

# Annual Report for FY16

(July 2015 to June 2016)

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



September 12, 2016

## **Santa Clara County Multi-Jurisdictional Program for Public Information Annual Report for FY16 (July 2015 to June 2016)**

### **I. Introduction**

Ten cities, the un-incorporated County and Santa Clara Valley District (District) have been active participants in the Community Rating System (CRS) for almost 20 years. CRS is a voluntary program of FEMA's National Flood Insurance Program (NFIP) that allows participating communities to earn flood insurance premium discounts for their residents and businesses by agreeing to adopt and enforce an ordinance that meets or exceeds FEMA's requirement to reduce the risk of flooding. As the flood risk reduction agency for Santa Clara County, the District performs many outreach and maintenance activities that earn CRS points for the County's CRS participating communities. The total savings for Santa Clara County residents from CRS discounts is approximately \$2.5 million per year.

Changes in the *2013 CRS Users Manual* included the option to undertake a Program for Public Information (PPI) which is a method to customize your flood risk reduction outreach messages and increase CRS points. The District hosted the development of a Multi-Jurisdictional PPI so that all Santa Clara County's CRS participating communities could work together and benefit from this effort.

This report is the initial Annual Report to FEMA to document our PPI activities. As the first year, much of our work has focused on getting the initial approval of elected bodies that is required for each of the communities to qualify for the CRS points earned through the PPI; on setting up a shared accounting system to keep track of PPI activities and; on the extensive outreach program the District sponsors has continued.

The number of CRS points that will be earned by our efforts will be determined by the Insurance Services Office (ISO/ CRS Specialists) examiners. We estimate that we will earn between 280 and 340 points per agency for our Multi-Jurisdictional efforts. This estimate is based on filling in our 330 Outreach Projects Worksheet which is Attachment 1. Only the projects needed to earn the maximum amount of CRS points are listed, even though many more are carried out. The entire list of outreach projects can be supplied if it is needed.

Another important benefit is the close collaboration between city staffs throughout the County who work on flood protection to strengthen CRS programs and learn 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. A sub-group of Shoreline communities worked on the appeal process. In other words, the CRS Users Group and the PPI effort provide a forum for professional development for the staff that works on CRS throughout the County.

The drought that has plagued California in the last 4 years has meant that people are not nearly as focused on flood protection issues as they are normally. This made finding stakeholders more challenging than it probably would have been. With persistence, we have recruited a thoughtful group of stakeholders and we thank them for their service. The drought also made citizens question the value of government spending taxpayer dollars on flood prevention messages when the need for water conservation was so crucial. On the other hand, there has been an increase in interest in climate change and sea level rise over the last few years. Climate Change related sea level rise and the associated increase in

flooding pose a significant issue here in a county that borders San Francisco Bay. This serves to increase participation by the local governments who see protecting their communities from expected climate change impacts such as increased flooding as crucial. Twelve agencies participated in this Multi-Jurisdictional PPI initially and 10 are continuing.

## II. PPI Development Process

The 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.

A number of meetings were held in 2014 to develop the PPI. Many of the meetings included staff and stakeholders from all of the participating communities where we discussed the PPI process, messages, the existing program and finally reviewed drafts of the PPI. A committee worked between the meetings to draft the PPI report and compose the long list of possible projects (Appendix A). Each community prepared report pages on their own flood risks based on the results of the CRS Self-Assessment. Finally the draft was submitted to FEMA for review before submitting to our elected officials for review. We found that review very helpful, as it allowed us to understand the requirements much better. Based on the review, the PPI was updated. That brings us to April 2015 when District Board of Directors approved the PPI. Table 1 shows dates of approval; eight have approved; 2 have the approval scheduled and Cupertino and the County of Santa Clara have decided to sit out for the year.

*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		
Cupertino	Sitting out of the PPI for a year			X
Gilroy	Scheduled for Fall 2016		X	
Los Altos	6/23/15	X		
Milpitas	1/19/16	X		
Morgan Hill	8/24/16	X		
Mountain View	10/27/15	X		
Palo Alto	6/8/15	X		
San Jose	Scheduled for Fall 2016		X	
Santa Clara, City	7/14/15	X		
Santa Clara, Unincorporated County	Not scheduled			X
Sunnyvale	6/23/15	X		
<b>Total Approved</b>		<b>8</b>		
<b>Approval Scheduled</b>			<b>2</b>	
<b>Total Sitting Out</b>				<b>2</b>

### III. PPI Accomplishments for 2016

The PPI accomplishments for FY16 fall into 3 categories. The first requirement is getting the PPI approved by the elected bodies of the 12 participating cities, county and District. The second was implementing an accounting system to keep track of all of the PPI projects. The third was carrying out an extensive outreach program for flood risk reduction.

*Elected Body Approval:* Eight of the 12 participating agencies were able to get the PPI approved by their elected body. The dates are shown by City/agency in Table 1. Two more cities have the approval scheduled for before their annual recertification. Two agencies, the City of Cupertino and the County of Santa Clara do not have staff resources for this effort at the moment.

*Implementation:* Because this Multi-Jurisdictional PPI includes up to 12 agencies, setting up the reporting for implementation is much more cumbersome than it would be for a single agency. The District hosted the record-keeping to ensure consistency throughout the County. A file sharing system was set up on a file-sharing service with folders for each of the agencies to file documents related to each of the 83 potential outreach projects. It also includes a spreadsheet for each of the agencies which they will submit with their annual recertification. This took more work than expected, because the first files-share system we tried did not have adequate capacity and another system had to be found. The District's spreadsheet is attached to this report. 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 has a section for each city.

