

# Annual Evaluation Report for FY18 (Year 3)

(July 2017 to June 2018)

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



July 2018

## **Santa Clara County Multi-Jurisdictional Program for Public Information Annual Evaluation Report for FY18 Year 3 (July 2017 to June 2018)**

### **I. INTRODUCTION**

Ten cities and the Santa Clara Valley Water District (District) have been active participants in the National Flood Insurance Program's (NFIP) Community Rating System (CRS) for almost 20 years. CRS is a voluntary program of the Federal Emergency Management Agency (FEMA) NFIP that allows participating communities to earn flood insurance premium discounts for their residents and businesses by agreeing to adopt and enforce practices that meet or exceed FEMA's requirement to reduce the risk of flooding. As the flood risk reduction agency for Santa Clara County, 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 last year was approximately \$2.2 million.

The *CRS Coordinator's Manual, 2013 edition*, included the option to undertake a Program for Public Information (PPI) which is a method to customize flood risk reduction outreach messages and increase CRS points. 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 PPI was finalized in April 2015. This report is the third Annual Evaluation Report (Report) 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 as Attachment 1 of this Report. Attachment 1 lists all projects proposed in the 2015 PPI, with a "Project Accomplishments" column noting actions taken during the third year of the PPI, FY18.

One important benefit from our PPI work has been developed through the close collaboration between city staff 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 provided a forum for the advancement of flood protection issues throughout the County. Twelve agencies initially participated in this Multi-Jurisdictional PPI; nine have approved it. We will continue to actively recruit more participation.

## 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 external stakeholder; (3) participate in the PPI Committee meetings; and (4) bring the PPI to their elected body for approval. With the enthusiastic support of the CRS coordinators, the PPI process was started.

A number of meetings were held in 2013 and 2014 to develop the PPI. A committee worked between the meetings to draft the PPI and compose the extensive list of possible projects (*Attachment 1, which is Appendix A of the 2015 PPI*). Table 1 shows dates of approval of the PPI by each participating agency as of July 20, 2018. 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 Spring 2019 |          | X                          |               |
| City of Santa Clara         | 7/14/15                   | X        |                            |               |
| Santa Clara County          | Not Yet Scheduled         |          |                            | X             |
| City of Sunnyvale           | 6/23/15                   | X        |                            |               |
| <b>Total Approved</b>       |                           | <b>9</b> |                            |               |
| <b>Approval Scheduled</b>   |                           |          | <b>1</b>                   |               |
| <b>Not Yet Scheduled</b>    |                           |          |                            | <b>2</b>      |

## III. PPI ACCOMPLISHMENT FOR 2018

The PPI accomplishments for FY18 fall into three categories. The first was continuing to get the PPI approved by the governing bodies of the participating communities. The second was to continue to implement our 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 FY18. The approval dates are shown by city/agency in Table 1. The City of San Jose has the approval scheduled for Spring 2019 and the City of Cupertino and the County are each still pending approval.

*Accounting System:* Because the 2015 PPI included up to 12 agencies, tracking implementation became quite cumbersome compared to a single agency PPI. The District continues to host the record-keeping to ensure consistency throughout the County. An

electronic file-sharing system, Egnyte, was initially set-up with folders for each of the agencies to file documents related to the 83 potential outreach projects identified in the PPI, including a comprehensive spreadsheet showing which projects were accomplished in any given fiscal year, by community/agency. This spreadsheet, along with the Annual Evaluation Report, will be submitted with annual CRS recertifications. PPI related projects carried out by 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.

At the May 22, 2018 CRS Users Group Meeting, the committee discussed the status of implementing Egnyte. We discussed the benefits of using the system for not only tracking PPI outreach projects, but also identified the benefits of restructuring the file system to track all CRS related documentation, including the 2015 PPI projects. The benefits are:

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

### ***Summary of PPI Projects Accomplished in FY18***

Appendix A from 2015 PPI noting FY18 Project Accomplishments (Attachment No. 1) is summarized as follows:

- Of the 49 Community at Large outreach projects (CAL OP) identified in the PPI, at least 48 were accomplished. 3 Outreach Projects related to the Winter Preparedness briefing were eliminated because the briefing is not an outreach open to the public, rather only agency staff participate.
- For outreach projects in the Special Flood Hazard Area (SHFA OP), at least 20 of the 22-potential projects were accomplished.
- Of the 9 Targeted Audience outreach projects (TA OP) identified, 7 were accomplished.

These numbers go well beyond the requirements of the CRS Program, and we anticipate collecting the maximum number of points for our collective efforts in 2018.

### ***Outreach Program***

The District's flood awareness campaign for the 2017-2018 winter season followed a year in which the District's flood risk reduction efforts were under increased scrutiny. The historical flooding along Coyote Creek in February 2017 was a very painful and visual reminder of flood threats in our county.

As a result, the District doubled-down on its commitment to reduce flood risks and increase awareness among residents with a series of long-term and short-term measures on Coyote Creek that included physical barriers, revised reservoir operations, community resource fairs and more (details available on: <https://valleywaternews.org/2018/02/21/one-year-after-the-flood/>). Our community outreach efforts were supplemented by an educational paid advertising campaign. This year, our advertising campaign was supplemented by a

series of formative research to truly understand our target audience, its level of awareness, and explore what educational messages and images most appealed to the group.

The 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 polling services provided by Probolsky cost \$23,000. The remaining campaign funds were allocated for expenses related to community events such as the Coyote Creek resource fairs and additional community events during the months of September through March.

The paid flood awareness campaign ran over a five-month period, from December 2017 through April 2018. The total paid advertisement campaign budget was \$180,000 and was exhausted. The cost of the floodplain mailer due to an increase in size was almost \$60,000. Total campaign impressions were calculated at over 21.8 million; with a cost of \$5.50 per thousand impressions.

Community Events: District communications staff actively participated in emergency preparedness fairs and community events in the fall of 2017. During that time staff attended 17 community events to distribute flood safety information including our starter emergency kits.

In addition, the District Speaker's Bureau Program includes general information on flood protection, including CRS, the county's ALERT system, flood insurance, and District's ongoing flood protection projects. During the 2018 Fiscal Year, 11 Speaker's Bureau presentations were given to diverse groups throughout the county. 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. Information on the District's Speakers Bureau Program is available on our website: <https://www.valleywater.org/learning-center/lets-talk-water-speakers-bureau>. In addition to these community efforts, District board members submitted guest columns to be placed in local newspapers. The District submitted four winter-related or flood protection-related columns that contained flood safety messages as well as PPI messages during the months of March, June, September (2017), and February (2018).

Advertising Campaign: The paid advertisements began in December 2017 and ran through April 2018. In preparation for the campaign, as early as September 2017, 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 – 45 percent
- b) Online & Social Media– 23 percent
- c) Print (including Ethnic publications) – 32 percent

Radio: (45 percent)

Scripts for radio were drafted to include key PPI messages such as making an emergency plan and preparing for flooding by purchasing flood insurance. The radio buy included 892 spots of both 15 second weather alerts and 30 second campaign spots for a total of 17 weeks on the following mainstream English radio stations: KBAY and KEZR. Ads were translated in Spanish (KBRG), Vietnamese (Cali Today and KVNN) and Chinese (KSQQ). The campaign had two kinds of radio ads: general ads and weather alerts. The weather alerts were scheduled days in advance of anticipated rain storms; weather alerts were heavily used during the months of January and March. General radio ads were scheduled throughout the campaign duration from January through April. Total impressions from radio spots were 4,462,514.

Online & Social Media: (23 percent)

The online buy included English banner ads on Facebook and Google AdWords, as well as Magellan Ads which featured all four languages. Facebook ads were targeted to specific characteristics (such as homeowners and renters) and interests including emergency preparedness and flood insurance and featured four versions of ads on topics (sandbags, flood insurance, emergency preparedness, and the flood ready theme). The Google AdWords buy placed ads through the Google Display Network, which allowed us to target to websites, smart phone apps and blogs according to specified keywords, topics/themes, websites and demographics that aligned with our target audience.

Ads placed through Magellan featured all four languages with the same banner ads as the Facebook and AdWords, with similar targeting used in the Facebook buy. The online ads launched in December 2017 and ran through March 2018, serving a total of 12,534,028 impressions and generating 37,234 clicks. The cost per result was \$0.88 for Facebook. The click through rate was 0.46% for Google AdWords, and Magellan 0.04%.

Print: (32 percent)

Print advertisements were placed as half page ads in the Mercury News and translated into Spanish, Chinese and Vietnamese for publication as full-page ads in El Avisador, El Observador, World Journal News (Chinese) and Cali Today (Vietnamese). Ads launched during the week of December 17 and were scheduled to run through March 18. Total impressions from print ads were 4,709,000.

Results:

Traffic to the flood protection resources page through the duration of campaign resulted in a total of 53,432-page views to both the flood protection resources and flood safety tip pages. During the campaign months, the flood protection resource page was the second most viewed page on the district's website. Prior to the 2017-2018 campaign launch, the flood protection resources page was restructured to serve as a hub of flood safety information with icons leading to a series of related web pages including information on flood zone maps, signing up for emergency alerts, sandbags, reporting local flooding and safety tips. Of these subpages, the most accessed was the emergency alerts resource page, which promoted the county's newly launched ReadySCC app and the AlertSCC service. Pageviews to these resources increased by more than 17,000 clicks despite a reduced media buy. The last two campaign years had used the entire budget for a paid advertisement campaign. Coupled with

staff community outreach efforts, the 2017-2018 campaign was a robust campaign with excellent results.

#### IV. SANTA CLARA COUNTY CRS USERS GROUP MEETINGS 2018 – MONITORING AND EVALUATING THE PPI

CRS Users Group meetings were held on May 22, 2018 and July 9, 2018 to gather communities’ input on project accomplished in FY18. Agenda and attendance sheets for each meeting are included as Attachments 2-5. At the July 9<sup>th</sup> meeting, a draft PPI Annual Evaluation Report FY18 (Year 3) was handed out to the communities for their review and input.

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

We discussed lessons learned from our third year and what was important to continue and strengthen. Attendance was excellent; staff from eleven agencies participated, as well as some external stakeholders and other interested parties.

The general consensus is that our PPI implementation is on target and that no changes are needed. Cities who have had the PPI approved by their elected officials reported receiving strong support. For cities that had not gotten the PPI approved yet, the major problem 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

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

## 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, Education Outreach (EO) presented flood awareness programming in classrooms throughout the county from October 2017 to March 2018. In addition to the classroom presentations, EO invited over 4,000 students in 176 classrooms, from 39 schools, to enter the District's "Are You Flood Ready?" flood awareness coloring contest. The schools were located in 8 cities throughout the county; Campbell, Cupertino, Milpitas, San Jose, Morgan Hill, Santa Clara and Saratoga, these were schools that had requested visits from Education Outreach for the 2017-18 school year.

The coloring contest closed in March 2018 and over 350 entries were received from 16 different schools. Winning entries were selected to represent each of the District's seven board members' districts and prizes were awarded. The winning students received an emergency hand-crank radio, plus an emergency mini starter kit and a copy of "Chicken Little's Flood Advice" (a book about a character that is always prepared for any emergency). Emergency mini starter kits, "Chicken Little's Flood Advice" books and a copy of the Red Cross Emergency Contact Card were given to all students in the winning student's classes. The teacher in the winning students' classrooms received a back-pack full of emergency supplies to keep in the classroom.

Targeted Outreach: Education Outreach reached out to schools from the flood zone of the February 2017 Coyote Creek Flood to ask if they were interested in the EO Program. One school requested a visit and EO presented in May 2018.



## VI. CONCLUSION

Overall, the CRS Users Group was successful in implementing the PPI in FY18. 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 FY19.

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Attachments for submission to District Board, City Councils/Managers, and FEMA as part of 2018 Verification/Recertification Package, as required:

1. Appendix A from 2015 SC County Multi-Jurisdictional PPI noting FY18 Project Accomplishments
2. May 22, 2018 Santa Clara County CRS Users Group Meeting Agenda
3. May 22, 2018 Santa Clara County CRS Users Group Meeting Sign-in Sheet
4. July 9, 2018 Santa Clara County CRS Users Group Meeting Agenda
5. July 9, 2018 Santa Clara County CRS Users Group Meeting Sign-in Sheet

**Appendix A. The Santa Clara County 2015 Multi-Jurisdictional PPI Worksheet – Fiscal Year (FY) 2018 Annual Evaluation Report (Year 3) Project Accomplishments**

| 2015 PPI Plan   |  |  |  |  |  |  |  | FY 2018<br>Project Accomplishments   |                   |
|---|--|--|--|--|--|--|--|--|-------------------|
| Target Audience   | <sup>1</sup> Message   | Outcome  | <sup>2</sup> Project(s) Proposed to Support the Messages   | Assignment   | <sup>3</sup> Proposed Schedule   | <sup>4</sup> Stakeholder   | CRS Community  |  |                   |
| <b>Community At Large (CAL)</b><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 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  | CAL OP #1. Flood messages inserted in and/or printed on Utility Bills.                                 | City Public Works Depts. (PWD)<br>City CRS Coordinators<br>District Communications (for South County Unincorporated areas) | October – March  | Utility companies (water, electric, waste)   | All  | City of Milpitas utility bill messaging during November – December 2017 billing period (not an insert).<br><br>City of Palo Alto sent out two utility bill inserts to home owners.<br><br>City of Sunnyvale included flood insert in January 2018 utility billing. |                   |
|   |  |  | CAL OP #2. Post Utility Bill messages on websites (Element 352 WEB1)                                   |  |  |  |  | City of Gilroy posts messages on website.<br><br>City of Palo Alto posted Utility bill inserts are on Flood Information/Winter Preparedness 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"  |  |  |  |  |  | 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<br>Message: Know your flood risk and be prepared; buy flood insurance.<br>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<br>District Communications<br>Gilroy Chamber of Commerce | October – March  | Insurance agencies<br>Gilroy Chamber of Commerce<br>District Grantee Organizations | City of Morgan Hill<br>City of Cupertino<br>City of Sunnyvale<br>Gilroy Chamber of Commerce          | Starting in September, the District began including emergency preparedness and flood safety information and encouraging residents to consider flood insurance in its monthly newsletter, <i>Valley Water News</i> , through February. 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 sent in November 2017 and included information on where to get sandbags, downloading emergency apps, and getting flood insurance.<br><br>Outreach materials displayed at Los Altos City Hall front counter and Library. Ad article titled "Flood Insurance Information Available" was published two times in the Los Altos Town Crier.<br><br>In June 2018, City of Milpitas mailed out citywide informational "SFHA brochure" (to all residences and businesses) that included this message.<br><br>City of Morgan Hill's weekly newsletter/e-mail blast (called Weekly 411) sent out to subscribers during the months of September 2017, October 2017, November 2017, January 2018, and Mach 2018 included information on emergency preparedness measures.<br><br>City of Palo Alto utility bill inserts include this message.<br><br>City of Santa Clara, citywide newsletter "Inside Santa Clara" includes these messages and is sent to all addresses in City in fall each year. |  |                   |

<sup>1</sup> **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®."

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

<sup>3</sup> Each September, all deliverables need to be reported to District for tracking purposes.

