# Annual Evaluation Report for FY17 (Year 2)
*(July 2016 to June 2017)*

## Santa Clara County Multi-Jurisdictional Program for Public Information 2015



**November 2017**

## I. INTRODUCTION

Ten cities and the Santa Clara Valley Water District (District) have been active participants in the Community Rating System (CRS) for almost 20 years. CRS is a voluntary program of the Federal Emergency Management Agency (FEMA) National Flood Insurance Program (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, the District performs many flood related outreach and maintenance activities that earn CRS points for the County's CRS-participating communities. CRS points reduce, in 5% increments, flood insurance premiums for participating communities. The total savings for Santa Clara County residents from CRS discounts is approximately $2.2 million per year.

The *CRS Coordinator's Manual, 2013 edition,* included the option to undertake a Program for Public Information (PPI) which is a method to customize your flood risk reduction outreach messages and increase CRS points.  The District hosted 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 effort.

This report is the second Annual Evaluation Report to FEMA to document our PPI activities.

The number of CRS points that will be earned by the PPI are determined by FEMA's consultant, Insurance Services Office (ISO/ CRS Specialists) examiners.  We estimate that we could earn up to 340 points per participating community for our PPI efforts.  The complete list of outreach projects is included in Attachment 1 of this report.  Attachment 1 lists all projects proposed in 2015, with a "Project Accomplishments" column noting actions taken during FY17.

One important benefit from our PPI work has been the close collaboration between city staffs who work on flood protection throughout the County.  Together, we have strengthened our CRS programs and learned from one another about shared flood protection and land use issues. For the Santa Clara County 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.  A sub-group of shoreline communities worked together on improved maps as part of this process. The CRS Users Group and the PPI effort provide a forum for the advancement of flood protection issues throughout the County.

The recent drought that plagued California meant that people were not focused on flood preparedness issues early in the year.  However, the February 2017 local flood events generated interest.  Twelve agencies initially participated in this Multi-Jurisdictional PPI; 9 have approved it.  We will continue to actively recruit more participation.

12

## II.  PPI DEVELOPMENT PROCESS

The District initiated the PPI process for Santa Clara County in November 2013.  The District hosted the process and provided staffing, while each participating community was required to: (1) conduct the CRS Self-Assessment; (2) recruit a non-governmental 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.

A number of meetings were held in 2013 and 2014 to develop the PPI.  A committee worked between the meetings to draft the PPI report and compose the extensive list of possible projects (Attachment 1, which is Appendix A of the PPI).  Table 1 shows dates of approval of the PPI by each participating agency as of September 22, 2017.  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 | Yes | Scheduled But Not Approved | Not Scheduled |
|---|---|---|---|---|
| Santa Clara Valley District | 4/14/15 | X | | |
| City of Cupertino | Not Yet Scheduled | | | 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 | Scheduled for Early 2018 | | X | |
| City of Santa Clara | 7/14/15 | X | | |
| Santa Clara County | Not Yet Scheduled | | | X |
| City of Sunnyvale | 6/23/15 | X | | |
| **Total Approved** | | **9** | | |
| **Approval Scheduled** | | | **1** | |
| **Not Yet Scheduled** | | | | **2** |

## III.  PPI ACCOMPLISHMENT FOR 2017

The PPI accomplishments for FY17 fall into 3 categories.  The first was continuing to get the PPI approved by the governing bodies of the participating communities. The second was implementing an accounting system to keep track of the PPI projects.  The third was carrying out an extensive outreach program for flood risk reduction.

*Elected Body Approval*: Including the District, nine of the 12 participating agencies had the PPI approved by their governing body by the end of FY17. The approval dates are shown by city/agency in Table 1. The City of San Jose has the approval scheduled for early 2018 and the City of Cupertino and the County are each pending approval.

*Accounting System*:  Because the 2015 Multi-Jurisdictional PPI included up to 12 agencies, tracking implementation became quite cumbersome compared to a single agency PPI.  The

13

District hosted the record-keeping to ensure consistency throughout the County. An electronic file-sharing system was set up with folders for each of the agencies to file documents related to each of the 83 potential outreach projects. The system also includes a spreadsheet for each of the agencies which they will submit with their annual recertification. PPI related projects carried out by the District almost always 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 (Attachment 1).

### Summary of PPI Projects Accomplished in FY17

Of the 53 Community at Large outreach projects identified in the PPI, at least 49 were accomplished. For outreach projects in the Special Flood Hazard Area, at least 19 of the 21-potential projects were accomplished. Of the 9 Targeted Audience outreach projects identified, 7 were accomplished. These numbers go well beyond the limits of the CRS Program requirements, and we anticipate collecting the maximum number of points for our collective efforts in 2017.

### Outreach Program

Following a year of average rainfall in 2015-2016, the District prepared a full-scale paid advertising flood awareness campaign to convey the risks of flooding to residents of Santa Clara County, while incorporating some flexibility to scale back the intensity of ads based on the weather. The campaign was executed in mixed media outlets, and included ethnic media, to reach a diverse audience.

The District's annual flood awareness campaign has a budget of $290,000. The total budget encompasses a paid advertisement campaign as well as staff outreach efforts related to flood awareness. The paid flood awareness campaign ran over a four-month period, from January through April 2017. The total paid advertisement campaign budget was $260,000 and was exhausted. Through media buy negotiations, additional ads and extra display days' worth $182,906 were provided at no extra cost for a campaign worth $442,906. Total campaign impressions were calculated at over 34 million; with a cost of $16.04 per thousand impressions.

*Community Events:* District communications staff actively participated in emergency preparedness fairs and community events in the fall of 2016. During that time staff attended three community events to distribute flood safety information.

In addition to these community efforts, District board members submitted guest columns to be placed in local newspapers. The District submitted two winter-related columns that contained flood safety messages as well as PPI messages during the month of October.

*Advertising Campaign:* The paid advertisements began in January 2017 and ran through April 2017. In preparation for the campaign, as early as September 2016, 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 the District'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 the District's annual Flood Plain Mailer, a publication distributed to residents in FEMA designated floodplains (Attachment 1 - Special Flood Hazard Area [SFHA] Outreach Projects [OP] 1 and 3). The flood awareness campaign included:

*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 – 35 percent
b) Online – 43 percent
c) Outdoor – 11 percent
d) Ethnic Print – 11 percent

*Radio:* (35 percent)

Scripts for radio were drafted to include key PPI messages such as "Turn Around, Don't Drown," making an emergency plan, and preparing for flooding by purchasing flood insurance. These messages ran for a total of 12 weeks on the following mainstream English radio stations: KBAY, KEZR, KUFX and KRTY. The radio ads were translated in Spanish (KSOL - four weeks). The campaign had two kinds of radio ads: general ads and weather alerts. Weather alerts are 10 and 15 second quick radio ads that we could run within at least 48 hours of forecasted storms. The weather alerts were scheduled days in advance of anticipated rain storms; weather alerts were heavily used during the months of January and February. General radio ads were scheduled throughout the campaign duration from January through April.

*Online:* (43 percent)

The campaign included online banner ads, email blasts and a pay-per-click ad word campaign. Standard and Mobile Banner ads were used across CBS owned or sponsored sites. As part of a media buy package, email blasts were distributed among email subscribers of CBS sites. The email blasts included two messages on behalf of Board Chair Varela informing residents of the existing flood risks, the District's effort to mitigate risks and a list of precautions for residents to protect their family and property. E-mail blasts were distributed on three separate occasions to a total audience of 150,000 and had an average 12 percent open rate and 8 percent click through rate.

The pay-per-click campaign ran across social media platforms including Facebook, and major search engines Bing and Google. Office of Communications staff generated a list of keywords related to flood awareness and flood safety and the media buyer produced approximately 150 possible search phrases that would yield District flood protection resources page in the top search results. The pay-per-click campaign ran from March through the end of April, yielding a total of 212 clicks to District web pages.

*Outdoor:* (11 percent)

This year, the flood awareness campaign made use of outdoor ad space to display campaign ads and list flood safety tips (derived from the point-earning PPI messages). The types of outdoor media used were billboards, mall posters, and transit shelters and included a total of 14 billboards throughout San Jose, 8 mall posters and 6 transit shelters total in Morgan Hill and Palo Alto. The locations for outdoor media space were assigned based on proximity to

flood prone areas, such as neighborhoods in East and South San Jose close to Coyote, Canoas, Lower Silver, Berryessa and Ross creeks and Guadalupe River; Palo Alto near San Francisquito Creek; and Morgan Hill near Llagas Creek.