*Outreach Program:* Following a year of subdued flood safety messages due to the historic drought, the El Niño phenomenon during the winter of 2015-2016 provided an optimal opportunity to remind Santa Clara County residents of the threat of flooding even in severe dry conditions. The Santa Clara Valley District ramped up participation in community events and carried out a full-scale paid advertising campaign in mixed media outlets to convey the risk of flooding to residents of Santa Clara County.

#### *Community Events*

District communications staff actively participated in emergency preparedness fairs and community events during October through February. During that time staff attended nine community events to distribute flood safety information.

During October through March, the District gave 11 speaker's bureau presentations with an emphasis on flood protection and flood safety to organizations and agencies that requested presentations.

For the first time since the last El Niño event, the District hosted three free, hands-on sandbag demonstration workshops across the county to teach residents the proper placement of sandbags for optimum protection. The workshops also included a tutorial on filling your own sandbags.

In addition to these active community efforts, the District submits guest columns on behalf of board members to be placed in local newspapers. The District submitted three

winter-related columns that contained flood safety messages as well as PPI messages (in September, October, and December).

### *Advertising Campaign*

The flood awareness campaign ran over a four-month period, from November 2015 through March 2016. With a budget of \$290,000, the total cost of the paid advertisement campaign was \$278,708.43. Through media buy negotiations, additional ads worth \$124,481.33 were provided at no extra cost for a campaign worth \$403,189.76. 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. The annual Flood Plain Mailer is designed with key flood-safety messages crafted to obtain the maximum number of CRS points. The flood awareness campaign included:

- 1) Customer Target: The campaign was targeted to residents and commuters within Santa Clara County. We also targeted publications in areas with historical flooding events, such as the Milpitas Post, Berryessa Sun, Morgan Hill Life and Palo Alto Weekly.
- 2) Media: The media breakdown was as follows:
  - a) Radio – 43 percent
  - b) Online – 21 percent
  - c) Print – 21 percent
  - d) Ethnic – 15 percent

Radio: Scripts for radio were drafted to include key PPI messages such as making an emergency plan and preparing for flooding by purchasing flood insurance. These messages ran for a total of nine weeks on the following mainstream English radio stations: KBAY, MIX 106.5, KRTY AND KLIV. The radio ads were translated in Spanish (KBRG - six weeks) and Chinese (KSQQ - eight weeks). In addition, the ads were also played on the music-streaming service Pandora, for a total of eight weeks.

Online: The campaign included online banner ads and for the first time, sponsored content. Banner ads came in a variety of sizes and were displayed on MercuryNews.com, NBCBayArea.com, SFGate.com and BayAreaParent.com (for one month during Phase I). Banner ads included brief messages to convey the possibility of flooding during a drought. As part of a media buy package, email blasts were distributed among email subscribers of Mercury News, NBC Bay Area and SF Gate. The email blasts included a brief flood safety message featuring Charles Chicken Little and linked to the District flood protection resources page.

For the first time, the flood awareness campaign included advertisements in the form of sponsored content. This consisted of crafting an approximately 500-600 word article to be displayed on the media outlet's website listed as an article, with the disclaimer that it was sponsored by the District. This was an excellent opportunity to present the safety messages on the flood plain mailer and distribute PPI messages as well. Sponsored content was included in the Mercury News, NBC Bay Area and SF Gate websites. In addition, the sponsored content ads allowed for social media sharing on platforms like Twitter and Facebook.

Print: The flood awareness campaign had a total of four versions of print ads that ran in a variety of print publications such as the Mercury News and its affiliate local community newspapers, as well as other neighborhood based publications, such as the Almaden and Evergreen Times.

The first phase of the campaign included flood-safety tips from Charles Chicken Little and also alluded to past damage in our county as a result of El Niño-driven storms. The second phase of the campaign included more images of past El Niño-induced flood damage, and an emphasis on being prepared with flood insurance, a key PPI/CRS -points earning message.

Print advertisements ran in the Mercury News (broad Bay Area audience) for eight weeks. In smaller community and neighborhood publications, the ads ran for an average of 6 weeks throughout both phases of the campaign.

Ethnic Media: Campaign advertisements were translated in Spanish, Chinese and Vietnamese and ran in the corresponding language publications: El Observador, Thang Mo, Vietnam Daily and World Journal. El Observador, a Spanish publication, also posted a small banner on its website as part of a media buy package. Over a fifth of the budget was allocated to ethnic media, which made up 15 percent of the overall media buy.

Social Media: The District also utilized its Twitter and Facebook profiles to disseminate information on being prepared for an emergency as well as being flood-safe. During the length of the campaign and leading up to anticipated storm events, the District posted flash flood warnings, and shared posts with key messages about flood safety. During the months of September through March, we featured 11 Facebook and 15 Twitter posts with flood safety messages.

A text messaging system was also used to distribute safety tips during or before anticipated storms. Four messages were distributed during the months of January and March, two months with strong storms. Over 900 residents received these text alerts advising residents to avoid driving through flood waters, to purchase flood insurance, and to clean gutters and drain channels to prevent local flooding.

