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RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MILPITAS APPROVING THE 2015 SANTA CLARA COUNTY MULTI-JURISDICTIONAL PROGRAM FOR PUBLIC INFORMATION

WHEREAS, in 1968, the United States Congress passed the National Flood Insurance Act creating the National Flood Insurance Program (NFIP). The NFIP was designed to reduce future flood losses through local floodplain management programs and provision of flood insurance to those most in need. The NFIP requires that participating communities adopt certain minimum requirements intended to reduce future flood losses; and

WHEREAS, in 1990, the National Flood Insurance Program implemented the Community Rating System (CRS) as a voluntary program for recognizing and encouraging community floodplain activities that exceed the minimum NFIP standards; and

WHEREAS, in 1991, the City of Milpitas was admitted to the Community Rating Program. The City's participation in the CRS program gives flood insurance policy holders a discounted premium; and

WHEREAS, in 2013, the Federal Emergency Management Agency (FEMA), the agency responsible for implementing the NFIP, updated the CRS program by adding new elements to encourage each participating community to increase efforts in promoting CRS goals; and

WHEREAS, one of new elements of the CRS program is the formation of a multi-jurisdictional Program for Public Information (PPI) that will encourage targeted outreach to a larger regional area; and

WHEREAS, in 2015, the City of Milpitas, along with other communities in Santa Clara County, worked with the Santa Clara Valley Water District to create a local PPI. The PPI was developed jointly and must be approved individually by each community's elected body into order to provide enhancement to the local agency's CRS program; and

WHEREAS, in each subsequent year an annual report must be submitted to FEMA to describe PPI implementation and every five years, the legislative bodies of all participating communities must re-approve the plan in order to continue receiving CRS credit.

NOW, THEREFORE, the City Council of the City of Milpitas hereby finds, determines, and resolves as follows:

1. The City Council has considered the full record before it, which may include but is not limited to such things as the staff report, testimony by staff and the public, and other materials and evidence submitted or provided to it. Furthermore, the recitals set forth above are found to be true and correct and are incorporated herein by reference.

2. The City Council hereby approves the 2015 Santa Clara County Multi-jurisdictional Program for Public Information, a copy of which is attached hereto as **Exhibit A**.

PASSED AND ADOPTED this _____ day of _____, 2016, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

_____
Mary Lavelle, City Clerk

APPROVED:

_____
Jose S. Esteves, Mayor

APPROVED AS TO FORM:

_____
Christopher J. Diaz, City Attorney

EXHIBIT A

Santa Clara County Multi-Jurisdictional Program for Public Information 2015

April 14, 2015

Prepared by:

Santa Clara Valley Water District
and
Participating Santa Clara County Communities

County of Santa Clara

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I. BACKGROUND

Santa Clara County is located at the south end of San Francisco Bay and has come to be known nationally as Silicon Valley. Eleven of the 15 incorporated communities in Santa Clara County participate in the Community Rating System (CRS) of FEMA's National Flood Insurance Program, a program to provide discounts on flood insurance premiums. The Santa Clara Valley Water District (District), the water management agency for Santa Clara County, participates as the only *fictitious community* in the nation. This unique arrangement was set up with FEMA in 1998 so that participating Santa Clara County CRS communities could take advantage of the District's point-earning efforts. Essentially this allows the District's activities to provide a foundation of points with simplified bookkeeping, because FEMA has already approved the activities through the District's annual verification.

Flooding in Santa Clara County comes from heavy local rainstorms that occur during the winter months of December through March. Sometimes, the rainy season extends into April but little rain falls here between May to October. Historically, the District designs and carries out extensive flood protection outreach programs. For instance, the District puts ads on buses, radio stations and maintains an extensive website of flood protection information. Cities have augmented the District's efforts through inserts in utility bills and newsletters. Until the Program for Public Information (PPI) process started, there had been little discussion between the cities and the District about the effectiveness of these programs and if they contained the most significant messages.

The District has led meetings from time to time to educate the floodplain managers of the participating cities and to increase participation in CRS. For instance, the District hosted a 5-day FEMA class on Floodplain Management in 2012 to help prepare staff from local cities for the Certified Floodplain Manager exam. Based on high class participation, it was clear that local cities were interested in working with their counterparts in other cities to understand the CRS program better and maximize their own jurisdiction's CRS points.

The new Program for Public Information that was introduced in the *2013 CRS Coordinator's Manual* was recognized as an excellent project to work on jointly with the CRS communities of Santa Clara County. As stated in the Example PPI from Washington:

> *The Program for Public Information is a planning tool to provide a step-by-step coordinated approach to flood hazard outreach. The PPI can be developed and implemented by a single community or with other communities as a multi-jurisdictional effort. The purpose is the same: to improve communication with citizens, and to provide information about flood hazards, flood safety, flood insurance and ways to protect property and natural floodplain functions to those who can benefit from it. The intent of the CRS program, and the PPI, is to reduce injury to people and damage to property from future floods. Coordination between jurisdictions through a Multi-Jurisdictional Program for Public Information further increases efficiency in resources and improves communication with citizens.*

In addition, developing a Multi-Jurisdictional PPI in Santa Clara County was seen as a way to earn significant CRS points which may translate into greater discounts on flood insurance premiums for our residents. It also rewards participants for developing messages that are tailored to local needs.

This District convened a meeting of the CRS coordinators in November 2013 to explain the PPI process and gauge interest for developing a Multi-Jurisdictional PPI for Santa Clara County. Although the District offered to host the process and provided staffing, it was understood that each participating community would be required to (1) conduct the CRS Self-Assessment, (2) recruit a non-governmental stakeholder, (3) participate in the PPI Committee meetings, and (4) bring the PPI to their elected body for approval. With the enthusiastic support of the CRS coordinators the PPI process was started.

For Santa Clara County and the 11 CRS Communities located here, several factors encouraged development of a PPI. First, a wake-up call from the California Department of Water Resources *Flood Futures Report,* a comprehensive look at flood risk across the entire state released in April of 2013. Santa Clara County had the dubious honor of being second in California in two important flood risk categories: most-people-exposed-to-flooding and most-property-exposed-to-flooding. Second, the threat of sea level rise and increases in storm intensity expected from climate change may make flooding more severe locally. Thirdly, the local ISO CRS Specialist brought the program to our attention as something that would work well with the District's role as a fictitious community.

The six priority topics of the revised CRS program are essentially best management practices for households, but are not necessarily focused on businesses. The major employers of Silicon Valley form a ring around the edge of the Bay, located in areas subject to tidal flooding. As sea levels rise due to climate change, these industrial parks will be subject to more frequent flooding. Although the buildings may be designed to withstand floods, issues associated with flooded roads may create problems for thousands of workers getting to and from work. Each person who works in the tidal flooding zone will need to develop emergency plans for getting home before freeways flood and communicating with and caring for their families.

In Santa Clara County most of the flood risk to households is from fluvial flooding. Because Santa Clara County is adjacent to San Francisco Bay, tidal flooding and fluvial flooding both pose risks. Historically, fluvial flooding has caused most of the flood damage that has occurred here, but in the future, the risk of tidal flooding is expected to increase due to climate change induced sea level rise. The PPI meetings have provided an opportunity for the staff from the various cities and the District who work on CRS regularly to talk about what the local flood messages really need to say and what aspects of the extensive public outreach plan are already in place and are working well. As electronic forms of communication become more and more a part of daily living, information is expected to be just a few clicks away. The role of local flood professionals is to make sure that the information is in place for people to find when they need it. In the PPI meetings, discussions have incurred as to what makes up that "needed information".

II. GOALS

The PPI participants share a vision to improve the efficiency of the Cities' collective outreach efforts and to tailor outreach messages better to local needs. The participants also see the PPI as the backbone activity of an ongoing CRS users group that will help the local governments maintain or improve their individual CRS ratings by encouraging the purchase of flood insurance and promoting best practices that reduce flood risk.

At the beginning of the PPI process, it was recognized that getting 12 agencies (10 cities, the County of Santa Clara, and the District) to meet all the FEMA requirements for participation would be a challenge. Consequently, the goal was set for the first year's PPI as getting the process going with as many communities as possible and developing a track record of success.

Given that the District has had an extensive public outreach program for many years, the goal was not to increase the size and scope of the program, but to tailor the existing programs to be more effective and efficient.

Through the discussions between stakeholders during the PPI meetings, the PPI process was determined to be a good way to evaluate the existing outreach system and build on what works well. The Cities' staff had good insight about what aspects of the District's program were well-received with their residents through questions, complaints and comments they have gotten from the public over the years. The stakeholders shared reactions to various components of past outreach efforts and their effectiveness in conveying the message.

Several messages relating to public safety came out of the discussions as messages that need to be stressed. One was to "*slow down on wet roads"* and the other *is "never drive though water."* Even though these are common sense messages, there are accidents every rainy season because some people do not follow them.

The lack of personal emergency plans was also seen as an ongoing problem. Although it is easy to prepare these plans, many families don't get around to it until after the emergency has already happened. For the most part, the family emergency plan is the same for a whole range of emergencies. Locally, the most likely emergencies are related to fire, earthquake or flooding.

Another goal that surfaced through the discussions is to collaborate with non-governmental organizations like American Red Cross and Pacific Gas & Electric (PG&E) who conduct lots of outreach. A few slides will be added to the standard American Red Cross and/or PG&E presentations on flooding and encouraging people to purchase flood insurance. The PPI participants may send speakers with knowledge of flooding to appropriate groups.

III. PPI COMMITTEE

For a group with this many communities participating, recruiting a stakeholder for each community and then scheduling times when most people can attend was particularly challenging. The requirements from FEMA are that each community must send at least two representatives to the regional committee, at least half of the representatives must be from outside of local government, and at least half of the representatives must attend all of the meetings of the regional committee. The communities of Santa Clara County owe a special thanks to all the stakeholders who were willing to take part and donate their time to this effort. The PPI Committee is listed in Table 1.

