website (Element 352 WEB1)	Valley Water Communications City representatives	Year-Round	Alain Pinel Realtors and other realty companies Residents who access FEMA Map Service Center Silicon Valley Realtors Association		Not applicable this fiscal year.
<p>Special Flood Hazard Area (SFHA) Communities The PPI Committee identified several geographic areas that are particularly prone to flooding.</p>			SFHA OP #20. Publicize FEMA's Flood Map Service Center website	Valley Water Communications City representatives	Year-Round	FEMA Realtors Lenders Brokers Residents who access FEMA Map Service Center	All	<p>Valley Water: Publicized through the Valley Water's annual FPM sent to all parcels in the FEMA designated flood zone and our CWM sent countywide. Additionally, posted on Valley Water's website.</p> <p>Gilroy: City posts Floodplain Management Study.</p> <p>Los Altos: The FEMA Flood Map Service Center web link is posted on the city's website.</p> <p>Milpitas: The city has a "Know your flood risk" webpage where the public can look up various flooding risks throughout the city. The flood information is based on FEMA data.</p> <p>Morgan Hill: The city has a link to FEMA's Flood Map Service Center on the city's Floodplain Management webpage.</p> <p>Palo Alto: FEMA's Flood Map Center is posted on city's Flood Information website.</p> <p>Santa Clara: City included FEMA's Map Service Center website in "Inside Santa Clara" Fall 2018 newsletter.</p>
	Topics 3, 4, & 5 Message: Retrofit or elevate your home/building to reduce future flood damage. Contact your local planning department to determine what steps should be taken to protect your property. Contact Public	Increase in Inquires on retrofitting measures. Decrease the number of repairs and elevations without	SFHA OP #22. Annual letters mailed to repetitive loss properties and real estate agencies. Valley Water's annual FPM also includes a message regarding repairs or improvements greater than 50 percent of a structure's value need to meet NFIP requirements and the message that special permits are required.	City of San Jose City of Palo Alto City of Sunnyvale City of Morgan Hill		Real Estate Agencies	City of San Jose City of Palo Alto City of Sunnyvale City of Morgan Hill	<p>Valley Water: Posted on the Valley Water's website Flood & Safety, Flood Protection Resources, "Is Your Home in a Floodzone?" landing page. https://www.valleywater.org/floodready/is-your-home-in-a-flood-zone</p> <p>Los Altos: The FEMA Flood Map Service Center web link is posted on the city's website.</p> <p>Milpitas: The city has a "Know your flood risk" webpage where the public can look up various flooding risks throughout the city. http://www.ci.milpitas.ca.gov/milpitas/departments/engineering/flood-information/know-your-hazard/</p> <p>Morgan Hill: The city has a link to FEMA's Flood Map Service Center in the City's Floodplain Management webpage.</p> <p>Mountain View: On city's website.</p> <p>Palo Alto: Link to FEMA's Flood Map Center is provided on city's Flood Information website.</p> <p>Santa Clara: The city included FEMA's Map Service Center on website in "Inside Santa Clara" Fall 2018 newsletter.</p> <p>Los Altos: City does not have any repetitive loss properties.</p> <p>Morgan Hill: City sent out letters to repetitive loss parcels as required by FEMA.</p> <p>Mountain View: City does not have any repetitive loss properties.</p>