Results: Total campaign impressions were calculated at over 24 million; with a cost of \$11.32 per thousand impressions. Based on a thorough report from the media buyer (see table 1 below), the email blasts and sponsored content yielded a strong click through rate of at least .32 percent (sponsored content), and as high as 9 percent click through rate (email). The average industry click rate for any kind of online ad format and placement is about 17 percent. Click through rates improved during the second phase of the campaign, after early March storms took place, with sponsored content earning a 1.01 percent click through rate and email blasts garnering up to 11.25 percent. Overall, the click through rate improved for all online ad placements during the second phase of the campaign with more than half of ad placements performing above the average rate.

#### IV. Stakeholder Meetings for 2016

Two PPI stakeholder meetings were planned so that the first could be used to gather people's input on how the PPI had worked over the last year and the second could be used to receive comments and approve the PPI Annual Report.

The first PPI Stakeholder Meeting was held on April 20, 2016. The purpose of the first meeting was to provide input for the Annual Report. This included reviewing the progress to date; a demonstration of the file-sharing system as well as a presentation on the extensive outreach program that the District carried out during the 2015-16 flood season. We discussed lessons learned from our first year and what was important to continue and strengthen. Attendance was excellent; staff from 10 agencies attended and stakeholders from 9 agencies.

The general consensus is that our PPI implementation is off to a good start. Getting 12 elected bodies to approve anything is a huge task. Cities who had gotten the PPI approved by their elected officials reported receiving strong support. For cities that had not gotten the PPI approved yet, the major problem was workload. The Public Works Departments in our area have a great deal of work to do now because of the high development level that is going along with the Silicon Valley's current economic boom. Three of the remaining cities have the PPI approval scheduled before their yearly verification and one city has decided that it makes better sense for them to sit out of the PPI process this year due to workload.

The messages that we chose originally are still relevant to Santa Clara County. In particular, we hope to increase our efforts to get people to prepare their personal emergency plans. An effort will be incorporated in the flood readiness outreach that is done every fall.

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.

During the July 20, 2016 PPI Stakeholders Meeting, most of our time was spent going over the "Project Accomplishment" column of Appendix A (See Attachment 2) line-by-line and discussing things we would like to include in the coming year. Appendix A was *The Multi-Jurisdictional PPI Worksheet for Santa Clara County*. FEMA advised us to include any projects in our PPI Worksheet that *we might work on*, not just the ones *we expected to work on* because only listed projects are eligible for the PPI multiplier. By adding another column for what actually got accomplished, Attachment 2 becomes the detailed version of our PPI Annual Report. Of the 83 projects listed originally in our PPI, we made progress on 74 of them.

In addition to the work accomplished last year through the District's extensive outreach campaign and numerous newsletters by the Cities, there are three categories we plan to improve this coming year; promoting emergency plans, communicating with Realtors, and having a more active speaker's bureau.

To promote Family Emergency Plans, a mini-starter kit of emergency supplies has been developed as a give away at emergency preparedness fairs or events. In order to qualify for

the mini-kit, each person will have to demonstrate they've started their personal Family Emergency Plan. We also plan to have a photo contest related to family emergency plans, including emergency kits.

These activities go back to the PPI Committee's original message that people need to be encouraged to prepare for emergencies before an event occurs.

Cities and the District often speak at local clubs like Rotary or Neighborhood Associations. We want to encourage including the messages of the PPI in these presentations. The District will develop presentation materials that everyone in the PPI program can use.

Realtors are an important audience for flood insurance messages, because they provide information to people in the process of buying a house. Plan to work with the local Realtors Association to make a presentation at their meeting and encourage them to distribute information on flood insurance.

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

*Table 2. How PPI Annual Report will be shared with Elected Officials*

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

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Attachments for submission to City Councils and District Board:

1. Activity 330 Outreach Projects Worksheet
2. Appendix A from PPI with accomplishments column added

Attachments for submission to FEMA as part of 2016 Recertification Package:

1. Activity 330 Outreach Project Worksheet
2. Appendix A from PPI with accomplishments column added
3. Agenda for April 20, 2016 Stakeholder Meeting
4. Sign-in Sheet for April 20, 2016 Stakeholder Meeting
5. Agenda for July 20, 2016 Stakeholder Meeting
6. Sign-in Sheet for July 20, 2016 Stakeholder Meeting