Table 1. Members of the Santa Clara County Multi-Jurisdictional PPI Committee

Community	Local Government Representative and Alternates	Stakeholder
Santa Clara Valley Water District	Pat Showalter, Sr. Project Manager Ricardo Barajas, Public Information Rep. II Merna Leal, Project Coordinator	Naomi Pease *American Red Cross*
Los Altos	Aida Fairman, PE Asociate Civil Engineer Kathleen Gallagher *CSG Consultants, Inc.* Frank Navarro *CSG Consultants, Inc.*	Brandi Garcia *PG&E* Pam Perdue *PG&E*
Milpitas	Ahmed Aly, Principal Civil Engineer, CFM Engineering Land Development Section Babak Kaderi, Assistant Civil Engineer Engineering Land Development Section	Donna Chiaramonte *State Farm*
Palo Alto	Rajeev Hada, Project Engineer, CFM Public Works Department, Engineering Services Division	Dan Melick *CERT Volunteer*
Gilroy	Claudia Moran-Garcia, Civil Engineer I Public Works Department Maria Angles, City Development Engineer, CFM	Mark Turner *Chamber of Commerce*
Morgan Hill	Charlie Ha, Associate Engineer Public Works Department	Sanjar Chakamian *Morgan Hill Downtown*
County of Santa Clara	Chris Freitas	Trish Mulvey *CLEAN South Bay*
Mountain View	Renee Gunn, Associate Civil Engineer, CFM Jacqueline Andrews Solomon, Assistant Public Works Director/City Engineer, CFM	Lydia Kou *Real Estate Agent* Erin McKeown *Google*
San Jose	Arlene Lew, Floodplain Manager, CFM Department of Public Works	Erik Fong *Willow Glen Neighborhood Association* Linda Baker *Alain Pinel Realtor*
Santa Clara	Van Truong Falguni Amin, Acting Principal Engineer Public Works - Engineering	Kevin Moore *retired City Council member*
Sunnyvale	Jennifer Ng, Senior Civil Engineer Public Works	Kerry Haywood *Moffett Park Business Group*
Cupertino	Chad Mosley, Senior Engineer Public Works Department Winnie Pagan, Associate Civil Engineer Public Works Department	Julia Kinst *Neighborhood Block Leader*

Each PPI Committee member was asked to share their perspectives on flood information needs and how the existing programs worked.

The meetings were organized to follow the example in the FEMA report *Developing a Program for Public Information (March 2013)* which breaks the process into the following 7 steps:

Step 1: Establish a PPI Committee.

Step 2: Assess the community's public information needs and inventory existing public information and outreach efforts.

Step 3: Formulate messages.

Step 4: Identify outreach projects to convey the messages.

Step 5: Examine other public information initiatives.

Step 6: Prepare the PPI document.

Step 7: Implement, monitor and evaluate the program.

The process was designed to be accomplished in four meetings to allow time for a wide range of discussion. Between the third and the fourth meeting, a subgroup worked to draft the PPI for the rest of committee members to review. The dates were set at the beginning of the process, for participants to arrange their schedules accordingly. Even with a lot of lead time, getting participation was challenging. Part of the issue this year may have been local weather conditions. Severe drought made planning for flood protection seem less relevant than normal.

The first stakeholder meeting was held on February 12, 2014. Communities were asked to complete FEMA's self-assessment before the meeting. The participants got to know each other by sharing the flood risk characteristics and flood insurance statistics identified from the self-assessments. These characteristics were translated into the public information needs (Step 2) and target audiences. Step 3 was started by formulating messages and Step 4 by identifying projects for the PPI.

The second meeting was held on March 27, 2014. The information from the previous meeting had been captured in a draft of the PPI worksheet and it was agreed to use this draft worksheet as minutes of the discussion. The finished PPI worksheet is attached as Appendix A. A presentation was given on the outreach program operated by the District and discussion ensued regarding the effectiveness of these programs based on perceptions of the stakeholders. Significant progress was made on Steps 3, 4 and 5. In addition to outreach projects, the importance of other public information initiatives (Step 5) was discussed. As our society gets more web-based, people expect to find the information they are seeking at any time day or night within a few clicks. The general consensus was that as the flood protection professionals for the County, it is our job to make sure that the information is available on our websites for our residents to find when they need it.

The third meeting was held on April 24, 2014. The American Red Cross presented their outreach programs which are designed for disaster planning in general, not necessarily for flooding disasters. PG&E also briefly presented. This finished Step 2. The PPI worksheet was updated again.

During the April meeting, a sub-committee was convened to draft the PPI. Three working meetings were held to work through issues related to the draft. Writing assignments were shared to produce a draft for the full PPI Committee to review. We also completed formulating messages (Step 3) and identifying outreach projects to convey the messages (Step 4).

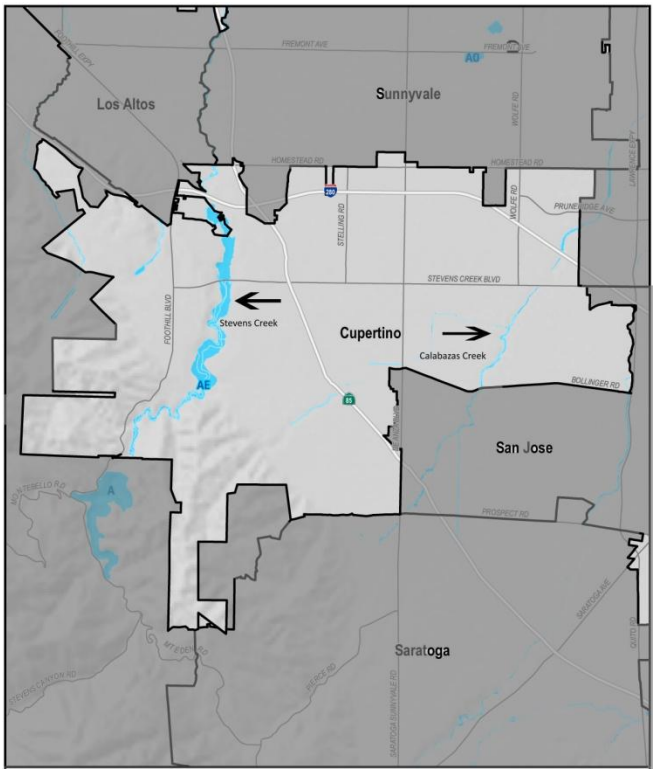
The fourth meeting was held on June 26, 2014 to discuss the draft of the PPI and finish filling out the assignments for the PPI worksheet. Based on the comments received at the meeting another draft was circulated by email for the PPI stakeholders to approve.

IV. HIGHLIGHTS OF COMMUNITY SELF-ASSESSMENTS

The CRS Community Self Assessment is an online tool which asks a series of questions that lead to how flood hazards affect the community and which groups of *residents* could benefit most from outreach efforts and encouragement to purchase flood insurance. In Santa Clara County, careful attention also needs to be paid to flood protection for the *businesses* that make up Silicon Valley. Many of these large employers are located in a ring of office parks near the edge of the Bay in areas subject to both fluvial and tidal flooding. This is particularly true for the communities of Palo Alto, Mountain View, Sunnyvale, Santa Clara, San Jose and Milpitas. The sections below provide a description of each participating community and highlights of their self-assessment results.

City of Cupertino

The City of Cupertino is located at the southern end of San Francisco Bay on the western edge of the Santa Clara Valley. It is about 20 minutes from the Mineta San Jose International Airport with convenient freeway access via State Route 85 and Interstate 280. The City, home of Apple's corporate headquarters and De Anza College, has a population of over 58,000 residents and encompasses 11.3 square miles or 7,230 acres.



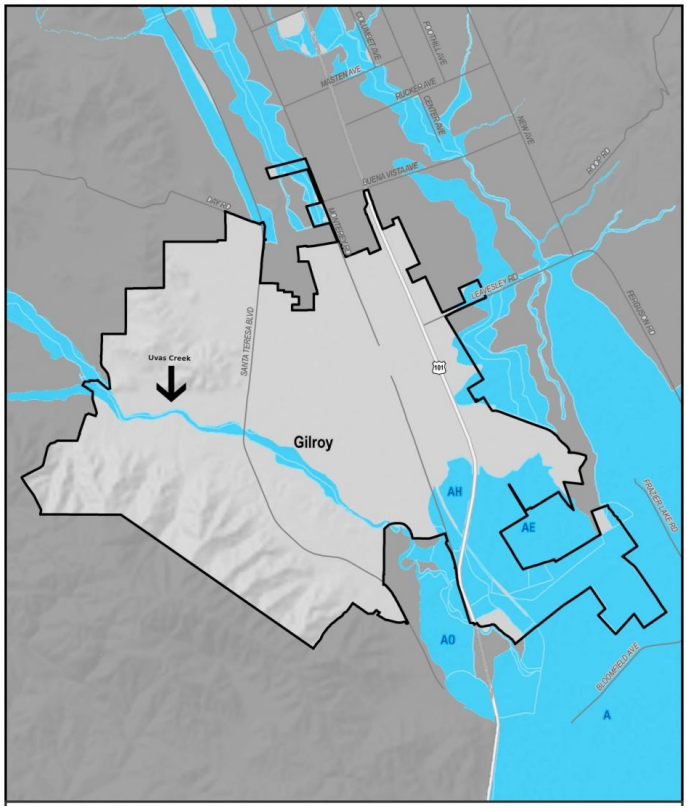
Flood Hazard. Under the current FIRMs, the City of Cupertino has 130 structures in the special flood hazard area. The City's special flood hazard areas consist solely of designated zones A and AE. Of the total structures in the special flood hazard area, 80 percent are single family (1-4units), 1 percent is multifamily (5 or more units) and 19 percent are commercial or non-residential. Several streams run through Cupertino that flow into the San Francisco Bay, including Calabazas Creek, Saratoga Creek, Stevens Creek, Regnart Creek, Heney Creek, Prospect Creek and Permanente Creek. Specific areas that are susceptible to flooding are near Stevens Creek and Heney Creek. The City had experienced flooding around Calabazas Creek in 1998, but flood protection projects completed by the Santa Clara Valley Water District have decreased the risk of flooding significantly.

Flood Insurance Data. Of the properties in the special flood hazard area, the City has 39 flood insurance holders. 98 percent of the policy holders are in the AE Zone and the remaining are in the A Zone.

Repetitive Loss Properties. There are currently no repetitive loss properties in the City. The City had 1 repetitive loss property within its jurisdiction and the property was purchased by the City in 2014.

City of Gilroy

The City of Gilroy is situated in South Santa Clara County at the crossing of U.S. Highway 101 and State Highway 152. The City is located approximately 16 miles south of San Jose, California to Monterey/Day Road on U.S. Route 101 and 19 miles inland from the Pacific Coast. The City has a population of about 50,660 residents and has a total area of 10,340 acres or approximately 16.156 Square Miles. Approximately 7 percent of this area in in parks and preserves and another 29 percent consists of agriculture and other open space uses. The remaining area is nearly completely developed, with the predominance of single family residences. City of Gilroy has about 19 percent of vacant areas (developable land).