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	Works CRS Coordinator to find out if grant assistance is available	permits. Increase number of repairs with permits						Palo Alto: Annual letters are mailed by the city to repetitive properties and real estate agencies. Santa Clara: City does not have repetitive loss properties.
		Increase number of elevation certificates on file, and structures repaired with permits; decrease the number of repetitive loss increase homes						
Messengers to Other Target Audiences (TA) Lenders, real estate agencies or boards, developers/contractors and appraisers all serve as a messenger to people who are at risk of flooding as they provide their respective business service. In addition, organizations or agencies that serve communities at risk for flooding include PG&E, the American Red Cross, and Community Emergency Response Teams (CERT), neighborhood associations, schools, churches, hospitals and museums.	Topics 1, 2, 3, 4, 5, 6, 7, 8, & 9 Message: Know your flood risk and be prepared; buy flood insurance	Educate our community on flood protection and preparedness measures	TA OP #1. Have American Red Cross include the topic of flood protection in their presentations. Have engineers accompany American Red Cross to community meetings (2/city/year)	American Red Cross	Year-Round	American Red Cross Neighborhood Associations Service Clubs (e.g. Notary, Kiwanas, etc.) Chamber of Commerce Silicon Valley Realtors Association American Red Cross Neighborhood Associations Service Clubs (e.g. Notary, Kiwanas, etc.) Chamber of Commerce Silicon Valley Realtors Association	All	Not applicable this fiscal year. (Due to limited resources at the Red Cross, they are unable to commit resources to assist in this proposed project at this time.)
	Topic 2: Insure your property for your flood hazard Message: Standard homeowner or commercial policies will not cover damage to structures or contents caused by natural flooding. Flood insurance is the only sure way to be reimbursed for some of your flood losses. A discount on your flood insurance premium is available. Flood Insurance is also available for renters and commercial properties. There is a mandatory 30-day waiting period for flood insurance to become effective	Increase the number of real estate agents who will advise their clients that they are interested in a home that's in a floodplain area	TA OP #2. Post presentations on website (Element 352 WEBJ)	All City of Sunnyvale City of San Jose City of Palo Alto			All City of Sunnyvale City of San Jose City of Palo Alto	Valley Water: Has template available for cities to use. Palo Alto: Presentation of flood awareness during Earth Day is provided on city's Flood Information website. Not applicable this fiscal year.
	Message: A discount is available. Flood insurance is also available for renters and commercial properties. There is a mandatory 30-day waiting period for flood insurance to become effective		TA OP #3. Annual mailer targeted towards real estate agents and lenders with this message	City of Sunnyvale CRS Coordinator City of San Jose CRS Coordinators Cities CRS Coordinators	Late Summer/ Fall		City of Sunnyvale City of San Jose All	Milpitas: In February and June 2019, City of Milpitas mailed out "2018-2019 Public Advisory" informational SFHA brochure which included all business addresses in the city. Los Altos: The city sends a one-page newsletter mailer to lending institutions and real estate and insurance agents discussing the program, flood information and Elevation Certificate. The city posts the newsletter to lending institutions and real estate and insurance agents in the city website. Palo Alto: Annual letters regarding flood insurance is sent to lenders and real estate agents every year by the city. Newsletter is also set out for pick-up at City Hall. Sunnyvale: The city provides information to real estate agents and sets out the information for pick-up at City Hall.

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		TA OP #4. Post annual mailer targeted towards real estate agents and lenders on website (Element 352 WEB1)					<p>Milpitas: The city posts "2018-2019 Public Advisory" informational SFHA brochure on city website: http://www.ci.milpitas.ca.gov/milpitas/departments/engineering/flood-information/</p> <p>Palo Alto: Annual letters mailed to lenders and real estate agents is posted on city's Flood Information website.</p>
<p><u>Topics 1, 2, 3, 4, 5, 6, 7, 8, & 9</u> Message: Know your flood risk and be prepared; buy flood insurance</p>	<p>Improve SFHA disclosure during real estate process</p>	<p>TA OP #5. Include flood protection and preparedness messages in newsletters of organizations or agencies that serve communities at risk for flooding; Valley Water and City staff would draft messages for insertion into newsletters</p>	<p>All City of Sunnyvale City of San Jose City of Palo Alto</p>			<p>All City of Sunnyvale City of San Jose City of Palo Alto</p>	<p>Valley Water: Annual FPM and CMW are posted on our website. Additionally, all monthly news articles, including neighborhood work notices are also posted on our website. Many of the news articles are shared on the web and Valley Water's social media sites including through our Valley Water News blog, Twitter, Facebook, Nextdoor.</p> <p>Los Altos: The city's weekly newsletter email included 20 issues with content on flood information, insurance, and/or emergency preparations.</p> <p>Milpitas: In February and June 2019, the city mailed out "2018-2019 Public Advisory" informational SFHA brochure which included all business addresses in the city.</p> <p>Sunnyvale: The city's Horizon Newsletter (Fall 2018) included flood protection and preparedness messaging. https://sunnyvale.ca.gov/civica3/filebank/blobdownload.aspx?BlobID=25941. Additionally, the City Manager included information about the Flood Zone Program – Multi-Jurisdictional Program for Public Information in his September 2018 "Update Sunnyvale" message to residents.</p>
	<p>Increase in number of policies in the SFHAs and in the county in general</p>	<p>TA OP #6. Post newsletters on websites (Element 352 WEB1)</p>					<p>Valley Water: Annual FPM and CMW are posted on our website. Additionally, all monthly news articles, including neighborhood work notices are also posted: https://www.valleywater.org/news-events/news-releases https://www.valleywater.org/project-updates/in-your-neighborhood/neighborhood-work-notices</p> <p>Milpitas: City posts "2018-2019 Public Advisory" informational SFHA brochure on city website: http://www.ci.milpitas.ca.gov/milpitas/departments/engineering/flood-information/</p> <p>Los Altos: The city's weekly newsletter email included 20 issues with content on flood information, insurance, and/or emergency preparations. The email newsletter is also posted on the city website.</p> <p>Palo Alto: Utility bill insert is posted on city's flood information website.</p>