**Appendix A. The Multi-Jurisdictional PPI Worksheet for Santa Clara County - 2016 Annual Report Version**

Target Audience	<sup>1</sup> Message	Outcome	Project(s) Proposed to Support the Messages	Assignment	<sup>2</sup> Proposed Schedule	<sup>3</sup> Stakeholder	CRS Community	Project Accomplishments			
<b>Community At Large (CAL)</b> The PPI Committee recognized that the entire community that lives and/or works in Santa Clara County is subject to impacts due to flooding. The CRS typically focuses on residential flooding, but here, flooding of businesses and roads is also very important.	<u>Topics 1, 2, 3, 4, 5, 6, 7, 8, &amp; 9</u> <b>Message:</b> Know your flood risk and be prepared; buy flood insurance	Educate our community on flood protection and preparedness measures	CAL OP #1. Flood messages inserted in and/or printed on Utility Bills.	City Public Works Depts. (PWD) City CRS Coordinators District Communications (for South County Unincorporated areas)	October – March	Utility companies (water, electric, waste)	All	MV, PA, SC, Gilroy, MH included flood messages in their Utility bills.			
			CAL OP #2. Post Utility Bill messages on websites (Element 352 WEB1)								
			<del>CAL OP#3. Winter Preparedness Briefing</del>	District Field Operations	October				NOAA, Cities Emergency Managers & Public Works Directors, Santa Clara County OES, Cal Fire, CCC, DWR	All	Not Applicable
			<del>CAL OP #4. Post “Winter Preparedness Briefing” notice and materials on website (Element 352 WEB1)</del>		October – November						
			<del>CAL OP#5. “Emergency Preparedness Workshop”</del>	District Emergency Services	November						
	<del>CAL OP #6. Post “Emergency Preparedness Workshop” notice and materials on website (Element 352 WEB1)</del>	November – December									
	<u>Topics 1, 2, 3, 4, 5, 6, 7, 8, &amp; 9</u> <b>Message:</b> Know your flood risk and be prepared; buy flood insurance. Flood Insurance will cover damage from flooding that most homeowner’s policies don’t cover	Educate our community on flood protection and preparedness measures	CAL OP #7. Develop newsletters with articles on flood protection and preparedness measures that urge residents and businesses to purchase flood insurance. These would include paper and electronic versions. These will be more extensive than messages included in utility bills. District’s annual county-wide mailer (CWM) will include language on flood protection and preparedness measures. City of Sunnyvale will distribute yearly newsletter article called “Know how to be Flood Safe in Sunnyvale” (Element 352 WEB1 and 2)	City CRS Coordinators or Communications staff District Communications Gilroy Chamber of Commerce	October – March	Insurance agencies Gilroy Chamber of Commerce District Grantee Organizations	City of Morgan Hill Cupertino Sunnyvale Gilroy Chamber of Commerce	Starting in September, the water district began including flood safety information and encouraging residents to consider flood insurance in its monthly newsletter through March. The newsletter reaches over 21,000 residents county-wide and is shared on the web and district’s social media sites monthly.			
			CAL OP #8. Post newsletters/articles/District’s CWM on websites (Element 352 WEB1 and 2)					MV, PA, SC, MH, Gilroy Chamber of Commerce all included articles on flood safety in their community newsletters. All were posted on City or District Websites.			
	<u>Topics 4 &amp; 6</u> <b>Message:</b> 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	Countywide Mailer (CWM) sent to all County parcels with “Do Not Dump” message. Water district has an extensive stewardship program. “Do not Dump” message posted on construction signs throughout the county.			
			CAL OP #10. Post “Do Not Dump” messages on website (Element 352 WEB1)					Construction signs are posted on the District’s website. CWM posted.			
			CAL OP #11. “Illegal Dumping” - District Community Project Review Unit (CPRU) Water Resource Protection Ordinance No. 08-1 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	Ordinance in force			
			CAL OP #12. Post Water Resource Protection Ordinance on website (Element 352 WEB1)					Ordinance posted on 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 (all communities that drain to San Francisco Bay)	All	District Construction sign include message of “no dumping”.			
			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 Santa Clara Valley Urban Runoff Pollution Prevention Program	Year-Round	Santa Clara Valley Urban Runoff Pollution Prevention Program Watershed Watch Organization San Francisco Estuarine	All	Hotline receives messages 24/7- 365 days per year. Respond to message within 20 minutes and on-site within an hour if needed. Last year 117 incidents were reported on this system.			
			CAL OP #15. Post Project notices with “Pollution Hotline” on website (Element 352 WEB1)					N/A project Notices did not include the Hotline number this year.			

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

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

<sup>3</sup> A stakeholder can be any agency, organization, or person (other than the community 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 - 2016 Annual Report Version**

Target Audience	<sup>1</sup> Message	Outcome	Project(s) Proposed to Support the Messages	Assignment	<sup>2</sup> Proposed Schedule	<sup>3</sup> Stakeholder	CRS Community	Project Accomplishments
						Institute Oakland Museum		
			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	POSSIBLE FOCUS FOR COMING YEAR.
			CAL OP #17. Post Project Creek side Mailer on website ( <i>Element 352 WEB1</i> )					N/A
			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 City of Santa Clara CRS Coordinator	Year-Round	Community Organizations Residents Schools Businesses Creek Connections Action Group (CCAG)	All City of Santa Clara	Year round, 125 adopted sites which is increase of 12 sites over last year. Each org. does at least 2 clean ups per years.  Sunnyvale, Mountain View, Palo Alto, Santa Clara and Milpitas all advertise the clean-ups.
			CAL OP #19. Post District's Adopt a Creek Program and cities clean-up programs on website ( <i>Element 352 WEB1</i> )					Invites and results posted on the web.
			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		All	On National River CleanUp Day In Spring we had 48 clean-up sites across the county. 1,124 volunteers cleaned 61.25 miles of creeks and removed approx. 30,627 lbs of trash and over 3,000 lbs of recyclables  On Coastal Cleanup Day in the fall: 1,829 volunteers cleaned 73.7 miles of 50,000 pounds of trash and 2,868 pounds of recyclables.
			CAL OP #21. Post volunteer information and results on website ( <i>Element 352 WEB1</i> )					Invites and results posted on the web.
			CAL OP # 22. Installation of trash booms	All as required by SF Regional Board Multi-Jurisdictional Permit			All	There are 4 trash booms throughout the County that the District maintains. Palo Alto installed 2 of them.
			CAL OP #23. Stenciling storm drains "Do Not Dump - Flows Into Bay"	City of San Jose CRS Coordinator			All	Programs to stencil storm drains throughout the County. San Jose alone has over 10,000 storm drains.
			CAL OP #24. Inserts into inlets				All	N/A
			CAL OP #25. Hot Spot Assessment and Clean-ups				All	Approximately 60 hotspots of trash cleaned out. At 10% of trash was inventoried to understand composition.
			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 two monthly water district newsletters. Also included in CWM.  Morgan Hill sent out one page flier to all residents.
			CAL OP # 27. Post newsletter article on efforts to ready storm drainage system for fall rains – cleaning out storm drains, and "No	City Sunnyvale CRS Coordinator	Late Summer/ Fall		Sunnyvale All	Newsletters and flier posted on the web