Flood Hazard. Under the current FIRMs, City of Gilroy has 96 structures in the special flood hazard area. Special flood hazard areas are mainly in FEMA designated Zones A, AE, AH, and AO. Of the total structures in the special flood hazard area, 26 percent are single family (1-4 units), 0 percent are multifamily (5 or more units) and 4 percent are commercial or non-residential. The City of Gilroy receives waters from Lions, Llagas, Uvas, North and South Morey Creek. Specific areas that are susceptible to flooding are around Uvas Creek. The leeve on Uvas Creek has been certified by FEMA. The City of Gilroy has experienced flooding during the storms of December 14 to 28, 1955. The heaviest precipitation occurred during the 3-day period ending December 23. The 12.9 inches of rain reported in the Gilroy area resulted in the Uvas and Carnadero Creeks creating a flow of 14,000 cubic feet per second (cfs) at U.S. Highway 101. Miller Slough was the principal flood problem in January 1963. A rainfall of 3.21 inches during 24 hours caused severe flooding of Forest Street, Church Street, and Sixth Street, with all of the water flowing from Miller Slough.

Flood Insurance Data. There are a total of 151 Flood Insurance Property Holders. There are some policy holders that belong to other zones (B, C, or X) than zone A.

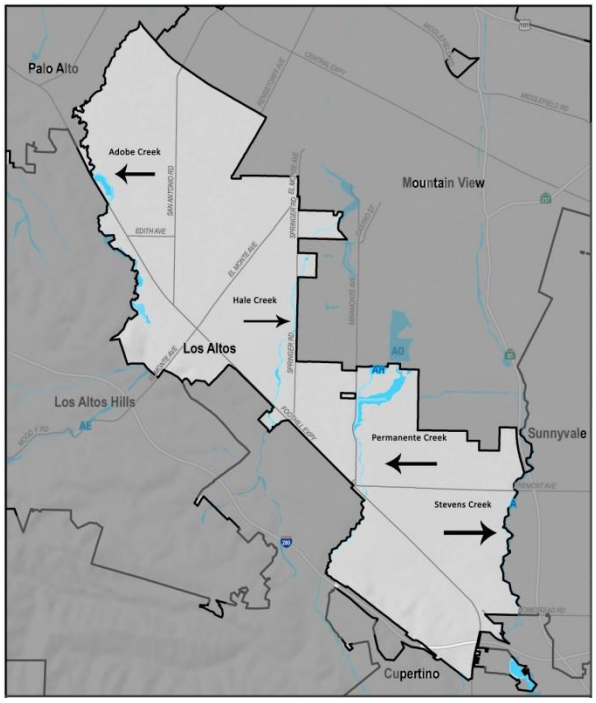
FEMA Flood Hazard Areas. Some zone designation areas in Gilroy are being reviewed. Please contact City's Flood Plan Manager for information regarding the zones that are being reviewed.

Repetitive Loss Properties. There are no repetitive loss properties in Gilroy.

City of Los Altos

The City of Los Altos is located at the base of the San Francisco Peninsula, 40 miles south of San Francisco. The approximately 6.3 square-mile city is developed primarily single-family residential with small businesses, schools, libraries, and churches. According to the 2010 Census, it has a population of 28,976, with a population density of 4,466.8 people per square mile, and average household size of 2.61 people.

Los Altos' climate is marine-influenced with an average summertime high temperature of 78°F and an average low of 57°F, dropping to an average winter nighttime low temperature of 41°F and an average high of 60°F. Mean annual precipitation ranges from 15 to 22 inches, with the majority of that precipitation falling from November through March. Precipitation occurs entirely as rainfall. Snowmelt is not a hydrologic process that significantly affects runoff in the City.



Flood Hazard. Under the current FIRMs, the City of Los Altos has 450 properties in the special flood hazard area. Special flood hazard areas are mainly in FEMA designated Zones A and V. Of the total structures in the special flood hazard area, 99 percent are single family and 1 percent are commercial or non-residential. The City has four creeks: Adobe Creek, Hale Creek, Permanente Creek and Stevens Creek. Specific areas that are susceptible to flooding are around Adobe, Permanente and Hale Creeks.

Precipitation that falls within the City of Los Altos generates stormwater runoff. This runoff is conveyed in a number of mostly manmade flood protection systems that discharge to the creeks. Most of these systems do not interact with one another, and potential improvements to one system should not impact the performance of other systems. The total land area within the City limits is roughly 6.3 square miles (approximately 4,000 acres). To create a rural aesthetic, many of the streets in Los Altos do not have traditional suburban curb and gutter lined streets. This layout provides some attenuation before runoff reaches a storm drain inlet.

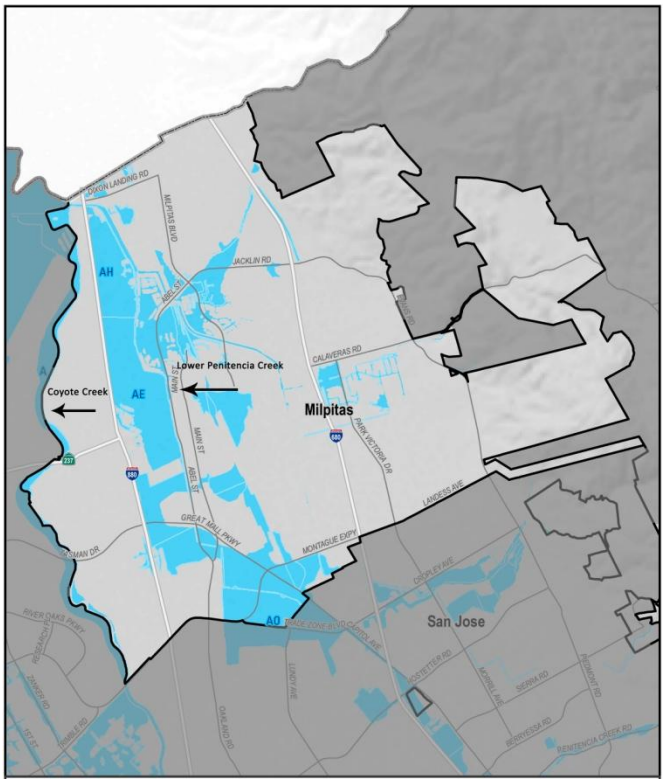
In addition to storm drains, flood protection is provided to the City of Los Altos by the District and its maintenance of our four creeks (Hale, Stevens, Adobe, and Permanente) that convey storm-generated runoff north to the San Francisco Bay.

Flood Insurance Data. Of the 450 properties in the special flood hazard area, the City has 109 flood insurance policy holders. 51 percent of the policy holders are in the A- Zones and the remaining in the B, C & X Zone.

Repetitive Loss Properties. There are no repetitive loss properties in the City of Los Altos.

City of Milpitas

The City of Milpitas, located at the southern tip of the San Francisco Bay, is a progressive community that is an integral part of the high tech Silicon Valley. With a diverse resident population of 70,817, Milpitas features quality schools, conveniently located neighborhood parks and shopping centers. Milpitas is often called the "Crossroads of Silicon Valley" with most of its 8,680 Acres or 13.63 square miles of land situated between two major freeways (I-880 and I-680), State Route 237, and a County expressway. A new light rail line opened for service in 2004 and an extension of BART including a major multi-modal station is in the planning stage. The City encompasses 8,680 Acres of land. Approximately 12 percent of this area is in parks and preserves, less than 1 percent consists of agriculture and other open space uses, 31 percent in low density residence, 4 percent in medium density resident, 8 percent in high density resident, 12 percent in commercial/educational uses and 17 percent in industrial uses. There are approximately 1,790 acres, or 2.9 square miles, designated for various industrial uses. About 271 acres are vacant and available in parcels ranging from ½ acre to 75 acres. There are eight existing industrial parks and 550 manufacturing plants in Milpitas.



Flood Hazard. The City of Milpitas manages a floodplain that includes several local and regional creeks that convey storm water to other jurisdictions and to the baylands and marshes of the San Francisco Bay. Calera, Coyote, Penitencia, Berryessa, Los Coches Piedmont, Wrigley/Ford, and Tularcitos Creeks are among the major creeks that receive this storm water. The City of Milpitas has 3,000 properties and 3,300 structures in the special flood hazard area. Special flood hazard areas are mainly in FEMA designated zones A, AE, AH, and AO and are located near Calera, Penitencia, Berryessa, Los Coches and Tularcitos Creeks.

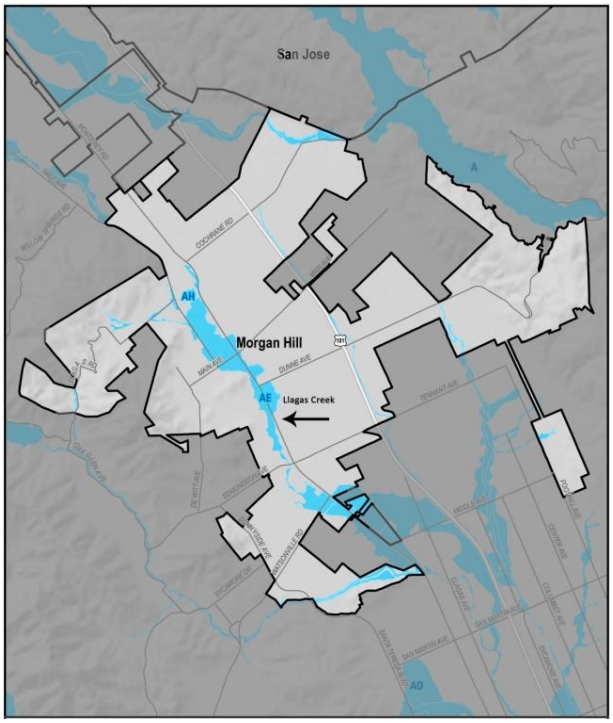
Flood Insurance Data. Of the 3,000 properties in the special flood hazard area, the City has 2,200 flood insurance policy holders.

Repetitive Loss Properties. The City does not have repetitive loss properties.