To the District's benefit, all outdoor media space was displayed longer than the negotiated display time, resulting in extra days of promotion at no additional cost. The billboards had a total of 66 extra days and the mall posters had 25 extra days. The transit shelters had a total of 108 extra days.

*Ethnic Print:* (11 percent)

Campaign advertisements were translated in Spanish, Chinese, Tagalog, Korean, and Vietnamese and ran in the corresponding language publications: Philippine News, Asian Journal SF, Alianza Metropolitan News, La Opinion de la Bahía, El Observador, Sing Tao, World Journal, China Press, News for Chinese, Korea Times, Korea Daily, Cali Today, Vietnam Daily and India Currents. As a value-added opportunity, an editor from New America Media (the subcontractor who managed the ethnic print publications) interviewed Chair Varela on the impacts of the February Coyote Creek flood and the District's future prevention efforts. The article was printed in Korea Daily, China Press, La Opinión de la Bahía, Norcal Asian Journal and the Philippine News during the month of April.

*Results:*

Based on a thorough report from the media buyer, the email blasts yielded an average open rate of 12 percent and as high as 10.3 percent click through rate (email). The average industry click rate for any kind of online ad format and placement is about 17 percent.  Traffic to the flood protection resources page through the duration of campaign resulted in a total of 36,385-page views to both the flood protection resources and flood safety web pages. These results more than doubled in comparison to last year's flood awareness campaign, which were a total of 14,893 views for both sites. Some of this increase may be related to the extraordinary flood season that the County experienced last winter.

## IV. CRS USERS GROUP MEETINGS 2017 – MONITORING AND EVALUATING THE PPI

CRS Users Group meetings were held on May 3, 2017 and June 27, 2017 to gather communities' input on how the PPI had worked over the last year and to plan and choose/confirm PPI messages for the coming year.  Agenda and attendance sheets for each meeting are included as Attachments 2-5.  Following the meetings, a draft PPI Annual Evaluation Report FY17 (Year 2) was sent to the communities for their review and input.

As required by CRS, our June meeting was to monitor the implementation of the PPI Outreach Projects and to determine if the desired outcomes were achieved, as well as if any changes to the PPI were needed.

We evaluated the City of Palo Alto's June 27, 2015 Verification Report results which were announced on April 1, 2017.  The committee was interested in determining which PPI outreach projects earned Palo Alto points as they were the first Santa Clara County community that received credit for our PPI efforts. Palo Alto achieved an overall community improvement from a CRS Class 7 to a CRS Class 6 for a number of reasons, including

improvement under CRS Activity 330 – Outreach Projects, which increased from 256 points to 322 points.

We discussed lessons learned from our second year and what was important to continue and strengthen. Attendance was excellent; staff from ten agencies attended, as well as their respective external stakeholders.

The general consensus is that our PPI implementation is on target and that no changes are needed. Cities who had gotten the PPI approved by their elected officials reported receiving strong support. For cities that had not gotten the PPI approved yet, the major problem was workload. The Public Works Departments in our area have a great deal of work to do now because of the high development level with the 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.

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 Gilroy | Consent Calendar |
| 3 | City of Los Altos | City Manager's Weekly Update |
| 4 | City of Milpitas | Monthly Report to Council |
| 5 | City of Mountain View | Council Weekly Update |
| 6 | City of Morgan Hill | City Manager's Weekly Update |
| 7 | City of Palo Alto | Informational Staff Report |
| 8 | City of San Jose | City Manager's Weekly Report |
| 9 | City of Santa Clara | Friday Update to Council |
| 10 | City of Sunnyvale | City Manager's Bi-Weekly Report |

## V. FUTURE MESSAGING

The messages that we chose originally are still relevant to Santa Clara County. We continue to increase our efforts to get people to prepare their personal/family emergency plans and be flood-ready. This will be incorporated in the flood preparedness outreach that is done every fall. We will also coordinate efforts with the District's Education Outreach Program to promote flood preparedness in local schools with an emphasis on reaching students and families that were affected by the February 2017 floods.

Another recommendation of the PPI Committee is to increase the use of social media for messaging. People are using their phones more and more 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 the District had done the year before. 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. As we did last year, emergency starter mini-kits of emergency supplies have been

developed as a give-away for emergency preparedness fairs or events. This year, to qualify for an emergency starter mini-kit, each person will have to demonstrate they've downloaded an emergency alert App onto their cell phones. We are promoting the County's recently launched 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've started to complete an American Red Cross Emergency Contact Card that will be provided to them.

Additionally, we plan to have a coloring/essay contest related to family emergency plans and to provide emergency starter mini-kits for both elementary and middle schools who request the District's Education Outreach Program services. We also plan to reach out to schools that were affected by the February 2017 floods. These activities emphasize the PPI Committee's original message that people need to be encouraged to prepare for emergencies and to use available resources to stay informed during emergencies.

## VI. CONCLUSION

Overall, the CRS Users Group was successful in implementing the PPI in FY17. The PPI allowed for participating communities to mutually decide which flood risk reduction messages are most appropriate and identifies 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 Users Group and the PPI will continue through FY18.

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Attachments for submission to District Board, City Councils/Managers, and FEMA as part of 2017 Verification/Recertification Package, as required:

1. Appendix A from 2015 SC County Multi-Jurisdictional PPI noting FY17 Project Accomplishments
2. Agenda for May 3, 2017 CRS Users Group Meeting
3. Sign-in Sheet for May 3, 2017 CRS Users Group Meeting
4. Agenda for June 27, 2017 CRS Users Group Meeting
5. Sign-in Sheet for June 27, 2017 CRS Users Group Meeting

18

| Target Audience | [1] Message | Outcome | [2] Project(s) Proposed to Support the Messages | Assignment | [3] Proposed Schedule | [4] Stakeholder | CRS Community | FY 2017 Project Accomplishments |
|---|---|---|---|---|---|---|---|---|
| | | | 2015 PPI Plan | | | | | |
| **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 District Communications (for South County Unincorporated areas) | October – March | Utility companies (water, electric, waste) | All | City of Mountain View, Palo Alto, and City of Santa Clara included flood messages in their Utility bills. City of Palo Alto sent out two inserts in their utility bills; one in September 2016 and December 2016. |
| | | | CAL OP #2. Post Utility Bill messages on websites (Element 352 WEB1) | | | | | City of Palo Alto posted the September 2016 insert on their website. |
| | | | ~~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. District'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 District Communications Gilroy Chamber of Commerce | October – March | Insurance agencies Gilroy Chamber of Commerce District Grantee Organizations | City of Morgan Hill City of Cupertino City of Sunnyvale Gilroy Chamber of Commerce | Starting in September, the District began including emergency preparedness flood safety information and encouraging residents to consider flood insurance in its monthly newsletter through March. The newsletter reaches over 29,000 residents county-wide and is shared on the web and district's social media sites monthly. A countywide mailer was not sent in FY17. City of Mountain View, "The View" included these messages, sent to all addresses in city. City of Santa Clara and City of Morgan Hill also develop newsletters. City of Palo Alto utility bill inserts include this message. Outreach materials displayed at Los Altos City Hall front counter and Library. Ad article titled "Flood Insurance Information Available" was published four times in the Los Altos Town Crier. City of Los Altos weekly newsletter email included a "Community Emergency Preparedness Volunteers Special Presentation" section on June 16, 2017. In December 2016, City of Milpitas mailed out citywide informational "SFHA brochure" that included this message. |
| | | | CAL OP #8. Post newsletters/articles/District's CWM on websites (Element 352 WEB1 and 2) | | | | | All were posted on city or District websites. City of Palo Alto utility bill inserts are posted on their website. City of Milpitas posts their "SFHA brochure" on their website. |

[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 Drown®."

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

[3] Each September, all deliverables need to be reported to District 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.