¹ **Message Topics: Outreach Projects (OP):** Topic 1 – Know your flood hazard; Topic 2 – Insure your property for your flood hazard; Topic 3 – Protect people from the flood hazard; Topic 4 – Protect your property from the hazard; Topic 5 – Build responsibly; Topic 6 – Protect natural floodplain functions

² **Flood Response Preparations (FRP):** Topic 7 – Develop a Family Emergency Plan; Topic 8 – Download disaster electronic Apps; Topic 9 – Understand shallow flooding risks – "Don't drive through standing water."

³ **CAL OP = Community At Large Outreach Projects; SFHA OP = Special Flood Hazard Area Communities Outreach Projects; TA OP = Target Audiences Outreach Project**

⁴ By each June, all deliverables need to be reported to Valley Water for tracking purposes.

A stakeholder can be any agency, organization, or person (other than the community itself) that supports the message. Stakeholders can be: an insurance company that publishes a brochures on flood insurance, even if it is set out at City Hall; a local newspaper that publishes a flood or hurricane season supplement each year; FEMA, if, for example, a FEMA brochure is used as an informational material; schools that implement outreach activities; a local newspaper; a neighborhood or civic association that sponsors and hosts a presentation by a community employee; a utility company that includes pertinent articles in its monthly bills; or presentations made by state or FEMA staff at a Risk Map meeting.

Appendix A. Santa Clara County 2015 Multi-Jurisdictional PPI - 2019 Annual Evaluation Report (Year 4) Project Accomplishments Worksheet

Global Changes: District to Valley Water; emergency kit to emergency preparedness starter kits (these starter kits are NOT intended to replace comprehensive emergency kits; such should be communicated to public when being handed out); District Outreach Program to Valley Water Education Outreach Program; footnote #3 changed from "Each September" to "By each June"

			TA OP#7. Countywide mailer to all residents – language on purchasing flood insurance	Valley Water Communications			All	Valley Water: Mail out our annual FPM to all residents in FEMA designated flood zone. Additionally, the we send out an annual CWM that also contains this messaging. Milpitas: In February and June 2019, the city mailed out "2018-2019 Public Advisory" informational SFHA brochure which includes flood insurance messaging to all addresses in the city.
	Educate our community on flood protection and preparedness measures		TA OP# 8. Speaker's Bureau of staff from CRS Communities to talk at events organized by various community groups. The goal is for each CRS Community to speak at a minimum of 2 events per year or more.	City representatives Community Organizations	October-April		All	Valley Water: The below-listed organizations (13) were reached by the Valley Water's Speakers Bureau Program in FY19. All general presentations include slides on the topic of flood protection, including CRS, ALERT system, flood insurance, and Valley Water's ongoing flood protection projects. <ol style="list-style-type: none"> June 13, 2018: Youth Commission (Countywide) [was not reported as part of FY18's update] July 10, 2018: Cypress Community Center (San Jose) August 23, 2018: Kiwanis Club of Los Gatos November 09, 2019: SPUR Urban Infrastructure Council (San Jose) December 6, 2018: Los Altos Community Emergency Preparedness Volunteers January 9, 2019: Almaden Senior Association (San Jose) January 18, 2019: Kiwanis Club of San Jose January 28, 2019: San Jose-Silicon Valley Rotary February 28, 2019: Gilroy Sons in Retirement March 7, 2019: Almaden Rotary (San Jose) March 20, 2019: Thousand Oaks Neighborhood Assn. (San Jose) April 18, 2019: Hayes Neighborhood Association (San Jose) April 29, 2019 Rotary Evergreen (San Jose)
			TA OP#9. Post Speaker's Bureau presentation on website and/or share on social media.					Valley Water: Does not post the PowerPoint Presentations on our website, nor is it posted on social media. However, if an organization requests an electronic/hard copy, it is provided. Information on Valley Water's Speakers Bureau Program is available on our website: https://www.valleywater.org/learning-center/lets-talk-water-speakers-bureau