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

**Appendix A. The Multi-Jurisdictional PPI Worksheet for Santa Clara County - 2017 Annual Report Version (Year 2) Project Accomplishments**

| 2015 PPI Plan   |   |   |   |  |                                |   |               | FY 2018<br>Project Accomplishments   |
|---|---|---|---|--|--------------------------------|---|---------------|--|
| Target Audience   | <sup>1</sup> Message  | Outcome   | <sup>2</sup> Project(s) Proposed to Support the Messages  | Assignment   | <sup>3</sup> Proposed Schedule | <sup>4</sup> Stakeholder  | CRS Community |  |
|   |   |   | CAL OP #8. Post newsletters/articles/District's CWM on websites ( <i>Element 352 WEB1 and 2</i> )                   |  |                                |   |               | <p>City of Sunnyvale "Horizon" newsletter included these messages; newsletter sent to all addresses in the city.</p> <p>All were posted on city or District websites.</p> <p>City of Los Altos annual mailer and brochure are posted on the city website and provide information regarding Flood Protection, Preparedness, Illegal Dumping and purchase of flood insurance.</p> <p>In June 2018, City of Milpitas mailed out citywide informational "SFHA brochure" (<i>to all residences and businesses</i>) that included this message. "Know Your Flood Risk" article in citywide newsletter, May 2018 edition.</p> <p>City of Morgan Hill's weekly newsletters/e-mail blasts sent out during the months of September 2017, October 2017, November 2017, January 2018, and March 2018 were all posted in the City's website.</p> <p>On City of Mountain View website.</p> <p>District's CWM and City of Palo Alto's utility bill inserts are posted on City's Flood Information/Winter Preparedness webpage.</p> <p>City of Santa Clara posts the newsletter to City website.</p> |
| <p><b>Community At Large (CAL)</b></p> <p>The PPI Committee recognized that the entire community that lives and/or works in Santa Clara County is subject to impacts due to flooding. The CRS typically focuses on residential flooding, but here, flooding of businesses and roads is also very important.</p> | <p><u>Topics 4 &amp; 6</u></p> <p><u>Message:</u> Keep debris and trash out of our streams. It's illegal to dump into streams</p> | <p>Cleaner streams and fewer dumping violations</p> <p>Fewer debris blockages during high-flow events</p> | <p>CAL OP #9. "Do Not Dump" message is sent each year to all Santa Clara County residents in the District's CWM</p> | <p>District Communications<br/>City of Sunnyvale</p> | <p>June/July 2015 (CWM)</p>    | <p>Adopt-A-Creek Organizations<br/>District Grantee Organizations</p> | <p>All</p>    | <p>District 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.</p> <p>City of Los Altos annual mailer and brochure provide information regarding Flood program with an emphasis on the "DO NOT DUMP" message. City of Los Altos also communicates "DO NOT DUMP" message through litter mailer sent to property owners in the City's Trash Management Area 1, which is characterized by higher trash levels.</p> <p>City of Milpitas citywide informational "SFHA brochure" included this message.</p> <p>City of Palo Alto utility bills inserts include "Do Not Dump" message.</p> <p>"Inside Santa Clara" newsletter includes this message and is sent to all addresses in City.</p>   |
|   |   |   | <p>CAL OP #10. Post "Do Not Dump" messages on website (<i>Element 352 WEB1</i>)</p>                                 |  |                                |   |               | <p>FPM posted on the District's website.</p> <p>City of Gilroy has this message on its website.</p> <p>City of Los Altos annual mailer and brochure provide information regarding the flood program with an emphasis on the "DO NOT DUMP" message and are posted on the city website.</p> <p>City of Milpitas "SFHA brochure" posted on website.</p> <p>On City of Mountain View website.</p> <p>"Do Not Dump" messages are in the City of Palo Alto's Flood Information/Winter Preparedness webpage.</p>  |

<sup>1</sup> **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."  
<sup>2</sup> CAL OP = Community At Large Outreach Projects; SFHA OP = Special Flood Hazard Area Communities Outreach Projects; TA OP = Target Audiences Outreach Project  
<sup>3</sup> Each September, all deliverables need to be reported to District for tracking purposes.  
<sup>4</sup> A stakeholder can be any agency, organization, or person (other than the community itself) that supports the message. Stakeholders can be: an insurance company that publishes a brochures on flood insurance, even if it is set out at City Hall; a local newspaper that publishes a flood or hurricane season supplement each year; FEMA, if, for example, a FEMA brochure is used as an informational material; schools that implement outreach activities; a local newspaper; a neighborhood or civic association that sponsors and hosts a presentation by a community employee; a utility company that includes pertinent articles in its monthly bills; or presentations made by state or FEMA staff at a Risk Map meeting.

**Appendix A. The Multi-Jurisdictional PPI Worksheet for Santa Clara County - 2017 Annual Report Version (Year 2) Project Accomplishments**

| 2015 PPI Plan   |                      |         |  |   |                                |   |               | FY 2018<br>Project Accomplishments   |
|-----------------|----------------------|---------|--|---|--------------------------------|---|---------------|--|
| Target Audience | <sup>1</sup> Message | Outcome | <sup>2</sup> Project(s) Proposed to Support the Messages   | Assignment  | <sup>3</sup> Proposed Schedule | <sup>4</sup> Stakeholder  | CRS Community |  |
|                 |                      |         |  |   |                                |   |               | City of Santa Clara posts the newsletter on City website. City website also has additional information on keeping storm drains clear.  |
|                 |                      |         | 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 Gilroy has this message on its website, City Code Chapter 12.<br><br>City of Los Altos website posting of "Help Prevent Neighborhood Flooding..." provides information on illegal dumping reporting. City of Los Altos annual mailer and brochure provide information regarding the flood program with an emphasis on the "DO NOT DUMP" message and are posted on the city web site. The City of Los Altos Municipal Code Section 6.32.030 Watercourse Protection prohibits "discharge into or connect any pipe or channel to a watercourse."<br><br>City of Milpitas citywide informational "SFHA brochure" included this message.<br><br>City of Morgan Hill has illegal dumping information on City's website.<br><br>"Illegal Dumping" is part of City of Palo Alto's Municipal Code.<br><br>City of Santa Clara has several City codes/charter on illegal dumping.<br><br>City of Sunnyvale posts Illegal Dumping message on website. |
|                 |                      |         | CAL OP #12. Post Water Resource Protection Ordinance on website ( <i>Element 352 WEB1</i> )  |   |                                |   |               | District Water Resources Protection Ordinance posted on website <a href="https://www.valleywater.org/sites/default/files/WRPO.pdf">https://www.valleywater.org/sites/default/files/WRPO.pdf</a> .<br><br>City of Gilroy has this message on its website, City Code Chapter 27A.<br><br>The City of Los Altos Municipal Code Section 6.32.030 Watercourse Protection is accessible through the Municipal Code link on the City's website.<br><br>City of Milpitas citywide informational "SFHA brochure" included this message.<br><br>City of Morgan Hill has link to District's "Permits for Working on District Land or Easement" on City's website. The District's webpage includes a link to the Water Resources Protection Ordinance.<br><br>Link to City of Palo Alto's Municipal Code on Floodplain Management posted on Flood Information/Winter Preparedness webpage.<br><br>City of Santa Clara codes/charter is posted on City 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 ( <i>all communities that drain to San Francisco Bay</i> ) | All           | District project sites throughout the county include "No Dumping" signage/message.<br><br>City of Milpitas has a citywide application of "No Dumping" medallions on all public property storm drains.  |
|                 |                      |         | 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   | Year-Round                     | Santa Clara Valley Urban Runoff Pollution Prevention Program  | All           | Information from Municipal Regional Permit NPDES Permit No.: CAS612008 Order Number: R2-2015-0049  |

<sup>1</sup> **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."

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

<sup>3</sup> Each September, all deliverables need to be reported to District for tracking purposes.

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

**Appendix A. The Multi-Jurisdictional PPI Worksheet for Santa Clara County - 2017 Annual Report Version (Year 2) Project Accomplishments**

| 2015 PPI Plan  |  |  |   |  |                                |   |               | FY 2018 Project Accomplishments   |
|--|--|--|---|--|--------------------------------|---|---------------|---|
| Target Audience  | <sup>1</sup> Message   | Outcome  | <sup>2</sup> Project(s) Proposed to Support the Messages  | Assignment   | <sup>3</sup> Proposed Schedule | <sup>4</sup> Stakeholder  | CRS Community |   |
|  |  |  |   | Santa Clara Valley Urban Runoff Pollution Prevention Program |                                | Watershed Watch Organization<br>San Francisco Estuarine Institute<br>Oakland Museum     |               | <p>FY 2016-2017 Annual Report</p> <p><b>NOTE: FY 17-18 Annual Report will not be available until September 2018</b></p> <p>C.5 – Illicit Discharge Detection and Elimination<br/>C.7.c. Stormwater Pollution Prevention Education and</p> <p>The District’s Pollution Hotline (1-888-510-5151; <a href="http://www.valleywater.org/Services/PollutionHotline.aspx">www.valleywater.org/Services/PollutionHotline.aspx</a>) 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.</p> <p>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.</p> <p>City of Milpitas maintains Pollution Prevention and SFHA phone lines. In addition, city mailed out citywide informational “SFHA brochure” that included this message. Their number is 911 dispatch for Fire Department response.</p> <p>Pollution hot line is posted on the City of Palo Alto’s utility bills.</p> |
| <b>Community At Large (CAL)</b><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. | <u>Topics 4 &amp; 6</u><br><u>Message:</u> 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 ( <i>Element 352 WEB1</i> )                                  |  |                                |   |               | <p>Not applicable, project notices did not include the Pollution Hotline number this fiscal year.</p> <p>The Do Not Dump messaging is in the District’s FPM and is posted on the website at <a href="http://apps2.valleywater.org/publication/flipbook/808_FloodMailer2017/mobile/index.html#p=1">http://apps2.valleywater.org/publication/flipbook/808_FloodMailer2017/mobile/index.html#p=1</a></p> <p>City of Milpitas citywide informational “SFHA brochure” included this message.</p> <p>“Pollution Hot Line” is posted on City of Palo Alto’s Flood Information/Winter Preparedness webpage.</p> <p>Pollution hotline is posted on City of Santa Clara’s website, and included in “Inside Santa Clara.”</p> <p>City of Sunnyvale posts link to Watershed Watch: Protect Creeks and Bay.</p>  |
|  |  |  | 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<br>Attendees of community events who visit information booths<br>SCVURPPP | All           | <p>The Creek Wise brochures were handed out at various community events at various SC County cities (<i>not including Morgan Hill and Gilroy</i>) in North County.</p> <p>City of Palo Alto’s utility insert brochure includes creek monitoring information.</p>  |

<sup>1</sup> **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 flood hazard; Topic 5 – Build resilient water.  
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 Flood”  
<sup>2</sup> CAL OP = Community At Large Outreach Projects; SFHA OP = Special Flood Hazard Area Communities Outreach Projects; TA OP = Target Audiences Outreach Project  
<sup>3</sup> Each September, all deliverables need to be reported to District for tracking purposes.  
<sup>4</sup> 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 risk; a utility company 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 present Risk Map meeting.

**Appendix A. The Multi-Jurisdictional PPI Worksheet for Santa Clara County - 2017 Annual Report Version (Year 2) Project Accomplishments**

| 2015 PPI Plan   |                      |         |  |                         |                                |   |                            | FY 2018<br>Project Accomplishments  |
|-----------------|----------------------|---------|--|-------------------------|--------------------------------|---|----------------------------|---|
| Target Audience | <sup>1</sup> Message | Outcome | <sup>2</sup> Project(s) Proposed to Support the Messages   | Assignment              | <sup>3</sup> Proposed Schedule | <sup>4</sup> Stakeholder  | CRS Community              |   |
|                 |                      |         | CAL OP #17. Post Creekside Property Program – Creek Wise brochure on website ( <i>Element 352 WEB1</i> )   |                         |                                |   |                            | <p>Creek Wise brochure, "You Are the Solution to Water Pollution" was mailed out to approximately 16,100 creek-side property owners in July 2018. Information on the District's Creekside Program is posted on the District's website at:<br/> <a href="https://www.valleywater.org/learning-center/healthy-creeks-and-ecosystems/creekside-property-program">https://www.valleywater.org/learning-center/healthy-creeks-and-ecosystems/creekside-property-program</a></p> <p>City of Los Altos general informational posting of "Local Creeks" provides information and direct readers to SCVWD website and Creekside Property Program.</p> <p>Utility insert which include creek monitoring information is City of Palo Alto's Flood Information/Winter Preparedness.</p>   |
|                 |                      |         | 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<br>Residents<br>Schools<br>Businesses<br>Creek Connections<br>Action Group (CCAG) | All<br>City of Santa Clara | <p>Participation in the Adopt-A-Creek Program was 142 partners/adopted sites in FY18 (an increase of 7sites from the previous year). Each participating Adopt-A-Creek partner was required to host a minimum of 2 clean-up events per year. Adopt-A-Creek program is also promoted in our Cree Wise brochure, "You Are the Solution to Water Pollution," which was mailed out to all creek-side property owners in July 2018.</p> <p><a href="https://www.valleywater.org/learning-center/adopt-a-creek/current-partners">https://www.valleywater.org/learning-center/adopt-a-creek/current-partners</a></p> <p>City of Los Altos posted National River Cleanup Day information in the City Manager Weekly updates, which is an email newsletter, and posted on the City website.</p> <p>City of Milpitas distributed a doorhanger to all residential households, organized cleanups at 4 sites and advertised in local paper, City website, KMLP-15 and social media for both Coastal Cleanup Day on 9/16/17 and National River Cleanup Day on 5/19/18 and 5/18/17.</p> <p>City of Morgan Hill advertised the National River Cleanup Day – Morgan Hill Creek Cleanup (scheduled May 19, 2018) and California Coastal Cleanup Day (scheduled September 16, 2018) in the City's Recreation Activity Guide and City's weekly newsletters/e-mail blasts.</p> <p>City of Palo Alto participates in District's Adopt-A-Creek Program.</p> <p>City of Santa Clara has an Adopt-a-Spot program.</p> <p>City of Sunnyvale advertised the clean-ups.</p> |
|                 |                      |         | CAL OP #19. Post District's Adopt a Creek Program and cities clean-up programs on website ( <i>Element 352 WEB1</i> )  |                         |                                |   |                            | <p>Adopt-A-Creek Program information posted on the District's website at <a href="http://valleywater.org/EkContent.aspx?id=336&amp;terms=adopt+a+creek">http://valleywater.org/EkContent.aspx?id=336&amp;terms=adopt+a+creek</a>.<br/>                     Creekside brochure, "You Are the Solution to Water Pollution," which included Adopt-A-Creek program information was mailed out countywide to all creek-side property owners in July 2018.</p> <p>City of Los Altos posted National River Cleanup Day information in the City Manager Weekly updates, which is an email newsletter, and posted on the City website.</p> <p>City of Palo Alto posts District's Adopt a Creek Program on City's website.</p> <p>City of Santa Clara Adopt-a-Spot Program is posted on City website.</p>   |

<sup>1</sup> **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."  
<sup>2</sup> CAL OP = Community At Large Outreach Projects; SFHA OP = Special Flood Hazard Area Communities Outreach Projects; TA OP = Target Audiences Outreach Project  
<sup>3</sup> Each September, all deliverables need to be reported to District for tracking purposes.  
<sup>4</sup> A stakeholder can be any agency, organization, or person (other than the community itself) that supports the message. Stakeholders can be: an insurance company that publishes a brochures on flood insurance, even if it is set out at City Hall; a local newspaper that publishes a flood or hurricane season supplement each year; FEMA, if, for example, a FEMA brochure is used as an informational material; schools that implement outreach activities; a local newspaper; a neighborhood or civic association that sponsors and hosts a presentation by a community employee; a utility company that includes pertinent articles in its monthly bills; or presentations made by state or FEMA staff at a Risk Map meeting.