ATTACHMENT NO. 1

| 2015 PPI Plan | | | | | | | | FY 2017 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)**<br><br>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 4 & 6<br>Message: Keep debris and trash out of our streams. It's illegal to dump into streams | Cleaner streams and fewer dumping violations<br><br>Fewer debris blockages during high-flow events | CAL OP #9. "Do Not Dump" message is sent each year to all Santa Clara County residents in the District's CWM | District Communications<br>City of Sunnyvale | June/July 2015 (CWM) | Adopt-A-Creek Organizations<br>District Grantee Organizations | All | Floodplain Mailer (FPM) sent to all SC County parcels in the FEMA flood zone with "Do Not Dump" message. District has an extensive stewardship program. "Do Not Dump" message posted on construction/project sites with signs throughout the county.<br><br>City of Palo Alto in utility bills inserts include this message; City of Morgan Hill included "No Dumping" message in their community newsletter; City of Los Altos communicates "Do Not Dump" messages through litter mailer sent to property owners in the City's Trash Management Area 1, which is characterized by higher trash levels; In December 2016, City of Milpitas mailed out citywide informational "SFHA brochure" that included this message. |
| | | | CAL OP #10. Post "Do Not Dump" messages on website (Element 352 WEB1) | | | | | FPM posted on the District's website.<br><br>City of Morgan Hill included "No Dumping" message in their "Flood Report" community-wide newsletter which mailed out and also posted on their website.<br><br>City of Palo Alto utility bill inserts are on posted their website.<br><br>City of Milpitas posts their "SFHA brochure" on their website. |
| | | | CAL OP #11. "Illegal Dumping" - District Community Project Review Unit (CPRU) Water Resource Protection Ordinance No. 08-2 amending Ordinance No. 83-2 | District CPRU<br>Santa Clara Valley Urban Runoff Pollution Prevention Program | Year-Round | Adopt-A-Creek Organizations<br>District Grantee Organizations | All | District Ordinance in force.<br><br>City of Palo Alto has an ordinance on Illegal Dumping in their Municipal Code.<br><br>In December 2016, City of Milpitas mailed out citywide informational "SFHA brochure" that included this message. |
| | | | CAL OP #12. Post Water Resource Protection Ordinance on website (Element 352 WEB1) | | | | | District Ordinance posted on website.<br><br>City of Milpitas posts their "SFHA brochure" on their website. |
| | | | CAL OP #13. "No Dumping" signage on District project sites | District Watersheds Operations & Maint.<br>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 | District project sites signs includes "No Dumping" message. |
| | | | 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) | District Communications<br>Santa Clara Valley Urban Runoff Pollution Prevention Program | Year-Round | Santa Clara Valley Urban Runoff Pollution Prevention Program<br>Watershed Watch Organization<br>San Francisco Estuarine Institute<br>Oakland Museum | All | Information from Municipal Regional Permit NPDES Permit No.: CAS612008 Order Number: R2-2015-0049<br>FY 2016-2017 Annual Report<br>C.5 – Illicit Discharge Detection and Elimination<br>C.7.c. Stormwater Pollution Prevention Education and<br><br>The District's Pollution Hotline (1-888-510-5151; www.valleywater.org/Services/PollutionHotline.aspx) 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. |

[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] Each September, all deliverables need to be reported to District 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.

ATTACHMENT NO. 1

| 2015 PPI Plan | | | | | | | | FY 2017 Project Accomplishments |
|---|---|---|---|---|---|---|---|---|
| Target Audience | [1] Message | Outcome | [2]Project(s) Proposed to Support the Messages | Assignment | [3] Proposed Schedule | [4] Stakeholder | CRS Community | |
| | | | | | | | | The District received and responded to a total of 141 emergency response reports throughout Santa Clara County during FY 16-17. This were 24 reports more than in FY16. Of the 141 total incidents reported during FY17, 77 were actual or potential discharge events, and 88 required a field response by a team member or members for general investigation, source identification, multi-agency coordination, and clean-up or evidence collection.<br><br>In December 2016, City of Milpitas mailed out citywide informational "SFHA brochure" that included this message. Their number is 911 dispatch for Fire Department response. |
| **Community At Large (CAL)**<br>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 4 & 6<br>Message: Keep debris and trash out of our streams. It's illegal to dump into streams | Cleaner streams and fewer dumping violations<br><br>Fewer debris blockages during high-flow events | CAL OP #15. Post Project notices with "Pollution Hotline" on website (Element 352 WEB1) | | | | | Not applicable, project notices did not include the Pollution Hotline number this year.<br><br>The Do Not Dump messaging is in the District's FPM and is posted on the website at: http://valleywater.org/EkContent.aspx?id=2232&terms=hotline<br><br>City of Milpitas posts their "SFHA brochure" on their website. |
| | | | CAL OP #16. Creekside Property Program – Creek Wise brochure handed out at community fairs (target outreach – 6 points per topic) | District Communications | Year-Round | Fair Sponsors Attendees of community events who visit information booths SCVURPPP | All | The Creek Wise brochures were handed out at various community events at various SC County cities (not including Morgan Hill and Gilroy) in North County. |
| | | | CAL OP #17. Post Creekside Property Program – Creek Wise brochure on website (Element 352 WEB1) | | | | | The Creekside Property Owner informational mailer is posted on the District's website at: http://valleywater.org/Programs/CreeksidePropertyProgram.aspx |
| | | | CAL OP#18. Organize volunteers for creek clean-ups through District's Adopt-A-Creek Program or organized city clean-ups, such as City of Santa Clara's, Adopt-A-Spot Program | District Communications | Year-Round | Community Organizations Residents Schools Businesses Creek Connections Action Group (CCAG) | All City of Santa Clara | Participation in the Adopt-A-Creek Program was 135 partners, 55 adopted sites in FY17 (an increase of 10 sites from the previous year). Each participating Adopt-A-Creek partner was required to host a minimum of 2 clean-up events per year.<br><br>City of Sunnyvale, City of Mountain View, Palo Alto, City of Santa Clara, and City of Milpitas all advertise the clean-ups.<br><br>City of Morgan Hill advertised the clean-up in the City's Recreation Activity Guide and on Facebook. The National River Clean-up Day was advertised in the Guide's 2016 Summer edition and the California Coastal Clean-up Day in the 2016 Fall edition which were posted on the city's website. |
| | | | CAL OP #19. Post District's Adopt a Creek Program and cities clean-up programs on website (Element 352 WEB1) | | | | | Adopt-A-Creek Program information posted on the District's website at http://valleywater.org/EkContent.aspx?id=336&terms=adopt+a+creek |

[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."

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[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.

| | 2015 PPI Plan | | | | | | | FY 2017 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 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 | District Communications City of San Jose | May ~~16, 2015~~ and September ~~2015~~ annually | | All | Information from Municipal Regional Permit NPDES Permit No.: CAS612008 Order Number: R2-2015-0049 FY 2016-2017 Annual Report C.7 – Public Information and Outreach  National River Cleanup Day was held on 5/20/2017. 48 clean-up sites; 1,251 volunteers removed approximately 33,408 lbs. of trash and 3,086 lb. of recyclables along 65 miles of creeks and shoreline.  California Coastal Cleanup Day was held on 9/17/2016. 43 clean-up sites; 1,883 volunteers removed approximately 48,568 lbs. of trash and 6,442 lbs. of recyclables along 60.75 miles of creeks and shoreline.  City of Milpitas participates in these annual events. |
| | | | CAL OP #21. Post volunteer information and results on website (Element 352 WEB1) | | | | | Volunteer information and results posted on www.cleanacreek.org.  City of Milpitas promotes the volunteer opportunities on their website re-directing to www.cleanacreek.org |
| | | | CAL OP # 22. Installation of trash booms | | | | | Information from Municipal Regional Permit NPDES Permit No.: CAS612008 Order Number: R2-2015-0049 FY 2016-2017 Annual Report C.10 – Provision C.10 Trash Load Reduction  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 FY16-17. 15 cubic yards of trash and debris removed from trash booms clean-up efforts in North County. |
| | | | 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 | District inspects and maintains, including stenciled storm drains on all District property.  Provision C.7.a (Public Information and Outreach – Storm Drain Inlet Marking) of the Municipal Regional Stormwater NPDES Permit (Order No. R2-2015-0049) issued by the San Francisco Bay Regional Water Quality Control Board to 76 Bay Area permittees (including Santa Clara County, the District, and the cities in the northern part of the county that discharges to the Bay) requires that:  Permittees shall mark and maintain municipally-maintained storm drain inlets with appropriate stormwater pollution prevention message, such as "No Dumping, drains to Bay" or equivalent. For newly-approved, privately maintained streets, Permittees shall require storm drain inlet markings .. by the project developer.  Municipalities are to inspect and maintain storm drain inlet markings of at least 80 percent of municipality-maintained inlets to ensure they are legibly labeled.  City of Milpitas places "No Dumping, Drains to Creek" medallions at public catch basins. |