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

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

<sup>3</sup> A **stakeholder** can be any agency, organization, or person (other than the community 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 - 2016 Annual Report Version**

Target Audience	<sup>1</sup> Message	Outcome	Project(s) Proposed to Support the Messages	Assignment	<sup>2</sup> Proposed Schedule	<sup>3</sup> Stakeholder	CRS Community	Project Accomplishments	
			Dumping" on website ( <i>Element 352 WEB1</i> )	Cities CRS Coordinators					
	<p><b>Topics 1,2,3,4,7, 8 &amp; 9:</b> Download disaster electronic Apps  <b>Messages:</b> Be prepared for flood and other disasters; Know how to access needed information quickly during an emergency</p>	<p>Increase in 'hits' on Apps and less stress during emergencies</p>	CAL OP #28. Advertise District, County Public Health Department and American Red Cross electronic Apps	<p>City representatives, District Communications County Public Health Dept. Gilroy Chamber of Commerce, and American Red Cross</p>	Year-Round	<p>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</p>	All	Apps posted on water district website and included in FPM and the CWM. Also advertised on Facebook, and Twitter by District, Palo Alto and Mountain View.	
CAL OP #29. Post disaster apps information on website ( <i>Element 352 WEB1 and 2</i> )									
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 ( <i>Element 352 WEB1</i> )									
CAL OP #32. Promote ALERT SCC - Santa Clara County Emergency Alert System									
			CAL OP #33. Post ALERT SCC - Santa Clara County Emergency Alert System on District and cities websites <a href="http://www.sccgov.org/sites/alertscc/Pages/home.aspx">http://www.sccgov.org/sites/alertscc/Pages/home.aspx</a> <i>(Element 352 WEB1 and WEB2)</i>	District Communications City representatives		Santa Clara County	All	<p>Promoted in the FPM &amp; CWM. AlertSCC is an app for anyone who lives or works in Santa Clara County to get emergency warnings sent directly to their electronic devices. AlertSCC provides information in emergency situations like:</p> <ul style="list-style-type: none"> <li>• Flooding, wildfires and subsequent evacuations</li> <li>• Public safety incidents, including crimes, that immediately affect your neighborhood</li> <li>• Post-disaster information about shelters, transportation, or supplies</li> </ul> <p>Sign Up info posted on District website at:  <a href="http://www.sccgov.org/sites/alertscc/Pages/home.aspx">http://www.sccgov.org/sites/alertscc/Pages/home.aspx</a></p>	
	<p><b>Topic 7:</b> Develop a Family Emergency Plan  <b>Messages:</b> Be prepared for flood and other disasters</p>	<p>Increase in Family Emergency Plan and less stress during emergencies</p> <p>More people know what to do in an emergency</p>	CAL OP#34. Workshop/contest to promote developing family Emergency Plans; Reaching out to a celebrity to carry our message	<p>District Communications and City representatives with assistance from Stakeholders</p>	Year-Round	<p>Schools American Red Cross Celebrity, TBD FEMA California Volunteers.org</p>	All	Family Emergency Plan information included in CWM and FPM. THIS ACTIVITY WILL BE HIGHLIGHTED AGAIN NEXT YEAR.	
CAL OP #35. Post Family Emergency Plan template form on website <a href="http://www.redcross.org/images/MEDIA_CustomProductCatalog/m12140360_ARC_Family_Disaster_Plan_Template_r083012.pdf?campname=internal_link_download&amp;campname=family_disaster_plan_enq">http://www.redcross.org/images/MEDIA_CustomProductCatalog/m12140360_ARC_Family_Disaster_Plan_Template_r083012.pdf?campname=internal_link_download&amp;campname=family_disaster_plan_enq</a> <a href="http://www.californiavolunteers.org/familyplan/pdf/family_plan.pdf">http://www.californiavolunteers.org/familyplan/pdf/family_plan.pdf</a> <i>(Element 352 WEB1 and 2)</i>									
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 the CWM and the FPM.
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 and CWM were posted on the District 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	Linked on district's flood protection website as well as included in FPM and CWM.	