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|--|---|--|--|---|--|--------------------------|---------------|---|
| Target Audience  | <sup>1</sup> Message  | Outcome  | <sup>2</sup> Project(s) Proposed to Support the Messages   | Assignment                                  | <sup>3</sup> Proposed Schedule                                 | <sup>4</sup> Stakeholder | CRS Community |   |
| <b>Community At Large (CAL)</b><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. | <b>Topics 4 &amp; 6</b><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#20. Organize volunteers for National River Cleanup Day and California Coastal Cleanup Day | District Communications<br>City of San Jose | May <del>16, 2015</del> and September <del>2015</del> annually |                          | All           | Information from Clean A Creek.org Creek Connections Action Group <a href="http://www.cleanacreek.org/Pasteventsresults_main%20page.asp">http://www.cleanacreek.org/Pasteventsresults_main%20page.asp</a><br><br>National River Cleanup Day was held on May 19, 2018. 48 clean-up sites; 1,354 volunteers removed approximately 47,353 lbs. of trash, including 2,084 lbs. of recyclables along 65.24 miles of creeks and shoreline.<br><br>California Coastal Cleanup Day was held on September 16, 2017. 49 clean-up sites; 2,028 volunteers removed approximately 51,502 lbs. of trash, including 6,957 lbs. of recyclables along 71.32 miles of creeks and shoreline.<br><br>City of Los Altos posted National River Cleanup Day information in the City Manager Weekly updates, which is an email newsletter, and posted on the City website.<br><br>City of Milpitas promoted and participated in these annual events.<br><br>City of Morgan Hill participated in these annual events.<br><br>City of Mountain View advertised Bi-Annual Creek Cleanups.<br><br>City of Palo Alto participates on National River Cleanup Program.<br><br>City of Santa Clara organized volunteers for National River Cleanup. |
|  |   |  | CAL OP #21. Post volunteer information and results on website ( <i>Element 352 WEB1</i> )        |   |  |                          |               | Volunteer information and results posted on <a href="http://www.cleanacreek.org">www.cleanacreek.org</a> .<br><br>City of Los Altos posted National River Cleanup Day information in the City Manager Weekly updates, which is an email newsletter, and posted on the City website.<br><br>City of Milpitas promoted volunteer opportunities on promotions and website re-directing to <a href="http://www.cleanacreek.org">www.cleanacreek.org</a><br><br>City of Palo Alto posts National River Cleanup Program on City's website.<br><br>National River Cleanup event is posted on City of Santa Clara's website.  |
|  |   |  | CAL OP # 22. Installation of trash booms   |   |  |                          |               | Information from Municipal Regional Permit NPDES Permit No.: CAS612008 Order Number: R2-2015-0049<br><a href="#">FY 2016-2017 Annual Report</a><br><br><i><b>NOTE: FY 17-18 Annual Report will not be available until September 2018</b></i><br><br><i>C.10 – Provision C.10 Trash Load Reduction</i><br><br>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 boom s clean-up efforts in North County.<br><br>There are trash capture devices throughout the City of Mountain View.<br><br>In the City of Palo Alto, trash booms are installed at Matadero Creek and Adobe Creek.  |

<sup>1</sup> **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 flood hazard; Topic 5 – Prepare for flood hazard; Topic 6 – Protect natural floodplain functions responsibly; Topic 6 – Protect natural floodplain functions

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

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<sup>4</sup> 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 not 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 group; 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 group; or presentations made by state or FEMA staff at a Risk Map meeting.

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| 2015 PPI Plan  |                      |   |  |   |                                |                          |                                | FY 2018<br>Project Accomplishments   |
|--|----------------------|---|--|---|--------------------------------|--------------------------|--------------------------------|--|
| Target Audience  | <sup>1</sup> Message | Outcome   | <sup>2</sup> Project(s) Proposed to Support the Messages           | Assignment  | <sup>3</sup> Proposed Schedule | <sup>4</sup> Stakeholder | CRS Community                  |  |
|  |                      |   | CAL OP #23. Stenciling storm drains "Do Not Dump - Flows Into Bay" | City of San Jose<br>CRS Coordinator<br>All Cities CRS Coordinator |                                |                          | City of San Jose<br>All Cities | <p>District inspects and maintains, including stenciled storm drains on all District property.</p> <p>Information from Municipal Regional Permit NPDES Permit No.: CAS612008 Order Number: R2-2015-0049<br/><a href="#">FY 2016-2017 Annual Report</a></p> <p><b>NOTE: FY 17-18 Annual Report will not be available until September 2018</b></p> <p>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:</p> <p>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.</p> <p>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.</p> <p>City of Gilroy adds medallions at drainage inlet locations.</p> <p>City of Los Altos storm drains are all stenciled (including the name of the creek that the inlet drains to) and the City aims to inspect, clean, and maintain each inlet annually.</p> <p>City of Milpitas places "No Dumping, Drains to Creek" medallions placed at public catch basins on as-needed basis.</p> <p>"Do Not Dump" stenciling is installed on all storm drain inlets in the City of Palo Alto.</p> <p>City of Santa Clara placed stencil on all storm drain inlets.</p> |
| <p><b>Community At Large (CAL)</b><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.</p> |                      | <p>Cleaner streams and fewer dumping violations</p> <p>Fewer debris blockages during high-flow events</p> | CAL OP #24. Inserts into inlets                                    |   |                                |                          |                                | <p>Information from Municipal Regional Permit NPDES Permit No.: CAS612008 Order Number: R2-2015-0049<br/><a href="#">FY 2016-2017 Annual Report</a></p> <p><b>NOTE: FY 17-18 Annual Report will not be available until September 2018</b></p> <p><i>Section 2 - Provision C.2 Reporting Municipal Operations Program</i></p> <p>District inspects and maintains drop inlet protection on all its property.</p> <p>City of Los Altos has one installed large trash capture device that is regularly maintained by the City's maintenance division.</p> <p>City of Milpitas completed installation of 94 small full trash capture devices.</p>   |

<sup>1</sup> **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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| 2015 PPI Plan                              |   |               |  |               |                                |                          |               | FY 2018<br>Project Accomplishments  |         |   |  |  |  |           |           |           |           |                                  |     |       |       |       |                             |       |         |        |        |  |    |    |    |    |                                |       |       |       |       |                               |    |    |    |   |                       |   |       |    |    |  |     |     |     |     |               |               |               |               |               |
|--|---|---------------|--|---------------|--------------------------------|--------------------------|---------------|---|---------|---|--|--|--|-----------|-----------|-----------|-----------|----------------------------------|-----|-------|-------|-------|-----------------------------|-------|---------|--------|--------|--|----|----|----|----|--------------------------------|-------|-------|-------|-------|-------------------------------|----|----|----|---|-----------------------|---|-------|----|----|--|-----|-----|-----|-----|---------------|---------------|---------------|---------------|---------------|
| Target Audience                            | <sup>1</sup> Message                    | Outcome       | <sup>2</sup> Project(s) Proposed to Support the Messages | Assignment    | <sup>3</sup> Proposed Schedule | <sup>4</sup> Stakeholder | CRS Community |   |         |   |  |  |  |           |           |           |           |                                  |     |       |       |       |                             |       |         |        |        |  |    |    |    |    |                                |       |       |       |       |                               |    |    |    |   |                       |   |       |    |    |  |     |     |     |     |               |               |               |               |               |
|  |   |               |  |               |                                |                          |               | Required on all new development projects for City of Mountain View.<br><br>City of Palo Alto installed two large trash capture devices.<br><br>In the City of Santa Clara, the total count for installed storm drain inlet inserts for FY 17/18 was 472.  |         |   |  |  |  |           |           |           |           |                                  |     |       |       |       |                             |       |         |        |        |  |    |    |    |    |                                |       |       |       |       |                               |    |    |    |   |                       |   |       |    |    |  |     |     |     |     |               |               |               |               |               |
|  |   |               | CAL OP #25. Hot Spot Assessment and Clean-ups            |               |                                |                          |               | Information from Municipal Regional Permit NPDES Permit No.: CAS612008 Order Number: R2-2015-0049<br><a href="#">FY 2016-2017 Annual Report</a><br><br><i>NOTE: FY 17-18 Annual Report will not be available until September 2018</i><br><br>C.10 – Provision C.10 Trash Load Reduction<br><br>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.<br><br>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.<br><br>A total of 3 cubic yards of trash and debris removed.<br><br><div style="border: 1px solid black; padding: 5px; font-size: small;">                         The tables and chart below depict the volume, cleanup costs, and characterization results of trash collected by the District through the Good Neighbor Program cleanups, illegal encampment cleanups, impaired water bodies improvement cleanups, trash hot spot cleanups, and various other trash and debris removal activities. For FY 16-17, approximately 98% of illegal encampment cleanups were joint operations with the City of San Jose.                     </div> <table border="1" style="width: 100%; border-collapse: collapse; font-size: x-small;"> <thead> <tr> <th rowspan="2">Program</th> <th colspan="4">Cubic yards of trash and debris removed</th> </tr> <tr> <th>2013-2014</th> <th>2014-2015</th> <th>2015-2016</th> <th>2016-2017</th> </tr> </thead> <tbody> <tr> <td>Good Neighbor: Grills and Litter</td> <td>742</td> <td>1,764</td> <td>1,400</td> <td>1,148</td> </tr> <tr> <td>Illegal Encampment Cleanups</td> <td>9,982</td> <td>16,996*</td> <td>11,060</td> <td>12,698</td> </tr> <tr> <td>Impaired Water Bodies Improvement Cleanups</td> <td>--</td> <td>--</td> <td>78</td> <td>--</td> </tr> <tr> <td>Other Trash and Debris Removal</td> <td>1,593</td> <td>1,493</td> <td>1,802</td> <td>2,448</td> </tr> <tr> <td>Trash Hot Spot Cleanups (BSP)</td> <td>17</td> <td>--</td> <td>99</td> <td>3</td> </tr> <tr> <td>Trash Boom Cleanups**</td> <td>3</td> <td>40***</td> <td>11</td> <td>15</td> </tr> <tr> <td>Volunteer Clean Ups (clean up days only)</td> <td>430</td> <td>414</td> <td>427</td> <td>460</td> </tr> <tr> <td><b>Totals</b></td> <td><b>12,747</b></td> <td><b>20,478</b></td> <td><b>14,877</b></td> <td><b>14,772</b></td> </tr> </tbody> </table> <p style="font-size: x-small;">                         *FY 2014-2015 Illegal Encampment Cleanup totals included trash and debris removed from "the jungle" in Coyote Creek in December 2014.<br/>                         **This number includes trash volumes from the Palo Alto booms.<br/>                         ***This estimate reported in previous years was a result of a tonnage to cubic yard conversion error.                     </p> | Program | Cubic yards of trash and debris removed |  |  |  | 2013-2014 | 2014-2015 | 2015-2016 | 2016-2017 | Good Neighbor: Grills and Litter | 742 | 1,764 | 1,400 | 1,148 | Illegal Encampment Cleanups | 9,982 | 16,996* | 11,060 | 12,698 | Impaired Water Bodies Improvement Cleanups | -- | -- | 78 | -- | Other Trash and Debris Removal | 1,593 | 1,493 | 1,802 | 2,448 | Trash Hot Spot Cleanups (BSP) | 17 | -- | 99 | 3 | Trash Boom Cleanups** | 3 | 40*** | 11 | 15 | Volunteer Clean Ups (clean up days only) | 430 | 414 | 427 | 460 | <b>Totals</b> | <b>12,747</b> | <b>20,478</b> | <b>14,877</b> | <b>14,772</b> |
| Program                                    | Cubic yards of trash and debris removed |               |  |               |                                |                          |               |   |         |   |  |  |  |           |           |           |           |                                  |     |       |       |       |                             |       |         |        |        |  |    |    |    |    |                                |       |       |       |       |                               |    |    |    |   |                       |   |       |    |    |  |     |     |     |     |               |               |               |               |               |
|  | 2013-2014                               | 2014-2015     | 2015-2016  | 2016-2017     |                                |                          |               |   |         |   |  |  |  |           |           |           |           |                                  |     |       |       |       |                             |       |         |        |        |  |    |    |    |    |                                |       |       |       |       |                               |    |    |    |   |                       |   |       |    |    |  |     |     |     |     |               |               |               |               |               |
| Good Neighbor: Grills and Litter           | 742                                     | 1,764         | 1,400  | 1,148         |                                |                          |               |   |         |   |  |  |  |           |           |           |           |                                  |     |       |       |       |                             |       |         |        |        |  |    |    |    |    |                                |       |       |       |       |                               |    |    |    |   |                       |   |       |    |    |  |     |     |     |     |               |               |               |               |               |
| Illegal Encampment Cleanups                | 9,982                                   | 16,996*       | 11,060   | 12,698        |                                |                          |               |   |         |   |  |  |  |           |           |           |           |                                  |     |       |       |       |                             |       |         |        |        |  |    |    |    |    |                                |       |       |       |       |                               |    |    |    |   |                       |   |       |    |    |  |     |     |     |     |               |               |               |               |               |
| Impaired Water Bodies Improvement Cleanups | --                                      | --            | 78   | --            |                                |                          |               |   |         |   |  |  |  |           |           |           |           |                                  |     |       |       |       |                             |       |         |        |        |  |    |    |    |    |                                |       |       |       |       |                               |    |    |    |   |                       |   |       |    |    |  |     |     |     |     |               |               |               |               |               |
| Other Trash and Debris Removal             | 1,593                                   | 1,493         | 1,802  | 2,448         |                                |                          |               |   |         |   |  |  |  |           |           |           |           |                                  |     |       |       |       |                             |       |         |        |        |  |    |    |    |    |                                |       |       |       |       |                               |    |    |    |   |                       |   |       |    |    |  |     |     |     |     |               |               |               |               |               |
| Trash Hot Spot Cleanups (BSP)              | 17                                      | --            | 99   | 3             |                                |                          |               |   |         |   |  |  |  |           |           |           |           |                                  |     |       |       |       |                             |       |         |        |        |  |    |    |    |    |                                |       |       |       |       |                               |    |    |    |   |                       |   |       |    |    |  |     |     |     |     |               |               |               |               |               |
| Trash Boom Cleanups**                      | 3                                       | 40***         | 11   | 15            |                                |                          |               |   |         |   |  |  |  |           |           |           |           |                                  |     |       |       |       |                             |       |         |        |        |  |    |    |    |    |                                |       |       |       |       |                               |    |    |    |   |                       |   |       |    |    |  |     |     |     |     |               |               |               |               |               |
| Volunteer Clean Ups (clean up days only)   | 430                                     | 414           | 427  | 460           |                                |                          |               |   |         |   |  |  |  |           |           |           |           |                                  |     |       |       |       |                             |       |         |        |        |  |    |    |    |    |                                |       |       |       |       |                               |    |    |    |   |                       |   |       |    |    |  |     |     |     |     |               |               |               |               |               |
| <b>Totals</b>                              | <b>12,747</b>                           | <b>20,478</b> | <b>14,877</b>  | <b>14,772</b> |                                |                          |               |   |         |   |  |  |  |           |           |           |           |                                  |     |       |       |       |                             |       |         |        |        |  |    |    |    |    |                                |       |       |       |       |                               |    |    |    |   |                       |   |       |    |    |  |     |     |     |     |               |               |               |               |               |
|  |   |               |  |               |                                |                          |               | City of Gilroy completed hotspot assessment per City's State Permit requirement for year 5 of permit.<br><br>City of Los Altos continues active participation in SCVURPPP and continues conducting Hot Spot cleanups.<br><br>City of Milpitas has 4 (four) creek hot spots which are cleaned twice/year.<br><br>City of Palo Alto identifies hot spots every year and keeps log of maintaining them.<br><br>City of Palo Alto and City of Milpitas continue to actively participate in the SCVURPPP.  |         |   |  |  |  |           |           |           |           |                                  |     |       |       |       |                             |       |         |        |        |  |    |    |    |    |                                |       |       |       |       |                               |    |    |    |   |                       |   |       |    |    |  |     |     |     |     |               |               |               |               |               |

<sup>1</sup> **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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<sup>4</sup> A stakeholder can be any agency, organization, or person (other than the community itself) that supports the message. Stakeholders can be: an insurance company that publishes a brochures on flood insurance, even if it is set out at City Hall; a local newspaper that publishes a flood or hurricane season supplement each year; FEMA, if, for example, a FEMA brochure is used as an informational material; schools that implement outreach activities; a local newspaper; a neighborhood or civic association that sponsors and hosts a presentation by a community employee; a utility company that includes pertinent articles in its monthly bills; or presentations made by state or FEMA staff at a Risk Map meeting.