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| 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. | | Cleaner streams and fewer dumping violations  Fewer debris blockages during high-flow events | CAL OP #24. Inserts into inlets | | | | | Information from Municipal Regional Permit NPDES Permit No.: CAS612008 Order Number: R2-2015-0049 FY 2016-2017 Annual Report *Section 2 - Provision C.2 Reporting Municipal Operations Program*  District inspects and maintains drop inlet protection on all its property.  During the May/June 2017 timeframe, City of Milpitas installed 94 full trash capture devices in public catch basins. |
| | | | CAL OP #25. Hot Spot Assessment and Clean-ups | | | | | Information from Municipal Regional Permit NPDES Permit No.: CAS612008 Order Number: R2-2015-0049 FY 2016-2017 Annual Report *C.10 – Provision C.10 Trash Load Reduction*  District staff continued to actively participate in the SCVURPPP Trash Ad-Hoc Task Group. In addition, District staff co-chairs the BASMAA trash committee and participated on the Project Management Team for the Receiving Water Trash Monitoring Plan development. District staff also participated in workshops related to receiving water trash monitoring for the statewide trash amendments organized by the Ocean Protection Council.  During the spring trash hot spot site assessments, it was determined that the significant stream flows over the winter in Santa Clara County washed out all sign of the trash from the hot spot locations.  A total of 3 cubic yards of trash and debris removed.    City of Palo Alto and City of Milpitas continue to actively participate in the SCVURPPP.  City of Milpitas has 4 (four) creek hot spots which are cleaned twice/year. |

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| Target Audience | ¹ Message | Outcome | ²Project(s) Proposed to Support the Messages | Assignment | ³ Proposed Schedule | ⁴ Stakeholder | CRS Community | FY 2017 Project Accomplishments |
|---|---|---|---|---|---|---|---|---|
| | | | **2015 PPI Plan** | | | | | |
| **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. | | Cleaner streams and fewer dumping violations Fewer debris blockages during high-flow events | 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 | City of Sunnyvale CRS Coordinator Cities CRS Coordinators | Late Summer/ Fall | | Sunnyvale All | Messages on storm drainage system included in the annual FPM sent out to 48,200 parcels City of Morgan Hill sent out a Flood Report to all residents; Palo Alto utility bill inserts include this messaging; City of Santa Clara's newsletter has message on storm drain and illegal dumping; In December 2016, City of Milpitas mailed out citywide informational "SFHA brochure" that included this message. |
| | | | 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) | City Sunnyvale CRS Coordinator Cities CRS Coordinators | Late Summer/ Fall | | Sunnyvale All | Newsletters and flier posted on the website. City of Palo Alto utility bill inserts posted on their website. City of Los Altos posts information on the website about City 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 removes dead trees, which can help to prevent debris blockages during rains; 4) inspecting and clearing debris from difficult to access storm water ditches. City of Santa Clara newsletter posted on website. City of Milpitas posts their "SFHA brochure" on website. |
| | Topics 1,2,3,4,7, 8 & 9: Download disaster electronic Apps Messages: Be prepared for flood and other disasters; Know how to access needed information quickly during an emergency | Increase in 'hits' on Apps and less stress during emergencies | CAL OP #28. Advertise District, County Public Health Department and American Red Cross Electronic Apps | City representatives, District Communications County Public Health Dept. Gilroy Chamber of Commerce, and American Red Cross | Year-Round | Community Organizations, including American Red Cross and Gilroy Chamber of Commerce Residents who download the apps. Attendees of community events who visit information booths Teachers /students visited by District's School Outreach Program | All | Apps included in the District's FPM. Also advertised on Facebook, and Twitter by District, Palo Alto, and Mountain View. Palo Alto utility bill inserts include the Red Cross App information. |
| | | | CAL OP #29. Post disaster apps information on website (Element 352 WEB1 and 2) | | | | | Apps posted on District website. City of Palo Alto utility bill insert in on their website. |
| | | | CAL OP #30. Instruct people to download apps at personal preparedness trainings | | | | | Apps information provided at several emergency preparedness events hosted by District and several SC County cities, including Palo Alto. City of Milpitas' Fire Department Office of Emergency Services offers instructions on downloading preparedness apps. |
| | | | CAL OP #31. Post instruction on how to download apps. on websites and electronic newsletters (Element 352 WEB1) | District Communications City representatives | | | | Instructions on District and Palo Alto website at: http://valleywater.org/Sign-up-for-alerts.aspx City of Milpitas posts this information under the Fire Department landing page. |

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ATTACHMENT NO. 1

| | | | 2015 PPI Plan | | | | | FY 2017 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)**<br>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. | | | CAL OP #32. Promote ALERT SCC - Santa Clara County Emergency Alert System | Cities CRS Coordinators District Communications | | Santa Clara County | All | District promoted ALERTSCC in the 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:<br><br>• Flooding, wildfires and subsequent evacuations.<br>• Public safety incidents, including crimes, that immediately affect your neighborhood.<br>• Post-disaster information about shelters, transportation, or supplies<br><br>City of Morgan Hill promoted ALERT SCC on Facebook.<br><br>City of Los Altos social media messaging encouraged download of the ReadySCC app and promoted several different emergency training programs and drills.<br><br>City of Milpitas promotes the ALERT SCC on their website. |
| | | | CAL OP #33. Post ALERT SCC - Santa Clara County Emergency Alert System on District and cities websites http://www.sccgov.org/sites/alertscc/Pages/home.aspx *(Element 352 WEB1 and WEB2)* | | | | | Sign-up info posted on District and Palo Alto website at: http://valleywater.org/Sign-up-for-alerts.aspx<br><br>City of Milpitas posts ALERT SCC information on their website. |
| | 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<br><br>More people know what to do in an emergency | CAL OP#34. Workshop/contest to promote developing family Emergency Plans; Reaching out to a celebrity to carry our message | District Communications and City representatives with assistance from Stakeholders | Year-Round | Schools American Red Cross Celebrity, TBD FEMA California Volunteers.org | All | Social Media emergency preparedness contest hosted by District, residents encouraged to share photo of their emergency kit. Lots of traffic on Facebook and Twitter, but no participants. A new color/essay contest is planned for FY18.<br><br>Family Emergency Plan information is also included in the FPM.<br><br>City of Mountain View and City of Milpitas handed out District emergency starter kits at various community events with request that residents complete an emergency plan with their family.<br><br>City of Milpitas Fire Department conducts SAFE training for resident that include a component of developing emergency plans. |
| | | | CAL OP #35. Post Family Emergency Plan template form on website *http://www.redcross.org/images/MEDIA_CustomProductCat alog/m12140360_ARC_Family_Disaster_Plan_Template_r08 3012.pdf?campmedium=internal_link_download&campname =family_disaster_plan_english* or *http://www.californiavolunteers.org/familyplan/pdf/family_plan.pdf* (Element 352 WEB1 and 2) | | | | | Templates for Family Emergency Plan are posted on the District's website in the FPM under "What to Do Before" section.<br><br>Additionally, hard copies of FEMA's Family Emergency Plan template were included in the emergency starter kits handed out by District and/or cities' staff at several emergency preparedness events held throughout the county.<br><br>City of Los Altos website page encourages families to plan communication before flooding/ emergencies and includes link to FEMA communication plan steps and template.<br><br>City of Milpitas posts the Family Emergency Plan template on their website. |
| | | | CAL OP#36. Include message "What to Do....Before – Prepare a Family Emergency Plan...." in District's CWM | District Communications City representatives | October – March | | All | Messages were included in District's FPM.<br><br>In December 2016, City of Milpitas mailed out citywide informational "SFHA brochure" that included this message. |