City of Morgan Hill

The City of Morgan Hill is located within South Santa Clara County between the City of San Jose and the City of Gilroy; Morgan Hill is about 65 miles south of San Francisco. The City has an approximate population of 41,200 residents as of January 2014 with an area of 8,206 acres or approximately 13 square miles, with the following breakdown in land use:

a.	Parks or preserves:	120 acres (1.7 percent)
b.	Agriculture or Open Space Uses:	1,100 acres (15.6 percent)
c.	Low Density Res. (0 to 6 DU/ac):	3,522 acres (49.9 percent)
d.	Medium Density Res. (6 to 12 DU/ac):	471 acres (6.7 percent)
e.	High Density Res. (12+ d.u. / ac.):	155 acres (2.2 percent)
f.	Commercial / Educational Uses:	732 acres (10.4 percent)
g.	Industrial Uses:	795 acres (11.3 percent)
h.	Mixed Use:	90 acres (1.3 percent)



Flood Hazard. Under the current FIRMs, the City of Morgan Hill has approximately 960 structures (as of 2012) in the special flood hazard area. Special flood hazard areas are mainly in the FEMA designated Zone A, AE, AH and AO. Of the total structures in the special flood hazard area, 47.5 percent (279 structures) are low density residents, 41.9 percent (246 structures) are medium density residents, and 10.6 percent (62 structures) are high density residents. There is one main creek, West Little Llagas Creek, which runs through the west side of Morgan Hill and flows south; it is along West Little Llagas Creek where residents and commercial property is susceptible to flooding. West Little Llagas Creek is tributary to Llagas Creek which conveys water to the south to Gilroy and eventually the Monterey Bay.

Flood Insurance Data. Of the 587 properties in the special flood hazard area, the City has 379 flood insurance policy holders (as of 2012) and 190 of the policy holders are in the AE Zone.

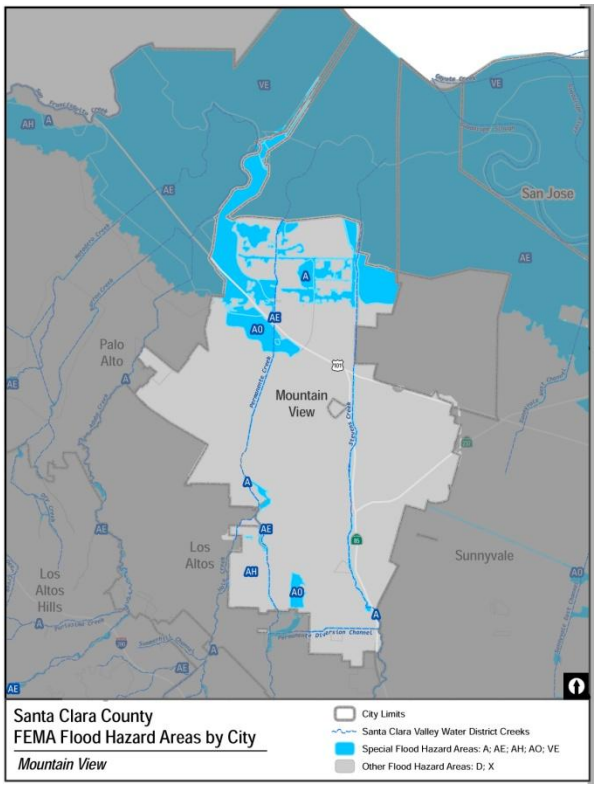
Repetitive Loss Properties. The City has four repetitive loss properties with 5 structures in the repetitive loss properties.

City of Mountain View

Nestled between the Santa Cruz Mountains and San Francisco Bay, Mountain View is a diverse community, ideally located in the heart of the Silicon Valley (10 miles north of San Jose and 35 miles south of San Francisco). At just over 12 square miles, the City is home to approximately 75,000 residents, many nationally and internationally known corporations, and a thriving small business base.

Mountain View prides itself on providing excellent public services and facilities that meet the needs of a caring and diverse community in a financially responsible manner. While leading the region in innovation and ideas, the City remains committed to the traditional values of strong neighborhoods and citizen involvement. Mountain View boasts strong safety and public education records and is considered one of the best places to live in the Bay Area.

Mountain View has a warm-summer Mediterranean climate. Summers are warm and dry, while winters are mild and wet. Annual temperatures range from averages lows at 48 degrees F to average highs of 69 degrees F, with an annual average rainfall of just over 15 inches per year.



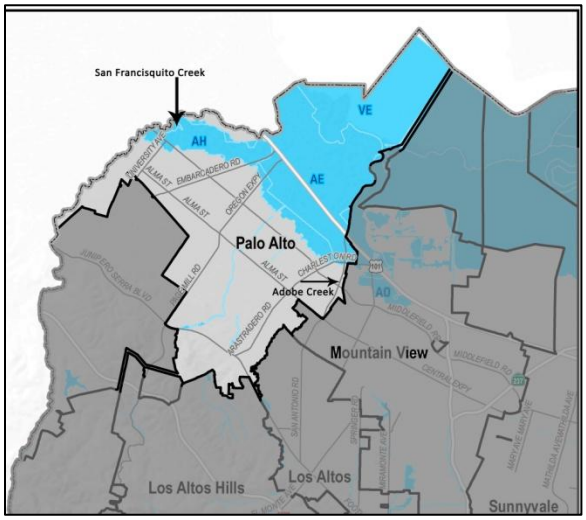
Flood Hazard: Under the current FIRMs, the City of Mountain View has 1139 parcels in the Special Flood Hazard Area. Special flood hazard areas are in FEMA designated Zones A, AE, AH and AO(1&2). Stevens Creek, Permanente Creek, Permanente Diversion Channel and Hale Creek all flow through the City of Mountain View. The City is also subject to tidal flooding from San Francisco Bay.

Flood Insurance Data. Of the 1139 properties (80 percent residential, 20 percent non-residential) in the special flood hazard areas, the City has 455 flood insurance policy holders.

Repetitive Loss Properties. There are no repetitive loss properties in the City of Mountain View.

City of Palo Alto

The City of Palo Alto is located on the San Francisco peninsula, at the southern end of San Francisco Bay. The City is 35 miles south of San Francisco and 14 miles north of San Jose and at the northern edge of Santa Clara County, between the cities of Mountain View and Menlo Park. The City has a population of around 66,363 residents and encompasses 16,627 acres or approximately 26 square miles. Approximately 40 percent of this area is in parks and preserves and another 15 percent consists of agriculture and other open space uses. The remaining area is nearly completely developed, with single family uses predominating. Less than one percent of the City's land area consists of vacant, developable land.



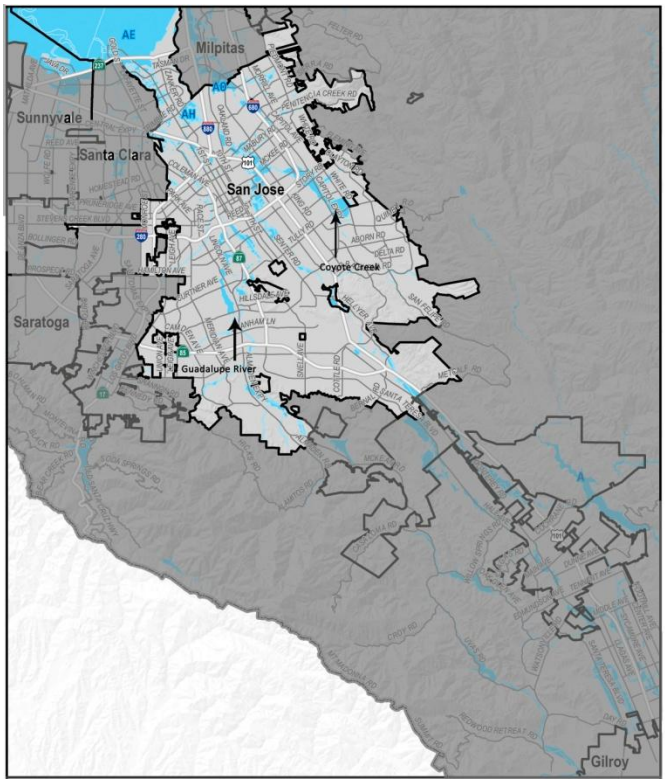
Flood Hazard. Under the current FIRMs, City of Palo Alto has 4889 structures in the special flood hazard area. Special flood hazard areas are mainly in FEMA designated zone A, AE and AH. Of the total structures in the special flood hazard area, 87 percent are single family (1-4 units), 11 percent are multifamily (5 or more units) and 2 percent are commercial or non-residential. The City has four creeks, San Francisquito Creek, Matadero Creek, Adobe Creek and Barron Creek that flow to San Francisco Bay. San Francisquito Creek flows into San Francisco Bay and Matadero Creek, Barron Creek and Adobe Creek flows into 600 acres Palo Alto Flood Basin. The flow of water from the flood basin to the bay passes through eight box culverts controlled by flap gates in the box culverts. Specific areas that are susceptible to flooding are around San Francisquito Creek and San Francisco Bay where the levees are not built to FEMA standard for a 100-year storm protection. The City has experienced flooding around San Francisquito Creek in 1955 and 1998 when water overtopped the levee and caused immense damage to properties. A Joint Powers Authority was established in 2000 to provide flood protection for the San Francisquito Watershed.

Flood Insurance Data. Of the 4889 properties in the special flood hazard area, the City has 3490 flood insurance policy holders. 86 percent of the policy holders are in the A, AH, AE-Zone and the remaining in the B,C,X Zone.

Repetitive Loss Properties. There are five repetitive loss properties in the City and there are 21 building structures on the five repetitive properties.

City of San Jose

The City of San Jose is located at the southern tip of the San Francisco Bay. With a population of 1,000,536 residents as of April 30, 2014, San Jose is the third largest city in California. The City encompasses 115,200 acres or approximately 180 square miles. Approximately 15 percent of this area is in parks, agriculture, and other open space uses; 44 percent in low density residences, 12 percent in medium density residences, 14 percent in high density residences, 4 percent in commercial / educational uses, and 11 percent in industrial uses.



