



City of Palo Alto

City Council Staff Report

(ID # 9720)

Report Type: Informational Report

Meeting Date: 11/26/2018

Summary Title: Annual Report for FY 18 Santa Clara County Multi-Jurisdictional Flood Preparedness Awareness

Title: Fiscal Year (FY) 2018 Annual Evaluation Report for the Santa Clara County Multi-Jurisdictional Program for Public Information on Flood Preparedness Awareness and Resulting Community Rating System Flood Insurance Discounts

From: City Manager

Lead Department: Public Works

Recommendation

This is an informational report and no Council action is required.

Background

The Community Rating System (CRS) is a voluntary program under the Federal Emergency Management Agency's (FEMA) National Flood Insurance Program (NFIP) that allows communities to earn flood insurance premium discounts for their residents and businesses. Communities earn CRS credit points for activities that promote flood risk reduction practices and encourage residents to purchase flood insurance. CRS class ratings are assigned at 500-point increments, and each improvement in class rating nets an additional 5% flood insurance premium discount. The CRS class ratings range from 1 to 10, with 10 being the lowest rating and 1 being the highest. The City of Palo Alto has participated in the CRS program since 1990 and is currently rated as a Class 6 community, affording residents and businesses a 20% discount on their flood insurance premiums. Neighboring cities have earned similar CRS ratings (Mountain View – 8, East Palo Alto – 8, Los Altos – 8, Sunnyvale – 7).

The CRS Coordinator's Manual includes the option to implement a regional Program for Public Information (PPI). Under the PPI, a community or group of

communities work together to create customized flood risk reduction outreach messages. These coordinated messages are delivered to residents through handouts, mailers, electronic messages, etc. By disseminating these messages each community earns points that can improve their CRS rating. The number of CRS credit points earned depends on how extensive the implemented program is within each community's boundaries. Staff estimates that the City of Palo Alto could earn up to 340 points for its PPI efforts.

The total dollar savings for Santa Clara County residents from CRS flood insurance premium discounts is approximately \$2.3 million per year. City of Palo Alto residents and businesses pay \$3.6 million (per FEMA data as of August 31, 2018) for flood insurance premiums per year. The total savings from the 20% insurance discount achieved by the City on behalf of its residents due to its CRS participation is approximately \$712,663 per year (per FEMA data as of August 31, 2018). Without CRS, residents and businesses would have paid \$4.3 million. The objectives of the City's participation in the Santa Clara County Multi-Jurisdictional PPI program are to enhance the effectiveness of the flood risk messages to residents, reduce flood risks, and maintain or improve the City's CRS class rating of 6.

As required by the terms of the PPI, the regional PPI committee must convene annually to evaluate whether the flood risk reduction messages are still appropriate and adjust them as needed. A report to FEMA must be submitted annually describing the PPI implementation. The annual report is transmitted to the city council of each participating agency as an informational document, updating the councils on the various flood preparedness and awareness outreach programs that the Santa Clara County Multi-Jurisdictional PPI has undertaken for the past year.

Discussion

The annual report for 2018 Santa Clara County Multi-Jurisdictional PPI is attached as information for Council (Attachment A). The annual report highlights the elements of the flood safety outreach programs implemented by the eleven Santa Clara County communities (Cupertino, Gilroy, Los Altos, Milpitas, Morgan Hill, Mountain View, Palo Alto, San Jose, Santa Clara, Santa Clara County, and Sunnyvale) that participate in CRS, along with the Santa Clara Valley Water District.

The Santa Clara Valley Water District acts as the lead agency in developing the PPI and prepares the annual report. The District hosted the PPI development process in November of 2013 and 2014, staff and stakeholders from each communities participated in the drafting of the Plan that was finalized in April 2015. The worksheet on Appendix A lists the outreach projects, implementing agencies, and the messages associated with each of the projects.

Every year, the legislative bodies of all participating communities must re-approve the PPI plan to continue receiving CRS credit. The 2017 Santa Clara County Multi-Jurisdictional PPI was approved by Council on May 14, 2018 ([CMR# 9053](#)). Staff will continue to provide information to Council on the Santa Clara County Multi-Jurisdictional PPI on a yearly basis and after the end of each Fiscal Year to achieve the maximum CRS credit points and the associated flood insurance premium discounts for the community.

Attachments:

- Attachment A: PPI Annual Evaluation Report FY18 Year 3

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 Early 2018		X	
City of Santa Clara	7/14/15	X		
Santa Clara County	Not Yet Scheduled			X
City of Sunnyvale	6/23/15	X		
Total Approved		9		
Approval Scheduled			1	
Not Yet Scheduled				2

III. PPI ACCOMPLISHMENT FOR 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.
- 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 9th 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

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

V. FUTURE MESSAGING

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

Another recommendation of the PPI Committee is to increase the use of social media for messaging. People are using their phones more and more to get information, so the more we can use banner ads, sponsored articles, etc., the better. The PPI Committee was pleased to see all the outreach in different media that the District had done the year before. The meeting attendees shared that they had seen various messages throughout the season on different media.

In support of our preparedness messaging, we will continue to promote the importance of having family emergency plans and emergency kits ready to go before an emergency event occurs. As we did last year, emergency starter mini-kits of emergency supplies have been developed as a give-away for emergency preparedness fairs or events. This year, to qualify for an emergency starter mini-kit, each person will have to demonstrate they've downloaded an emergency alert App onto their cell phones. We are promoting the County's recently launched ReadySCC App, as well as the American Red Cross Flood App. For people who do not have cell phones, they will be asked to demonstrate that they've started to complete an American Red Cross Emergency Contact Card that will be provided to them.

Additionally, 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.

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 Project Accomplishments
Target Audience	¹ Message	Outcome	² Project(s) Proposed to Support the Messages	Assignment	³ Proposed Schedule	⁴ Stakeholder	CRS Community	
Community At Large (CAL) The PPI Committee recognized that the entire community that lives and/or works in Santa Clara County is subject to impacts due to flooding. The CRS typically focuses on residential flooding, but here, flooding of businesses and roads is also very important	<u>Topics 1, 2, 3, 4, 5, 6, 7, 8, & 9</u> <u>Message:</u> Know your flood risk and be prepared; buy flood insurance	Educate our community on flood protection and preparedness measures	CAL OP #1. Flood messages inserted in and/or printed on Utility Bills.	City Public Works Depts. (PWD) City CRS Coordinators District Communications <i>(for South County Unincorporated areas)</i>	October – March	Utility companies <i>(water, electric, waste)</i>	All	City of Milpitas utility bill messaging during November – December 2017 billing period <i>(not an insert)</i> . City of Palo Alto sent out two utility bill inserts to home owners. City of Sunnyvale included flood insert in January 2018 utility billing.
			CAL OP #2. Post Utility Bill messages on websites <i>(Element 352 WEB1)</i>					City of Gilroy posts messages on website. 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	<i>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.</i>
			CAL OP #4. Post “Winter Preparedness Briefing” notice and materials on website <i>(Element 352 WEB1)</i>		October–November			
			CAL OP#5. “Emergency Preparedness Workshop”	District Emergency Services	November			
			CAL OP #6. Post “Emergency Preparedness Workshop” notice and materials on website <i>(Element 352 WEB1)</i>		November–December			
	<u>Topics 1, 2, 3, 4, 5, 6, 7, 8, & 9</u> <u>Message:</u> Know your flood risk and be prepared; buy flood insurance. Flood Insurance will cover damage from flooding that most homeowner’s policies don’t cover	Educate our community on flood protection and preparedness measures	CAL OP #7. Develop newsletters with articles on flood protection and preparedness measures that urge residents and businesses to purchase flood insurance. These would include paper and electronic versions. These will be more extensive than messages included in utility bills. District’s annual county-wide mailer (CWM) will include language on flood protection and preparedness measures. City of Sunnyvale will distribute yearly newsletter article called “Know how to be Flood Safe in Sunnyvale” <i>(Element 352 WEB1 and 2)</i>	City CRS Coordinators or Communications staff District Communications Gilroy Chamber of Commerce	October – March	Insurance agencies Gilroy Chamber of Commerce District Grantee Organizations	City of Morgan Hill City of Cupertino City of Sunnyvale Gilroy Chamber of Commerce	Starting in September 2017, 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 2018. 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. 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. In June 2018, City of Milpitas mailed out citywide informational “SFHA brochure” <i>(to all residences and businesses)</i> that included this message. 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. City of Palo Alto utility bill inserts include this message. City of Santa Clara, citywide newsletter “Inside Santa Clara” includes these messages and is sent to all addresses in City in fall each year.