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**ATTACHMENT NO. 1**

| Target Audience | [1] Message | Outcome | [2]Project(s) Proposed to Support the Messages | Assignment | [3] Proposed Schedule | [4] Stakeholder | CRS Community | FY 2017 Project Accomplishments |
|---|---|---|---|---|---|---|---|---|
| | | | 2015 PPI Plan | | | | | |
| **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. | 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 More people know what to do in an emergency | CAL OP #37. Post message "What to Do….Before – Prepare a Family Emergency Plan…." on website (Element 352 WEB1 and 2) | District Communications City representatives | | | All | FPM was posted on the District's website. City of Los Altos website page encourages families to plan communication before flooding/ emergencies and includes link to FEMA communication plan steps and template; City of Mountain View posted link to District's webpage on City website. City of Milpitas posts the "SHFA brochure" on their website. |
| | | | CAL OP#38. Promote the official site of the NFIP Floodsmart.gov for flood preparation and recovery messages | District Communications City CRS Coordinator and Communications staff | | | All | Federal Flood Insurance Program (Floodsmart.gov) information linked on District's flood protection landing page website as well as included FPM. The information is posted on Palo Alto's website. In December 2016, City of Milpitas mailed out citywide informational "SFHA brochure" that included this message. |
| | | | 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) | District Communications City CRS Coordinator and Communications staff | | | All | Federal Flood Insurance Program (Floodsmart.gov) posted on District website directing audience to FEMA's NFIP website while Floodmart.gov is under redesign. The information is posted on Palo Alto's website. City of Milpitas posts the "SHFA brochure" on website, as well as a link directed to the Floodsmart.gov website. |
| | Topics 1, 3, & 4 Messages: Protect people and property from flood hazards | Less damage due to the floods; improve sandbag distribution | CAL OP #40. Sandbags available at various sites throughout county | District Vegetation Unit City of Palo Alto Public Works | November through April | All County residents Community organizations (SF Creek JPA, Boys Scouts, etc.) | All | Published SC County map of sandbag locations in Winter Prep flier and FPM. City of Palo Alto has various sandbag site locations throughout the city. City of Los Altos and City of Milpitas prepare a sandbag station(s) for complimentary sandbags. |
| | | | CAL OP #41. Post sandbag information on website, including How to Use Sandbags, sandbag webcams to view availability, etc. (Element 352 WEB1 and 2) | District Communications | Year-Round | | | Sandbag distribution sites map/flier and revamped sandbag guide for correct positioning and tips. Posted on District's and Palo Alto websites. City of Los Altos provides information on website on how to prepare for storms and emergencies (e.gh. How to get and use free sandbags, tree maintenance, dispose of leaf litter, remove debris, prepare an emergency kit); Sandbags were available at City of Mountain View Maintenance Operations Center and this was posted on website and in City-wide Newsletter. City of Milpitas posts sandbag information on website. |
| | 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®." | Fewer accidents and rescues | 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) | Cities PWD County Planning Gilroy Chamber of Commerce | Year-Round | FEMA Caltrans Gilroy Chamber of Commerce American Red Cross Residents and people who work in county | All | City of Sunnyvale installed two "Road May Flood" street signs. |
| | | | CAL OP#43. Include message "What to Do….After – Turn Around Don't Drown® …." in District's CWM | District Communications City representatives | | | All | Messages were included in the District's FPM. City of Palo Alto utility bill inserts include this message; Posted link to District's webpage on City of Mountain View website. |

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| Target Audience | [1] Message | Outcome | [2]Project(s) Proposed to Support the Messages | Assignment | [3] Proposed Schedule | [4] Stakeholder | CRS Community | FY 2017 Project Accomplishments |
|---|---|---|---|---|---|---|---|---|
| | | | | | | | | |
| | | | CAL OP #44. Post message "What to Do….After – Turn Around Don't Drown® …." on website (Element 352 WEB1 and 2) | District Communications City representatives | | | | Messages posted on District and Palo Alto websites. |
| | | | CAL OP #45. Post shallow flooding risks information on websites (Element 352 WEB1 and 2) | District Communications Cities Communications | | | All | Risk of driving through standing water is included in FPM which is posted on District website. |
| | | | 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 | City of Palo Alto promoted their "Flood Zone Lookup Tool" through their utility bill inserts and is also posted on their website. |
| **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 Increase in 'hits' on District and cities Flood Protection Resources pages and improve District's Flood Campaign results | 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 | District Communications Cities Communications | October-April | FEMA Radio Stations Valley Transportation Authority American Red Cross | All | Radio spots ran in four mainstream English stations and a Spanish language stations over the course of 4 months. From the months of September through March, the District featured 48 Facebook and 36 Twitter posts with the flood safety messages. These posts included links to the Flood Awareness Campaign elements on the District's website.<br><br>Palo Alto's Emergency Services Department promotes several hazard related messages, including flood awareness; they lead a campaign effort in support of these messages.<br><br>Mountain View declared Red Cross Month in March. |
| | | | CAL OP #48. Post Flood Awareness Campaign elements on District website (Element 352 WEB1 and 2) | District Communications Cities Communications | Year-Round | Facebook, Twitter, Google+, LinkedIn, Instagram, etc. | All | These posts included links to the Flood Awareness Campaign elements on the District's website. |
| | | | CAL OP #49. Post Flood Awareness Campaign information on websites (Element 352 WEB1 and 2) | District Communications Cities Communications | Year-Round | | | Several elements of the District's Flood Awareness Campaign are promoted throughout the website, for example radio spots, ads., flood safety tips, etc.<br><br>Outreach materials displayed at Los Altos City Hall front counter and Library. Ad article titled "Flood Insurance Information Available" was published four times in the Los Altos Town Crier. City of Los Altos Community Emergency Response Team (CERT) academy training is hosted by Police Department for residents. City of Los Altos CERT program advertised on City website. City of Los Altos marketed the CERT course by posting in the "Nextdoor" local community website. City of Los Altos website page encourages families to plan communication before flooding/ emergencies and includes link to FEMA communication plan steps and template. City of Los Altos website encourages preparation of an emergency supply kit. City of Los Altos website requested public review and comment on the draft Santa Clara County Operational Area Hazard Mitigation Plan through April 21, 2017. City of Los Altos website promotes the activities of the Los Altos PREPARE program by the Los Altos Community Foundation. The program provides training to Block Action Team Leaders for emergency preparedness, response, and recovery. City of Los Altos provides information on website on how to prepare for storms and emergencies (e.gh. How to get and use free sandbags, tree maintenance, dispose of leaf litter, remove debris, prepare an emergency kit). City of Los Altos provides contact & after-hours number on City website for reporting storm-related hazards. City of Los Altos provides a "Storm Preparation" presentation on City website. City of Los Altos social media messaging encouraged download of the ReadySCC app and promoted several different emergency training programs and drills. City of Los Altos weekly newsletter email included a "Community Emergency Preparedness Volunteers Special Presentation" section on June 16, 2017. Three community volunteers from Los Altos PREPARE initiative, CERT, and |

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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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[3] Each September, all deliverables need to be reported to District 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.