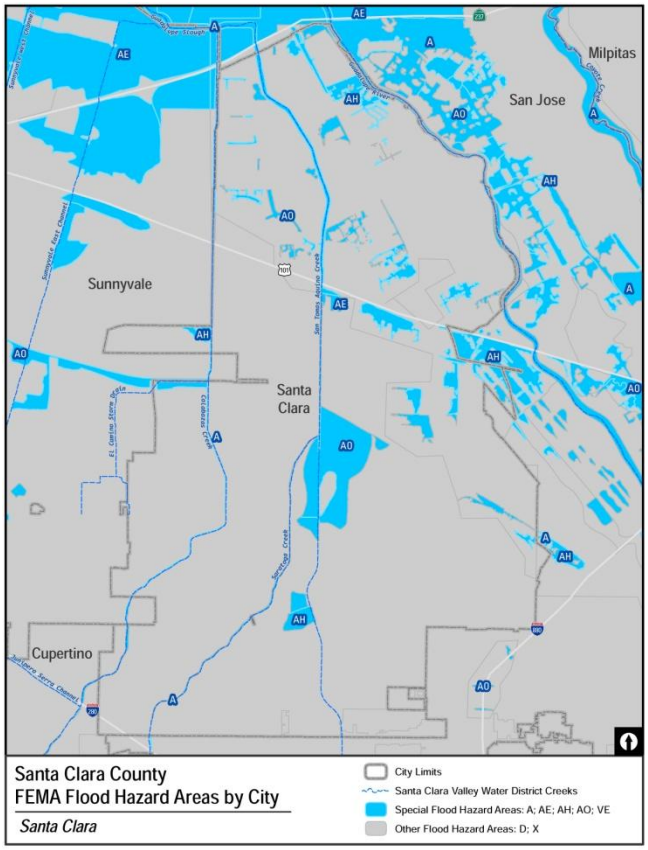
Flood Hazard. Under the current FIRMs, there are approximately 20,000 structures in the Special Flood Hazard Area (SFHA); 85 percent of these structures are single-family residences (1-4 units), 10 percent are multifamily (5 or more units), and 5 percent are commercial or non-residential. These structures are located in FEMA flood zone designations A, AO, AE, AH, and VE. There are two main creeks / rivers that flow into the San Francisco Bay, the Coyote Creek and the Guadalupe River. Areas that flood San Jose are from the many tributaries that drain into the Coyote Creek and the Guadalupe River.

Flood Insurance Data. As of May 31, 2014, there are 7,193 flood insurance policy holders in the City of San Jose. Of these policy holders, 92 percent are residential policies, 93 percent are in the SFHA, and 7 percent in the B, C, D & X Zones. Majority of the NFIP policies in force are for structures built before the City joined the NFIP in 1982.

Repetitive Loss Properties. The City of San Jose has seven repetitive loss properties with a total of thirteen structures.

City of Santa Clara

The City of Santa Clara is located at the southern end of San Francisco Bay. The City is about forty-five (45) miles south of San Francisco. The City has a population of around 121,229 residents and encompasses 12,352 acres or approximately 19.3 square miles. Approximately 43 percent of this area are in residential, 27 percent in commercial and industrial, 11 percent in office/research and development, 11 percent in public/quasi-public, 6 percent in parks and open space, and the remaining in vacant/unassigned areas.



Flood Hazard. Under the current FIRMs, City of Santa Clara has 1,823 properties in the special flood hazard area. Special flood hazard areas are mainly in FEMA designated zone A, AE, AH and AO. Of the total properties in the special flood hazard area, 75.3 percent are in residential and the remaining in non-residential areas. The City has mainly four creeks/river, Calabazas Creek, Saratoga Creek, San Tomas Aquino Creek and Guadalupe River. The City has experienced flooding around Calabazas Creek and San Tomas Aquino Creek in 1983, 1986, and 1998 when water overtopped the levees and caused significant damage to properties.

Flood Insurance Data. Of the 1,823 properties in the special flood hazard area, the City has 973 flood insurance policy holders. 86 percent of the policy holders are in zones A, AE, AH, and AO, and the remaining are in Zones B, C, and X.

Repetitive Loss Properties. The City does not have repetitive loss properties.

County of Santa Clara, Unincorporated Areas

The County of Santa Clara is located at the south end of San Francisco Bay between the Counties of Alameda and San Mateo. There are 16 incorporated cities in Santa Clara County. Most are concentrated in the northern half of the county near San Francisco Bay and these cities are jointly known as Silicon Valley. Gilroy and Morgan Hill are located in the southern half of the county. Santa Clara County also falls in two major watersheds. The northern section flows to San Francisco Bay through Coyote Creek, the Guadalupe River, Stevens Creek, San Francisquito Creek and a few smaller creeks. The southern section flows to Monterey Bay through the Pajaro River.

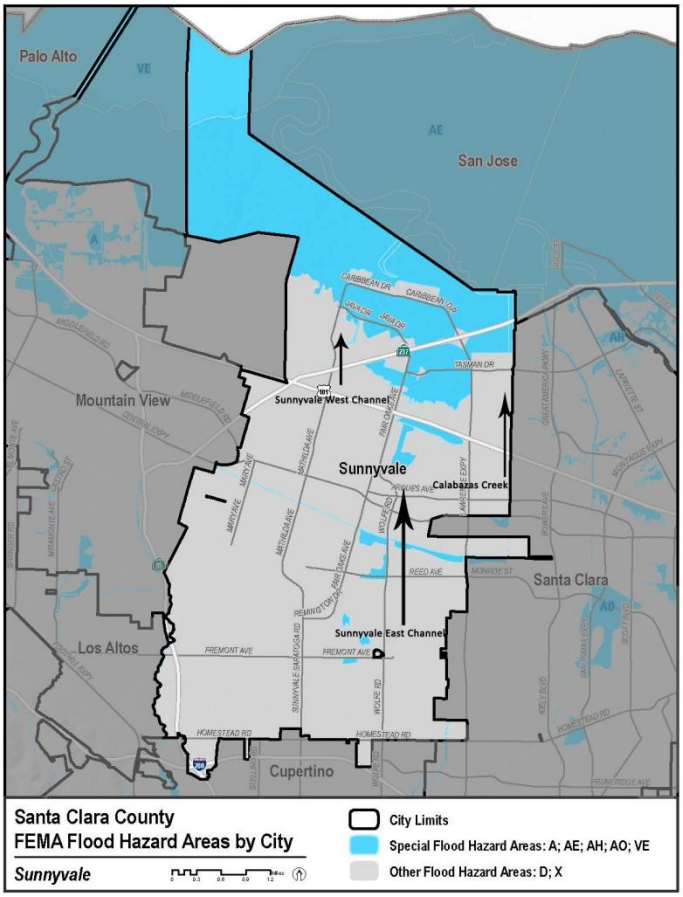
Although 73 percent of the land is unincorporated or not included within any city, only 5 percent of the County's population lives outside of the cities. Most of the unincorporated land is used for agriculture (63 percent), 19 percent is in low-density residential, 17 percent is in parks and open space preserves with about 1 percent in commercial and industrial uses.

Flood Hazard: On the FEMA floodplain maps, four Special Flood Hazard Area (SFHA) zones are identified. They are A, AE, AO and AH. The number of structures in the SFHA is unknown, but most are included in low density residential zones with the exception of eight (8) trailer parks in the unincorporated County. Most of the flooding in the unincorporated county occurs along Llagas Creek between Morgan Hill and Gilroy, flowing south to and along the Pajaro River which forms part of the southern boundary of the county. There are levees included in the SFHA and they have been re-certified within the last seven years. Though the County has experienced isolated local flooding events in the last ten years, no events of note have been experienced since the storm events of 1995, 1997, and 1998 (Disaster DR-1046, DR-1155, and DR-1203 respectively).

Flood Insurance Data: The unincorporated section of Santa Clara County has 616 flood insurance policy holders. Ten are repetitive loss properties.

City of Sunnyvale

The City of Sunnyvale is one of the major cities that make up the Silicon Valley located in the San Francisco Bay Area. It is the second highest populated city within Santa Clara County, with a population of 147,055. Sunnyvale is bordered by portions of San Jose to the north, Moffett Federal Airfield to the northwest, Mountain View to the west, Los Altos to the southwest, Cupertino to the south, and Santa Clara to the east.
The City's land area is approximately 22.86 square miles. Of this, 15.46 square miles are considered developable, as follows: 0.9 percent vacant, 53.7 percent residential, 25 percent office/industrial, 6.5 percent retail/service, 7.4 percent parks/open space, and 6.6 percent other uses.



Flood Hazard: Under the current FIRMS, Sunnyvale has 1,582 parcels which lie within a special flood hazard area (SFHA). SFHA's in Sunnyvale are: Zones A, AE, and AO. Approximately 25 percent, or 409 parcels, are zoned for non-residential use. The remaining parcels within the SFHA are primarily single family (1-4 units) residential (1153 parcels), with only 20 parcels being multi-family residential (5+ units).

Areas subject to flooding in Sunnyvale are in general, the northerly portion of the City, selected areas flanking the East and West Channels, Calabazas Creek, El Camino Real, and US Highway 101. Both the East and West Channels and Calabazas Creek flow directly into the San Francisco Bay, which abuts the northerly boundary of the City.

Repetitive Loss: There are no repetitive loss properties within the City of Sunnyvale.

V. TARGET AUDIENCES

After discussion at the PPI committee, the following key target audiences were selected:

1. Community at Large

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.

The offices of the large employers of Silicon Valley ring the Bay. Consequently, thousands of people work in the zone subject to tidal flooding, driving into and out of the tidal zone everyday on their way to and from work. Street flooding can impact workers' commutes. Major thoroughfares can be blocked by flooding, impeding access to schools, hospitals and workplaces.

Everyone needs a family emergency plan. For residents who live in the SFHA, it is also important to purchase flood insurance. For people who work in the tidal zone, family emergency plans are particularly important, so they have flood safe routes identified to get safely out of the tidal flooding zone.

2. Special Flood Hazard Area Communities

The PPI Committee identified several geographic areas that are particularly prone to flooding. This includes areas of Mountain View and Milpitas that are prone to shallow flooding; areas of Mountain View and Palo Alto that are prone to riverine flooding, especially north of Highway 101; areas subject to tidal flooding; Los Altos, near Permanente and Hale creeks; areas of Palo Alto prone to flooding from San Francisquito Creek; flood-prone areas of San Jose, including Alviso; Morgan Hill, especially the downtown area; the South County corridor between Morgan Hill and the county line.

Within SFHA's, the PPI Committee identified several key audiences that can be divided into two categories: those who are at risk of flood impacts and those who are a conduit to those who are at risk of flood impacts or "messengers to other target audiences."

Those at risk of flood impacts include property owners, renters and workers. Of special concern are groups with special evacuation needs, such as seniors and fixed or low-income residents. Of the highest importance are areas that have suffered from repetitive loss.

Residents who are new to the area should be a specific target audience because they have not experienced flooding in the past. They are less likely to be aware of flood risks, sandbag locations and how to flood-proof a structure.

3. Messengers to Other Target Audiences

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 include PG&E, the American Red Cross, Community Emergency Response Teams (CERT), neighborhood associations, schools, churches, hospitals and museums. These messenger organizations and businesses function as another *target audience* for the

PPI. As government agencies that work to reduce flood risk, we need to provide these *messengers* with the best information available that is tailored to Santa Clara County needs. In other words, the PPI needs to include trainings that convey the information that the messengers will need. This will be implemented by presentations to groups, website postings and newsletter articles. While all of the messages need to be conveyed to messengers from time to time, some messages are more pertinent than others. For instance, lenders need detailed understanding of flood insurance, but neighborhood associations would be more interested in how to protect people and property from a flood.