¹

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

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

²

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

³

Each September, all deliverables need to be reported to District for tracking purposes.

⁴

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

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	¹ Message	Outcome	² Project(s) Proposed to Support the Messages	Assignment	³ Proposed Schedule	⁴ Stakeholder	CRS Community	
								City of Sunnyvale “Horizon” newsletter included these messages; newsletter sent to all addresses in the city.
			CAL OP #8. Post newsletters/articles/District’s CWM on websites (<i>Element 352 WEB1 and 2</i>)					All were posted on city or District websites. 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. 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. 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. On City of Mountain View website. District’s CWM and City of Palo Alto’s utility bill inserts are posted on City’s Flood Information/Winter Preparedness webpage. City of Santa Clara posts the newsletter to City website.
Community At Large (CAL) The PPI Committee recognized that the entire community that lives and/or works in Santa Clara County is subject to impacts due to flooding. The CRS typically focuses on residential flooding, but here, flooding of businesses and roads is also very important.	Topics 4 & 6 <u>Message:</u> Keep debris and trash out of our streams. It’s illegal to dump into streams	Cleaner streams and fewer dumping violations Fewer debris blockages during high-flow events	CAL OP #9. “Do Not Dump” message is sent each year to all Santa Clara County residents in the District’s CWM	District Communications City of Sunnyvale	June/July 2015 (CWM)	Adopt-A-Creek Organizations District Grantee Organizations	All	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. 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. City of Milpitas citywide informational “SFHA brochure” included this message. City of Palo Alto utility bills inserts include “Do Not Dump” message. “Inside Santa Clara” newsletter includes this message and is sent to all addresses in City.
			CAL OP #10. Post “Do Not Dump” messages on website (<i>Element 352 WEB1</i>)					FPM posted on the District’s website. City of Gilroy has this message on its website. 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. City of Milpitas “SFHA brochure” posted on website. On City of Mountain View website. “Do Not Dump” messages are in the City of Palo Alto’s Flood Information/Winter Preparedness webpage.

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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² **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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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	¹ Message	Outcome	² Project(s) Proposed to Support the Messages	Assignment	³ Proposed Schedule	⁴ 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 Santa Clara Valley Urban Runoff Pollution Prevention Program	Year-Round	Adopt-A-Creek Organizations District Grantee Organizations	All	District Ordinance in force. City of Gilroy has this message on its website, City Code Chapter 12. 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.” City of Milpitas citywide informational “SFHA brochure” included this message. City of Morgan Hill has illegal dumping information on City’s website. “Illegal Dumping” is part of City of Palo Alto’s Municipal Code. City of Santa Clara has several City codes/charter on illegal dumping. 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 https://www.valleywater.org/sites/default/files/WRPO.pdf . City of Gilroy has this message on its website, City Code Chapter 27A. 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. City of Milpitas citywide informational “SFHA brochure” included this message. 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. Link to City of Palo Alto’s Municipal Code on Floodplain Management posted on Flood Information/Winter Preparedness webpage. 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. 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. 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

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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				Santa Clara Valley Urban Runoff Pollution Prevention Program		Watershed Watch Organization San Francisco Estuarine Institute Oakland Museum		<u>FY 2016-2017 Annual Report</u> <i>NOTE: FY 17-18 Annual Report will not be available until September 2018</i> <i>C.5 – Illicit Discharge Detection and Elimination</i> <i>C.7.c. Stormwater Pollution Prevention Education and</i> The District’s Pollution Hotline (1-888-510-5151; www.valleywater.org/Services/PollutionHotline.aspx) receives and responds to emergency response reports throughout the Santa Clara County 24/7- 365 days per year availability to conduct storm water pollution investigations. 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. 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. Pollution hot line is posted on the City of Palo Alto’s utility bills.
Community At Large (CAL) The PPI Committee recognized that the entire community that lives and/or works in Santa Clara County is subject to impacts due to flooding. The CRS typically focuses on residential flooding, but here, flooding of businesses and roads is also very important.	<u>Topics 4 & 6</u> <u>Message:</u> Keep debris and trash out of our streams. It’s illegal to dump into streams	Cleaner streams and fewer dumping violations Fewer debris blockages during high-flow events	CAL OP #15. Post Project notices with “Pollution Hotline” on website (<i>Element 352 WEB1</i>)					Not applicable, project notices did not include the Pollution Hotline number this fiscal year. The Do Not Dump messaging is in the District’s FPM and is posted on the website at http://apps2.valleywater.org/publication/flipbook/808_FloodMailer2017/mobile/index.html#p=1 City of Milpitas citywide informational “SFHA brochure” included this message. “Pollution Hot Line” is posted on City of Palo Alto’s Flood Information/Winter Preparedness webpage. Pollution hotline is posted on City of Santa Clara’s website, and included in “Inside Santa Clara.” City of Sunnyvale posts link to Watershed Watch: Protect Creeks and Bay.
			CAL OP #16. Creekside Property Program – Creek Wise brochure handed out at community fairs (target outreach – 6 points per topic)	District Communications	Year-Round	Fair Sponsors Attendees of community events who visit information booths SCVURPPP	All	The Creek Wise brochures were handed out at various community events at various SC County cities (<i>not including Morgan Hill and Gilroy</i>) in North County. City of Palo Alto’s utility insert brochure includes creek monitoring information.

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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 property from the flood hazard; Topic 5 – Build resilient waterways; 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 Flood”

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he hazard; Topic 5 – Build resilient water.”

if it is set out at City Hall; a local utility employee; a utility company

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			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: https://www.valleywater.org/learning-center/healthy-creeks-and-ecosystems/creekside-property-program</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 Residents Schools Businesses Creek Connections Action Group (CCAG)	All 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>https://www.valleywater.org/learning-center/adopt-a-creek/current-partners</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 http://valleywater.org/EkContent.aspx?id=336&terms=adopt+a+creek. Creek Wise 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>

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

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Target Audience	¹ Message	Outcome	² Project(s) Proposed to Support the Messages	Assignment	³ Proposed Schedule	⁴ Stakeholder	CRS Community	
Community At Large (CAL) The PPI Committee recognized that the entire community that lives and/or works in Santa Clara County is subject to impacts due to flooding. The CRS typically focuses on residential flooding, but here, flooding of businesses and roads is also very important.	Topics 4 & 6 Message: Keep debris and trash out of our streams. It's illegal to dump into streams	Cleaner streams and fewer dumping violations Fewer debris blockages during high-flow events	CAL OP#20. Organize volunteers for National River Cleanup Day and California Coastal Cleanup Day	District Communications City of San Jose	May 16, 2015 and September 2015 annually		All	Information from Clean A Creek.org Creek Connections Action Group http://www.cleanacreek.org/Pasteventsresults_main%20page.asp 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. 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. 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. City of Milpitas promoted and participated in these annual events. City of Morgan Hill participated in these annual events. City of Mountain View advertised Bi-Annual Creek Cleanups. City of Palo Alto participates on National River Cleanup Program. 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 www.cleanacreek.org . 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. City of Milpitas promoted volunteer opportunities on promotions and website re-directing to www.cleanacreek.org City of Palo Alto posts National River Cleanup Program on City's website. 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 <u>FY 2016-2017 Annual Report</u> <i>NOTE: FY 17-18 Annual Report will not be available until September 2018</i> <i>C.10 – Provision C.10 Trash Load Reduction</i> 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. There are trash capture devices throughout the City of Mountain View. In the City of Palo Alto, trash booms are installed at Matadero Creek and Adobe Creek.