ATTACHMENT NO. 1

| Target Audience | [1] Message | Outcome | [2] Project(s) Proposed to Support the Messages | Assignment | [3] Proposed Schedule | [4] Stakeholder | CRS Community | FY 2017 Project Accomplishments |
|---|---|---|---|---|---|---|---|---|
| | | | | | | | | HAM presented to Los Altos City Council, the Santa Clara Fire Department, and the public at a meeting in June 2017. |
| | | | CAL OP 50. Distribute flood prevention materials at fairs | | | Fair Sponsors | | During the months of October through March, District and/or cities' staff attended community fairs/events where flood safety information and flood prevention materials was shared. |
| | | | | | | | | Outreach materials distributed to public at City of Los Altos Fall Festival by Police Department. Flood emergency readiness kits distributed to public at Los Altos Fall Festival by Police Department to each attendee who completed a survey. |
| | | | | | | | | City of Milpitas distributed various collateral materials related to flood prevention at multiple city sponsored events. |
| | | | CAL OP #51. Social Media Messaging (such as Facebook, Twitter, LinkedIn, Instagram, etc.) | | | Fair Sponsors Residents who share posts | | See above-noted response to CAL OP#47. |
| | | | CAL OP #52. Post social media messages on websites (Element 352 WEB1 and 2) | | | Facebook, Twitter, Google, LinkedIn, Instagram, etc. | | See above-noted response to CAL OP#48. |
| | | | CAL OP #53. Staffing booths at fairs | District Communications Cities Communications | Year-Round | Fair Sponsor Residents who attend booths | All | See above-noted response to CAL OP#50.<br><br>Outreach materials distributed to public at Los Altos Fall Festival by Police Department. Flood emergency readiness kits distributed to public at City of Los Altos Fall Festival by Police Department to each attendee who completed a survey.<br><br>City of Milpitas attended various city sponsored events and distributed collateral materials related to flood prevention. |
| **Special Flood Hazard Area (SFHA) Communities** The PPI Committee identified several geographic areas that are particularly prone to flooding. | 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 the District's annual Floodplain Mailer (FPM) (2014 FPM reached 71,000 residents & businesses) (target outreach – 6 points per topic) | District Communications | October/ November ~~2015~~ annually | FEMA SCVURPPP | All | District's annual FPM sent in November to 48,200 parcels which includes message of keeping creeks clean and healthy.<br><br>In December 2016, City of Milpitas mailed out citywide informational "SFHA brochure" that included this message. |
| | | Less flooding damage due to debris build-up | SFHA OP #2. Post Floodplain Mailer on website (Element 352 WEB1 and 2) | District Communications | Year-Round | | All | FPM posted on District and Palo Alto's websites.<br><br>City of Milpitas posts their "SFHA brochure" on their website. |
| | Topics 3 & 5 Message: Protect your family and property from flooding | Educate our community on flood protection and preparedness measures | SFHA OP #3. "What to Do – Protect Your Family and Property from Flooding" message is sent each year to all SFHA residents in the District's annual FPM | | October - November | | All | District's annual FPM sent in November to 48,200 parcels included message of protecting your family against floods.<br><br>City of Los Altos sent mailer to property owners in Special Flood Hazard Areas on September 18, 2017, which included a letter and flood hazard information brochure.<br><br>In December 2016, City of Milpitas mailed out citywide informational "SFHA brochure" that included this message. |

[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."

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[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.

ATTACHMENT NO. 1

| Target Audience | [1] Message | Outcome | [2]Project(s) Proposed to Support the Messages | Assignment | [3] Proposed Schedule | [4] Stakeholder | CRS Community | FY 2017 Project Accomplishments |
|---|---|---|---|---|---|---|---|---|
| | | | 2015 PPI Plan | | | | | |
| **Special Flood Hazard Area (SFHA) Communities** The PPI Committee identified several geographic areas that are particularly prone to flooding. | | Reduce number of claims | SFHA OP #4.  Post Floodplain Mailer on website (Element 352 WEB1 and 2) | | Year-Round | | | FPM posted on District's website.  City of Milpitas posts their "SFHA brochure" on their website. |
| | | | SFHA OP #5. Maintain the ALERT System | District Communications City of Palo Alto CRS Coordinator Cities CRS Coordinators | Year-Round peaks time October - April | County of Santa Clara | All | ALERT System was maintained and expanded to include an App. |
| | | 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) | | | | | All Alert System information is available on the District (at http://alert.valleywater.org/) and Palo Alto's websites.  City of Milpitas promotes ALERT SCC on their website which re-direct to the County's site. |
| | | | SFHA OP #7.  Post cards sent to floodplain residents; this is in addition to the District'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 | Cities of Sunnyvale send postcards to residents to floodplain residents.  In December 2016, City of Milpitas mailed out citywide informational "SFHA brochure" that included this message. |
| | | | SFHA OP #8.  Post postcards on website (Element 352 WEB1 and 2) | City of Sunnyvale CRS Coordinator | | | Sunnyvale | Sunnyvale posted on their website.  City of Milpitas posts their "SFHA brochure" on their website. |
| | | | SFHA OP# 9. City of Sunnyvale sends out postcards annually that offers flood protection assistance site visits. | Sunnyvale CRS Coordinator | | | Sunnyvale | City of Sunnyvale sent out a postcard that offers flood protection assistance site visits. |
| | | | SFHA OP #10.  Post postcards that offers flood protection assistance site visits on website (Element 352 WEB1 and 2) | | | | | Message was posted on Sunnyvale's website. |
| | | | SHA OP #11. Inserts into District's School Outreach Program material | District Communications | Year-Round | Schools Students/Parents | All | Several of the District School Outreach Program (Water Education Outreach) materials are made available at various preparedness fairs/events.  Additionally, there will be a focus in FY18 to partner with the District's Outreach Program to promote emergency/flood preparedness. |
| | | | SFHA OP #12.  Post School Outreach Program materials on website (Element 352 WEB1) | District Communications | Year-Round | | All | The District's Water Education Outreach Program materials are posted on our website at: http://valleywater.org/Programs/TeachersStudents.aspx |
| | Topics 1, 2, 3, 4, 5, 6, 7, 8, & 9 Message:  Know your flood risk and be prepared; buy flood insurance | Increase in the number of inquiries for purchasing flood insurance | SFHA OP #13.  "Do You Need Flood Insurance" message is sent each year to all SFHA residents in the District's annual FPM | District Communications | October/ November 2015 | Lenders Real Estate Brokers Flood insurance customers | All | District's annual FPM sent in November which includes message of flood insurance and the federal flood insurance program (Floodsmart.gov) directing audience to FEMA's NFIP website while Floodmart.gov is under redesign.  Palo Alto's utility bill inserts contains this message.  In December 2016, City of Milpitas mailed out citywide informational "SFHA brochure" that included this message. |
| | Topics 1, 2, 3, 4, 5, and 7 | Increase in number of flood insurance | SFHA OP #14.  Post Floodplain Mailer on website (Element 352 WEB1) | | Year-Round | | | An electronic version of the FPM was posted on the District's website under the Flood Protection Resources landing page. |

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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
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]  Each September, all deliverables need to be reported to District 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.

ATTACHMENT NO. 1

| 2015 PPI Plan | | | | | | | | FY 2017 Project Accomplishments |
|---|---|---|---|---|---|---|---|---|
| Target Audience | [1] Message | Outcome | [2]Project(s) Proposed to Support the Messages | Assignment | [3] Proposed Schedule | [4] Stakeholder | CRS Community | |
| **Special Flood Hazard Area (SFHA) Communities** The PPI Committee identified several geographic areas that are particularly prone to flooding. | Message: Flood Insurance will cover damage from flooding that most homeowner's policies don't covers. 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 loses | policies in the SFHAs and in the county in general | | | | | | City of Milpitas posts their "SFHA brochure" on their website. |
| | | Prospective buyers understand flood risks | SFHA OP #15. Mail out mailer(s) regarding flood insurance and elevation certificates | City of Milpitas CRS Coordinator City of Los Altos CRS Coordinator Cities CRS Coordinators | Fall | | City of Milpitas City of Los Altos | City of Milpitas and City of Los Altos sent mailer regarding flood insurance and elevation certificates. City of Morgan Hill's Flood Report sent out to all residents included flood insurance and elevation certificate information. In December 2016, City of Milpitas mailed out citywide informational "SFHA brochure" that included this message. |
| | | | SFHA OP #16. Post mailers on website *(Element 352 WEB1)* | City of Milpitas | Fall | | City of Milpitas | City of Milpitas posts their "SFHA brochure" on their website and on the Engineering Department landing page. City of Morgan Hill's Flood Report was posted on City's website. |
| | | | SFHA OP #~~13~~ 16b. 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. | City of Sunnyvale City of San Jose City of Palo Alto | Need dates from communities | 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. | City of Sunnyvale City of San Jose City of Palo Alto | City of Sunnyvale and City of Palo Alto have one-page newsletter which is sent to all real estate agents and set out for pick-up at City Hall. City of Santa Clara provided FEMA flood insurance brochures to the 2017 Santa Clara County Association of Realtors Convention and Expo. City of Santa Clara also provide FEMA flood insurance brochures, inside the Santa Clara newsletter to the Santa Clara County Association of Realtor seminar on flood insurance and elevation certificate. City of Milpitas makes available literature regarding this messaging at Public Counters at various satellite facilities. |
| | 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 online. A FIRM indicates if property is in a Special Hazard Flood Area | Increase in the number of inquiries from prospective buyers asking about the flood designation of property | SFHA OP #17. Presentation and training to realtors at Realtor's Association Meetings and/or write-up in realty association newsletters | District Communications City representatives Alain Pinel Realtors | October - April | Insurance companies Lenders Brokers Alain Pinel Realtors and other realty companies Residents who access FEMA Map Service Center Silicon Valley Realtors Association | All | Not applicable this fiscal year. Plan to work on next fiscal year. |
| | | | SFHA OP #18. Post training presentation on website *(Element 352 WEB1)* | District Communications City representatives | Year-Round | | | Not applicable this fiscal year. |
| | | | SFHA OP #19. Publicize FEMA's Flood Map Service Center website | District Communications City representatives | Year-Round | FEMA Realtors Lenders Brokers Residents who access FEMA Map Service Center | All | Publicized trough the District's FPM sent to all parcels in the FEMA designated flood zone. City of Palo Alto's Flood Zone Lookup tool directs you to the FEMA Flood Map Service Center website. In December 2016, City of Milpitas mailed out citywide informational "SFHA brochure" that included this message. |