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

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

<sup>3</sup> A stakeholder can be any agency, organization, or person (other than the community 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 - 2016 Annual Report Version**

Target Audience	<sup>1</sup> Message	Outcome	Project(s) Proposed to Support the Messages	Assignment	<sup>2</sup> Proposed Schedule	<sup>3</sup> Stakeholder	CRS Community	Project Accomplishments
			CAL OP #39. Post message "NFIP Floodsmart.gov Flood Preparation and Recovery...." on website  <a href="https://www.floodsmart.gov/floodsmart/pages/preparation_recovery_before_a_flood.jsp">https://www.floodsmart.gov/floodsmart/pages/preparation_recovery_before_a_flood.jsp</a> (Element 352 WEB1 and 2)	District Communications City CRS Coordinator and Communications staff			All	Posted on District website.
	<u>Topics 1, 3, &amp; 4</u> <u>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 site throughout county  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 Vegetation Unit City of Palo Alto Public Works  District Communications	November through April  Year-Round	All County residents Community organizations (SF Creek JPA, Boys Scouts, etc.)	All	Published county map of sandbag locations in Winter Prep flier and posted on website.  Revamped Sandbag guide for correct positioning and tips. Posted on website.
	<u>Topics 1 &amp; 9:</u> Know your flood hazard; Understand shallow flooding risks <u>Messages:</u> Drive slowly; Avoid shallow moving water; 2 ft. water moves vehicles; FEMA's message: "Turn Around Don't Drown®."  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)  CAL OP#43. Include message "What to Do...After – Turn Around Don't Drown® ...." in District's CWM  CAL OP #44. Post message "What to Do...After – Turn Around Don't Drown® ...." on website (Element 352 WEB1 and 2)  CAL OP #45. Post shallow flooding risks information on websites (Element 352 WEB1 and 2)  CAL OP #46. Promote City's online "Flood Zone Lookup" tool on Website (Element 352 WEB1 and 2)	Cities PWD County Planning Gilroy Chamber of Commerce  District Communications City representatives  District Communications City representatives  District Communications Cities Communications  City of Palo Alto Public Works	Year-Round	FEMA Caltrans Gilroy Chamber of Commerce American Red Cross Residents and people who work in county	All  All  All  City of Palo Alto	Palo Alto and Santa Clara put up two signs  Included Message on CWM and FPM  Messages posted on website  Risk of Driving through standing water is included in FPM which is posted on District website  Palo Alto promoted their "Flood Zone Lookup Tool".
	<u>Topics 1, 2, 3, 4, 5, 6, 7, 8, &amp; 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  CAL OP #48. Post Flood Awareness Campaign elements on District website (Element 352 WEB1 and 2)  CAL OP #49. Post Flood Awareness Campaign information on websites (Element 352 WEB1 and 2)  CAL OP 50. Distribute flood prevention materials at fairs  CAL OP #51. Social Media Messaging (such as Facebook, Twitter, LinkedIn, Instagram, etc.)	District Communications Cities Communications  District Communications Cities Communications  District Communications Cities Communications  Fair Sponsors  Fair Sponsors Residents who share posts Facebook, Twitter, Google, LinkedIn, Instagram, etc.	October-April  Year-Round  Year-Round	FEMA Radio Stations Valley Transportation Authority American Red Cross  Facebook, Twitter, Google+, LinkedIn, Instagram, etc.  Fair Sponsors  Fair Sponsors Residents who share posts Facebook, Twitter, Google, LinkedIn, Instagram, etc.	All  All	Radio spots ran in four mainstream English stations targeting and a Spanish and Chinese language stations. Over the course of 4 months 2,595 spots ran. From the months of Sept. through March, the water district featured 11 Facebook and 15 Twitter posts with the flood safety message "Know your flood risk; buy flood insurance." These posts included links to the Flood Awareness campaign elements on our district website. Mountain View declared <i>Red Cross Month</i> in March.  Staff also gave 11 speaker's bureau presentations with an emphasis on flood protection and flood safety to organizations and agencies that requested presentations during these months.  These posts included links to the Flood Awareness campaign elements on our district website.  During the months of October through March, staff attended nine community events to distribute flood safety information and flood prevention materials.  From the months of Sept. through March, the water district featured 11 Facebook and 15 Twitter posts with the flood safety message "Know your flood risk; buy flood insurance." These posts included links to the Flood Awareness campaign elements on our district website.

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

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

<sup>3</sup> A **stakeholder** can be any agency, organization, or person (other than the community 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 - 2016 Annual Report Version**