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

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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			CAL OP #23. Stenciling storm drains “Do Not Dump - Flows Into Bay”	City of San Jose CRS Coordinator All Cities CRS Coordinator			City of San Jose All Cities	District inspects and maintains, including stenciled storm drains on all District property. Information from Municipal Regional Permit NPDES Permit No.: CAS612008 Order Number: R2-2015-0049 <u>FY 2016-2017 Annual Report</u> <i>NOTE: FY 17-18 Annual Report will not be available until September 2018</i> Provision C.7.a (Public Information and Outreach – Storm Drain Inlet Marking) of the Municipal Regional Stormwater NPDES Permit (Order No. R2-2015-0049) issued by the San Francisco Bay Regional Water Quality Control Board to 76 Bay Area permittees (including Santa Clara County, the District, and the cities in the northern part of the county that discharges to the Bay) requires that: Permittees shall mark and maintain municipally-maintained storm drain inlets with appropriate stormwater pollution prevention message, such as “No Dumping, drains to Bay” or equivalent. For newly -approved, privately maintained streets, Permittees shall require storm drain inlet markings by the project developer. Municipalities are to inspect and maintain storm drain inlet markings of at least 80 percent of municipality-maintained inlets to ensure they are legibly labeled. City of Gilroy adds medallions at drainage inlet locations. 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. City of Milpitas places “No Dumping, Drains to Creek” medallions placed at public catch basins on as-needed basis. “Do Not Dump” stenciling is installed on all storm drain inlets in the City of Palo Alto. City of Santa Clara placed stencil on all storm drain inlets.

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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			CAL OP #25. Hot Spot Assessment and Clean-ups					Information from Municipal Regional Permit NPDES Permit No.: CAS612008 Order Number: R2-2015-0049 <u>FY 2016-2017 Annual Report</u> <i>NOTE: FY 17-18 Annual Report will not be available until September 2018</i> <i>C.10 – Provision C.10 Trash Load Reduction</i> District staff continued to actively participate in the SCVURPPP Trash Ad-Hoc Task Group. In addition, District staff co-chairs the BASMAA trash committee and participated on the Project Management Team for the Receiving Water Trash Monitoring Plan development. District staff also participated in workshops related to receiving water trash monitoring for the statewide trash amendments organized by the Ocean Protection Council. During the spring trash hot spot site assessments, it was determined that the significant stream flows over the winter in Santa Clara County washed out all sign of the trash from the hot spot locations. A total of 3 cubic yards of trash and debris removed.

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								<div>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><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><tr><td>Good Neighbor: Graffiti and Litter</td><td>742</td><td>1,764</td><td>1,400</td><td>1,145</td></tr><tr><td>Illegal Encampment Cleanups</td><td>9,982</td><td>16,996*</td><td>11,060</td><td>12,695</td></tr><tr><td>Impaired Water Bodies Improvement Cleanups</td><td>--</td><td>--</td><td>75</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>2,445</td></tr><tr><td>Trash Hot Spot Cleanups (MRP)</td><td>17</td><td>--</td><td>99</td><td>3</td></tr><tr><td>Trash Boom Cleanups**</td><td>3</td><td>4.0***</td><td>11</td><td>15</td></tr><tr><td>Volunteer Clean Ups (clean up days only)</td><td>430</td><td>416</td><td>427</td><td>460</td></tr><tr><td>Totals</td><td>12,747</td><td>20,673</td><td>14,877</td><td>14,772</td></tr></table> <div>** FY 2014-2015 Illegal Encampment Cleanup totals included trash and debris removed from "The Jungle" in Coyote Creek in December 2014. ** This number includes trash volumes from the Palo Alto booms. ***Prior estimate reported in previous years was a result of a tonnage to cubic yard conversion error</div> <div>Total volume of trash removed by watershed (please note the following table excludes some of the programs above, such as volunteer clean up and other debris removal):</div> <p>City of Gilroy completed hotspot assessment per City’s State Permit requirement for year 5 of permit.</p> <p>City of Los Altos continues active participation in SCVURPPPP and continues conducting Hot Spot cleanups.</p> <p>City of Milpitas has 4 (four) creek hot spots which are cleaned twice/year.</p> <p>City of Palo Alto identifies hot spots every year and keeps log of maintaining them.</p> <p>City of Palo Alto and City of Milpitas continue to actively participate in the SCVURPPPP.</p> <p>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.</p>	Program	Cubic yards of trash and debris removed				2013-2014	2014-2015	2015-2016	2016-2017	Good Neighbor: Graffiti and Litter	742	1,764	1,400	1,145	Illegal Encampment Cleanups	9,982	16,996*	11,060	12,695	Impaired Water Bodies Improvement Cleanups	--	--	75	--	Other Trash and Debris Removal	1,593	1,493	1,802	2,445	Trash Hot Spot Cleanups (MRP)	17	--	99	3	Trash Boom Cleanups**	3	4.0***	11	15	Volunteer Clean Ups (clean up days only)	430	416	427	460	Totals	12,747	20,673	14,877	14,772
Program	Cubic yards of trash and debris removed																																																								
	2013-2014	2014-2015	2015-2016	2016-2017																																																					
Good Neighbor: Graffiti and Litter	742	1,764	1,400	1,145																																																					
Illegal Encampment Cleanups	9,982	16,996*	11,060	12,695																																																					
Impaired Water Bodies Improvement Cleanups	--	--	75	--																																																					
Other Trash and Debris Removal	1,593	1,493	1,802	2,445																																																					
Trash Hot Spot Cleanups (MRP)	17	--	99	3																																																					
Trash Boom Cleanups**	3	4.0***	11	15																																																					
Volunteer Clean Ups (clean up days only)	430	416	427	460																																																					
Totals	12,747	20,673	14,877	14,772																																																					
Community At Large (CAL) The PPI Committee recognized that the entire community that lives and/or works in Santa Clara County is subject to impacts due to flooding. The CRS typically focuses on residential flooding, but here, flooding of businesses and roads is also very important.		Cleaner streams and fewer dumping violations Fewer debris blockages during high-flow events	CAL OP #26. Send out yearly newsletter article discussing efforts to ready the storm drainage system for fall rains – cleaning out storm drains, and discusses “No Dumping” that reaches all households in the City or County	City of Sunnyvale CRS Coordinator Cities CRS Coordinators	Late Summer/ Fall		Sunnyvale All	Messages on storm drainage system included in the annual FPM sent out to 53,243 properties. City of Milpitas has monthly street sweeping print advertising in local newspaper; letters to 9,000 households in Fall Street Sweeping Program areas. City of Palo Alto sends winter storm preparedness on utility insert every year. City of Santa Clara’s “Inside Santa Clara” newsletter is posted on City website.																																																	

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.”

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

Each September, all deliverables need to be reported to District for tracking purposes.

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

Appendix A. 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	¹ Message	Outcome	² Project(s) Proposed to Support the Messages	Assignment	³ Proposed Schedule	⁴ Stakeholder	CRS Community	
			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 Cities CRS Coordinators	Late Summer/ Fall		Sunnyvale All	Newsletters and flier posted on the website. 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.. City of Milpitas posts their citywide informational “SFHA brochure” on City website. Winter storm preparedness is posted on City of Palo Alto’s Flood Information/Winter Preparedness webpage. City of Palo Alto utility bill inserts posted on their website. City of Santa Clara’s “Inside Santa Clara” newsletter is posted on City website. City of Sunnyvale posts Learn How to Prevent Stormwater Pollution on website.
	<u>Topics 1,2,3,4,7, 8 & 9:</u> Download disaster electronic Apps <u>Messages:</u> Be prepared for flood and other disasters; Know how to access needed information quickly during an emergency	Increase in ‘hits’ on Apps and less stress during emergencies	CAL OP #28. Advertise District, County Public Health Department and American Red Cross Electronic Apps	City representatives, District Communications County Public Health Dept. Gilroy Chamber of Commerce, and American Red Cross	Year-Round	Community Organizations, including American Red Cross and Gilroy Chamber of Commerce Residents who download the apps. Attendees of community events who visit information booths Teachers /students visited by District’s School Outreach Program	All	Apps included in the District’s FPM. Also advertised on the newsletter, Countywide mailer, Facebook and Twitter by District, City of Palo Alto, and City of Mountain View. City of Milpitas Fire Department’s Office of Emergency Services offers instructions on downloading preparedness apps. 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. Information on Red Cross Apps and Alert SCC is on City of Palo Alto’s Winter Storm Preparedness Tips utility insert. City of Santa Clara’s “Inside Santa Clara” has instruction to download Red Cross App.
			CAL OP #29. Post disaster apps information on website (<i>Element 352 WEB1 and 2</i>)					Apps posted on District website at https://www.valleywater.org/flooding-safety/flood-protection-resources/sign-up-for-emergency-alerts 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 www.ready.gov for more information. City of Los Altos posts AlertSCC app information on the City Website and in the City Manager Weekly Update online newsletter. Apps posted on City of Milpitas Fire Department webpage.