**Appendix A. The Multi-Jurisdictional PPI Worksheet for Santa Clara County - 2017 Annual Report Version (Year 2) Project Accomplishments**

| 2015 PPI Plan  |   |  |   |   |                                |  |                  | FY 2018<br>Project Accomplishments   |
|--|---|--|---|---|--------------------------------|--|------------------|--|
| Target Audience  | <sup>1</sup> Message  | Outcome  | <sup>2</sup> Project(s) Proposed to Support the Messages  | Assignment  | <sup>3</sup> Proposed Schedule | <sup>4</sup> Stakeholder   | CRS Community    |  |
| <b>Community At Large (CAL)</b><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. |   | Cleaner streams and fewer dumping violations<br><br>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<br>Cities CRS Coordinators  | Late Summer/<br>Fall           |  | Sunnyvale<br>All | In FY17/18, City of Santa Clara’s Trash Hot Spot Cleanups occurred in August and September 2017. There are 5 locations and 9.5 cubic feet of trash or .3518 cubic yards of trash was collected.<br><br>Messages on storm drainage system included in the annual FPM sent out to 53,243 properties.<br><br>City of Milpitas has monthly street sweeping print advertising in local newspaper; letters to 9,000 households in Fall Street Sweeping Program areas.<br><br>City of Palo Alto sends winter storm preparedness on utility insert every year.<br><br>City of Santa Clara’s “Inside Santa Clara” newsletter is posted on City website.   |
|  |   |  | 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 ( <i>Element 352 WEB1</i> )  | City Sunnyvale CRS Coordinator<br>Cities CRS Coordinators   | Late Summer/<br>Fall           |  | Sunnyvale<br>All | Newsletters and flier posted on the website.<br><br>City of Los Altos website posting of “Storm Preparation in Los Altos” discusses efforts to get the drainage system ready for the storm season. 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..<br><br>City of Milpitas posts their citywide informational “SFHA brochure” on City website.<br><br>Winter storm preparedness is posted on City of Palo Alto’s Flood Information/Winter Preparedness webpage.<br><br>City of Palo Alto utility bill inserts posted on their website.<br><br>City of Santa Clara’s “Inside Santa Clara” newsletter is posted on City website.<br><br>City of Sunnyvale posts Learn How to Prevent Stormwater Pollution on website. |
|  |   |  | CAL OP #28. Advertise District, County Public Health Department and American Red Cross Electronic Apps  | City representatives,<br>District Communications<br>County Public Health Dept.<br>Gilroy Chamber of Commerce, and<br>American Red Cross | Year-Round                     | Community Organizations, including American Red Cross and Gilroy Chamber of Commerce<br>Residents who download the apps.<br>Attendees of community events who visit information booths | All              | Apps included in the District’s FPM. Also advertised on the newsletter, Countywide mailer, Facebook and Twitter by District, City of Palo Alto, and City of Mountain View.<br><br>City of Milpitas Fire Department’s Office of Emergency Services offers instructions on downloading preparedness apps.<br><br>City of Mountain View handed out Emergency Preparedness at Spanish Language Civic Leadership Class, also at one Council Neighborhood Committee Meeting and one Thursday Night Live event.   |
|  | <u>Topics 1,2,3,4,7, 8 &amp; 9:</u> Download disaster electronic Apps<br>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                                      |   |   |                                |  |                  |  |

<sup>1</sup> **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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| 2015 PPI Plan   |                      |         |   |  |                                |  |               | FY 2018 Project Accomplishments  |
|-----------------|----------------------|---------|---|--|--------------------------------|--|---------------|--|
| Target Audience | <sup>1</sup> Message | Outcome | <sup>2</sup> Project(s) Proposed to Support the Messages  | Assignment                                   | <sup>3</sup> Proposed Schedule | <sup>4</sup> Stakeholder   | CRS Community |  |
|                 |                      |         |   |  |                                | Teachers /students visited by District's School Outreach Program |               | Information on Red Cross Apps and Alert SCC is on City of Palo Alto's Winter Storm Preparedness Tips utility insert.<br><br>City of Santa Clara's "Inside Santa Clara" has instruction to download Red Cross App.<br><br>Apps posted on District website at <a href="https://www.valleywater.org/flooding-safety/flood-protection-resources/sign-up-for-emergency-alerts">https://www.valleywater.org/flooding-safety/flood-protection-resources/sign-up-for-emergency-alerts</a><br><br>City of Los Altos website posting of "Calling on Los Altans to be Disaster Prepared" provides links to AlertSCC.org, Red Cross and FEMA apps, and it encourages the viewers to explore <a href="http://www.ready.gov">www.ready.gov</a> for more information. City of Los Altos posts AlertSCC app information on the City Website and in the City Manager Weekly Update online newsletter.<br><br>Apps posted on City of Milpitas Fire Department webpage.<br><br>City of Morgan Hill included information about the AlertSCC and ReadySCC Apps in the City's weekly newsletters/e-mail blasts during the months of September 2017, October 2017, January 2018, and March 2018. The City's weekly newsletters were posted in the City's website.<br><br>Information on Red Cross Apps is posted on City of Palo Alto's Flood Information/Winter Preparedness webpage.<br><br>City of Sunnyvale offers this information on website. |
|                 |                      |         | CAL OP #29. Post disaster apps information on website (Element 352 WEB1 and 2)                                  |  |                                |  |               | Apps information provided at several emergency preparedness events hosted by District and several SC County cities, including City of Palo Alto.<br><br>City of Los Altos website posting of "Calling on Los Altans to be Disaster Prepared" provides links to AlertSCC.org, Red Cross and FEMA apps, and it encourages the viewers to explore <a href="http://www.ready.gov">www.ready.gov</a> for more information.<br><br>City of Milpitas' Fire Department Office of Emergency Services offers instructions on downloading preparedness Apps. at City events and trainings.<br><br>City of Morgan Hill included information about the AlertSCC and ReadySCC Apps in the City's weekly newsletters/e-mail blasts during the months of September 2017, October 2017, January 2018, and March 2018. The City's weekly newsletters were posted in the City's website.<br><br>City of Mountain View handed out Emergency Preparedness at Spanish Language Civic Leadership Class, also at one Council Neighborhood Committee Meeting and one Thursday Night Live event.<br><br>City of Sunnyvale staff instructed people to download emergency and Flood apps at Farmer's Market event.   |
|                 |                      |         | CAL OP #30. Instruct people to download apps at personal preparedness trainings                                 |  |                                |  |               | Instructions on how to download AlertSCC, ReadySCC, American RedCross Flood Apps on District and City of Palo Alto websites at: <a href="https://www.valleywater.org/flooding-safety/flood-protection-resources/sign-up-for-emergency-alerts">https://www.valleywater.org/flooding-safety/flood-protection-resources/sign-up-for-emergency-alerts</a>  |
|                 |                      |         | CAL OP #31. Post instruction on how to download apps. on websites and electronic newsletters (Element 352 WEB1) | District Communications City representatives |                                |  |               |  |

<sup>1</sup> **Message Topics:** Outreach Projects (OP): Topic 1 – Know your flood hazard; Flood Response Preparations (FRP): Topic 7 – Develop a Flood Response Plan; Community At Large Outreach Projects; SFHA OP = Special Flood Hazard Outreach Projects; TA OP = Target Audiences Outreach Project

<sup>2</sup> Each September, all deliverables need to be reported to District for tracking purposes.

<sup>3</sup> A stakeholder can be any agency, organization, or person (other than the community).

<sup>4</sup> For example, a FEMA brochure is used as an informational material; schools that hold Risk Map meetings.

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orts the message. Stakeholders can be: an insurance company that provides flood insurance; a local newspaper; a neighborhood or civic association that holds meetings; a utility company; a city employee; a utility company; a city employee; a utility company.

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| Target Audience   | <sup>1</sup> Message | Outcome | <sup>2</sup> Project(s) Proposed to Support the Messages  | Assignment   | <sup>3</sup> Proposed Schedule | <sup>4</sup> Stakeholder  | CRS Community |   |
|   |                      |         |   |  |                                |                           |               | <p>Posted on City of Milpitas Fire Department Office of Emergency Services web page.</p> <p>City of Morgan Hill included information about the AlertSCC and ReadySCC Apps in the City's weekly newsletters/e-mail blasts during the months of September 2017, October 2017, January 2018, and March 2018. The City's weekly newsletters were posted in the City's website.</p> <p>City of Santa Clara's "Inside Santa Clara" newsletter has instruction to download Red Cross App, and it is posted on City website.</p>  |
| <p><b>Community At Large (CAL)</b></p> <p>The PPI Committee recognized that the entire community that lives and/or works in Santa Clara County is subject to impacts due to flooding. The CRS typically focuses on residential flooding, but here, flooding of businesses and roads is also very important.</p> |                      |         | <p>CAL OP #32. Promote ALERT SCC - Santa Clara County Emergency Alert System</p>  | <p>Cities CRS Coordinators<br/>District Communications</p> |                                | <p>Santa Clara County</p> | <p>All</p>    | <p>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:</p> <ul style="list-style-type: none"> <li>• Flooding, wildfires and subsequent evacuations.</li> <li>• Public safety incidents, including crimes, that immediately affect your neighborhood.</li> <li>• Post-disaster information about shelters, transportation, or supplies</li> </ul> <p>City of Gilroy promotes ALERT SCC on their website.</p> <p>City of Los Altos social media messaging and City Manager Weekly Update online newsletter encouraged download of the AlertSCC app and promoted several different emergency training programs and drills. City of Los Altos website posting of "Calling on Los Altans to be Disaster Prepared" provides links to AlertSCC.org, Red Cross and FEMA apps, and it encourages the viewers to explore <a href="http://www.ready.gov">www.ready.gov</a> for more information.</p> <p>Posted on City of Milpitas Fire Department Office of Emergency Services web page.</p> <p>City of Morgan Hill included information about the AlertSCC App in the City's weekly newsletters/e-mail blasts during the months of October 2017 and March 2018.</p> <p>Information on Alert SCC- Santa Clara County Emergency Alert System is on City of Palo Alto's utility insert.</p> <p>City of Santa Clara instructs people to sign-up for AlertSCC at CERT classes.</p> |
|   |                      |         | <p>CAL OP #33. Post ALERT SCC - Santa Clara County Emergency Alert System on District and cities websites<br/><a href="http://www.sccgov.org/sites/alertscc/Pages/home.aspx">http://www.sccgov.org/sites/alertscc/Pages/home.aspx</a><br/>(Element 352 WEB1 and WEB2)</p> |  |                                |                           |               | <p>Sign-up info posted on District and Palo Alto website at:<br/><a href="https://www.valleywater.org/flooding-safety/flood-protection-resources/sign-up-for-emergency-alerts">https://www.valleywater.org/flooding-safety/flood-protection-resources/sign-up-for-emergency-alerts</a></p> <p>City of Gilroy posts ALERT SCC link on their website.</p> <p>City of Los Altos posts AlertSCC app information on the City Website and in the City Manager Weekly Update online newsletter. City of Los Altos website posting of "Calling on Los Altans to be Disaster Prepared" provides links to AlertSCC.org, Red Cross and FEMA apps, and it encourages the viewers to explore <a href="http://www.ready.gov">www.ready.gov</a> for more information.</p> <p>Posted on City of Milpitas Fire Department Office of Emergency Services web page.</p>   |

<sup>1</sup> **Message Topics:** Outreach Projects (OP): Topic 1 – Know your flood hazard; Flood Response Preparations (FRP): Topic 7 – Develop a Family Emergency Plan; Flood Insurance (FI): Topic 8 – Know 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

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

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<sup>4</sup> A **stakeholder** can be any agency, organization, or person (other than the community employee) that helps to disseminate 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 participate in flood drills; a utility company that includes pertinent articles in its monthly bills; or presentations made by state or FEMA staff at a Risk Map meeting.

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| 2015 PPI Plan   |  |  |   |   |                                |   |               | FY 2018<br>Project Accomplishments   |
|-----------------|--|--|---|---|--------------------------------|---|---------------|--|
| Target Audience | <sup>1</sup> Message   | Outcome  | <sup>2</sup> Project(s) Proposed to Support the Messages  | Assignment  | <sup>3</sup> Proposed Schedule | <sup>4</sup> Stakeholder  | CRS Community |  |
|                 |  |  |   |   |                                |   |               | <p>City of Morgan Hill included information about the AlertSCC App in the City's weekly newsletters/e-mail blasts during the months of October 2017 and March 2018. The City's weekly newsletters were posted in the City's website.</p> <p>Alert SCC-Santa Clara County Emergency Alert System is posted on City of Palo Alto's Flood Information/Winter Preparedness webpage.</p> <p>City of Santa Clara posts information on how to sign up for AlertSCC on City website.</p>   |
|                 | <p><u>Topic 7: Develop a Family Emergency Plan Messages:</u> Be prepared for flood and other disasters</p> | <p>Increase in Family Emergency Plan and less stress during emergencies</p> <p>More people know what to do in an emergency</p> | <p>CAL OP#34. Workshop/contest to promote developing family Emergency Plans; Reaching out to a celebrity to carry our message</p> | <p>District Communications and City representatives with assistance from Stakeholders</p> | <p>Year-Round</p>              | <p>Schools<br/>American Red Cross<br/>Celebrity, TBD<br/>FEMA<br/>California<br/>Volunteers.org</p> | <p>All</p>    | <p>District promoted emergency preparedness on Facebook and Twitter during National Preparedness Month in September. District's education outreach team held "Are you Flood Ready?" flood awareness coloring contest. Contest required students to indicate what items they should put in their emergency kit and explain their family emergency plan. Contest closed in March 2018 and received over 350 entries from 16 different schools in cities throughout the county.</p> <p>Family Emergency Plan information is also included in District's FPM and CWM.</p> <p>City of Los Altos police conducts Community Emergency Response Team (CERT) training to residents. The City of Los Altos also promotes the PREPARE program by the Los Altos Community Foundation. The program provides training to Block Action Team Leaders for emergency preparedness, response, and recovery. The City of Los Altos offers complementary Personal Emergency Preparedness courses taught by the SCC Fire Department personnel. City of Los Altos website posting of "Calling on Los Altans to be Disaster Prepared" provides a link to sign up for this class.</p> <p>City of Milpitas Fire Department conducts SAFE training for resident that includes a component of developing emergency plans.</p> <p>City of Morgan Hill declared September 2017 as "National Preparedness Month. The City also included information on putting together an emergency kit, creating a family communication emergency plan, signing up for emergency notifications and Community Emergency Response Team (CERT) Free Basic Training in the City's weekly newsletters/e-mail blasts during the months of September 2017 and October 2017. The City's Office of Emergency Services hosted a free Emergency Preparedness Seminar on November 6, 2017.</p> <p>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.</p> <p>Distributed District's emergency starter kits at Earth Day Fair and at City of Palo Alto's Municipal Fair.</p> <p>City of Santa Clara handed out District emergency starter kits at various community events with request that residents complete an emergency plan with their family.</p> |

<sup>1</sup> **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."