All of these audiences can be reached through a combination of messages from the District, the cities and county and the American Red Cross.

VI. OTHER PUBLIC INFORMATION EFFORTS

In order to develop an effective Program for Public Information, the Committee inventoried a broad sample of current initiatives, programs, and trainings that focus on raising the community's awareness of local flood hazards and encouraging them to take action that will reduce risks.

Outside activity by non-government agencies and organizations in Santa Clara County relating to flood protection generally falls into one of four categories: (1) training and courses, (2) community based engagement events, (3) traditional and social media messaging, and (4) mailers. Many community events feature at least one agency providing information on disaster preparedness and safety. The information in all four categories is usually provided on websites as well, so it is readily available.

Telephone and tablet apps have become particularly popular. The American Red Cross has developed a series of free apps related to disaster awareness such as flood protection, first aid, earthquake and fire. The content of this messaging usually covers general hazard awareness and safety, with an increasing emphasis on preparedness, planning, and mitigation. Much of this applies to flood preparedness and safety.

Table 2: Other Public Information Efforts

Agency/Organization	Project/Effort	Message
American Red Cross Silicon Valley Chapter	• *Trainings:* Personal preparedness, organizational preparedness. Audience: Adults, Seniors, Youth/Kids • *Community events:* Regularly staff booths at community events and company health fairs to provide information about American Red Cross services and preparedness. • *Social media messaging:* Facebook, Twitter posts with updates on current disaster responses, seasonal tips on safety, preparedness. • *Website: downloadable materials* • *Telephone and tablet apps*	General hazard/disaster awareness, safety, and preparedness. The importance of preparing a family emergency plan.

Agency/Organization	Project/Effort	Message
CADRE (Collaborating Agencies Disaster Relief Effort)	• Monthly meetings and workshops • Annual Conference – includes training sessions	Disaster readiness and preparedness.
CERT (Community Emergency Response Training)	• *Trainings:* Personal preparedness.	Disaster readiness and preparedness.
Pacific Gas & Electric (PG&E)	• *Utility Bill inserts* • *Radio safety ads*	Safety tips related to winter storms.
Santa Clara County Department of Public Health	• Website: downloadable materials	
San Jose Fire Department (Office of Emergency Services)	• *Trainings:* Personal preparedness.	

VII. COMMUNICATION STRATEGY, PROJECTS, AND INITIATIVES

The focus of the Multi-Jurisdictional PPI Plan is to encourage flood preparedness best practices for the following key audiences:

- The community at large;
- Special Flood Hazard Area (SFHA) communities; and
- Messengers to other target audiences.

The committee selected nine key messages that need to be disseminated to the various audiences. The first six are the same as the six priority messages for the CRS. Three more were added by the committee.

CRS Priority Messages (Outreach Projects):

1. Know your flood hazard;
2. Insure your property for your flood hazard;
3. Protect people from the flood hazard;
4. Protect your property from the flood hazard;
5. Build responsibly; and
6. Protect natural floodplain functions.

Added Key Messages (Flood Response Preparation Projects):

7. Develop a Family Emergency Plan;
8. Download disaster apps; and
9. Understand shallow flooding risks—don't drive through standing water.

Numerous projects have been carried out over the past several years. Since they match the key audiences and are effective means to disseminate the eight key messages, they will continue. Each mailer includes one or more of the key messages.

1. Mailers

a. The City of Milpitas sends two mailers a year to residents and businesses within SFHA. One mailer encourages residents to purchase flood insurance.

b. The City of Mountain View sends postcards to residents of SFHA. It includes information on the importance of purchasing flood insurance, flood safety and flood risk.

The City of Mountain View sends information on flood risk, flood safety and the importance of buying flood insurance in the Winter version of the City's newsletter, The View. The View is sent to all postal addresses in the City of Mountain View (over 17,000 addresses).

c. The City of Morgan Hill sends flood related information in its general newsletter. The annual newsletter is sent out to all residents and businesses in the City of Morgan Hill. The newsletter informs the public of: Flooding within the City of Morgan Hill, Special Flood Hazard Areas (SFHAs), local flood hazards, City flood services, recent and planned improvements (to help flooding 10-25 years), status of the Upper Llagas Creek Improvements (PL566 for 100 year flood), property protection measures, food insurance information (CRS 7 rating and elevation certificates), and provides City contact information for the public to inquire about flooding in the City.

d. The City of Los Altos sends one mailer a year to the residents and businesses within SFHA. A newspaper ad is also published annually.

e. The City of San Jose sends an annual flyer to properties in Repetitive Loss Areas. This flyer informs property owners that their property is located in a flood-prone area. The flyer also details ways property owners can protect themselves and their property; such as be informed and know your flood risk, how to reduce this risk, how to protect your property, and to practice flood safety.

f. The City of Sunnyvale sends two mailers and one newsletter article per year. The first mailer is targeted to all residents and businesses within the SFHA informing them of the requirement to purchase flood insurance and the automatic 15% discount. The second mailer is targeted to real estate agents informing them of the client's responsibility for identification and purchase of flood insurance and the availability of the 15% discount. The newsletter article promotes flood safety awareness and highlights the City's website.

g. The City of Cupertino publishes flood notices to the local newsletter (The Cupertino Scene) which is mailed to all residential and commercial properties within Cupertino's jurisdiction. These notices provides information on flood risks and flood safety, and informs property owners on ways to protect themselves and their property.

h. Palo Alto inserts Flood Information on Utility Bills every year to all residents in Palo Alto and annual fliers regarding flooding are mailed to repetitive loss properties. Real estate agencies are sent letters every year informing them of their responsibility to identify flood hazard areas, to take advantage of the flood zone look up in the Cities website, and inform clients the necessity to purchase flood insurance

i. Santa Clara Valley Water District sends a mailer to all residents and businesses within SFHA in Santa Clara County. This is an extensive mailer that includes language on all the messages, such as contact numbers for mapping services for

each of the communities and what to do before, after and during a flood. Every community submits this for CRS credit. It is sent out in October to remind people of the up-coming wet season and urge them to prepare. Last year it was sent to about 69,000 addresses. It is also available on the flood protection page of the District's website. It should be noted that this is not necessarily a mailer to every creekside owner. Many properties are adjacent to creeks, but not in the SFHA and would not receive this mailer.

j. Santa Clara Valley Water District includes flooding messages in an annual mailer sent to every postal address in the county. This is a general mailer whose topics cover the full range of services the Water District carries out, so the topics vary from year to year. The importance of buying flood insurance is always mentioned.

k. Santa Clara Valley Water District sends thousands of flyers each year to residents and businesses located near a capital or maintenance project site. These flyers contain a message to discourage illegal dumping in creeks and advertise a pollution reporting hotline.

2. Flood Awareness Media Campaign

The Water District conducts an annual flood awareness media campaign, reaching the community at large. This campaign typically includes newspaper ads, radio spots, and on-line banner ads, which run between October and April depending on the weather. This year's campaign will encourage FEMA's "Turn Around Don't Drown®" message and to develop a Family Emergency Plan.

3. Do Not Dump Program

a. Storm Drain Stenciling - Santa Clara County has had a program to paint "Do Not Dump" stencils at storm drains for more than 20 years. This program, which helps prevent shallow flooding, should continue.
b. Pollution Hotline number is listed in all Neighborhood Notices.
c. The Cities of Los Altos, Sunnyvale, and Mountain View require all developments modifying or constructing new catch basins to stencil the "No Dumping Flows to Bay". In addition, all bid documents for capital projects which are modifying or constructing new catch basins, require the contractors to install the same stencil. The program is also highlighted on the City's website.

4. Information for Use During and After a Flood

The Santa Clara Valley Water District maintains public outreach materials for use during and after a flood including safety messages, how to file insurance claims, the need for permits, etc. These materials are also available on our website.

The committee identified several new initiatives that can be carried out by entities represented in the PPI committee:

1. A standardized flood message will be prepared for each CRS city to include flood messages in utility bills each year. This year the message will be to prepare a family emergency plan and to advertise Apps. In other years, different message will be chosen.

2. Cities could pursue FEMA Matching Funds Grants for severe Repetitive Loss Areas.
3. A contest for children and youth may be organized to promote developing family Emergency Plans.
4. The committee will endeavor to recruit a celebrity to help disseminate key messages. The first priority will be to encourage people to prepare family emergency plans.
5. The Santa Clara Valley Chapter of the American Red Cross will include flood preparedness messages in its emergency preparedness presentations throughout the county. These will include the importance of buying flood insurance and preparing a family emergency plan. Opportunity to download the American Red Cross App will be included in each presentation. A variety of staff from the Santa Clara Valley Water District and cities will assist with American Red Cross presentations.
6. In the past, the Water District has sent a mailer to 15,000 creek side residents, called "You are the Solution to Water Pollution." This effort could be revived pending funding review.
7. The Water District operates an active school outreach program, which reaches more than 20,000 students a year. Youth-oriented flood messages can be inserted into packets provided to students and their parents.
8. The Cities of Mountain View, San Jose, Palo Alto, and Sunnyvale will continue to send an annual postcard to residents in the SFHA.
9. A FIRMette is a full-scale section of a FEMA Flood Insurance Rate Map (FIRM) that can be created online. It is formatted to fit on printers commonly found in offices. PPI Committee members representing the real estate community will use realtors' association newsletters to promote awareness of FEMA's FIRMette website.
10. To address the dangers of driving through shallow flooded areas, the committee will contact each city to install permanent "Subject to Flooding" warning signs at 2 (two) key locations per community, as applicable.

VIII. ADOPTION

The Multi-Jurisdictional PPI will be considered fully adopted after it has been approved by the elected body of each of the participating communities. Each CRS community is encouraged to use the standard staff report, so that all of the elected officials are receiving the same information and to save staff time and resources.

IX. ANNUAL EVALUATION

The Santa Clara County Multi-Jurisdictional PPI Committee will meet at least once per year to evaluate the PPI Plan and incorporate any needed revisions. This meeting will be coordinated through the ongoing CRS User's Group meetings which are expected to occur at least quarterly. The evaluation will cover:

- Reviewing projects that were completed;
- Evaluation of progress toward outcomes;
- Recommendations on projects that have not been completed;
- Recommendations for new projects not previously identified;
- Target Audience changes; and
- Impact of program during a real flood event, if one has occurred.

A report will be prepared by the District or through a sub-committee of the CRS Users Group for submission with annual CRS recertification packages.