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.”

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

Each September, all deliverables need to be reported to District for tracking purposes.

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

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

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Target Audience	¹ Message	Outcome	² Project(s) Proposed to Support the Messages	Assignment	³ Proposed Schedule	⁴ Stakeholder	CRS Community	
								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.
			CAL OP #30. Instruct people to download apps at personal preparedness trainings					Information on Red Cross Apps is posted on City of Palo Alto’s Flood Information/Winter Preparedness webpage.
								City of Sunnyvale offers this information on website.
								Apps information provided at several emergency preparedness events hosted by District and several SC County cities, including City of Palo Alto.
			CAL OP #31. Post instruction on how to download apps. on websites and electronic newsletters (<i>Element 352 WEB1</i>)	District Communications City representatives				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 www.ready.gov for more information.
								City of Milpitas’ Fire Department Office of Emergency Services offers instructions on downloading preparedness Apps. at City events and trainings.
								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.
								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.
								City of Sunnyvale staff instructed people to download emergency and Flood apps at Farmer’s Market event.
								Instructions on how to download AlertSCC, ReadySCC, American RedCross Flood Apps on District and City of Palo Alto websites at: https://www.valleywater.org/flooding-safety/flood-protection-resources/sign-up-for-emergency-alerts
								Posted on City of Milpitas Fire Department Office of Emergency Services web page.
								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.
								City of Santa Clara’s “Inside Santa Clara” newsletter has instruction to download Red Cross App, and it is posted on City website.

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Message Topics: **Outreach Projects (OP):** Topic 1 – Know your flood hazard; **Flood Response Preparations (FRP):** Topic 7 – Develop a Flood Response Plan; **Community Outreach Projects (COP):** Topic 6 – Develop a Flood Response Plan; **Special Flood Hazard (SFHA) OP = Special Flood Hazard Outreach Projects; SFHA OP = Special Flood Hazard Outreach Projects; TA OP = Target Audiences Outreach Project**

Each September, all deliverables need to be reported to District for tracking purposes. Each deliverable should include a description of the project, the date of completion, and the stakeholder. A **stakeholder** can be any agency, organization, or person (other than the community) that supports 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; a flood or hurricane season supplement each year; FEMA, if, for example, a FEMA brochure is used as an informational material; schools that present 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	¹ Message	Outcome	² Project(s) Proposed to Support the Messages	Assignment	³ Proposed Schedule	⁴ Stakeholder	CRS Community	
Community At Large (CAL) The PPI Committee recognized that the entire community that lives and/or works in Santa Clara County is subject to impacts due to flooding. The CRS typically focuses on residential flooding, but here, flooding of businesses and roads is also very important.			CAL OP #32. Promote ALERT SCC - Santa Clara County Emergency Alert System	Cities CRS Coordinators District Communications		Santa Clara County	All	District promoted ALERTSCC in the FPM. AlertSCC is a service for anyone who lives or works in SC County to get emergency warnings sent directly to their electronic devices. AlertSCC provides information in emergency situations like: <ul style="list-style-type: none">Flooding, wildfires and subsequent evacuations.Public safety incidents, including crimes, that immediately affect your neighborhood.Post-disaster information about shelters, transportation, or supplies City of Gilroy promotes ALERT SCC on their website. 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 www.ready.gov for more information. Posted on City of Milpitas Fire Department Office of Emergency Services web page. 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. Information on Alert SCC- Santa Clara County Emergency Alert System is on City of Palo Alto’s utility insert. City of Santa Clara instructs people to sign-up for AlertSCC at CERT classes.
			CAL OP #33. Post ALERT SCC - Santa Clara County Emergency Alert System on District and cities websites http://www.sccgov.org/sites/alertscc/Pages/home.aspx (Element 352 WEB1 and WEB2)					Sign-up info posted on District and Palo Alto website at: https://www.valleywater.org/flooding-safety/flood-protection-resources/sign-up-for-emergency-alerts City of Gilroy posts ALERT SCC link on their website. 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 www.ready.gov for more information. Posted on City of Milpitas Fire Department Office of Emergency Services web page. 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. Alert SCC-Santa Clara County Emergency Alert System is posted on City of Palo Alto’s Flood Information/Winter Preparedness webpage. City of Santa Clara posts information on how to sign up for AlertSCC on City website.

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Message Topics: **Outreach Projects (OP):** Topic 1 – Know your flood hazard; **Flood Response Preparations (FRP):** Topic 7 – Develop a Flood Response Plan; **Outreach Projects (OP):** Topic 2 – 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; Topic 8 – Download disaster electronic Apps; Topic 9 – Understand shallow flooding risks – “Don’t drive through standing water.”

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

Each September, all deliverables need to be reported to District for tracking purposes. **A stakeholder** can be any agency, organization, or person (other than the community employee) who 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 include flood information in their curriculum; 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	¹ Message	Outcome	² Project(s) Proposed to Support the Messages	Assignment	³ Proposed Schedule	⁴ Stakeholder	CRS Community	
	<u>Topic 7:</u> Develop a Family Emergency Plan <u>Messages:</u> Be prepared for flood and other disasters	Increase in Family Emergency Plan and less stress during emergencies More people know what to do in an emergency	CAL OP#34. Workshop/contest to promote developing family Emergency Plans; Reaching out to a celebrity to carry our message	District Communications and City representatives with assistance from Stakeholders	Year-Round	Schools American Red Cross Celebrity, TBD FEMA California Volunteers.org	All	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. Family Emergency Plan information is also included in District’s FPM and CWM. 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. City of Milpitas Fire Department conducts SAFE training for resident that includes a component of developing emergency plans. 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. 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. Distributed District’s emergency starter kits at Earth Day Fair and at City of Palo Alto’s Municipal Fair. 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.
			CAL OP #35. Post Family Emergency Plan template form on website http://www.redcross.org/images/MEDIA_CustomProductCatalog/m12140360_ARC_Family_Disaster_Plan_Template_r083012.pdf?campmedium=internal_link_download&campname=family_disaster_plan_english or http://www.californiavolunteers.org/familyplan/pdf/family_plan.pdf (Element 352 WEB1 and 2)					Templates for Family Emergency Plan are posted on the District’s website in the FPM under “What to Do Before” section. https://www.valleywater.org/floodready/flood-safety-tips re-directing to https://www.ready.gov/make-a-plan 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. City of Gilroy website provides a link to FEMA’s website.