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

<sup>3</sup> Each September, all deliverables need to be reported to District for tracking purposes.

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

**Appendix A. The Multi-Jurisdictional PPI Worksheet for Santa Clara County - 2017 Annual Report Version (Year 2) Project Accomplishments**

| 2015 PPI Plan  |   |  |  |   |                                |                          |               | FY 2018 Project Accomplishments  |
|--|---|--|--|---|--------------------------------|--------------------------|---------------|--|
| Target Audience  | <sup>1</sup> Message  | Outcome  | <sup>2</sup> Project(s) Proposed to Support the Messages   | Assignment                                      | <sup>3</sup> Proposed Schedule | <sup>4</sup> Stakeholder | CRS Community |  |
|  |   |  | CAL OP #35. Post Family Emergency Plan template form on website<br><a href="http://www.redcross.org/images/MEDIA_CustomProductCatalog/m12140360_ARC_Family_Disaster_Plan_Template_r083012.pdf?campmedium=internal_link_download&amp;campname=family_disaster_plan_english">http://www.redcross.org/images/MEDIA_CustomProductCatalog/m12140360_ARC_Family_Disaster_Plan_Template_r083012.pdf?campmedium=internal_link_download&amp;campname=family_disaster_plan_english</a> or <a href="http://www.californiavolunteers.org/familyplan/pdf/familyplan.pdf">http://www.californiavolunteers.org/familyplan/pdf/familyplan.pdf</a> (Element 352 WEB1 and 2) |   |                                |                          |               | <p>Templates for Family Emergency Plan are posted on the District’s website in the FPM under “What to Do Before” section.<br/><a href="https://www.valleywater.org/floodready/flood-safety-tips">https://www.valleywater.org/floodready/flood-safety-tips</a> re-directing to <a href="https://www.ready.gov/make-a-plan">https://www.ready.gov/make-a-plan</a></p> <p>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.</p> <p>City of Gilroy website provides a link to FEMA’s website.</p> <p>City of Los Altos, in collaboration with SCC Fire, provides a once a month a 3-Hour Personal Emergency Preparedness Class, free of charge. City website posting of “Calling on Los Altos to be Disaster Prepared” provides a link to sign up for this class.</p> <p>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, in collaboration with SCC Fire, provides a once a month a 3-Hour Personal Emergency Preparedness Class, free of charge. City website posting of “Calling on Los Altos to be Disaster Prepared” provides a link to sign up for this class.</p> <p>Family Emergency Plan template posted on City of Milpitas Fire Department Office of Emergency Services webpage.</p> <p>City of Morgan Hill’s Emergency Services webpage has a link to FEMA’s website which contains a fillable Family Emergency Communication Plan. Emergency starter kits handed out at City events also included a copy of FEMA’s Family Emergency Plan template.</p> <p>Family emergency plan templates are posted on City of Palo Alto’s website.</p> <p>City of Santa Clara website has family emergency preparedness instruction and links to family emergency plan template on FEMA, CDC, and DHS.</p> |
|  |   |  | CAL OP#36. Include message “What to Do...Before – Prepare a Family Emergency Plan....” in District’s CWM   | District Communications<br>City representatives | October – March                |                          | All           | <p>Messages were included in District’s FPM and CWM.</p> <p>City of Milpitas citywide informational “SFHA brochure” included this message.</p> <p>City of Morgan Hill’s weekly newsletters/e-mail blasts included this message during the months of September 2017 and October 2017. City of Morgan Hill’s Emergency Services webpage has a link to FEMA’s website that contains this message.</p> <p>On City of Mountain View website.</p> <p>City of Santa Clara’s “Inside Santa Clara” newsletter includes message what to do before, during, and after flood.</p>  |
| <b>Community At Large (CAL)</b><br>The PPI Committee recognized that the | <b>Topic 7:</b> Develop a Family Emergency Plan<br><b>Messages:</b> Be prepared for flood and other disasters | Increase in Family Emergency Plan and less stress during emergencies | CAL OP #37. Post message “What to Do...Before – Prepare a Family Emergency Plan....” on website (Element 352 WEB1 and 2)   | District Communications<br>City representatives |                                |                          | All           | <p>FPM was posted on the District’s website<br/><a href="http://apps2.valleywater.org/publication/flipbook/808_FloodMailer2017/mobile/index.html#p=1">http://apps2.valleywater.org/publication/flipbook/808_FloodMailer2017/mobile/index.html#p=1</a> Additional tips also listed on website:<br/><a href="https://www.valleywater.org/floodready/flood-safety-tips">https://www.valleywater.org/floodready/flood-safety-tips</a></p>  |

<sup>1</sup> **Message Topics:** Outreach Projects (OP): Topic 1 – Know your flood hazard; Flood Response Preparations (FRP): Topic 7 – Develop a Family Emergency Plan; Special Flood Hazard (SFHA) OP = Special Flood Hazard Outreach Projects; TA OP = Target Audiences Outreach Project

<sup>2</sup> CAL OP = Community At Large Outreach Projects; SFHA OP = Special Flood Hazard Outreach Projects; TA OP = Target Audiences Outreach Project

<sup>3</sup> Each September, all deliverables need to be reported to District for tracking purposes

<sup>4</sup> A stakeholder can be any agency, organization, or person (other than the community) 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 include pertinent articles in its monthly bills; or presentations made by state or FEMA staff at a Risk Map meeting.



**Appendix A. The Multi-Jurisdictional PPI Worksheet for Santa Clara County - 2017 Annual Report Version (Year 2) Project Accomplishments**

| 2015 PPI Plan   |                      |   |  |   |                                |                          |               | FY 2018<br>Project Accomplishments  |
|---|----------------------|---|--|---|--------------------------------|--------------------------|---------------|---|
| Target Audience   | <sup>1</sup> Message | Outcome                                     | <sup>2</sup> Project(s) Proposed to Support the Messages   | Assignment  | <sup>3</sup> Proposed Schedule | <sup>4</sup> Stakeholder | CRS Community |   |
| 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. |                      | More people know what to do in an emergency |  |   |                                |                          |               | <p>City of Los Altos website page encourages families to plan communication before flooding/ emergencies and includes link to FEMA communication plan steps and template.</p> <p>City of Milpitas citywide informational "SFHA brochure" is posted on City website.</p> <p>City of Morgan Hill's weekly newsletters/e-mail blasts with this message were posted in the City's website.</p> <p>On City of Mountain View website and link to District's webpage.</p> <p>Messages on what to do before emergency and on preparing a family emergency plan are posted on City of Palo Alto's Flood Information/Winter Preparedness website.</p> <p>City of Santa Clara's "Inside Santa Clara" newsletter is posted on City website.</p>   |
|   |                      |   | 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           | <p>Federal Flood Insurance Program (<a href="http://Floodsmart.gov">Floodsmart.gov</a>) information linked on District's flood protection landing page website as well as included FPM. Although <a href="http://Floodsmart.gov">Floodsmart.gov</a> website was down during most of FY18, we include the link on our website which re-directed to FEMA's NFIP landing page <a href="https://www.valleywater.org/floodready/flood-insurance">https://www.valleywater.org/floodready/flood-insurance</a></p> <p>The NFIP information and web link is posted on the City of Los Altos website.</p> <p>City of Milpitas citywide informational "SFHA brochure promotes the <a href="http://Floodsmart.gov">Floodsmart.gov</a> website.</p> <p>On City of Mountain View website.</p> <p>Information on Floodsmart.gov is on City of Palo Alto's utility insert.</p> <p>City of Santa Clara did not promote floodsmart.gov during FY17-18 because the website was down.</p> |
|   |                      |   | CAL OP #39. Post message "NFIP Floodsmart.gov Flood Preparation and Recovery...." on website<br><a href="https://www.floodsmart.gov/floodsmart/pages/preparation_recovery/before_a_flood.jsp">https://www.floodsmart.gov/floodsmart/pages/preparation_recovery/before_a_flood.jsp</a> (Element 352 WEB1 and 2) | District Communications City CRS Coordinator and Communications staff |                                |                          | All           | <p>Federal Flood Insurance Program (Floodsmart.gov) posted on District website directing audience to FEMA's NFIP website while <a href="http://Floodsmart.gov">Floodsmart.gov</a> is under redesign.</p> <p>The NFIP information and web link is posted on the City of Los Altos website.</p> <p>City of Milpitas citywide informational "SFHA brochure" posted on City website with link to the <a href="http://Floodsmart.gov">Floodsmart.gov</a> website.</p> <p>Information on <a href="http://Floodsmart.gov">Floodsmart.gov</a> is posted on City of Palo Alto's Flood Information/Winter Preparedness website.</p>   |

<sup>1</sup> **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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| 2015 PPI Plan   |   |   |   |   |                                |   |               | FY 2018 Project Accomplishments   |
|-----------------|---|---|---|---|--------------------------------|---|---------------|---|
| Target Audience | <sup>1</sup> Message  | Outcome   | <sup>2</sup> Project(s) Proposed to Support the Messages  | Assignment  | <sup>3</sup> Proposed Schedule | <sup>4</sup> Stakeholder  | CRS Community |   |
|                 | <p><u>Topics 1, 3, &amp; 4</u><br/> <b>Messages:</b> Protect people and property from flood hazards</p>   | Less damage due to the floods; improve sandbag distribution | CAL OP #40. Sandbags available at various sites throughout county   | District Vegetation Unit<br>City of Palo Alto Public Works  | November through April         | All County residents<br>Community organizations (SF Creek JPA, Boys Scouts, etc.)                               | All           | Published SC County map of sandbag locations in Winter Prep flier and FPM.  |
|                 |   |   |   |   |                                |   |               |   |
|                 |   |   |   | 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  |               | City of Los Altos prepare a sandbag station(s) for complimentary sandbags.  |
|                 |   |   |   |   |                                |   |               | City of Milpitas has four (4) sandbag stations offering complimentary sandbags.   |
|                 |   |   |   |   |                                |   |               | City of Morgan Hill's April 8, 2018 weekly newsletter/e-mail blast included information on the locations of sandbag stations.   |
|                 |   |   |   |   |                                |   |               | Sandbags available at City of Mountain View Maintenance Operation Center and information website.   |
|                 |   |   |   |   |                                |   |               | City of Palo Alto and District have various sandbag site locations throughout the city.   |
|                 |   |   |   |   |                                |   |               | City of Santa Clara provides sandbags at City Corp yard.  |
|                 |   |   |   |   |                                |   |               | Sandbag distribution sites map/flier, webcams for certain sandbag sites, and sandbagging techniques video for correct positioning and tips. Posted on District's website. <a href="https://www.valleywater.org/floodready/sandbags">https://www.valleywater.org/floodready/sandbags</a> |
|                 |   |   |   |   |                                |   |               | City of Gilroy posts sandbag information using social media.  |
|                 |   |   |   |   |                                |   |               | City of Los Altos provides information on website on how to prepare for storms and emergencies (e.g. How to get and use free sandbags, tree maintenance, dispose of leaf litter, remove debris, prepare an emergency kit).  |
|                 |   |   |   |   |                                |   |               | City of Milpitas sandbag station locations posted on City website and referral bulletin on KMLP-15.   |
|                 |   |   |   |   |                                |   |               | City of Morgan Hill's April 8, 2018 weekly newsletter/e-mail blast with information on the locations of sandbag stations was posted in the City's website. Sandbag information was also posted in the City's Flooding Information webpage.  |
|                 |   |   |   |   |                                |   |               | On City of Mountain View website.   |
|                 |   |   |   |   |                                |   |               | Information on sand bag locations is posted on the City of Palo Alto's Flood Information/Winter Preparedness website.   |
|                 |   |   |   |   |                                |   |               | City of Santa Clara website has sandbag information.  |
|                 | <p><u>Topics 1 &amp; 9:</u> Know your flood hazard; Understand shallow flooding risks<br/> <b>Messages:</b> Drive slowly; Avoid shallow moving water; 2 ft. water moves vehicles; FEMA's message: "Turn Around Don't Drown®."</p> | 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<br>County Planning<br>Gilroy Chamber of Commerce   | Year-Round                     | FEMA<br>Caltrans<br>Gilroy Chamber of Commerce<br>American Red Cross<br>Residents and people who work in county | All           | City of Palo Alto installed two signs.  |
|                 |   |   |   |   |                                |   |               |   |
|                 |   |   | CAL OP#43. Include message "What to Do....After – Turn Around Don't Drown®...." in District's CWM   | District Communications<br>City representatives   |                                |   | All           | Messages were included in the District's FPM.   |
|                 |   |   |   |   |                                |   |               | City of Los Altos included "Do not drive on flooded roadways" in police social media post. Los Altos SFHA mailer brochure posted on website warns not to attempt to drive or wade through deep pockets of water or running washes.  |

**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."

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

Deliverables need to be reported to District for tracking purposes.

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 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



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| Target Audience | <sup>1</sup> Message | Outcome | <sup>2</sup> Project(s) Proposed to Support the Messages   | Assignment                                       | <sup>3</sup> Proposed Schedule | <sup>4</sup> Stakeholder | CRS Community     |   |
|                 |                      |         |  |  |                                |                          |                   | <p>City of Milpitas citywide informational "SFHA brochure" included this message.</p> <p>Posted link to District's webpage on City of Mountain View website.</p> <p>Message "What to do after storm and turn around don't drown" is on City of Palo Alto's utility insert and District's FPM.</p> <p>City of Santa Clara's "Inside Santa Clara" newsletter has this message.</p>  |
|                 |                      |         | CAL OP #44. Post message "What to Do...After – Turn Around Don't Drown <sup>®</sup> ...." on website ( <i>Element 352 WEB1 and 2</i> ) | District Communications<br>City representatives  |                                |                          |                   | <p>Messages posted on District's website.</p> <p>City of Milpitas citywide informational "SFHA brochure" included this message.</p> <p>City of Palo Alto's utility insert is posted on City's Flood Information website.</p> <p>City of Santa Clara's "Inside Santa Clara" newsletter is posted on city website.</p>  |
|                 |                      |         | CAL OP #45. Post shallow flooding risks information on websites ( <i>Element 352 WEB1 and 2</i> )                                      | District Communications<br>Cities Communications |                                |                          | All               | <p>Risk of driving through standing water is included in FPM which is posted on District's website, and in flood safety tips listed on District's website.</p> <p>City of Milpitas citywide informational "SFHA brochure" included this message.</p> <p>Information on shallow flooding risks are posted City of Palo Alto's Flood Information website.</p> <p>Shallow water hazard message posted to Twitter by City of Santa Clara.</p>                   |
|                 |                      |         | CAL OP #46. Promote City's online "Flood Zone Lookup" tool on Website ( <i>Element 352 WEB1 and 2</i> )                                | City of Palo Alto Public Works                   |                                |                          | City of Palo Alto | <p>District promotes FEMA's Flood Map Service Center on our website: <a href="https://www.valleywater.org/floodready/is-your-home-in-a-flood-zone">https://www.valleywater.org/floodready/is-your-home-in-a-flood-zone</a></p> <p>City of Milpitas citywide informational "SFHA brochure" included this message.</p> <p>Information on City of Palo Alto's Flood Zone Look Up is available both on utility insert and City's Flood Information website.</p> |

**Outreach Projects (OP):** Topic 1 – Know your flood hazard; **Flood Response Preparations (FRP):** Topic 7 – Develop a Family At Large Outreach Projects; **SFHA OP = Special Flood Hazard** deliverables need to be reported to District for tracking purposes any agency, organization, or person (other than the contractor) brochure is used as an informational material; schools that

property for your flood hazard; Topic 3 – Protect people from the flood hazard; Topic 4 – Protect property; Topic 8 – Download disaster electronic Apps; Topic 9 – Understand shallow flooding risks – "Don't Drown" **Outreach Projects; TA OP = Target Audiences Outreach Project**

ports the message. Stakeholders can be: an insurance company that publishes a brochures on flood risks; a local newspaper; a neighborhood or civic association that sponsors and hosts a presentation

the hazard; Topic 5 – Build responsibly; Topic 6 – Protect natural floodplain functions from flooding water."