References

1. Washington Multi-Jurisdictional PPI
2. Snohomish County, City of Monroe, City of Sultan Multi-Jurisdictional Program for Public Information 2013
3. Flood Futures Report

¹ **Message Topics: Outreach Projects (OP):** Topic 1 – Know your flood hazard; Topic 2 – Insure your property for your flood hazard; Topic 3 – Protect people from the flood hazard; Topic 4 – Protect your property from the hazard; Topic 5 – Build responsibly; Topic 6 – Protect natural floodplain functions
Flood Response Preparations (FRP): Topic 7 – Develop a Family Emergency Plan; Topic 8 – Download disaster electronic Apps; Topic 9 – Understand shallow flooding risks – "Don't drive through standing water."

² **CAL OP = Community At Large Outreach Projects; SFHA OP = Special Flood Hazard Area Communities Outreach Projects; TA OP = Target Audiences Outreach Project**

³ By each June, all deliverables need to be reported to Valley Water for tracking purposes.

⁴ A **stakeholder** can be any agency, organization, or person (other than the community itself) that supports the message. Stakeholders can be: an insurance company that publishes a brochures on flood insurance, even if it is set out at City Hall; a local newspaper that publishes a flood or hurricane season supplement each year; FEMA, if, for example, a FEMA brochure is used as an informational material; schools that implement outreach activities; a local newspaper; a neighborhood or civic association that sponsors and hosts a presentation by a community employee; a utility company that includes pertinent articles in its monthly bills; or presentations made by state or FEMA staff at a Risk Map meeting.

Agenda

Santa Clara County CRS Users Group Meeting
Monday, February 25, 2019 | 2:00 PM – 4:00 PM
Santa Clara Valley Water District | Administration Building | Conference Room B-108
5750 Almaden Expressway, San Jose, CA 95118

Directions: <https://www.valleywater.org/directions-santa-clara-valley-water-district-offices>

Purpose: PPI Stakeholder Committee Annual Evaluation Meeting per Activity 330, Outreach Project, Element 332.c. Program for Public Information, Step 7 requirement (*see excerpt at bottom of page*)

Desired Outcome: Gather communities' input on how the PPI worked over the past year; plan and choose / confirm PPI messages

1.	Introductions (<i>be sure to complete the sign-in sheet</i>) a. interested parties	(All)
2.	Recap – CRS Users Group Workshop – September, 2018 FMA Conference	(Emily Zedler)
3.	- Review of 2018 / 2019 Flood Awareness Campaign / Floodplain Notification - Presentations to Community Groups	(Gina Adriano)
4.	Santa Clara / Mountain View Audits Using Egnyte	(Evelyn Liang / Gabrielle Abdon)
5.	Distribution of Emergency Preparedness Starter Kits	(Merna Leal)
6.	Floodplain Management Planning (Activity 510) a. Milpitas Floodplain Management Plan	(Merna Leal / Leslie Stobbe)
7.	PPI Annual Evaluation Report for FY19 (Year 4) a. Using PPI Annual Evaluation FY18 (Year 3), Appendix A Table, to populate FY19 data b. Communities to complete Appendix A Worksheet prior to meeting	(All)
8.	Adjourn	

For questions, please contact Merna Leal at (408) 630-2610 or mleal@valleywater.org

The call-in number and the passcode are in the Outlook meeting invite.

Next Meeting:

Mark Your Calendars – May 29, 2019 | Administration Building | conference room B-108 | 2:00 PM – 4:00 PM

Purpose: **Finalize PPI Annual Evaluation Report for FY19 (Year 4), which must be completed & presented to governing bodies prior to August 1, 2019** (*annual recertification due date*)

Excerpt from 2017 CRS Coordinator's Manual:

“Step 7: Implement, monitor, and evaluate the program. The Program for Public Information committee meets at least annually to monitor the implementation of the outreach projects. The committee assesses whether the desired outcomes were achieved and what, if anything, should be changed. This work is described in an evaluation report that is prepared each year, sent to the governing body, and included in the annual recertification.”