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

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Target Audience	¹ Message	Outcome	² Project(s) Proposed to Support the Messages	Assignment	³ Proposed Schedule	⁴ Stakeholder	CRS Community	
								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. 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. Family Emergency Plan template posted on City of Milpitas Fire Department Office of Emergency Services webpage. 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. Family emergency plan templates are posted on City of Palo Alto’s website. City of Santa Clara website has family emergency preparedness instruction and links to family emergency plan template on FEMA, CDC, and DHS.
			CAL OP#36. Include message “What to Do....Before – Prepare a Family Emergency Plan....” in District’s CWM	District Communications City representatives	October – March		All	Messages were included in District’s FPM and CWM. City of Milpitas citywide informational “SFHA brochure” included this message. 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. On City of Mountain View website. City of Santa Clara’s “Inside Santa Clara” newsletter includes message what to do before, during, and after flood.
Community At Large (CAL) The PPI Committee recognized that the entire community that lives and/or works in Santa Clara County is subject to impacts due to flooding. The CRS typically focuses on residential flooding, but here, flooding of businesses and roads is also very important.	Topic 7: Develop a Family Emergency Plan <u>Messages:</u> Be prepared for flood and other disasters	Increase in Family Emergency Plan and less stress during emergencies More people know what to do in an emergency	CAL OP #37. Post message “What to Do....Before – Prepare a Family Emergency Plan....” on website (<i>Element 352 WEB1 and 2</i>)	District Communications City representatives			All	FPM was posted on the District’s website http://apps2.valleywater.org/publication/flipbook/808_FloodMailer2017/mobile/index.html#p=1 Additional tips also listed on website: https://www.valleywater.org/floodready/flood-safety-tips 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 Milpitas citywide informational “SFHA brochure” is posted on City website. City of Morgan Hill’s weekly newsletters/e-mail blasts with this message were posted in the City’s website. On City of Mountain View website and link to District’s webpage.

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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 Studies (SFHS):** 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**

Each September, all deliverables need to be reported to District for tracking purposes. **A stakeholder** can be any agency, organization, or person (other than the community itself). Examples of stakeholders include: an insurance company that publishes a brochures on flood insurance, even if it is not a local newspaper; a neighborhood or civic association that sponsors and hosts a presentation by a community representative; a local newspaper; a neighborhood or civic association that sponsors and hosts a presentation by a community representative; 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 include flood risk information in their curriculum; or presentations made by state or FEMA staff at a Risk Map meeting.

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Target Audience	¹ Message	Outcome	² Project(s) Proposed to Support the Messages	Assignment	³ Proposed Schedule	⁴ Stakeholder	CRS Community	
								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. City of Santa Clara’s “Inside Santa Clara” newsletter is posted on City website.
			CAL OP#38. Promote the official site of the NFIP Floodsmart.gov for flood preparation and recovery messages	District Communications City CRS Coordinator and Communications staff			All	Federal Flood Insurance Program (Floodsmart.gov) information linked on District’s flood protection landing page website as well as included FPM. Although Floodsmart.gov website was down during most of FY18, we include the link on our website which re-directed to FEMA’s NFIP landing page https://www.valleywater.org/floodready/flood-insurance The NFIP information and web link is posted on the City of Los Altos website. City of Milpitas citywide informational “SFHA brochure promotes the Floodsmart.gov website. On City of Mountain View website. Information on Floodsmart.gov is on City of Palo Alto’s utility insert. City of Santa Clara did not promote floodsmart.gov during FY17-18 because the website was down.
			CAL OP #39. Post message “NFIP Floodsmart.gov Flood Preparation and Recovery....” on website https://www.floodsmart.gov/floodsmart/pages/preparation_recovery/before_a_flood.jsp (Element 352 WEB1 and 2)	District Communications City CRS Coordinator and Communications staff			All	Federal Flood Insurance Program (Floodsmart.gov) posted on District website directing audience to FEMA’s NFIP website while Floodsmart.gov is under redesign. The NFIP information and web link is posted on the City of Los Altos website. City of Milpitas citywide informational “SFHA brochure” posted on City website with link to the Floodsmart.gov website. Information on Floodsmart.gov is posted on City’ of Palo Alto’s Flood Information/Winter Preparedness website.
	<u>Topics 1, 3, & 4 Messages:</u> Protect people and property from flood hazards	Less damage due to the floods; improve sandbag distribution	CAL OP #40. Sandbags available at various sites throughout county	District Vegetation Unit City of Palo Alto Public Works	November through April	All County residents Community organizations (SF Creek JPA, Boys Scouts, etc.)	All	Published SC County map of sandbag locations in Winter Prep flier and FPM. City of Gilroy has various sandbag sites located throughout the city. 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.

Outreach Projects (OP): Topic 1 – Know your flood hazard; **Flood Response Preparations (FRP):** Topic 7 – Develop a Family Emergency Plan; **Special Flood Hazard Study At Large Outreach Projects; SFHA OP = Special Flood Hazard Outreach Projects; TA OP = Target Audiences Outreach Project**

Deliverables need to be reported to District for tracking purposes by any agency, organization, or person (other than the community agency 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	¹ Message	Outcome	² Project(s) Proposed to Support the Messages	Assignment	³ Proposed Schedule	⁴ Stakeholder	CRS Community	
			CAL OP #41. Post sandbag information on website, including How to Use Sandbags, sandbag webcams to view availability, etc. <i>(Element 352 WEB1 and 2)</i>	District Communications	Year-Round			<p>Sandbag distribution sites map/flier, webcams for certain sandbag sites, and sandbagging techniques video for correct positioning and tips. Posted on District’s website. https://www.valleywater.org/floodready/sandbags</p> <p>City of Gilroy posts sandbag information using social media.</p> <p>City of Los Altos provides information on website on how to prepare for storms and emergencies (e.gh. How to get and use free sandbags, tree maintenance, dispose of leaf litter, remove debris, prepare an emergency kit).</p> <p>City of Milpitas sandbag station locations posted on City website and referral bulletin on KMLP-15.</p> <p>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.</p> <p>On City of Mountain View website.</p> <p>Information on sand bag locations is posted on the City of Palo Alto’s Flood Information/Winter Preparedness website.</p> <p>City of Santa Clara website has sandbag information.</p>
	<p>Topics 1 & 9: Know your flood hazard; Understand shallow flooding risks</p> <p>Messages: 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” <i>(Cities to coordinate common standard message design)</i>	Cities PWD County Planning Gilroy Chamber of Commerce	Year-Round	FEMA Caltrans Gilroy Chamber of Commerce American Red Cross Residents and people who work in county	All	City of 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 City representatives			All	City of Sunnyvale installed two “Road May Flood” street signs.
			CAL OP #44. Post message “What to Do....After – Turn Around Don’t Drown [®]” on website <i>(Element 352 WEB1 and 2)</i>	District Communications City representatives				<p>Messages were included in the District’s FPM.</p> <p>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.</p> <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>

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

l 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

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	¹ Message	Outcome	² Project(s) Proposed to Support the Messages	Assignment	³ Proposed Schedule	⁴ Stakeholder	CRS Community	
								City of Milpitas citywide informational “SFHA brochure” included this message.
								City of Palo Alto’s utility insert is posted on City’s Flood Information website.
								City of Santa Clara’s “Inside Santa Clara” newsletter is posted on city website.
			CAL OP #45. Post shallow flooding risks information on websites <i>(Element 352 WEB1 and 2)</i>	District Communications Cities Communications			All	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.
								City of Milpitas citywide informational “SFHA brochure” included this message.
								Information on shallow flooding risks are posted City of Palo Alto’s Flood Information website.
								Shallow water hazard message posted to Twitter by City of Santa Clara.
			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	District promotes FEMA’s Flood Map Service Center on our website: https://www.valleywater.org/floodready/is-your-home-in-a-flood-zone
								City of Milpitas citywide informational “SFHA brochure” included this message.
								Information on City of Palo Alto’s Flood Zone Look Up is available both on utility insert and City’s Flood Information website.
Community At Large (CAL) The PPI Committee recognized that the entire community that lives and/or works in Santa Clara County is subject to impacts due to flooding. The CRS typically focuses on residential flooding, but here, flooding of businesses and roads is also very important.	<u>Topics 1, 2, 3, 4, 5, 6, 7, 8, & 9</u> <u>Message:</u> Know your flood risk and be prepared; buy flood insurance	Educate our community on flood protection and preparedness measures Increase in ‘hits’ on District and cities Flood Protection Resources pages and improve District’s Flood Campaign results	CAL OP #47. Flood Awareness Campaign, including radio and bus ads. For this year, we are preparing to have radio ads ready to place, but we’ll only place them if/when there are major storm systems in the forecast	District Communications Cities Communications	October-April	FEMA Radio Stations Valley Transportation Authority American Red Cross	All	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. City of Gilroy Emergency Radio Station AM1610. 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.