Target Audience	<sup>1</sup> Message	Outcome	Project(s) Proposed to Support the Messages	Assignment	<sup>2</sup> Proposed Schedule	<sup>3</sup> Stakeholder	CRS Community	Project Accomplishments	
			CAL OP #52. Post social media messages on websites ( <i>Element 352 WEB1 and 2</i> )					Social media posts included links to the Flood Awareness campaign elements on our district website.	
			CAL OP #53. Staffing booths at fairs	District Communications Cities Communications	Year-Round	Fair Sponsor Residents who attend booths	All	During the months of October through March, staff attended nine community events to distribute flood safety information and flood prevention materials.	
<b>Special Flood Hazard Area (SFHA) Communities</b> The PPI Committee identified several geographic areas that are particularly prone to flooding.	<u>Topics 4 &amp; 6</u> <b>Message:</b> 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	FEMA SCVURPPP	All	District's annual flood plain mailer sent to over 48,000 homes in the county in November. An electronic version was posted on the district's flood protection resources website. Includes "Do Not Dump" Message and how to protect your family.	
		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 website	
	<u>Topics 3 &amp; 5</u> <b>Message:</b> 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	District Communications	October - November		All	District's annual flood plain mailer sent to over 48,000 homes in the county in November. An electronic version was posted on the district's flood protection resources website. Includes message of protecting your family against floods.	
		Reduce number of claims	SFHA OP #4. Post Floodplain Mailer on website ( <i>Element 352 WEB1 and 2</i> )		Year-Round				
	Keep families safe	SFHA OP #5. Maintain the ALERT System	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 ( <i>Element 352 WEB3</i> )	District Communications City of Palo Alto CRS Coordinator Cities CRS Coordinators	Year-Round peaks time October - April	County of Santa Clara	All	ALERT System was maintained and expanded to include an app. All Alert information is available on the District's website.	
		SFHA OP #7. Post cards sent to floodplain residents; this is in addition to the District's Annual FPM. City of Sunnyvale sends out postcards annually that includes a link to flood insurance agent referrals.	SFHA OP #8. Post postcards on website ( <i>Element 352 WEB1 and 2</i> )	City of San José City of Sunnyvale CRS Coordinator City of Gilroy County of Santa Clara	Need dates from communities			FEMA Lenders Real Estate Brokers Silicon Valley Realtors Association	City of San José City of Sunnyvale City of Gilroy County of Santa Clara
				SFHA OP #9. City of Sunnyvale sends out postcards annually that offers flood protection assistance site visits.	City of Sunnyvale CRS Coordinator			Sunnyvale	Sunnyvale and Gilroy posted on their websites.
				SFHA OP #10. Post postcards that offers flood protection assistance site visits on website ( <i>Element 352 WEB1 and 2</i> )	Sunnyvale CRS Coordinator			Sunnyvale	City of Sunnyvale sends out a postcard that offers flood protection assistance site visits. Message was posted on the Sunnyvale website.
				SHA OP #11. Inserts into District's School Outreach Program material	District Communications	Year-Round	Schools Students/Parents	All	THIS IS A FOCUS FOR NEXT YEAR.
				SFHA OP #12. Post School Outreach Program materials on website ( <i>Element 352 WEB1</i> )	District Communications	Year-Round		All	All of our outreach materials are posted on our website at <a href="http://www.valleywater.org/Programs/TeachersStudents.aspx">http://www.valleywater.org/Programs/TeachersStudents.aspx</a>
		<u>Topics 1, 2, 3, 4, 5, 6, 7, 8, &amp; 9</u> <b>Message:</b> 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 flood plain mailer sent to over 48,000 homes in the county in November. PLAN TO INCREASE OUTREACH TO REAL ESTATE AND FLOOD INSURANCE BROKERS NEXT YEAR.
		<u>Topics 1, 2, 3, 4, 5, and 7</u> <b>Message:</b> Flood Insurance will cover damage from flooding that most homeowner's policies don't covers.	Increase in number of flood insurance policies in the SFHAs and in the county in general	SFHA OP #14. Post Floodplain Mailer on website ( <i>Element 352 WEB1</i> )		Year-Round			. An electronic version was posted on the district's flood protection resources website.

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

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

<sup>3</sup> A stakeholder can be any agency, organization, or person (other than the community 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 - 2016 Annual Report Version**

Target Audience	<sup>1</sup> Message	Outcome	Project(s) Proposed to Support the Messages	Assignment	<sup>2</sup> Proposed Schedule	<sup>3</sup> Stakeholder	CRS Community	Project Accomplishments
	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	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	Realtors Prospective Residents in flood plains	City of Milpitas City of Los Altos	Milpitas and Los Altos sent mailer regarding flood insurance and elevation certificates.
			SFHA OP #16. Post mailers on website ( <i>Element 352 WEB1</i> )	City of Milpitas	Fall		City of Milpitas	Messages were posted on City websites
			SHA OP #13. 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	Sunnyvale and Palo Alto have one-page newsletter which is sent to all real estate agents and set out for pick-up at City Hall. Milpitas purchases brochures from FEMA.
	<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 #17. Presentation and training to realtors at Realtor’s Association Meetings and/or write-up in realty association newsletters	District Communications City representatives Alain Pinel Realtors	October - April	Insurance companies Lenders Brokers Alain Pinel Realtors and other realty companies Residents who access FEMA Map Service Center Silicon Valley Realtors Association	All	Plan to work on next year  N/A this year
			SFHA OP #18. Post training presentation on website ( <i>Element 352 WEB1</i> )	District Communications City representatives	Year-Round			N/A this year
			SFHA OP #19. Publicize FEMA’s Flood Map Service Center website	District Communications City representatives	Year-Round	FEMA Realtors Lenders Brokers Residents who access FEMA Map Service Center	All	Through the FPM sent to all parcels in the floodplain.
			SFHA OP #20. Post link to FEMA’s Flood Map Service Center on website ( <a href="https://msc.fema.gov/portal">https://msc.fema.gov/portal</a> ) ( <i>Element 352 WEB1</i> )					Posted on the District website.
	<u>Topics 3, 4, &amp; 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 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  Increase number of elevation certificates on file, and structures repaired with permits; decrease the number of repetitive loss increase homes	SFHA OP #21. Annual letters mailed to repetitive loss properties and real estate agencies	San Jose Palo Alto Sunnyvale Morgan Hill		Real Estate Agencies	San Jose Palo Alto Sunnyvale Morgan Hill	Each City sent out letters to repetitive loss parcels as required by FEMA.
								Not Appropriate to post due to privacy concerns.
	<b>Messengers to Other Target Audiences (TA)</b>	<u>Topics 1, 2, 3, 4, 5, 6, 7, 8, &amp; 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.)	All

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

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

<sup>3</sup> A stakeholder can be any agency, organization, or person (other than the community 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 - 2016 Annual Report Version**