Santa Clara County CRS Users Group Meeting
Monday, February 25, 2019
SCVWD - Administration Building - Conference Room B-108
2:00 PM - 4:00 PM

Sign-In Sheet

Community Represented	Print Name	Signature
SCVWD / VW	Merna Lee	M. Lee
Valley Water	Gina Adriano	Gina Adriano
Sunnyvale	Jamara Davis	Jamara Davis
Milpitas	Leslie Stobbe	Leslie Stobbe
PALO ALTO	RAJEEV HADA	R. D. Hada
City of Mountain View	Renee Gunn	Renee Gunn
City of Santa Clara	Evelyn Liang	Evelyn Liang
City of Cupertino	Winnie Pagan	Winnie Pagan
City of Morgan Hill	Maria Angeles	Maria Angeles
City of Los Altos	Steve Golden	Steve Golden
Valley WATER	Emily Zedler	Emily Zedler

- Phone Participation:
- 1) Arlene Lew, City of San Jose
 - 2) Jacqueline Soloman, City of Mountain View
 - 3) Dawn Amiel, Sacramento County
 - 4) Jennifer Ng, Sunnyvale

Agenda

Santa Clara County CRS Users Group
Wednesday, May 29, 2019 | 2:00 PM – 4:00 PM
Santa Clara Valley Water District | Administration Building | Conference Room B-108
5750 Almaden Expressway, San Jose, CA 95118

Directions: <https://www.valleywater.org/directions-santa-clara-valley-water-district-offices>

Purpose: PPI Stakeholder Committee Annual Evaluation Meeting per Activity 330, Outreach Project, Element 332.c. Program for Public Information, Step 7 requirement (*see below-noted Excerpt*)

Desired Outcome: Gather communities' input on how the PPI worked over the past year; plan and choose / confirm PPI messages

1.	Introductions (<i>be sure to complete the sign-in sheet to document communities' required participation</i>) (All) a. Interested Parties
2.	Emergency Response Coordination Activity 510 – Floodplain Management Planning a. County Office of Emergency Services – Local Hazard Mitigation Plan b. Valley Water Local Hazard Mitigation Plan <p style="text-align: right;">(Jacqueline Solomon, City of Mountain View)</p>
3.	Annual Evaluation Report for FY19 (Year 4) (All) a. Using Annual Evaluation FY18 (Year 3), Appendix A Table, to populate FY19 data b. Communities to complete Appendix A Worksheet <u>Finalized document presented to governing bodies will be requested as part of annual recertification due 8/1/19</u>
4.	Adjourn

For questions, please contact Merna Leal at (408) 630-2610 or mleal@valleywater.org
Teleconference Access Code: # 1-877-336-1831 | Participant Code: 1615094#

Next Meeting:

Mark Your Calendars – TBD | Early 2020

Purpose: Discuss PPI Annual Evaluation Report for FY20 (Year 5), which must be completed before August 1, 2020 (*annual recertification due date*) and begin to review/discuss update due of the Santa Clara County Multi-Jurisdictional Program for Public Information 2015 (*see below-noted Excerpt*)

Excerpt from 2017 CRS Coordinator's Manual:

“Step 7: Implement, monitor, and evaluate the program. The Program for Public Information committee meets at least annually to monitor the implementation of the outreach projects. The committee assesses whether the desired outcomes were achieved and what, if anything, should be changed. This work is described in an evaluation report that is prepared each year, sent to the governing body, and included in the annual recertification.”

The community must update its Program for Public Information at least every five years. This can be a new document or an addendum to the existing document that updates the needs assessment and all sections that should be changed based on evaluations of the projects.

The Program for Public Information update will be reviewed for CRS credit according to the *Coordinator's Manual* currently in effect, not the version used when the community originally requested this credit. The update can qualify as the annual evaluation report for the year it was prepared. The updated Program for Public Information must be adopted following the same process as adoption of the original document.”

Santa Clara County CRS Users Group Meeting

Wednesday, May 29, 2019

SCVWD - Administration Building - Conference Room B-108

2:00 PM - 4:00 PM

Sign-In Sheet

Community Represented	Print Name	Signature
SCVWD-DES	Cindy Martinez	Cindy Martinez
City of Mountain View	Bono Gunn	Bono Gunn
City of Morgan Hill	Maria Angeles	M Angeles
City of Mountain View	Jacqueline Solomon	J Solomon
City of Sunnyvale	Tamara Davis	Tamara Davis
SCVWD	Donna Germano	Donna Germano
SCCPD/SCCOA	Lacey Torne	Lacey Torne
Valley Water	Giina Adriano	Giina Adriano
Valley Water	Merna Leal	Merna Leal
SANTA CLARA COUNTY	ERIC GOLDBERG	Eric Goldberg
City of Milpitas	Brian Dong	Brian Dong
City of Palo Alto	Rajeev Kulkarni	Rajeev Kulkarni
City of Los Altos	Steven Golden	Steven Golden