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

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								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. City of Palo Alto’s Emergency Services Department promotes several hazard related messages, including flood awareness; they lead a campaign effort in support of these messages. City of Mountain View proclamation recognizing Red Cross Month on March 2018 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 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: www.valleywaternews.org 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. 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 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. 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. 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. On City of Mountain View website. City of Santa Clara has Flood Awareness material set out at City Hall and City library.

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 Outreach Project** Deliverables need to be reported to District for tracking purposes by any agency, organization, or person (other than the contractor) if a brochure is used as an informational material; schools that inform the community about flood hazards; **TA OP = Target Audiences Outreach Project** Reports 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 presentation is made by state or FEMA staff at a community meeting; 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 community meeting.

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			CAL OP 50. Distribute flood prevention materials at fairs			Fair Sponsors		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. Outreach materials distributed to public at City of Los Altos Fall Festival by Police Department. Flood emergency readiness kits distributed to public at Los Altos Fall Festival by Police Department to each attendee who completed a survey. City of Milpitas distributed Family Emergency Starter Kits and other flood prevention collateral materials at multiple city sponsored events. 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. City of Sunnyvale distributed Family Emergency Starter Kits and flood prevention brochures at Farmer’s Market event. Distributed Water District’s emergency preparedness starter kits on Earth Day and City of Palo Alto MSC Fair. City of Santa Clara distributed flood emergency starter kits at Art & Wine Festival and another community event.
			CAL OP #51. Social Media Messaging (such as Facebook, Twitter, LinkedIn, Instagram, etc.)			Fair Sponsors Residents who share posts Facebook, Twitter, Google, LinkedIn, Instagram, etc.		See above-noted response to CAL OP#47. City of Gilroy uses social media to post flood awareness campaign information. 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. Public Safety Social Media link is posted on the City of Palo Alto’s utility insert. City of Santa Clara posted social media message with topics on protect people and property from the hazard (Topics 3 & 4).
			CAL OP #52. Post social media messages on websites <i>(Element 352 WEB1 and 2)</i>					See above-noted response to CAL OP#48. City of Gilroy website posts flood awareness campaign information. 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. Message posted on City of Santa Clara website.
			CAL OP #53. Staffing booths at fairs	District Communications Cities Communications	Year-Round	Fair Sponsor Residents who attend booths	All	See above-noted response to CAL OP#50.

	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 i		property for your flood hazard; Topic 3 – Protect people from the flood; Topic 8 – Download disaster electronic Apps; Topic 9 – Understand s Outreach Projects; TA OP = Target Audiences Outreach Project			he hazard; Topic 5 – Build re ling water.” if it is set out at City Hall; a li ty employee; a utility compa		otect natural floodplain functions ublishes a flood or hurricane season supplement each year; FEMA, if, for rent articles in its monthly bills; or presentations made by state or FEMA staff at a
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Target Audience	¹ Message	Outcome	² Project(s) Proposed to Support the Messages	Assignment	³ Proposed Schedule	⁴ Stakeholder	CRS Community	
								District attended various city sponsored events and distributed collateral materials related to flood prevention 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. City of Milpitas distributed Family Emergency Starter Kits and other flood prevention collateral materials at the May 20-21, 2017 Milpitas International BBQ & Festival. Distributed Winter Preparedness fliers and family emergency starter kits at Earth Day Fair and City of Palo Alto MSC Fair. City of Santa Clara has a Department of Public Works booth at Art & Wine Festival to distribute flood prevention materials. City of Sunnyvale distributed Family Emergency Starter Kits and flood prevention brochures at Farmer’s Market event.
Special Flood Hazard Area (SFHA) Communities The PPI Committee identified several geographic areas that are particularly prone to flooding.	<u>Topics 4 & 6</u> <u>Message:</u> Keep debris and trash out of our streams. It’s illegal to dump into streams	Cleaner streams and fewer dumping violations	SFHA OP #1. “Do Not Dump” message is sent each year to all SFHA residents county-wide in the District’s annual Floodplain Mailer (FPM) (2014 FPM reached 71,000 residents & businesses) (target outreach – 6 points per topic)	District Communications	October/ November 2015 annually	FEMA SCVURPPP	All	District’s annual FPM sent in January to 53,243 parcels which includes message of keeping creeks clean and healthy. City of Milpitas citywide informational “SFHA brochure” included this message. 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. In December 2016, City of Milpitas mailed out citywide informational “SFHA brochure” that included this message. “Do not Dump” message is posted on City of Palo Alto’s utility insert. City of Santa Clara “Inside Santa Clara” newsletter includes DO NOT DUMP message.
		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. City of Los Altos has posted the SFHA mailer and brochure on the City website. City of Milpitas citywide informational “SFHA brochure” included this message and posted on City website. Winter Storm Preparedness Utility Insert is posted on City of Palo Alto’s website. City of Santa Clara “Inside Santa Clara” newsletter is posted on City website. DO NOT DUMP message is also on another City webpage.

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

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Special Flood Hazard Area (SFHA) Communities The PPI Committee identified several geographic areas that are particularly prone to flooding.	<u>Topics 3 & 5 Message:</u> 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. 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. City of Milpitas citywide informational “SFHA brochure” included this message. Flood messages on Utility Insert are sent to City of Palo Alto residents every year. City of Santa Clara “Inside Santa Clara” newsletter includes message about protecting property and family.
		Reduce number of claims	SFHA OP #4. Post Floodplain Mailer on website (<i>Element 352 WEB1 and 2</i>)		Year-Round			FPM posted on District’s website. City of Los Altos has posted the SFHA mailer and brochure on the City website. City of Milpitas citywide informational “SFHA brochure” included this message. Utility Bill Insert is posted on City of Palo Alto’s Flood Information/Winter Preparedness website. City of Santa Clara “Inside Santa Clara” newsletter is posted on City website.
			SFHA OP #5. Maintain the ALERTSCC System	District Communications City of Palo Alto CRS Coordinator Cities CRS Coordinators	Year-Round peaks time October - April	County of Santa Clara	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: https://www.valleywater.org/flooding-safety/flood-protection-resources/sign-up-for-emergency-alerts . Posted on City of Milpitas Fire Department Office of Emergency Services webpage. Information on Alert SCC and real time creek water surface elevation is posted on City of Palo Alto Utility Bill Insert.
		Keep families safe	SFHA OP #6. ALERT System – Post real-time gauge information on website so users can see current water levels, and where available, flood height predictions (Element 352 WEB3)					All Alert System Real Time Data is available on the District website. https://www.valleywater.org/floodready The District’s Alert System (gauge monitoring site) was maintained and updated to produce a mobile friendly site. City of Milpitas citywide informational “SFHA brochure” included this message and is posted on their website. City of Morgan Hill’s Flood Information webpage includes a link to the District’s website with ALERT System Real-Time Data. 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	City of San José	Need dates from communities	FEMA Lenders	City of San José City of Sunnyvale	Cities of Sunnyvale send postcards to residents to floodplain residents.

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.”

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

Each September, all deliverables need to be reported to District for tracking purposes.