X. 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

Appendix A. The Multi-Jurisdictional PPI Worksheet for Santa Clara County

Target Audience	[1] Message	Outcome	Project(s) Proposed to Support the Messages	Assignment	[2] Proposed Schedule	[3] Stakeholder	CRS Community
Community At Large (CAL) The PPI Committee recognized that the entire community that lives and/or works in Santa Clara County is subject to impacts due to flooding. The CRS typically focuses on residential flooding, but here, flooding of businesses and roads is also very important.	Topics 1, 2, 3, 4, 5, 6, 7, 8, & 9 Message: Know your flood risk and be prepared; buy flood insurance	Educate our community on flood protection and preparedness measures	CAL OP #1. Flood messages inserted in and/or printed on Utility Bills.	All SCC Public Works Depts. (PWD) All SCC CRS Coordinators District Communications *(for South County Unincorporated areas)*	October – March	Utility companies (*water, electric, waste*)	All City of Palo Alto
			CAL OP #2. Post Utility Bill messages on websites *(Element 352 WEB1)*				
			CAL OP#3. Winter Preparedness Briefing	District Field Operations	October	NOAA, Cities Emergency Managers & Public Works Directors, Santa Clara County OES, Cal Fire, CCC, DWR	All
			CAL OP #4. Post "Winter Preparedness Briefing" notice and materials on website *(Element 352 WEB1)*		October - November		
			CAL OP#5. "Emergency Preparedness Workshop"	District Emergency Services	November		
			CAL OP #6. Post "Emergency Preparedness Workshop" notice and materials on website *(Element 352 WEB1)*		November - December		
	Topics 1, 2, 3, 4, 5, 6, 7, 8, & 9 Message: Know your flood risk and be prepared; buy flood insurance. Flood Insurance will cover damage from flooding that most homeowner's policies don't cover	Educate our community on flood protection and preparedness measures	CAL OP #7. Develop newsletters with articles on flood protection and preparedness measures that urge residents and businesses to purchase flood insurance. These would include paper and electronic versions. These will be more extensive than messages included in utility bills. District's annual county-wide mailer (CWM) will include language on flood protection and preparedness measures. City of Sunnyvale will distribute yearly newsletter article called "Know how to be Flood Safe in Sunnyvale" *(Element 352 WEB1 and 2)*	All SCC CRS Coordinators or Communications staff District Communications Gilroy Chamber of Commerce	October – March	Insurance agencies Gilroy Chamber of Commerce District Grantee Organizations	All City of Morgan Hill City of Cupertino City of Sunnyvale City of Mountain View Gilroy Chamber of Commerce
			CAL OP #8. Post newsletters/articles/District's CWM on websites *(Element 352 WEB1 and 2)*				
	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 #9. "Do Not Dump" message is sent each year to all Santa Clara County residents in the District's CWM	District Communications All SCC CRS Coordinators	June/July 2015 (CWM)	Adopt-A-Creek Organizations District Grantee Organizations	All
			CAL OP #10. Post "Do Not Dump" messages on website *(Element 352 WEB1)*				
			CAL OP #11. "Illegal Dumping" - District Community Project Review Unit (CPRU) Water Resource Protection Ordinance No. 08-2 amending Ordinance No. 83-2	District Community Projects Rerview Unit and Communications Santa Clara Valley Urban Runoff Pollution Prevention Program (SCVURPPP) All SCC CRS Coordinators	Year-Round	Adopt-A-Creek Organizations District Grantee Organizations	All
			CAL OP #12. Post Water Resource Protection Ordinance on website *(Element 352 WEB1)*				
			CAL OP #13. "No Dumping" signage on District project sites	District Watersheds Operations & Maintenance Santa Clara Valley Urban Runoff Pollution Prevention Program (SCVURPPP) All SCC CRS Coordinators	Year-Round	Santa Clara Valley Urban Runoff Pollution Prevention Program *(all communities that drain to San Francisco Bay)*	All City of Los Altos City of Sunnyvale City of Mountain View
			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 All SCC CRS Coordinators Santa Clara Valley Urban Runoff Pollution Prevention Program (SCVURPPP)	Year-Round	Santa Clara Valley Urban Runoff Pollution Prevention Program Watershed Watch Organization San Francisco Estuarine Institute Oakland Museum	All
			CAL OP #15. Post Project notices with "Pollution Hotline" on website *(Element 352 WEB1)*				
			CAL OP #16. Creek side 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

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

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

3 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

Target Audience	[1] Message	Outcome	Project(s) Proposed to Support the Messages	Assignment	[2] Proposed Schedule	[3] Stakeholder	CRS Community
			CAL OP #17. Post Project Creek side Mailer on website *(Element 352 WEB1)*				
			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 All SCC CRS Coordinators	Year-Round	Community Organizations Residents Schools Businesses Creek Connections Action Group (CCAG)	All City of Santa Clara
			CAL OP #19. Post District's Adopt a Creek Program and cities clean-up programs on website *(Element 352 WEB1)*				
			CAL OP#20. Organize volunteers for National River Cleanup Day and California Coastal Cleanup Day	District Communications All SCC CRS Coordinators	May 16, 2015 and September 2015		All City of San Jose
			CAL OP #21. Post volunteer information and results on website *(Element 352 WEB1)*				
			CAL OP # 22. Installation of trash booms	District's Safe Clean Water Implementaiton Unit All SCC Public Works Dept.	Late Summer/ Fall	Santa Clara Valley Urban Runoff Pollution Prevention Program (SCVURPPP) California Regional Water Quality Control Board	All
			CAL OP #23. Stenciling storm drains "Do Not Dump - Flows Into Bay"	All SCC CRS Coordinators	Year-Round		All City of San Jose
			CAL OP #24. Inserts into inlets	All SCC Public Works Dept.	Late Summer/ Fall	Santa Clara Valley Urban Runoff Pollution Prevention Program (SCVURPPP)	All
			CAL OP #25. Hot Spot Assessment and Clean-ups	District Watersheds Operations & Maintenance All SCC Public Works Dept. Santa Clara Valley Urban Runoff Pollution Prevention Program (SCVURPPP)	Year-Round		
			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	District Communications All SCC CRS Coordinators	Late Summer/ Fall		All City of Sunnyvale
			CAL OP # 27. Post newsletter article on efforts to ready storm drainage system for fall rains – cleaning out storm drains, and "No Dumping" on website *(Element 352 WEB1)*				All City of Sunnyvale
	Topics 1,2,3,4,7, 8 & 9 : Download disaster electronic Apps Messages: Be prepared for flood and other disasters; Know how to access needed information quickly during an emergency	Increase in 'hits' on Apps and less stress during emergencies	CAL OP #28. Advertise District, County Public Health Department, and American Red Cross electronic Apps	District Communications All SCC CRS Coordinators 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
			CAL OP #29. Post disaster apps information on website *(Element 352 WEB1 and 2)*				
			CAL OP #30. Instruct people to download apps at personal preparedness trainings				
			CAL OP #31. Post instruction on how to download apps. on websites and electronic newsletters *(Element 352 WEB1)*	District Communications City representatives			
			CAL OP #32. Promote ALERT SCC - Santa Clara County Emergency Alert System	All SCC CRS Coordinators District Communications	Year-Round	District and All SCC Participating Communties	All
			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)*				

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Target Audience	[1] Message	Outcome	Project(s) Proposed to Support the Messages	Assignment	[2] Proposed Schedule	[3] Stakeholder	CRS Community
	Topic 7 : Develop a Family Emergency Plan Messages: Be prepared for flood and other disasters	Increase in Family Emergency Plan and less stress during emergencies More people know what to do in an emergency	CAL OP#34. Workshop/contest to promote developing family Emergency Plans; Reaching out to a celebrity to carry our message	District Communications All SCC CRS Coordinators with assistance from Stakeholders	Year-Round	Schools American Red Cross Celebrity, TBD FEMA California Volunteers.org	All
			CAL OP #35. Post Family Emergency Plan template form on website *(Element 352 WEB1 and 2)* *Family Disaster Plans –* *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* *Make a Plan – includes Commuter, Family , School and Workkplace plans http://www.ready.gov/make-a-plan*				
			CAL OP#36. Include message "What to Do….Before – Prepare a Family Emergency Plan…." in District's CWM	District Communications All SCC CRS Coordinators	October – March	All SCC Participating Communties	All
			CAL OP #37. Post message "What to Do….Before – Prepare a Family Emergency Plan…." on website *(Element 352 WEB1 and 2)*				
			CAL OP#38. Promote the official site of the NFIP Floodsmart.gov for flood preparation and recovery messages	District Communications All SCC CRS Coordinators	Year-Round	FEMA Gilroy Chamber of Commerce	All
			CAL OP #39. Post message "NFIP Floodsmart.gov Flood Preparation and Recovery…." on website *(Element 352 WEB1 and 2)* https://www.floodsmart.gov/floodsmart/pages/preparation_recovery/before_a_flood.jsp				
	Topics 1, 3, & 4 Messages: Protect people and property from flood hazards	Less damage due to the floods; improve sandbag distribution	CAL OP #40. Sandbags available at various site throughout county	District Vegetation Unit All SCC Public Works Dept.	November through April	All SCC residents and people who work in county Community organizations (SF Creek JPA, Rotary, Boys Scouts, etc.)	All City of Palo Alto
			CAL OP #41. Post sandbag information on website, including How to Use Sandbags, sandbag webcams to view availability, etc. *(Element 352 WEB1 and 2)*	District Communications All SCC CRS Coordinators	Year-Round		
	Topics 1 & 9: Know your flood hazard; Understand shallow flooding risks Messages: Drive slowly; Avoid shallow moving water; 2 ft. water moves vehicles; FEMA's message: "Turn Around Don't Drown®."	Fewer accidents and rescues	CAL OP #42. Permanent street signage (2 signs/City/year); each City will determine best location for signage and will install them. "Subject to Flooding" (*Cities to coordinate common standard message design*)	All SCC Public Works Dept. County Planning Gilroy Chamber of Commerce	Year-Round	FEMA Caltrans Gilroy Chamber of Commerce American Red Cross All SCC residents and people who work in county	All
			CAL OP#43. Include messages "What to Do….Before, During & After and FEMA's Turn Around Don't Drown® …." in mailers	District Communications All SCC CRS Coordinators			All
			CAL OP #44. Post messages "What to Do….Before, During & After and FEMA's Turn Around Don't Drown® …." on website http://www.bing.com/videos/search?q=Turn+around+Don%27t+Drown+Campaign&Form=VQFRVP#view=detail&mid=99E336893995408494229 9E33689399540849422				