**ATTACHMENT NO. 1**

| | | | 2015 PPI Plan | | | | | FY 2017 |
|---|---|---|---|---|---|---|---|---|
| Target Audience | [1] Message | Outcome | [2] Project(s) Proposed to Support the Messages | Assignment | [3] Proposed Schedule | [4] Stakeholder | CRS Community | Project Accomplishments |
| **Special Flood Hazard Area (SFHA) Communities**<br>The PPI Committee identified several geographic areas that are particularly prone to flooding. | | | SFHA OP #20. Post link to FEMAs Flood Map Service Center on website (https://msc.fema.gov/portal) *(Element 352 WEB1)* | | | | | Posted on the District's website; the FP Resources landing page has a designated icon directing audience to FEMA's Flood Map Service Center.<br><br>Link to FEMA's Flood Map Service Center also posted on City of Morgan Hill's FEMA Flood Information webpage, as well as on Palo Alto's website.<br><br>City of Milpitas posts their "SFHA brochure" on website. |
| | Topics 3, 4, & 5<br>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 Works CRS Coordinator to find out if grant assistance is available | Increase in inquires on retrofitting measures. Decrease the number of repairs and elevations without permits. Increase number of repairs with permits | SFHA OP #21. Annual letters mailed to repetitive loss properties and real estate agencies | City of San Jose<br>City of Palo Alto<br>City of Sunnyvale<br>City of Morgan Hill | | Real Estate Agencies | City of San Jose<br>City of Palo Alto<br>City of Sunnyvale<br>City of Morgan Hill | Each city/ City of Morgan Hill, City of Palo Alto, and City of Sunnyvale sent letters to repetitive loss parcels as required by FEMA.<br><br>City of Mountain View does not have any 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)**<br>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<br>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<br>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 loses. A discount on your flood insurance premium is available. Flood insurance is also available for renters and commercial properties. There is a | 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 WEB1)* | All<br>City of Sunnyvale<br>City of San Jose<br>City of Palo Alto | | | All<br>City of Sunnyvale<br>City of San Jose<br>City of Palo Alto | Not applicable this fiscal year.<br><br>District has template available for any city to use. |

[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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ATTACHMENT NO. 1

| Target Audience | [1] Message | Outcome | [2]Project(s) Proposed to Support the Messages | Assignment | [3] Proposed Schedule | [4] Stakeholder | CRS Community | FY 2017 Project Accomplishments |
|---|---|---|---|---|---|---|---|---|
| | | | | | **2015 PPI Plan** | | | |
| | mandatory 30-day waiting period for flood insurance to become effective | | | | | | | |
| | 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 | Sunnyvale and Palo Alto have one-page newsletter which is sent to all real estate agents and set out for pick-up at City Hall. City of Santa Clara provided FEMA flood insurance brochures to the 2017 Santa Clara County Association of Realtors Convention and Expo. City of Santa Clara also provide FEMA flood insurance brochures inside Santa Clara newsletter to the Santa Clara County Association of Realtor seminar on flood insurance and elevation certificate. |
| | | | TA OP #4. Post annual mailer targeted towards real estate agents and lenders on website (Element 352 WEB1) | | | | | Posted on city websites. |
| | Topics 1, 2, 3, 4, 5, 6, 7, 8, & 9 Message: Know your flood risk and be prepared; buy flood insurance | Improve SFHA disclosure during real estate process | TA OP #5. Include flood protection and preparedness messages in newsletters of organizations or agencies that serve communities at risk for flooding; District and City staff would draft messages for insertion into newsletters | All City of Sunnyvale City of San Jose City of Palo Alto | | | All City of Sunnyvale City of San Jose City of Palo Alto | Starting in September, the District began including flood safety information in its monthly newsletter through March. The newsletter reached over 29,000 residents county-wide and was shared on the web and District's social media sites monthly. Utility bill inserts. See CAL OP #1 and #2. |
| | | Increase in number of policies in the SFHAs and in the county in general | TA OP #6. Post newsletters on websites (Element 352 WEB1) | | | | | All monthly newsletters posted on District's website at http://www.valleywater.org/Newsletters.aspx |
| | | | TA OP#7. Countywide mailer to all residents – language on purchasing flood insurance | District Communications | | | All | FPM sent to all residents in FEMA designated flood zone. |
| | | 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 | The below-listed organizations (12) were reached by the District's Speakers Bureau Program in FY17. Presentation included slides on the topic of flood protection, including CRS, ALERT system, flood insurance, and District's ongoing flood protection projects. July 22: Saratoga Rotary July 27: Retired Public Employees Assn. west San Jose August 10: Los Gatos Morning Rotary August 24: Elfun Society, San Jose April 5: San Jose Museum of Art April 19: HGST/Western Digital, south San Jose April 25: Los Altos Kiwanis April 26: Erikson Neighborhood, San Jose May 23: Gilroy Sunrise Rotary May 25: Sons in Retirement, Gilroy June 1: District 8 Community Round Table, San Jose June 1: San Jose/Evergreen Rotary |
| | | | TA OP#9. Post Speaker's Bureau presentation on website and/or share on social media. | | | | | The District 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. |

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

...utreach 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
...lood 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."
...ty At Large Outreach Projects; SFHA OP = Special Flood Hazard Area Communities Outreach Projects; TA OP = Target Audiences Outreach Project

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ATTACHMENT NO. 1

Agenda
**Santa Clara County CRS Users Group**
May 3, 2017 (Wednesday)
2:30 – 4:30 p.m.
Santa Clara Valley Water District
Administration Building
5750 Almaden Expressway, San Jose, CA, Conf. Rm B-108
Directions at: http://www.valleywater.org/About/AdministrationBuilding.aspx

*Purpose:*   For the PPI Committee to evaluate whether the flood risk reduction messages are still appropriate and adjust the PPI as needed. Evaluation will include: review projects that were completed; evaluation of progress towards outcomes; recommendations on projects that have not been completed; target audience changes; and impact of program during a real flood event, if one has occurred.

*Desired Outcome:*   Get the information needed to draft required PPI Annual Report so that it can be reviewed before the July 20th PPI Stakeholders Meeting.

| | | |
|---|---|---|
| I. | Introductions and changes to the agenda | (All) |
| II. | NFIP Rate Increases/ Changes to NFIP (let's ask Edie) | |
| III. | What Implementing the PPI earned Palo Alto | ( Rajeev Hada) |
| IV. | Plans for Flood Awareness Campaign for next year | (Gina Adriana) |
| V. | Plans for the Floodplain Mailer | |
| VI. | Contact Information for 2016 Floodplain Mailer We learned that some of the numbers on this weren't correct.  Check the proper number for your community before the meeting and bring it with you. | (Merna Leal) |
| VII. | Implementation of PPI Administration: Demonstration of Egnyte, electronic shared file system (*formerly DropBox*) | (Wendee Crofoot) |
| VIII, | Review PPI Activities and discuss possible changes PPI Annual Report outline/template | (All) |
| IX. | Review and discuss PPI Messages—*Should we change these and why?* 6 FEMA messages 3 Santa Clara County message | (Pat Showalter) |
| X. | Flood awareness campaign for next season (2016-17) Possible replacement of Chicken Little Committee suggestions | (Marty Grimes & Gina Adriano) |
| XI. | Promotional Materials Distribute magnets from the floodplain mailer to all CRS communities Suggestions for promotional items | (Merna Leal) |
| XII. | Next Steps and Action Item Review | (All) |
| XIII. | Adjourn | |

Please RSVP to Merna Leal at Mleal@valleywater.org or 408 630-2610.