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			out postcards annually that includes a link to flood insurance agent referrals.	City of Sunnyvale CRS Coordinator City of Gilroy County of Santa Clara		Real Estate Brokers Silicon Valley Realtors Association	City of Gilroy County of Santa Clara	City of Milpitas citywide informational “SFHA brochure” included this message.
			SFHA OP #8. Post postcards on website (<i>Element 352 WEB1 and 2</i>)	City of Sunnyvale CRS Coordinator			Sunnyvale	City of Sunnyvale posted on their website. 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.
			SFHA OP #10. Post postcards that offers flood protection assistance site visits on website (<i>Element 352 WEB1 and 2</i>)					Message was posted on City of Sunnyvale’s website.
			SHA OP #11. Inserts into District’s School Outreach Program material	District Communications	Year-Round	Schools Students/Parents	All	Several of the District School Outreach Program (Water Education Outreach) materials are made available at various preparedness fairs/events. Additionally, there will be a focus in FY18 to partner with the District’s Outreach Program to promote emergency/flood preparedness. 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 (<i>Element 352 WEB1</i>)	District Communications	Year-Round		All	The District’s Water Education Outreach Program materials are posted on our website at: https://www.valleywater.org/learning-center/for-teachers-students
	<u>Topics 1, 2, 3, 4, 5, 6, 7, 8, & 9</u> <u>Message:</u> Know your flood risk and be prepared; buy flood insurance	Increase in the number of inquiries for purchasing flood insurance	SFHA OP #13. “Do You Need Flood Insurance” message is sent each year to all SFHA residents in the District’s annual FPM	District Communications	October/ November 2015	Lenders Real Estate Brokers Flood insurance customers	All	District’s annual FPM sent in 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. https://www.valleywater.org/floodready/flood-insurance City of Los Altos annual mailer and brochure provide information regarding Flood program and flood insurance requirements. 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. 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. 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.
					<u>Topics 1, 2, 3, 4, 5, and 7</u> <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			Increase in number of flood insurance policies in the SFHAs and in the county in general

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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	only sure way to be reimbursed for some of your flood losses							City of Los Altos has posted the SFHA mailer and brochure on the City website. City of Milpitas citywide informational “SFHA brochure” posted on their website. 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. City of Santa Clara “Inside Santa Clara” newsletter is posted on City website.
Special Flood Hazard Area (SFHA) Communities The PPI Committee identified several geographic areas that are particularly prone to flooding.		Prospective buyers understand flood risks	SFHA OP #15. Mail out mailer(s) regarding flood insurance and elevation certificates	City of Milpitas CRS Coordinator City of Los Altos CRS Coordinator Cities CRS Coordinators	Fall		City of Milpitas City of Los Altos	City of Los Altos sent mailers regarding flood insurance. City of Milpitas citywide informational “SFHA brochure” included this message. Information on Insurance and elevation certificate mailed to residents through City of Palo Alto’s Utility Bill Insert. City of Santa Clara “Inside Santa Clara” newsletter includes message on flood insurance and elevation certificates.
			SFHA OP #16. Post mailers on website (<i>Element 352 WEB1</i>)	City of Milpitas	Fall		City of Milpitas	City of Los Altos has posted the SFHA mailer and brochure on the City website. City of Milpitas citywide informational “SFHA brochure” posted on City website. Utility Bill Insert mailed is posted on City of Palo Alto’s Flood Information website. City of Santa Clara “Inside Santa Clara” newsletter is posted on City website.
			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.	City of Sunnyvale City of San Jose City of Palo Alto	Need dates from communities		Lenders, real estate agents or boards, developers/contractors and appraisers; organizations or agencies that serve communities at risk for flooding include PG&E, American Red Cross, Community Emergency Response Teams (CERT), neighborhood associations, schools, churches, hospitals and museums.	City of Sunnyvale City of San Jose City of Palo Alto

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.”

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

Each September, all deliverables need to be reported to District for tracking purposes.

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

Appendix A. 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	¹ Message	Outcome	² Project(s) Proposed to Support the Messages	Assignment	³ Proposed Schedule	⁴ Stakeholder	CRS Community	
	<u>Topic 1:</u> Know your flood hazard <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	Increase in the number of inquiries from prospective buyers asking about the flood designation of property	SFHA OP #18. Presentation and training to realtors at Realtor’s Association Meetings and/or write-up in realty association newsletters	District Communications City representatives Alain Pinel Realtors	October - April	Insurance companies Lenders Brokers Alain Pinel Realtors and other realty companies Residents who access FEMA Map Service Center Silicon Valley Realtors Association	All	Not applicable this fiscal year. Plan to work on next fiscal year.
			SFHA OP #19. Post training presentation on website (<i>Element 352 WEB1</i>)	District Communications City representatives	Year-Round			Not applicable this fiscal year. City of Milpitas’ citywide informational “SFHA brochure” posted on City website. FEMA’s Map Service Center website is included in City of Santa Clara “Inside Santa Clara” newsletter to all addresses in the City.
			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 trough the District’s FPM sent to all parcels in the FEMA designated flood zone. Additionally posted on district’s flood safety tips website: https://www.valleywater.org/floodready/is-your-home-in-a-flood-zone City of Gilroy posts Floodplain Management Study. The FEMA Flood Map Service Center web link is posted on the City of Los Altos website. City of Milpitas’ citywide informational “SFHA brochure” posted on City website. City of Morgan Hill has a link to FEMA’s Flood Map Service Center in the City’s Flood Information webpage. FEMA’s Flood Map Center is posted on City of Palo Alto’s Flood Information website. City of Santa Clara “Inside Santa Clara” newsletter is posted on City website.
			SFHA OP #21. Post link to FEMAs Flood Map Service Center on website (https://msc.fema.gov/portal) (<i>Element 352 WEB1</i>)					Posted on the District’s website; the FP Resources landing page has a designated icon directing audience to FEMA’s Flood Map Service Center. https://www.valleywater.org/floodready/is-your-home-in-a-flood-zone The FEMA Flood Map Service Center web link is posted on the City of Los Altos website. City of Milpitas posts their “SFHA brochure” on website. City of Morgan Hill has a link to FEMA’s Flood Map Service Center in the City’s Flood Information webpage. City of Mountain View does not have any repetitive loss properties. Link to FEMA’s Flood Map Center is provided on City of Palo Alto’s Flood Information website.
Special Flood Hazard Area (SFHA) Communities The PPI Committee identified several geographic areas that are particularly prone to flooding.	<u>Topics 3, 4, & 5</u> <u>Message:</u> Retrofit or elevate your home/building to reduce future flood damage. Contact your local planning department to determine what steps should be taken to protect your property. Contact Public	Increase in inquires on retrofitting measures. Decrease the number of repairs and	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	City of San Jose City of Palo Alto City of Sunnyvale City of Morgan Hill		Real Estate Agencies	City of San Jose City of Palo Alto City of Sunnyvale City of Morgan Hill	City of Sunnyvale sent letters to repetitive loss parcels as required by FEMA. City of Los Altos does not have any repetitive loss properties.

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.”

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

Each September, all deliverables need to be reported to District for tracking purposes.

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

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Target Audience	¹ Message	Outcome	² Project(s) Proposed to Support the Messages	Assignment	³ Proposed Schedule	⁴ Stakeholder	CRS Community	
	Works CRS Coordinator to find out if grant assistance is available	elevations without permits. Increase number of repairs with permits	NFIP requirements and the message that special permits are required.					City of Mountain View does not have any repetitive loss properties.
		Increase number of elevation certificates on file, and structures repaired with permits; decrease the number of repetitive loss increase homes						City of Morgan Hill sent letters to repetitive loss parcels as required by FEMA. Annual letters are mailed by the City of Palo Alto to repetitive properties and real estate agencies. City of Santa Clara does not have repetitive loss properties.
Messengers to Other Target Audiences (TA) Lenders, real estate agencies or boards, developers/contractors and appraisers all serve as a messenger to people who are at risk of flooding as they provide their respective business service. In addition, organizations or agencies that serve communities at risk for flooding include PG&E, the American Red Cross, and Community Emergency Response Teams (CERT), neighborhood associations, schools, churches, hospitals and museums.	<u>Topics 1, 2, 3, 4, 5, 6, 7, 8, & 9</u> <u>Message:</u> Know your flood risk and be prepared; buy flood insurance	Educate our community on flood protection and preparedness measures	TA OP #1. Have American Red Cross include the topic of flood protection in their presentations. Have engineers accompany American Red Cross to community meetings (2/city/year)	American Red Cross	Year-Round	American Red Cross Neighborhood Associations Service Clubs (e.g. Notary, Kiwanas, etc.) Chamber of Commerce Silicon Valley Realtors Association American Red Cross Neighborhood Associations Service Clubs (e.g. Notary, Kiwanas, etc.) Chamber of Commerce Silicon Valley Realtors Association	All	Not applicable this fiscal year. Due to limited resources at the Red Cross, they are unable to commit resources to assist in this proposed project at this time.
	<u>Topic 2:</u> Insure your property for your flood hazard <u>Message:</u> 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 City of Sunnyvale City of San Jose City of Palo Alto			All City of Sunnyvale City of San Jose City of Palo Alto	Not applicable this fiscal year. District has template available for any city to use. Presentation of flood awareness during earth day is provided on City of Palo Alto’s Flood Information website.
	<u>Message:</u> A discount is available. Flood insurance is also available for renters and commercial properties. There is a mandatory 30-day waiting period for flood insurance to become effective		TA OP #3. Annual mailer targeted towards real estate agents and lenders with this message	City of Sunnyvale CRS Coordinator City of San Jose CRS Coordinators Cities CRS Coordinators	Late Summer/ Fall		City of Sunnyvale City of San Jose All	City of Sunnyvale and City of Palo Alto have one-page newsletter which is sent to all real estate agents and set out for pick-up at City Hall. City of 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. Annual letters regarding flood insurance is sent to lenders and real estate agents every year by the City of Palo Alto.