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 utility company that includes pertinent articles in its monthly bills; or presentations made by state or FEMA staff at a

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| Target Audience  | <sup>1</sup> Message  | Outcome   | <sup>2</sup> Project(s) Proposed to Support the Messages   | Assignment                                       | <sup>3</sup> Proposed Schedule | <sup>4</sup> Stakeholder  | CRS Community   |  |
| <b>Community At Large (CAL)</b><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. | <u>Topics 1, 2, 3, 4, 5, 6, 7, 8, &amp; 9</u><br>Message: Know your flood risk and be prepared; buy flood insurance | Educate our community on flood protection and preparedness measures<br><br>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<br>Cities Communications | October-April                  | FEMA<br>Radio Stations<br>Valley Transportation Authority<br>American Red Cross | All   | District's Flood Awareness Campaign - Radio spots ran for 17 weeks in 2 mainstream English stations, Spanish, Vietnamese and Chinese language stations over the course of 4 months. From the months of September through March, the District featured 39 Facebook and 34 Twitter posts with the flood safety messages. These posts included links to the Flood Awareness Campaign elements on the District's website.<br><br>City of Gilroy Emergency Radio Station AM1610.<br><br>Outreach materials were displayed at Los Altos City Hall front counter and Library. An ad article titled "Flood Insurance Information Available" was published two times in the Los Altos Town Crier, providing Flood Awareness information and promoting flood insurance. City of Los Altos website encourages emergency planning. The City of Los Altos website promotes Community Emergency Response Team (CERT) academy training, which is hosted by Police Department for residents. The Los Altos website also promotes the activities of the Los Altos PREPARE program by the Los Altos Community Foundation and training of Block Action Team Leaders for emergency preparedness, response, and recovery. City of Los Altos provides information on its website on how to prepare for storms and emergencies (e.g. How to get and use free sandbags, tree maintenance, dispose of leaf litter, remove debris, prepare an emergency kit). City of Los Altos provides contact & after-hours number on City website for reporting storm-related hazards. The City of Los Altos weekly newsletter email included 20 issues with content on flood information, insurance, and/or emergency preparations.<br><br>City of Morgan Hill's April 8, 2018 weekly newsletter/e-mail blast included the Santa Clara Valley Water District's Storm Update and Resource Links.<br><br>City of Mountain View proclamation recognizing Red Cross Month on March 2018<br><br>City of Palo Alto's Emergency Services promotes campaign on hazards including flood awareness. |
|  |   |   | CAL OP #48. Post Flood Awareness Campaign elements on District website ( <i>Element 352 WEB1 and 2</i> )   | District Communications<br>Cities Communications | Year-Round                     | Facebook, Twitter, Google+, LinkedIn, Instagram, etc.                           | All   | Social media posts referred to above link to elements in the flood awareness campaign. The District's news blog, <i>Valley Water News</i> , also features stories on campaign elements: <a href="http://www.valleywaternews.org">www.valleywaternews.org</a><br><br>City of Morgan Hill's April 8, 2018 weekly newsletter/e-mail blast which included the Santa Clara Valley Water District's Storm Update and Resource Links was also posted in the City's Flooding Information webpage.<br><br>City of Palo Alto noted this was on District's website.   |
|  |   |   | CAL OP #49. Post Flood Awareness Campaign information on websites ( <i>Element 352 WEB1 and 2</i> )  | District Communications<br>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>City of Los Altos website encourages emergency planning. The City of Los Altos website promotes Community Emergency Response Team (CERT) academy training, which is hosted by Police Department for residents. The Los Altos website also promotes the activities of the Los Altos PREPARE program by the Los Altos Community Foundation and training of Block Action Team Leaders for emergency preparedness, response, and recovery. City of Los Altos provides information on its website on how to prepare for |  |

<sup>1</sup> **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.”

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

<sup>3</sup> Each September, all deliverables need to be reported to District for tracking purposes.

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

**Appendix A. The Multi-Jurisdictional PPI Worksheet for Santa Clara County - 2017 Annual Report Version (Year 2) Project Accomplishments**

| 2015 PPI Plan   |                      |         |   |            |                                |  |               | FY 2018<br>Project Accomplishments   |
|-----------------|----------------------|---------|---|------------|--------------------------------|--|---------------|--|
| Target Audience | <sup>1</sup> Message | Outcome | <sup>2</sup> Project(s) Proposed to Support the Messages                                  | Assignment | <sup>3</sup> Proposed Schedule | <sup>4</sup> Stakeholder   | CRS Community |  |
|                 |                      |         |   |            |                                |  |               | <p>storms and emergencies (e.g. 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 &amp; after-hours number on City website for reporting storm-related hazards. The City of Los Altos weekly newsletter email included 20 issues with content on flood information, insurance, and/or emergency preparations.</p> <p>City of Morgan Hill's April 8, 2018 weekly newsletter/e-mail blast which included the Santa Clara Valley Water District's Storm Update and Resource Links was also posted in the City's Flooding Information webpage.</p> <p>On City of Mountain View website.</p> <p>City of Santa Clara has Flood Awareness material set out at City Hall and City library.</p>  |
|                 |                      |         | CAL OP 50. Distribute flood prevention materials at fairs                                 |            |                                | Fair Sponsors  |               | <p>During the months of September through March, District and/or cities' staff attended community fairs/events where flood safety information and flood prevention materials was shared. The District attended at least 17 community events/fairs.</p> <p>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.</p> <p>City of Milpitas distributed Family Emergency Starter Kits and other flood prevention collateral materials at multiple city sponsored events.</p> <p>City of Morgan Hill handed out emergency starter kits on November 3, 2017, at the Emergency Preparedness Workshop for Afterschool Youth Program, and on December 5, 2017 during staff presentation at Morgan Hill Youth Action Council (YAC) Meeting.</p> <p>City of Sunnyvale distributed Family Emergency Starter Kits and flood prevention brochures at Farmer's Market event.</p> <p>Distributed Water District's emergency preparedness starter kits on Earth Day and City of Palo Alto MSC Fair.</p> <p>City of Santa Clara distributed flood emergency starter kits at Art &amp; Wine Festival and another community event.</p> |
|                 |                      |         | CAL OP #51. Social Media Messaging (such as Facebook, Twitter, LinkedIn, Instagram, etc.) |            |                                | Fair Sponsors<br>Residents who share posts<br>Facebook, Twitter, Google, LinkedIn, Instagram, etc. |               | <p>See above-noted response to CAL OP#47.</p> <p>City of Gilroy uses social media to post flood awareness campaign information.</p> <p>City of Los Altos and Los Altos Police social media posted 16 messages about flooding or emergency preparation in FY 17-18. The Los Altos social media messaging encouraged download of the AlertSCC app and promoted several emergency training programs and drills.</p> <p>Public Safety Social Media link is posted on the City of Palo Alto's utility insert.</p>   |

|   |  |  |  |
|---|--|--|--|
| <p><b>Outreach Projects (OP):</b> Topic 1 – Know your flood hazard; <b>Flood Response Preparations (FRP):</b> Topic 7 – Develop a Family At Large Outreach Projects; <b>SFHA OP = Special Flood Hazard</b> deliverables need to be reported to District for tracking purposes any agency, organization, or person (other than the contractor) brochure is used as an informational material; schools that</p> | <p>property for your flood hazard; Topic 3 – Protect people from the flood; Topic 8 – Download disaster electronic Apps; Topic 9 – Understand Flood Risk; <b>Outreach Projects; TA OP = Target Audiences Outreach Project</b></p> <p>starts the message. Stakeholders can be: an insurance company that provides services; a local newspaper; a neighborhood or civic association that</p> | <p>the hazard; Topic 5 – Build resilient water."</p> <p>if it is set out at City Hall; a library employee; a utility company</p> | <p>protect natural floodplain functions</p> <p>publishes a flood or hurricane season supplement each year; FEMA, if, for example, publishes articles in its monthly bills; or presentations made by state or FEMA staff at a</p> |
|---|--|--|--|

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| 2015 PPI Plan  |  |  |  |  |  |   |               | FY 2018<br>Project Accomplishments  |
|--|--|--|--|--|--|---|---------------|---|
| Target Audience  | <sup>1</sup> Message   | Outcome                                      | <sup>2</sup> Project(s) Proposed to Support the Messages   | Assignment                                       | <sup>3</sup> Proposed Schedule                   | <sup>4</sup> Stakeholder                    | CRS Community |   |
|  |  |  | CAL OP #52. Post social media messages on websites<br>(Element 352 WEB1 and 2)   |  |  |   |               | <p>City of Santa Clara posted social media message with topics on protect people and property from the hazard (Topics 3 &amp; 4).</p> <p>See above-noted response to CAL OP#48.</p> <p>City of Gilroy website posts flood awareness campaign information.</p> <p>City of Los Altos and Los Altos Police social media posted 16 messages about flooding or emergency preparation in FY 17-18. The Los Altos social media messaging encouraged download of the AlertSCC app and promoted several emergency training programs and drills.</p> <p>Message posted on City of Santa Clara website.</p>  |
|  |  |  | CAL OP #53. Staffing booths at fairs   | District Communications<br>Cities Communications | Year-Round                                       | Fair Sponsor<br>Residents who attend booths | All           | <p>See above-noted response to CAL OP#50.</p> <p>District attended various city sponsored events and distributed collateral materials related to flood prevention</p> <p>Outreach materials distributed to public at City of 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.</p> <p>City of Milpitas distributed Family Emergency Starter Kits and other flood prevention collateral materials at the May 20-21, 2017 Milpitas International BBQ &amp; Festival.</p> <p>Distributed Winter Preparedness fliers and family emergency starter kits at Earth Day Fair and City of Palo Alto MSC Fair.</p> <p>City of Santa Clara has a Department of Public Works booth at Art &amp; Wine Festival to distribute flood prevention materials.</p> <p>City of Sunnyvale distributed Family Emergency Starter Kits and flood prevention brochures at Farmer's Market event.</p> |
| <p><b>Special Flood Hazard Area (SFHA) Communities</b></p> <p>The PPI Committee identified several geographic areas that are particularly prone to flooding.</p> | <p><u>Topics 4 &amp; 6</u><br/><u>Message:</u> Keep debris and trash out of our streams. It's illegal to dump into streams</p> | 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/<br>November <del>2015</del><br>annually | FEMA<br>SCVURPPP                            | All           | <p>District's annual FPM sent in January to 53,243 parcels which includes message of keeping creeks clean and healthy.</p> <p>City of Milpitas citywide informational "SFHA brochure" included this message.</p> <p>City of Los Altos annual mailer and brochure provide information regarding Flood program with an emphasis on "Do Not Dump" message. City of Los Altos also communicates "Do Not Dump" message through litter mailer sent to property owners in the City's Trash Management Area 1, which is characterized by higher trash level.</p> <p>In December 2016, City of Milpitas mailed out citywide informational "SFHA brochure" that included this message.</p> <p>"Do not Dump" message is posted on City of Palo Alto's utility insert.</p> <p>City of Santa Clara "Inside Santa Clara" newsletter includes DO NOT DUMP message.</p>   |

<sup>1</sup> **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."

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

<sup>3</sup> Each September, all deliverables need to be reported to District for tracking purposes.

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

**Appendix A. The Multi-Jurisdictional PPI Worksheet for Santa Clara County - 2017 Annual Report Version (Year 2) Project Accomplishments**

| 2015 PPI Plan   |  |   |  |   |  |                          |               | FY 2018 Project Accomplishments   |
|---|--|---|--|---|--|--------------------------|---------------|---|
| Target Audience   | <sup>1</sup> Message   | Outcome   | <sup>2</sup> Project(s) Proposed to Support the Messages   | Assignment  | <sup>3</sup> Proposed Schedule           | <sup>4</sup> Stakeholder | CRS Community |   |
|   |  | Less flooding damage due to debris build-up                         | SFHA OP #2. Post Floodplain Mailer on website ( <i>Element 352 WEB1 and 2</i> )  | District Communications   | Year-Round                               |                          | All           | FPM posted on District and Palo Alto's websites.<br><br>City of Los Altos has posted the SFHA mailer and brochure on the City website.<br><br>City of Milpitas citywide informational "SFHA brochure" included this message and posted on City website.<br><br>Winter Storm Preparedness Utility Insert is posted on City of Palo Alto's website.<br><br>City of Santa Clara "Inside Santa Clara" newsletter is posted on City website. DO NOT DUMP message is also on another City webpage.  |
|   | <u>Topics 3 &amp; 5</u><br>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 January to 53,243 properties included message of protecting your family against floods.<br><br>City of Los Altos sent mailers to property owners in SFHAs in September 2017 and in February 2018, which included a letter and flood hazard information brochure.<br><br>City of Milpitas citywide informational "SFHA brochure" included this message.<br><br>Flood messages on Utility Insert are sent to City of Palo Alto residents every year.<br><br>City of Santa Clara "Inside Santa Clara" newsletter includes message about protecting property and family.  |
| <b>Special Flood Hazard Area (SFHA) Communities</b><br>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 ( <i>Element 352 WEB1 and 2</i> )  | District Communications<br>City of Palo Alto CRS Coordinator<br>Cities CRS Coordinators | Year-Round                               | County of Santa Clara    | All           | FPM posted on District's website.<br><br>City of Los Altos has posted the SFHA mailer and brochure on the City website.<br><br>City of Milpitas citywide informational "SFHA brochure" included this message.<br><br>Utility Bill Insert is posted on City of Palo Alto's Flood Information/Winter Preparedness website.<br><br>City of Santa Clara "Inside Santa Clara" newsletter is posted on City website.  |
|   |  |   | SFHA OP #5. Maintain the ALERTSCC System   |   | Year-Round peaks time<br>October - April |                          | All           | ALERTSCC emergency notification system is maintained by Santa Clara County. District advertised the resource in our annual FPM and is also on our website: <a href="https://www.valleywater.org/flooding-safety/flood-protection-resources/sign-up-for-emergency-alerts">https://www.valleywater.org/flooding-safety/flood-protection-resources/sign-up-for-emergency-alerts</a> .<br><br>Posted on City of Milpitas Fire Department Office of Emergency Services webpage.<br><br>Information on Alert SCC and real time creek water surface elevation is posted on City of Palo Alto Utility Bill Insert.<br><br>All Alert System Real Time Data is available on the District website. <a href="https://www.valleywater.org/floodready">https://www.valleywater.org/floodready</a> The District's Alert System |
|   |  | Keep families safe  | SFHA OP #6. ALERT System – Post real-time gauge information on website so users can see current water levels,  |   |  |                          |               |   |

<sup>1</sup> **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 flood hazard; Topic 5 – Prepare for flood hazard; Topic 6 – Protect natural floodplain functions; 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"  
<sup>2</sup> CAL OP = Community At Large Outreach Projects; SFHA OP = Special Flood Hazard Area Communities Outreach Projects; TA OP = Target Audiences Outreach Project  
<sup>3</sup> Each September, all deliverables need to be reported to District for tracking purposes.  
<sup>4</sup> 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 not 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 member at a Risk Map meeting.

responsibly; Topic 6 – Protect natural floodplain functions  
 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 member at a Risk Map meeting.