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			(Element 352 WEB1 and 2)				
			CAL OP #45. Post shallow flooding risks information on websites *(Element 352 WEB1 and 2)*	District Communications Cities Communications			All
			CAL OP #46. Promote City's online "Flood Zone Lookup" tool on Website *(Element 352 WEB1 and 2)*	City of Palo Alto Public Works		Palo Alto residents	City of Palo Alto
	Topics 1, 2, 3, 4, 5, 6, 7, 8, & 9 Message: Know your flood risk and be prepared; buy flood insurance	Educate our community on flood protection and preparedness measures Increase in 'hits' on District and cities Flood Protection Resources pages and improve District's Flood Campaign results	CAL OP #47. Flood Awareness Campaign, including radio and bus ads. For this year, we are preparing to have radio ads ready to place, but will only be placed if/when there are major storm systems in the forecast	District Communications All SCC CRS Coordinators	October-April	FEMA Radio Stations Valley Transportation Authority American Red Cross	All
			CAL OP #48. Post Flood Awareness Campaign elements on various social media *(Element 352 WEB1 and 2)*		Year-Round	Facebook, Twitter, Google+, LinkedIn, Instagram, etc.	All
			CAL OP #49. Post Flood Awareness Campaign information on websites *(Element 352 WEB1 and 2)*				
			CAL OP 50. Distribute flood prevention materials at fairs	District Communications All SCC CRS Coordinators	Year-Round	Fair Sponsors	All All
			CAL OP #51. Social Media Messaging (such as Facebook, Twitter, LinkedIn, Instagram, etc.)			Fair Sponsors SCC Residents who share posts Facebook, Twitter, Google, LinkedIn, Instagram, etc.	
			CAL OP #52. Post social media messages on websites *(Element 352 WEB1 and 2)*				
			CAL OP #53. Staffing booths at fairs			Fair Sponsor Residents who attend booths	
Special Flood Hazard Area (SFHA) Communities The PPI Committee identified several geographic areas that are particularly prone to flooding.	Topics 4 & 6 Message: Keep debris and trash out of our streams. It's illegal to dump into streams	Cleaner streams and fewer dumping violations	SFHA OP #1. "Do Not Dump" message is sent each year to all SFHA residents county-wide in the District's annual Floodplain Mailer (FPM) (2014 FPM reached 71,000 residents & businesses) (target outreach – 6 points per topic)	District Communications All SCC CRS Coordinators	October/ November 2015	FEMA SCVURPPP	All
		Less flooding damage due to debris build-up	SFHA OP #2. Post Floodplain Mailer on website *(Element 352 WEB1 and 2)*	District Communications All SCC CRS Coordinators	Year-Round		All
	Topics 3 & 5 Message: Protect your family and property from flooding	Educate our community on flood protection and preparedness measures	SFHA OP #3. "What to Do – Protect Your Family and Property from Flooding" message is sent each year to all SFHA residents in the District's annual FPM		October - November		All
		Reduce number of claims	SFHA OP #4. Post Floodplain Mailer on website *(Element 352 WEB1 and 2)*		Year-Round		
			SFHA OP #5. Maintain the ALERT System	District Communications All SCC CRS Coordinators	Year-Round *peak time* *October - April*	County of Santa Clara	All City of Palo Alto
		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)*				
			SFHA OP #7. Post cards sent to floodplain residents; this is in addition to the District's Annual FPM. City of Sunnyvale sends out postcards annually that includes a link to flood insurance agent referrals.	District Communications All SCC CRS Coordinators		FEMA Lenders Real Estate Brokers Silicon Valley Realtors Association	All City of San José City o f Sunnyvale City of Gilroy County of Santa Clara City of Sunnyvale City of Mountina View City of Los Altos
			SFHA OP #8. Post postcards on website *(Element 352 WEB1 and 2)*				

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			SFHA OP# 9. City of Sunnyvale sends out postcards annually that offers flood protection assistance site visits.	City of Sunnyvale CRS Coordinator		City of Sunnyvale SFHA residents and businesses	City of Sunnyvalle Sunnyvale
			SFHA OP #10. Post postcards that offers flood protection assistance site visits on website *(Element 352 WEB1 and 2)*	City of Sunnyvale CRS Coordinator		City of Sunnyvale SFHA residents and businesses	City of Sunnyvalle Sunnyvale
			SHA OP #11. Inserts into District's School Outreach Program material	District Communications All SCC CRS Coordinators	Year-Round	Schools Teachers/students/parents	All
			SFHA OP #12. Post School Outreach Program materials on website *(Element 352 WEB1)*				
	Topics 1, 2, 3, 4, 5, 6, 7, 8, & 9 Message: Know your flood risk and be prepared; buy flood insurance	Increase in the number of inquiries for purchasing flood insurance	SFHA OP #13. "Do You Need Flood Insurance" message is sent each year to all SFHA residents in the District's annual FPM	District Communications All SCC CRS Coordinators	October/ November 2015	Lenders Real Estate Brokers Flood insurance customers	All
	Topics 1, 2, 3, 4, 5, and 7 Message: Flood Insurance will cover damage from flooding that most homeowner's policies don't' covers. Standard homeowner or commercial policies will not cover damage to structures or contents caused by natural flooding. Flood insurance is the only sure way to be reimbursed for some of your flood loses	Increase in number of flood insurance policies in the SFHAs and in the county in general	SFHA OP #14. Post Floodplain Mailer on website *(Element 352 WEB1)*		Year-Round		
		Prospective buyers understand flood risks	SFHA OP #15. Mail out mailer(s) regarding flood insurance (District's via FPM) and elevation certificates	District Communications All SCC CRS Coordinators	Fall	Lenders Real Estate Brokers Flood insurance customers	All City of Milpitas City of Los Altos City of Mountain View
			SFHA OP #16. Post mailers on website *(Element 352 WEB1)*		Year-Round		
			SHA OP #17. Mailer (*brochure published by insurance company*) sent to all real estate agents and lenders (*can be set out at City Hall*) – requirement to purchase flood insurance and discount.	All SCC CRS Coordinators	Year-Round	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	All City of Sunnyvale City o f San Jose City of Palo Alto
	Topic 1: Know your flood hazard Message: A FIRMette is a full-scale section of a FEMA Flood Insurance Rate Map (FIRM) that you create online. A FIRM indicates if property is in a Special Hazard Flood Area	Increase in the number of inquiries from prospective buyers asking about the flood designation of property	SFHA OP #18. Presentation and training to realtors at Realtor's Association Meetings and/or write-up in realty association newsletters	District Communications All SCC CRS Coordinators Silicon Valley Realtors Association	Year-Round	Insurance companies Lenders Brokers Alain Pinel Realtors and other realty companies SCC residents who access FEMA Map Service Center Silicon Valley Realtors Association	All
			SFHA OP #19. Post training presentation on website *(Element 352 WEB1)*				
			SFHA OP #20. Publicize FEMA's Flood Map Service Center website	District Communications All SCC CRS Coordinators	Year-Round	FEMA Realtors Lenders Brokers SCC residents who access FEMA Map Service Center	All
			SFHA OP #21. Post link to FEMAs Flood Map Service Center on website https://msc.fema.gov/portal *(Element 352 WEB1)*				
	Topics 3, 4, & 5 Message: Retrofit or elevate your home/building to reduce future flood damage. Contact your local planning department to determine what steps should be taken to protect your property. Contact Public Works CRS Coordinator to find out if grant assistance is available	Increase in inquires on retrofitting measures. Decrease the number of repairs and elevations without permits. Increase number of repairs with permits	SFHA OP #22. Annual letters mailed to repetitive loss properties and real estate agencies. The District's FPM also includes a message regarding repairs or improvements greater than 50 percent of a structure's value need to meet NFIP requirements and the message that special permits are required.	District Communications All SCC CRS Coordinators	Year-Round	Real Estate Agencies All SCC residents who share message	All City of San Jose City of Palo Alto City of Sunnyvale City of Morgan Hill
		Increase number of elevation certificates on file, and structures repaired with permits; decrease the number of repetitive loss					

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Target Audience	[1] Message	Outcome	Project(s) Proposed to Support the Messages	Assignment	[2] Proposed Schedule	[3] Stakeholder	CRS Community
		increase homes					
Messengers to Other Target Audiences (TA) Lenders, real estate agencies or boards, developers/contractors and appraisers all serve as a messenger to people who are at risk of flooding as they provide their respective business service. In addition, organizations or agencies that serve communities at risk for flooding include PG&E, the American Red Cross, and Community Emergency Response Teams (CERT), neighborhood associations, schools, churches, hospitals and museums.	Topics 1, 2, 3, 4, 5, 6, 7, 8, & 9 Message: Know your flood risk and be prepared; buy flood insurance	Educate our community on flood protection and preparedness measures	TA OP #1. Have American Red Cross include the topic of flood protection in their presentations. Have engineers accompany American Red Cross to community meetings (2/city/year)	American Red Cross District Communications All SCC CRS Coordinators	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. Rotary, Kiwanas, etc.) Chamber of Commerce Silicon Valley Realtors Association Agents, lenders, and brokers	All City of San Jose
			TA OP #2. Post presentations on website *(Element 352 WEB1)*	All Sunnyvale Jose Palo Alto			All City of Sunnyvale City of San Jose City of Palo Alto
	Topic 2: Insure your property for your flood hazard Message: Standard homeowner or commercial policies will not cover damage to structures or contents caused by natural flooding. Flood insurance is the only sure way to be reimbursed for some of your flood loses. 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 #3. Annual mailer targeted towards real estate agents, lenders, and brokers with this message	District Communications All SCC CRS Coordinators Lenders Realtors Brokers			All
	Message: A discount is available. Flood insurance is also available for renters and commercial properties. There is a mandatory 30-day waiting period for flood insurance to become effective		TA OP #4. Post annual mailer targeted towards real estate agents, lenders, and brokers on website *(Element 352 WEB1)*				All City of Sunnyvale City of San Jose
			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				
	Topics 1, 2, 3, 4, 5, 6, 7, 8, & 9 Message: Know your flood risk and be prepared; buy flood insurance	Improve SFHA disclosure during real estate process	TA OP #6. Post newsletters on websites *(Element 352 WEB1)*	District Communications All SCC CRS Coordinators Community Organizations			All City of Sunnyvale City of San Jose City of Palo Alto
		Increase in number of policies in the SFHAs and in the county in general	TA OP# 7. Speaker's Bureau made-up of staff from CRS Communities presents 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.				All
		Educate our community on flood protection and preparedness measures	TA OP#8. Post Speaker's Bureau presentations on website and/or share on social media. *(Element 352 WEB1)*				

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

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