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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								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. Annual letters mailed to lenders and real estate agents is posted on City of Palo Alto’s Flood Information website. 3 flood insurance pamphlets posted on City of Santa Clara’s website.
	Topics <u>1, 2, 3, 4, 5, 6, 7, 8, & 9</u> <u>Message:</u> Know your flood risk and be prepared; buy flood insurance	Improve SFHA disclosure during real estate process	TA OP #5. Include flood protection and preparedness messages in newsletters of organizations or agencies that serve communities at risk for flooding; District and City staff would draft messages for insertion into newsletters	All City of Sunnyvale City of San Jose City of Palo Alto			All City of Sunnyvale City of San Jose City of Palo Alto	Starting in September, the District began including flood safety information in its monthly newsletter through March. The newsletter reached over 29,000 residents county-wide and was shared on the web and District’s social media sites monthly. The City of Los Altos weekly newsletter email included 20 issues with content on flood information, insurance, and/or emergency preparations. City of Milpitas utility bill messaging during November – December 2017 billing period (<i>not an insert</i>). Utility bill inserts. See CAL OP #1 and #2.
			TA OP #6. Post newsletters on websites (<i>Element 352 WEB1</i>)					All monthly newsletters posted on District’s website at http://www.valleywater.org/Newsletters.aspx The City of Los Altos weekly newsletter email included 20 issues with content on flood information, insurance, and/or emergency preparations. The email newsletter is also posted on the City website.
		Increase in number of policies in the SFHAs and in the county in general	TA OP#7. Countywide mailer to all residents – language on purchasing flood insurance	District Communications			All	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>).

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	¹ Message	Outcome	² Project(s) Proposed to Support the Messages	Assignment	³ Proposed Schedule	⁴ Stakeholder	CRS Community	
		Educate our community on flood protection and preparedness measures	TA OP# 8. Speaker’s Bureau of staff from CRS Communities to talk at events organized by various community groups. The goal is for each CRS Community to speak at a minimum of 2 events per year or more.	City representatives Community Organizations	October-April		All	The below-listed organizations (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. 1) August 1, 2017: Kiwanis Club of Morgan Hill 2) August 30, 2017: Morgan Hill Rotary Club 3) September 8, 2017: Leadership Gilroy 4) October 7, 2017: Los Paseos Neighborhood Association (San Jose) 5) January 9, 2018: Sons in Retirement (SIRS) at Villages Golf & Country Club (San Jose) 6) March 14, 2018: Alma and Goodyear Mastic Neighborhood Associations (San Jose) 7) March 29, 2018: In-Home Supportive Services all staff mtg. (County-wide) 8) April 18, 2018: HGST Earth Day celebration (San Jose) 9) April 30, 2018: Bellarmine Environmental Club (San Jose) 10) May 3, 2018: SPUR-Flood Awareness & Prevention (San Jose) 11) May 15, 2018: Mid-Peninsula Widows and Widowers Association (Los Altos)
			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. Information on the District’s Speakers Bureau Program is available on our website: https://www.valleywater.org/learning-center/lets-talk-water-speakers-bureau

References

- 1. Washington Multi-Jurisdictional PPI
- 2. Snohomish County, City of Monroe, City of Sultan Multi-Jurisdictional Program for Public Information 2013
- 3. Flood Futures Report
- 4.

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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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 (be sure to sign-in) a. Interested parties request to participate	(All)
2.	2017-2018 Flood Preparedness Fairs a. Outreach promotional items 1. Office of Emergency Services District's Storm Ready Application 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 6/27/18 - Floodplain Management and Duties of the Local Administrator 6/28/18 - FEMA Elevation Certificate To register or get more information, go to: https://www.eventbrite.com/o/dwr-floodplain-management-assistance-17128699424	(Merna Leal)
5.	Participation Requests a. July 9, 2018 CRS Users Group Meeting – Facilitator needed b. September 7, 2018 FMA Conference – Panelist needed (CRS User Group Conference Workshop)	(Merna Leal)
6.	Egnyte – Repository Shared File System a. Benefits of using the system b. Restructured files to mirror CRS Coordinator's Manual c. Brief navigation demonstration d. Who else needs access?	(Merna Leal & Kathryn Demeter)
7.	PPI Monitor & Annual Evaluation for Annual Evaluation Report for FY18 (Year 3) a. Using Annual Evaluation FY17 (Year 2), Appendix A Table, populate FY18 data 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

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.

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 Stubbe	City of Milpitas
Josh Ledesma	SCVWD - DES
Gina Adriano	SCVWD - Comm
Thammar Ng	Sunnyvale
Gloria Barron	Sunnyvale
Kimberlee Pineda	Sunnyvale
Ashia Rouhani	SCVWD
Gabonelle Abdon	City of Mountain View
Babak Kaderi	City of Gilroy : City of Los Altos
Royce Alar	City of Palo Alto
Rebecca Blank	SCVWD
Evellon - Liang	santa clara
Kathryn Demeter	SCVWD
Melissa Lane	SCVWD
Phone:	
Arlene Hew	San Jose
Irish Mukherjee	citizen/external stakeholder
Chad Maskey	Cupertino
Jess Byler (unrepresented party)	San Francisco Creek Joint Powers Authority

ATTACHMENT NO. 3

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 (be sure to sign-in)	(All)
2.	September 7, 2018 FMA Conference 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 a. 6/27/18 – Floodplain Management & Duties of the Local Administrator b. 6/28/18 – FEMA Elevation Certificate	(Merna Leal)
4.	Plans for 2018-2019 District Flood Awareness Campaign a. <i>Floodplain Mailer (FPM) Language Revamp</i> - Confirm cities' phone numbers - Multi-lingual mailer - Abbreviated text b. <i>Targeted Outreach</i> - <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) a. Finalize PPI Annual Evaluation Report for FY18 (Year 3) b. Must be completed prior 8/1/18 (annual recertification due date)	(All)
7.	Adjourn	

If you have questions, please contact Merna Leal at (408) 630-2610 or 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.

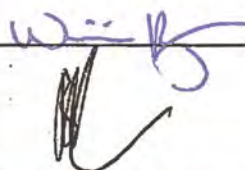

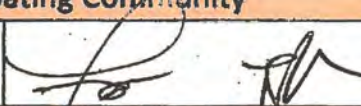
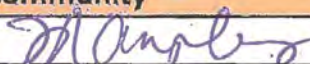
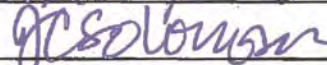
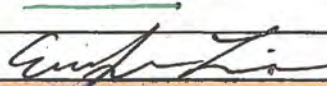
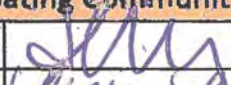
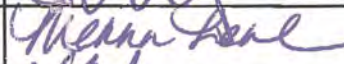

Santa Clara County CRS User's Group Meeting

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 Winnie Pagan	
3	Gilroy, City of	Jorge Duran Weston Hill 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. <i>BABAK KHADEN</i>	
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 <i>Jacqueline Solomon</i>	
11	Palo Alto, City of	Rajeev Hada	<i>by phone</i>
12	San Jose, City of	Arlene Lew	<i>by phone</i>
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 Gina Adriano	 

Other Interested Parties

City of East Palo Alto Daniel Berumen Daniel Berumen

 Participation by conference call