Let us know if you need to call in. We will only open the line if someone is planning to use it.  The Call in number is 1-877-3361829 and the passcode is 1669391#.

*Next Meeting:*  Wednesday, July 20, 2016

ATTACHMENT NO. 2

33

| | Community Name | Committee Member | | Phone # (Office / Cell) | E-mail Address |
| | | Print Name | Initial | | |
|---|---|---|---|---|---|
| 1 | Campbell, City of | | | | |
| 2 | Cupertino, City of | | | | |
| 3 | Gilroy, City of | JULIE BEHZAD | JB | | |
| 4 | Los Altos Hills, Town of | | | | |
| 5 | Los Altos, City of | FRANK NAVARRO | FN | | |
| 6 | Los Gatos, Town of | JR. LANGER | L | | |
| 7 | Milpitas, City of | Judy Chu | JC | | |
| 8 | Monte Sereno, City of | Julie Behzad | JB | | |
| 9 | Morgan Hill, City of | Maria Angeles | mba | | |
| 10 | Mountain View, City of | Renee Gunn  Jacqueline Salmon | } by phone | | |
| 11 | Palo Alto, City of | RAJEEV HADA | | | |
| 12 | San Jose, City of | Theresa Santos | B | | |
| 13 | Santa Clara County | | | | |
| 14 | Santa Clara, City of | Evelyn Liang | | | |
| 15 | Saratoga, City of | | | | |
| 16 | Sunnyvale, City of | Gloria Barron  Jennifer Ng | y.b  JNg | (408) 730-7546  408.730.7430 | jng@sunnyvale.ca.gov |
| 17 | Santa Clara Valley Water District | Gina Adriano  MARTY GRIMES | X2853  x2881 | Merna lece X2610  Pat Showalter X 2939 | |
| | SCVWD  SCVWD  " | Juan Ledesma  RE FELX  Marc Klemencic | X3172  X2027  x2080 | | |

ATTACHMENT NO. 3

X:\Office of Water Resource Plann\2020 2023 Flood Mgmt Policy & Coord\CRS\CRS-PPI Committee-Stakeholders Roster 4-14-17CRS-PPI Committee-Stakeholders Roster 4-14-17

Agenda
**Santa Clara County CRS Users Group**
June 27, 2017 (Tuesday) | 2:00 – 4:00 p.m.
Santa Clara Valley Water District
Administration Building, Conference Room B-108
5750 Almaden Expressway, San Jose, CA
Directions at: http://www.valleywater.org/About/AdministrationBuilding.aspx

**_Purpose_:**   PPI Stakeholder Committee Annual Meeting to meet Activity 330, Outreach Project, Element 332.c. Program for Public Information (PPI), Step 7 requirement (*see page 2*)
**_Desired Outcome_:**   Gather communities' input on how the PPI worked over the last year; plan and choose/confirm PPI messages

| | | |
|---|---|---|
| 1. | Introductions and changes to the agenda<br>**Please be sure to sign-in**<br><br>Meeting Requirement - Message from Dave Arkens:<br>"In order for the PPI Committee Annual Meeting to count, the entire PPI Committee (government and external stakeholder member) must attend the meeting." | (All) |
| 2. | Coyote Creek Emergency Action Plan | (TBD) |
| 3. | Flood Preparedness Fairs<br>　　a. *Outreach promotional items - Emergency Planning Starter Kits (5,000 count ordered)*<br>　　b. *American Red Cross Weather Alert Radios – Solicit raffle ideas*<br>　　c. *Office of Emergency Services District's Storm Ready Application – 2016 Community Preparedness Activities information request*<br>　　d. *Promotional outreach items distribution information will be needed for 2017 going forward* | (Merna Leal) |
| 4. | 2017-2018 District Flood Awareness Campaign<br>　　a. *Request for Proposal (RFP) Status*<br>　　　- *RFP this year to include bill insert & Floodplain Mailer (FPM) for unified campaign look*<br>　　b. *FPM Language Revamp*<br>　　　- *Confirm cities' phone numbers*<br>　　　- *Request feedback on multilingual FPM*<br>　　　- *Solicit cities' suggestions for topics not already on the FPM*<br>　　c. *Targeted Outreach*<br>　　　- *Request for cities to provide neighborhoods with historical flooding events ("hotspots" or vulnerable areas)*<br>　　　- *Water district to hold sandbag workshop events*<br>　　　- *Looking to participate in communities' resource fairs*<br>　　　- *Partner up with CERT teams?* | (Gina Adriano) |
| 5. | Miscellaneous - Request for NFIP Workshops | (Maria Angeles) |
| 6. | Evaluating which PPI projects earned Palo Alto credits<br>　　a. Monitor the implementation of the PPI Outreach Projects<br>　　b. Were desired outcomes achieved, what, if anything, should be changed? | (Rajeev Hada) |
| 7. | Next Steps and Action Item Review | (All) |
| 8. | Adjourn | |

Please RSVP to Merna Leal at mleal@valleywater.org or (408) 630-2610

Let us know if you need to call in. We will only open the line if someone is planning to use it. The call in number is 1-877-336-1829 and the passcode is 1669391#

*Next Meeting Purpose: PPI Draft Annual Report Approval*
*Mark Your Calendars - August 8, 2017 (Tuesday) | B-108 Available Date from 2:00-4:00pm*

# 35

**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.

ATTACHMENT NO. 4

# CRS Stakeholder Meeting 6/27/17
## Sign-In Sheet

| | Community Name | Inside local government | 6-27-17 | Outside local government /Stakeholder | 6-27-17 |
|---|---|---|---|---|---|
| | | **Committee Member** | | | |
| 1 | Campbell, City of | Not a CRS Participating Community | | | |
| 2 | Cupertino, City of | | | | |
| 3 | Gilroy, City of | Claudia Moran-Garcia | | Frank Navarro, CSG Consultants. Inc. | |
| 4 | Los Altos Hills, Town of | Not a CRS Participating Community | | | |
| 5 | Los Altos, City of | CSG Consultants, Inc. Frank Navarro | *(signature)* | | |
| 6 | Los Gatos, Town of | Not a CRS Participating Community | | | |
| 7 | Milpitas, City of | Leslie Stobbe *(signature)* Alison Phagam (by phone) | | V Warren Wettenstein Milpitas Chamber Dir,indepdnt Ins Broker, Registered Flood Agent | |
| 8 | Monte Sereno, City of | Not a CRS Participating Community | | | |
| 9 | Morgan Hill, City of | Maria Angeles ✓ Charlie Ha | Mike | William J. McClintock Morgan Hill resident | MH Engineers in MH |
| 10 | Mountain View, City of | Jacqueline Solomon Renee Gunn RG | Phone ✓ | Hanting Li, Resident MV | ✓ |
| 11 | Palo Alto, City of | Rajeev Hada | R.H | Phil Bobel, citizen (by phone) | |
| 12 | San Jose, City of | Arlene Lew *(signature)* | | Norma Jabbari, Resident by phone | ✓ |
| 13 | Santa Clara County | Chris Frietas NOT IN ATTENDANCE | | | |
| 14 | Santa Clara, City of | Evelyn Liang *(signature)* | ✓ | Kevin Moore Santa Clara | |
| 15 | Saratoga, City of | Not a CRS Participating Community | | | |
| 16 | Sunnyvale, City of | Jennifer Ng Glenn Bamon ✓ | JB | Alison Prager, Sunnyvale resident | |
| 17 | Santa Clara Valley Water District | Merna Leal M. Leal Gina Adriano G Adriano | ✓ ✓ | Cathy Paramo, Resident by phone *(signature)* | ✓ ☎ |

☎ Participation by conference call

✓ SCVWD
~~PALO ALTO~~

Juan Ledesma

ATTACHMENT NO. 5

37