**Appendix A. The Multi-Jurisdictional PPI Worksheet for Santa Clara County - 2017 Annual Report Version (Year 2) Project Accomplishments**

| 2015 PPI Plan   |                      |         |  |  |                                |   |  | FY 2018 Project Accomplishments   |
|-----------------|----------------------|---------|--|--|--------------------------------|---|--|---|
| Target Audience | <sup>1</sup> Message | Outcome | <sup>2</sup> Project(s) Proposed to Support the Messages   | Assignment   | <sup>3</sup> Proposed Schedule | <sup>4</sup> Stakeholder  | CRS Community  |   |
|                 |                      |         | and where available, flood height predictions (Element 352 WEB3)   |  |                                |   |  | (gauge monitoring site) was maintained and updated to produce a mobile friendly site.<br><br>City of Milpitas citywide informational "SFHA brochure" included this message and is posted on their website.<br><br>City of Morgan Hill's Flood Information webpage includes a link to the District's website with ALERT System Real-Time Data.<br><br>Information on real time creek water surface elevation is posted on City of Palo Alto website. |
|                 |                      |         | 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<br>City of Sunnyvale CRS Coordinator<br>City of Gilroy<br>County of Santa Clara | Need dates from communities    | FEMA<br>Lenders<br>Real Estate Brokers<br>Silicon Valley Realtors Association | City of San José<br>City of Sunnyvale<br>City of Gilroy<br>County of Santa Clara | Cities of Sunnyvale send postcards to residents to floodplain residents.<br><br>City of Milpitas citywide informational "SFHA brochure" included this message.  |
|                 |                      |         | SFHA OP #8. Post postcards on website (Element 352 WEB1 and 2)   | City of Sunnyvale CRS Coordinator  |                                |   | Sunnyvale  | City of Sunnyvale posted on their website.<br><br>City of Milpitas citywide residential newsletter "Connected" editions in November 2017 and May 2018 with "be prepared; buy flood insurance" messages are posted on City website. In June 2018, City of Milpitas mailed out citywide informational "SFHA brochure" (to all residences and businesses) that also included this message and is posted to the City's 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.<br><br>Message was posted on City of Sunnyvale's website.  |
|                 |                      |         | SFHA OP #10. Post postcards that offers flood protection assistance site visits on website (Element 352 WEB1 and 2)  |  |                                |   |  |   |
|                 |                      |         | SHA OP #11. Inserts into District's School Outreach Program material   | District Communications  | Year-Round                     | Schools<br>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. An "Are You Flood Ready" coloring contest was successfully launched throughout several elementary schools in the county.   |
|                 |                      |         | 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: <a href="https://www.valleywater.org/learning-center/for-teachers-students">https://www.valleywater.org/learning-center/for-teachers-students</a>   |

<sup>1</sup> **Message Topics:** Outreach Projects (OP): Topic 1 – Know your flood hazard; Flood Response Preparations (FRP): Topic 7 – Develop a Flood Response Plan; Community At Large Outreach Projects; SFHA OP = Special Flood Hazard Outreach Project; TA OP = Target Audiences Outreach Project  
<sup>2</sup> Each September, all deliverables need to be reported to District for tracking purposes.  
<sup>3</sup> A stakeholder can be any agency, organization, or person (other than the community employee). For example, a FEMA brochure is used as an informational material; schools that participate in the Risk Map meeting.

erty 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; Topic 7 – Develop a Flood Response Plan; Topic 8 – Download disaster electronic Apps; Topic 9 – Understand shallow flooding risks – "Don't drive through standing water."  
 Outreach Projects; TA OP = Target Audiences Outreach Project

parts 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 participate in the Risk Map meeting; a utility company that includes pertinent articles in its monthly bills; or presentations made by state or FEMA staff at a community meeting.



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| 2015 PPI Plan  |  |  |   |  |                                |   |                                       | FY 2018 Project Accomplishments  |
|--|--|--|---|--|--------------------------------|---|---------------------------------------|--|
| Target Audience  | <sup>1</sup> Message   | Outcome  | <sup>2</sup> Project(s) Proposed to Support the Messages  | Assignment   | <sup>3</sup> Proposed Schedule | <sup>4</sup> Stakeholder                                    | CRS Community                         |  |
|  | <p><u>Topics 1, 2, 3, 4, 5, 6, 7, 8, &amp; 9</u></p> <p><u>Message:</u> Know your flood risk and be prepared; buy flood insurance</p>  | 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<br>Real Estate Brokers<br>Flood insurance customers | All                                   | <p>District's annual FPM sent in January 2017 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. <a href="https://www.valleywater.org/floodready/flood-insurance">https://www.valleywater.org/floodready/flood-insurance</a></p> <p>City of Los Altos annual mailer and brochure provide information regarding Flood program and flood insurance requirements.</p> <p>City of Milpitas citywide residential newsletter "Connected" editions in November 2017 and May 2018 mailed with "be prepared; buy flood insurance" messages. In June 2018, City of Milpitas mailed out citywide informational "SFHA brochure" (to all residences and businesses) that included these messages.</p> <p>Aside from Water District sending messages, City of Palo Alto also sends letters to lenders and real estate brokers every year and "Do you need flood insurance message" is included in the City's Utility Bill Insert.</p> <p>City of Santa Clara "Inside Santa Clara" newsletter includes the message "Do you need flood insurance?" and is sent to all addresses in the City.</p> |
|  | <p><u>Topics 1, 2, 3, 4, 5, and 7</u></p> <p><u>Message:</u> 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</p> | Increase in number of flood insurance policies in the SFHAs and in the county in general | SFHA OP #14. Post Floodplain Mailer on website ( <i>Element 352 WEB1</i> )  |  | Year-Round                     |   |                                       | <p>An electronic version of the FPM was posted on the District's website under the Flood Protection Resources landing page. <a href="http://apps2.valleywater.org/publication/flipbook/808_FloodMailer2017/mobile/index.html#p=1">http://apps2.valleywater.org/publication/flipbook/808_FloodMailer2017/mobile/index.html#p=1</a></p> <p>City of Los Altos has posted the SFHA mailer and brochure on the City website.</p> <p>City of Milpitas citywide informational "SFHA brochure" posted on their website.</p> <p>City of Palo Alto's Utility Bill Insert includes all flood awareness messages which is posted on City website. City's Flood Information/Winter Preparedness website has additional messages on flood awareness aside from the Utility Bill Insert.</p> <p>City of Santa Clara "Inside Santa Clara" newsletter is posted on City website.</p>  |
| <p><b>Special Flood Hazard Area (SFHA) Communities</b></p> <p>The PPI Committee identified several geographic areas that are particularly prone to flooding.</p> |  | Prospective buyers understand flood risks  | SFHA OP #15. Mail out mailer(s) regarding flood insurance and elevation certificates                                    | City of Milpitas CRS Coordinator<br>City of Los Altos CRS Coordinator<br>Cities CRS Coordinators | Fall                           |   | City of Milpitas<br>City of Los Altos | <p>City of Los Altos sent mailers regarding flood insurance.</p> <p>City of Milpitas citywide informational "SFHA brochure" included this message.</p> <p>Information on Insurance and elevation certificate mailed to residents through City of Palo Alto's Utility Bill Insert.</p> <p>City of Santa Clara "Inside Santa Clara" newsletter includes message on flood insurance and elevation certificates.</p>   |

<sup>1</sup> **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."  
<sup>2</sup> CAL OP = Community At Large Outreach Projects; SFHA OP = Special Flood Hazard Area Communities Outreach Projects; TA OP = Target Audiences Outreach Project  
<sup>3</sup> Each September, all deliverables need to be reported to District for tracking purposes.  
<sup>4</sup> A stakeholder can be any agency, organization, or person (other than the community itself) that supports the message. Stakeholders can be: an insurance company that publishes a brochures on flood insurance, even if it is set out at City Hall; a local newspaper that publishes a flood or hurricane season supplement each year; FEMA, if, for example, a FEMA brochure is used as an informational material; schools that implement outreach activities; a local newspaper; a neighborhood or civic association that sponsors and hosts a presentation by a community employee; a utility company that includes pertinent articles in its monthly bills; or presentations made by state or FEMA staff at a Risk Map meeting.

**Appendix A. The Multi-Jurisdictional PPI Worksheet for Santa Clara County - 2017 Annual Report Version (Year 2) Project Accomplishments**

| 2015 PPI Plan   |   |  |   |  |                                |  |   | FY 2018<br>Project Accomplishments   |
|-----------------|---|--|---|--|--------------------------------|--|---|--|
| Target Audience | <sup>1</sup> Message  | Outcome  | <sup>2</sup> Project(s) Proposed to Support the Messages  | Assignment   | <sup>3</sup> Proposed Schedule | <sup>4</sup> Stakeholder   | CRS Community   |  |
|                 |   |  | SFHA OP #16. Post mailers on website ( <i>Element 352 WEB1</i> )  | City of Milpitas   | Fall                           |  | City of Milpitas  | <p>City of Los Altos has posted the SFHA mailer and brochure on the City website.</p> <p>City of Milpitas citywide informational "SFHA brochure" posted on City website.</p> <p>Utility Bill Insert mailed is posted on City of Palo Alto's Flood Information website.</p> <p>City of Santa Clara "Inside Santa Clara" newsletter is posted on City website.</p>   |
|                 |   |  | <p>SFHA OP #17. Mailer (<i>brochure published by insurance company</i>) sent to all real estate agents and lenders (<i>can be set out at City Hall</i>) – requirement to purchase flood insurance and discount.</p> <p><b>NOTE: Need to discuss issue with numbering which started with this item as SHFA OP#16b (for what reason I do not know). Re-numbered to be consistent with 2015 PPI; does this present issue with any of the communities' responses provided from SFHA OP#17 (previously #16b) - SFHA #22 (previously #21). The numbering was incorrect in the table for Year 2, FY17 Annual Evaluation Report</b></p> | <p>City of Sunnyvale<br/>City of San Jose<br/>City of Palo Alto</p>              | Need dates from communities    | <p>Lenders, real estate agents or boards, developers/contractors and appraisers; organizations or agencies that serve communities at risk for flooding include PG&amp;E, American Red Cross, Community Emergency Response Teams (CERT), neighborhood associations, schools, churches, hospitals and museums.</p> | <p>City of Sunnyvale<br/>City of San Jose<br/>City of Palo Alto</p> | <p>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.</p> <p>City of Los Altos sends a one-page newsletter mailer to Lending Institutions and Real Estate and Insurance Agents discussing the program, Flood information and Elevation Certificate. City of Los Altos posts the newsletter to Lending Institutions and Real Estate and Insurance Agents in the city website.</p> <p>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.</p> <p>City of Milpitas makes available literature regarding this messaging at Public Counters at various satellite facilities.</p> <p>Letter to lenders and real estate agents is mailed every year by the City of Palo Alto.</p> |
|                 | <p><u>Topic 1</u>: Know your flood hazard<br/><u>Message</u>: 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</p> | Increase in the number of inquiries from prospective buyers asking about the flood designation of property | <p>SFHA OP #18. Presentation and training to realtors at Realtor's Association Meetings and/or write-up in realty association newsletters</p>   | <p>District Communications<br/>City representatives<br/>Alain Pinel Realtors</p> | October - April                | <p>Insurance companies<br/>Lenders<br/>Brokers<br/>Alain Pinel Realtors and other realty companies</p>   | All   | Not applicable this fiscal year. Plan to work on next fiscal year.   |
|                 |   |  | <p>SFHA OP #19. Post training presentation on website (<i>Element 352 WEB1</i>)</p>   | <p>District Communications<br/>City representatives</p>                          | Year-Round                     | <p>Residents who access FEMA Map Service Center<br/>Silicon Valley Realtors Association</p>  |   | <p>Not applicable this fiscal year.</p> <p>City of Milpitas' citywide informational "SFHA brochure" posted on City website.</p> <p>FEMA's Map Service Center website is included in City of Santa Clara "Inside Santa Clara" newsletter to all addresses in the City.</p>  |

<sup>1</sup> **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."

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

<sup>3</sup> Each September, all deliverables need to be reported to District for tracking purposes.

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



**Appendix A. The Multi-Jurisdictional PPI Worksheet for Santa Clara County - 2017 Annual Report Version (Year 2) Project Accomplishments**

| 2015 PPI Plan   |  |   |  |   |                                |  |   | FY 2018 Project Accomplishments   |
|---|--|---|--|---|--------------------------------|--|---|---|
| Target Audience   | <sup>1</sup> Message   | Outcome   | <sup>2</sup> Project(s) Proposed to Support the Messages   | Assignment  | <sup>3</sup> Proposed Schedule | <sup>4</sup> Stakeholder   | CRS Community   |   |
| <b>Special Flood Hazard Area (SFHA) Communities</b><br>The PPI Committee identified several geographic areas that are particularly prone to flooding. |  |   | SFHA OP #20. 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 through the District's FPM sent to all parcels in the FEMA designated flood zone. Additionally posted on district's flood safety tips website: <a href="https://www.valleywater.org/floodready/is-your-home-in-a-flood-zone">https://www.valleywater.org/floodready/is-your-home-in-a-flood-zone</a><br><br>City of Gilroy posts Floodplain Management Study.<br><br>The FEMA Flood Map Service Center web link is posted on the City of Los Altos website.<br><br>City of Milpitas' citywide informational "SFHA brochure" posted on City website.<br><br>City of Morgan Hill has a link to FEMA's Flood Map Service Center in the City's Flood Information webpage.<br><br>FEMA's Flood Map Center is posted on City of Palo Alto's Flood Information website.<br><br>City of Santa Clara "Inside Santa Clara" newsletter is posted on City website. |
|   |  |   | SFHA OP #21. Post link to FEMA's Flood Map Service Center on website ( <a href="https://msc.fema.gov/portal">https://msc.fema.gov/portal</a> ) (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. <a href="https://www.valleywater.org/floodready/is-your-home-in-a-flood-zone">https://www.valleywater.org/floodready/is-your-home-in-a-flood-zone</a><br><br>The FEMA Flood Map Service Center web link is posted on the City of Los Altos website.<br><br>City of Milpitas posts their "SFHA brochure" on website.<br><br>City of Morgan Hill has a link to FEMA's Flood Map Service Center in the City's Flood Information webpage<br><br>City of Mountain View does not have any repetitive loss properties.<br><br>Link to FEMA's Flood Map Center is provided on City of Palo Alto's Flood Information website.   |
|   | Topics 3, 4, & 5<br><b>Message:</b> 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 #22. Annual letters mailed to repetitive loss properties and real estate agencies. The District FPM also includes a message regarding repairs or improvements greater than 50 percent of a structure's value need to meet NFIP requirements and the message that special permits are required. | City of San Jose<br>City of Palo Alto<br>City of Sunnyvale<br>City of Morgan Hill |                                |  | Real Estate Agencies<br><br>City of San Jose<br>City of Palo Alto<br>City of Sunnyvale<br>City of Morgan Hill | City of Sunnyvale sent letters to repetitive loss parcels as required by FEMA.<br><br>City of Los Altos does not have any repetitive loss properties.<br><br>City of Mountain View does not have any repetitive loss properties.<br><br>City of Morgan Hill sent letters to repetitive loss parcels as required by FEMA.<br><br>Annual letters are mailed by the City of Palo Alto to repetitive properties and real estate agencies.<br><br>City of Santa Clara does not have repetitive loss properties.  |

<sup>1</sup> **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."