Target Audience	<sup>1</sup> Message	Outcome	Project(s) Proposed to Support the Messages	Assignment	<sup>2</sup> Proposed Schedule	<sup>3</sup> Stakeholder	CRS Community	Project Accomplishments		
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>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 Sunnyvale Jose Palo Alto		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 Sunnyvale San Jose Palo Alto	N/A this year. Possible focus for coming year.  District has template available for any City to use.		
	<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	Sunnyvale and Palo Alto have one-page newsletter which is sent to all real estate agents and set out for pick-up at City Hall. Milpitas purchases brochures from FEMA. Posted on City websites.		
	<u>Topics 1, 2, 3, 4, 5, 6, 7, 8, &amp; 9</u> <u>Message:</u> Know your flood risk and be prepared; buy flood insurance		TA OP #4. Post annual mailer targeted towards real estate agents and lenders 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	Starting in September, the water district began including flood safety information in its monthly newsletter through March. The newsletter reaches over 21,000 residents county-wide and is shared on the web and district's social media sites monthly.  Utility bill inserts. See CAL OP #1 and #2. All monthly newsletters posted on District website.		
	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.								
		Increase in number of policies in the SFHAs and in the county in general	TA OP #6. Post newsletters on websites ( <i>Element 352 WEB1</i> )							
		Educate our community on flood protection and preparedness measures	TA OP#7 Floodplain mailer sent to all parcels in the county in the floodplain.	District Communications				All	Floodplain Mailer sent to 71,000 addresses.	
			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	N/A for this year. Possible focus for coming year. District will prepare template presentation that all cities can use.	
			TA OP#9. Post Speaker's Bureau presentation on website and/or share on social media.							

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

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

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**330 OUTREACH PROJECTS WORKSHEET**

For the Annual Report for 2016 Santa Clara County Multi-Jurisdictional Program for Public Information 2015

330 Outreach Project (OP) Worksheet																			
	Outreach Projects	Points per Topic	Topics Covered									Times per Year*	Count	OP	Multipliers				
			1. Know Your Flood Hazard	2. Insure your property	3. Protect People	4. Protect your Property	5. Build Responsibly	6. Protect Natural Floodplain functions	7. Develop Family Emergency Plan	8. Download Apps	9. Understand shallow flooding risks				PPI?	PPI (OP)	STK?	STK (OP)	OP + PPI + STK
CAL OP#7	Valley Water News 2015 Countywide Mailer	6	y	y	y	y	y	y	y	y	y	1	9	54	y	21.6		0.0	75.6
CAL OP#7	Floodplain Mailer 2015-2016	6	y	y	y	y	y	y	y	y	y	1	9	54	y	21.6		0.0	75.6
CAL OP#7	October 15, 2015 SJMN Article, "Wet Winter across California is likely."	2	y									1	1	2	y	0.8	y	0.6	3.4
CAL OP #7	11/15 SJMN Article - Officials urge Californians to buy flood insurance	2	y	y		y					y	1	5	10	y	4.0	y	3.0	17.0
CAL OP #7	February 4, 2016 SJMN Article, "Water District Offers Safety Tips In Face of Possible Flooding."	2	y	y	y	y					y	1	7	14	y	5.6	y	4.2	23.8
CAL OP#7	December 21, 2015 Sponsored Ad, NBC Bay Area, "Winter Flood Protection 101"	2	y	y		y				y	y	1	7	14	y	5.6	y	4.2	23.8
CAL OP #8	Valley Water News 2015 Countywide Mailer (on website)	1	y	y	y	y	y	y	y	y	y	1	9	9	y	3.6		0.0	12.6
CAL OP #8	Floodplain Mailer 2015-2016 (on website)	1	y	y	y	y	y	y	y	y	y	1	9	9	y	3.6		0.0	12.6
CAL OP #8	February 4, 2016 SJMN Article, "Water District Offers Safety Tips In Face of Possible Flooding." (on website)	1	y	y	y	y					y	1	7	7	y	2.8	y	2.1	11.9
CAL OP #8	October 15, 2015 SJMN Article, "Wet Winter across California is likely." (on website)	1	y									1	1	1	y	0.4	y	0.3	1.7
CAL OP #8	11/15 SJMN Article - Officials urge Californians to buy flood insurance (on website)	1	y	y		y					y	1	5	5	y	2.0	y	1.5	8.5
CAL OP #8	December 21, 2015 Sponsored Ad, NBC Bay Area, "Winter Flood Protection 101" (on website)	1	y	y		y				y	y	1	7	7	y	2.8	y	2.1	11.9
TA OP #7	Speakers Bureau Presentation (see attached list)	2		y	y	y						25	3	150	y	60.0	y	45.0	255.0
<b>c330 =</b>		<b>cOP:</b>	<b>340.0</b>	<b>+</b>	<b>cFRP:</b>	<b>0.0</b>	<b>=</b>	<b>0</b>				<b>ΣOP:</b>		<b>200</b>	<b>ΣPPI:</b>	<b>80</b>	<b>ΣSTK:</b>	<b>60</b>	<b>340.0</b>

Number of OP projects: 13

Notes: c330 ≤ 350

ΣOP ≤ 200

ΣPPI ≤ 80

ΣSTK ≤ 60

**NOTE:** The above is a sub-set of all the outreach projects carried out in FY16 (June 2015 - July 2016). Included are projects needed to reach the maximum points allowed for Activity 330. A complete list of projects is available upon request.