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

<sup>3</sup> Each September, all deliverables need to be reported to District for tracking purposes.

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

**Appendix A. The Multi-Jurisdictional PPI Worksheet for Santa Clara County - 2017 Annual Report Version (Year 2) Project Accomplishments**

| 2015 PPI Plan   |   |  |   |   |   |  |               | FY 2018<br>Project Accomplishments   |   |
|---|---|--|---|---|---|--|---------------|--|---|
| Target Audience   | <sup>1</sup> Message  | Outcome  | <sup>2</sup> Project(s) Proposed to Support the Messages  | Assignment  | <sup>3</sup> Proposed Schedule  | <sup>4</sup> Stakeholder   | CRS Community |  |   |
|   |   | Increase number of elevation certificates on file, and structures repaired with permits; decrease the number of repetitive loss increase homes |   |   |   |  |               |  |   |
| <b>Messengers to Other Target Audiences (TA)</b><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<br>Neighborhood Associations<br>Service Clubs (e.g. Notary, Kiwanas, etc.)<br>Chamber of Commerce<br>Silicon Valley Realtors Association<br>American Red Cross<br>Neighborhood Associations<br>Service Clubs (e.g. Notary, Kiwanas, etc.)<br>Chamber of Commerce<br>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 losses. A discount on your flood insurance premium is available. Flood insurance is also available for renters and commercial properties. There is a mandatory 30-day waiting period for flood insurance to become effective | Increase the number of real estate agents who will advise their clients that they are interested in a home that's in a floodplain area         | TA OP #2. Post presentations on website ( <i>Element 352 WEB1</i> )   | 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.<br><br>Presentation of flood awareness during earth day is provided on City of Palo Alto's Flood Information website.  |
|   | 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<br>City of San Jose CRS Coordinators<br>Cities CRS Coordinators | Late Summer/<br>Fall   |               | City of Sunnyvale<br>City of San Jose<br>All   | 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.<br><br>City of Los Altos sends a one-page newsletter mailer to Lending Institutions and Real Estate and Insurance Agents discussing the program, Flood information and Elevation Certificate. City of Los Altos posts the newsletter to Lending Institutions and Real Estate and Insurance Agents in the city website.<br><br>Annual letters regarding flood insurance is sent to lenders and real estate agents every year by the City of Palo Alto.<br><br>City of Santa Clara provided 3 flood insurance pamphlets for real estate professionals to County of Santa Clara Realtor Convention in October 2017. |
|   |   |  |   | TA OP #4. Post annual mailer targeted towards real estate agents and lenders on website ( <i>Element 352 WEB1</i> ) |   |  |               |  | Posted on city websites.<br><br>Annual letters mailed to lenders and real estate agents is posted on City of Palo Alto's Flood Information website.<br><br>3 flood insurance pamphlets posted on City of Santa Clara's website.   |

<sup>1</sup> **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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|-----------------|---|--|---|---|--------------------------------|--------------------------|--|---|--|
| Target Audience | <sup>1</sup> Message  | Outcome  | <sup>2</sup> Project(s) Proposed to Support the Messages  | Assignment  | <sup>3</sup> Proposed Schedule | <sup>4</sup> Stakeholder | CRS Community  |   |  |
|                 | <p><u>Topics 1, 2, 3, 4, 5, 6, 7, 8, &amp; 9</u><br/> <u>Message:</u> Know your flood risk and be prepared; buy flood insurance</p> | 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<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  | 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. |  |
|                 |   | Increase in number of policies in the SFHAs and in the county in general | TA OP #6. Post newsletters on websites ( <i>Element 352 WEB1</i> )  |   |                                |                          |  |   | All monthly newsletters posted on District's website at <a href="http://www.valleywater.org/Newsletters.aspx">http://www.valleywater.org/Newsletters.aspx</a>                  |
|                 |   |  | TA OP#7. Countywide mailer to all residents – language on purchasing flood insurance  |   |                                |                          |  | District Communications   | District sends FPM to all residents in FEMA designated flood zone. Additionally, the District sends out a CWM that also contains this messaging ( <i>sent November 2017</i> ). |
|                 |   | 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<br>Community Organizations                   | October-April                  | All                      | <p>The below-listed organizations (11) were reached by the District's Speakers Bureau Program in FY18. All general presentations include slides on the topic of flood protection, including CRS, ALERT system, flood insurance, and District's ongoing flood protection projects.</p> <ol style="list-style-type: none"> <li>1) August 1, 2017: Kiwanis Club of Morgan Hill</li> <li>2) August 30, 2017: Morgan Hill Rotary Club</li> <li>3) September 8, 2017: Leadership Gilroy</li> <li>4) October 7, 2017: Los Paseos Neighborhood Association (San Jose)</li> <li>5) January 9, 2018: Sons in Retirement (SIRS) at Villages Golf &amp; Country Club (San Jose)</li> <li>6) March 14, 2018: Alma and Goodyear Mastic Neighborhood Associations (San Jose)</li> <li>7) March 29, 2018: In-Home Supportive Services all staff mtg. (County-wide)</li> <li>8) April 18, 2018: HGST Earth Day celebration (San Jose)</li> <li>9) April 30, 2018: Bellarmine Environmental Club (San Jose)</li> <li>10) May 3, 2018: SPUR-Flood Awareness &amp; Prevention (San Jose)</li> <li>11) May 15, 2018: Mid-Peninsula Widows and Widowers Association (Los Altos)</li> </ol> |   |  |
|                 | 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

**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.”

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

Deliverables need to be reported to District for tracking purposes.

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 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

Agenda  
**Santa Clara County CRS Users Group**  
**Tuesday, May 22, 2018 | 2:00 – 4:00 p.m.**

Santa Clara Valley Water District | Administration Building, Conference Room B-108  
 5750 Almaden Expressway, San Jose, CA 95118

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

**Purpose:** PPI Stakeholder Committee Annual Evaluation Meeting per Activity 330, Outreach Project, Element 332.c. Program for Public Information, Step 7 requirement (see page 2 of this agenda)

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

|    |  |                                |
|----|--|--------------------------------|
| 1. | Introductions <b>(be sure to sign-in)</b><br>a. Interested parties request to participate  | (All)                          |
| 2. | 2017-2018 Flood Preparedness Fairs<br>a. Outreach promotional items<br>1. Office of Emergency Services District's Storm Ready Application<br>2. District Education Outreach "Are You Flood Ready?" coloring contest  | (All)                          |
| 3. | 2017 CRS Users Group Survey  | (Maria Angeles)                |
| 4. | June 2018 NFIP Workshops presented by DWR sponsored by District<br><br>6/27/18 - Floodplain Management and Duties of the Local Administrator<br>6/28/18 - FEMA Elevation Certificate<br><br>To register or get more information, go to:<br><a href="https://www.eventbrite.com/o/dwr-floodplain-management-assistance-17128699424">https://www.eventbrite.com/o/dwr-floodplain-management-assistance-17128699424</a> | (Merna Leal)                   |
| 5. | Participation Requests<br>a. July 9, 2018 CRS Users Group Meeting – Facilitator needed<br>b. September 7, 2018 FMA Conference – Panelist needed (CRS User Group Conference Workshop)   | (Merna Leal)                   |
| 6. | Egnyte – Repository Shared File System<br>a. Benefits of using the system<br>b. Restructured files to mirror CRS Coordinator's Manual<br>c. Brief navigation demonstration<br>d. Who else needs access?  | (Merna Leal & Kathryn Demeter) |
| 7. | PPI Monitor & Annual Evaluation for Annual Evaluation Report for FY18 (Year 3)<br>a. Using Annual Evaluation FY17 (Year 2), Appendix A Table, populate FY18 data<br>b. District will update report and send to communities via Egnyte for review/input   | (All)                          |
| 8. | Adjourn  |                                |

Questions, please contact Kathryn Demeter at (408) 630-2695 or [kdemeter@valleywater.org](mailto:kdemeter@valleywater.org)

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

**Next Meeting Purpose:** Finalize PPI Annual Evaluation Report for FY18 (Year 3)  
 Must be completed before August 1, 2018 (annual recertification due date)

Mark Your Calendars – Monday, July 9, 2018 | District Offices, Administration B-108 | 2:00 – 4:00 p.m.

*(Excerpt noted below from 2017 CRS Coordinator's Manual)*

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

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



**CRS Users Group Meeting**  
**Tuesday, May 22, 2018**  
**Sign-In Sheet**

| Name (please print)          | Community Represented                      |
|------------------------------|--|
| Maria Angeles                | City of Morgan Hill                        |
| Renee Gunn                   | City of Mountain View                      |
| Kevin Murne                  | City of Santa Clara                        |
| Leslie Stobbe                | City of Milpitas                           |
| Josh Ledesma                 | SCVWD - DES                                |
| Gina Adriano                 | SCVWD - Comm                               |
| Thinhur Ng                   | Sunnyvale                                  |
| Gloria Barron                | Sunnyvale                                  |
| Kimberlee Pineda             | Sunnyvale                                  |
| Ashin Roubani                | SCVWD                                      |
| Gabonelle Abdou              | City of Mountain View                      |
| Babak Kaderi                 | City of Gilroy : City of Los Altos         |
| Royce Alada                  | City of Palo Alto                          |
| Rehelle Blank                | SCVWD                                      |
| Evelyn Liang                 | santa clara                                |
| Kathryn Derreter             | SCVWD                                      |
| Mehra Lene                   | SCVWD                                      |
| Phone:                       |  |
| Arlene Lew                   | San Jose                                   |
| Jish Nutley                  | citizen/external stakeholder               |
| Chad Masley                  | cupertino                                  |
| Jess Byler (uninvited party) | San Francisco Creek Joint Powers Authority |
|                              |  |
|                              |  |
|                              |  |
|                              |  |

Agenda  
**Santa Clara County CRS Users Group**

Monday, July 9, 2018 | 2:00 – 4:00 p.m.

Santa Clara Valley Water District | Administration Building, Conference Room B-108  
 5750 Almaden Expressway, San Jose, CA 95118

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

**Purpose:** PPI Stakeholder Committee Annual Evaluation Meeting per Activity 330, Outreach Project, Element 332.c. Program for Public Information, Step 7 requirement (see page 2 of this agenda)

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

|    |   |                |
|----|---|----------------|
| 1. | Introductions ( <b>be sure to sign-in</b> )   | (All)          |
| 2. | September 7, 2018 FMA Conference<br>CRS User Group Conference Workshop – <i>Panelist representing SC County CRS Users Group, CSG, Consultants Inc. Frank Navarro/ Babak Kaderi</i>  | (Merna Leal)   |
| 3. | Recap June 2018 NFIP Workshops presented by DWR & sponsored by SCVWD<br>a. 6/27/18 – Floodplain Management & Duties of the Local Administrator<br>b. 6/28/18 – FEMA Elevation Certificate   | (Merna Leal)   |
| 4. | Plans for 2018-2019 District Flood Awareness Campaign<br>a. <i>Floodplain Mailer (FPM) Language Revamp</i><br>- Confirm cities' phone numbers<br>- Multi-lingual mailer<br>- Abbreviated text<br>b. <i>Targeted Outreach</i><br>- <i>Cities' recommended vulnerable neighborhoods/"hotspots?"</i> | (Gina Adriano) |
| 5. | Roster update, including contract information for the 2018 Floodplain Mailer  | (Merna Leal)   |
| 6. | PPI Monitor & Annual Evaluation for Annual Evaluation Report for FY18 (Year 3)<br>a. Finalize PPI Annual Evaluation Report for FY18 (Year 3)<br>b. <b>Must be completed prior 8/1/18 (annual recertification due date)</b>  | (All)          |
| 7. | Adjourn   |                |

If you have questions, please contact Merna Leal at (408) 630-2610 or [mleal@valleywater.org](mailto:mleal@valleywater.org)

The call-in number is 1-888-557-8511 and the Participant Code is 9074000

**Next Meeting Date / Purpose:** TBD

**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.





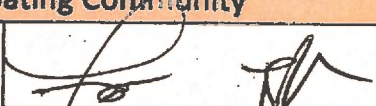
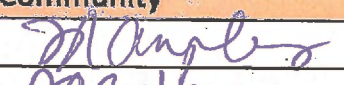
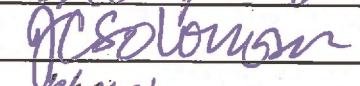



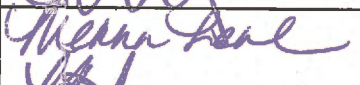

# Santa Clara County CRS User's Group Meeting

July 9, 2018 (Monday)

SCVWD Administration Building, Room B-108

2:30 - 4:00 p.m.

## Sign-In Sheet

|    | Community Name                    | Committee Member  |  |
|----|-----------------------------------|---|--|
|    |                                   | Agency  | Signature  |
| 1  | Campbell, City of                 | Not a CRS Participating Community                                 |  |
| 2  | Cupertino, City of                | Chad Mosely<br>Winnie Pagan                                       |   |
| 3  | Gilroy, City of                   | Jorge Duran<br>Weston Hill<br>Babak Kaderi, CSG Consultants, Inc. |   |
| 4  | Los Altos Hills, Town of          | Not a CRS Participating Community                                 |  |
| 5  | Los Altos, City of                | Frank Navarro, CSG Consultants, Inc. BABAK KHADEN                 |   |
| 6  | Los Gatos, Town of                | Not a CRS Participating Community                                 |  |
| 7  | Milpitas, City of                 | Leslie Stobbe   |  |
| 8  | Monte Sereno, City of             | Not a CRS Participating Community                                 |  |
| 9  | Morgan Hill, City of              | Maria Angeles   |   |
| 10 | Mountain View, City of            | Renee Gunn Jacqueline Solomon                                     |   |
| 11 | Palo Alto, City of                | Rajeev Hada   | by phone   |
| 12 | San Jose, City of                 | Arlene Lew  | by phone   |
| 13 | Santa Clara County                | Chris Frietas   |   |
| 14 | Santa Clara, City of              | Evelyn Liang  |   |
| 15 | Saratoga, City of                 | Not a CRS Participating Community                                 |  |
| 16 | Sunnyvale, City of                | Jennifer Ng   |   |
| 17 | Santa Clara Valley Water District | Merna Leal<br>Gina Adriano  | <br> |

Other Interested Parties

City of East Palo Alto Daniel Berumen 

 Participation by conference call