Valley Water

MEMORANDUM

FC 14 (01-25-23)

TO: Rick L. Callender, Esq.

FROM: Marta Lugo

SUBJECT: Annual Evaluation Report for FY23 (Year 2: July 2022 – June 2023) for the 2021 Santa Clara County Multi-Jurisdictional Program for Public Information (PPI)

DATE: July 3, 2023

Valley Water continues to participate in the Federal Emergency Management Agency's (FEMA's) National Flood Insurance Program (NFIP) Community Rating System (CRS) program. The CRS is a voluntary incentive program that recognizes and encourages community floodplain management activities that exceed the minimum NFIP requirements.

Through the CRS, flood insurance holders in participating communities receive discounted premium rates to reflect the reduced flood risk. The three goals of the CRS are:

1. Reduce flood damage to insurable property,
2. Strengthen and support the insurance aspects of the NFIP, and
3. Encourage a comprehensive approach to floodplain management.

Background

Valley Water began participating in the CRS program in 1998. Since Valley Water is not a land-use agency, it is not considered an NFIP community and does not technically qualify to participate in the CRS program. However, in 1998, Valley Water staff worked with FEMA to create a "fictitious community" status for Valley Water. It is a unique designation; in fact, Valley Water is the only fictitious CRS community in the nation.

Valley Water's participation as a fictitious community allows it to document qualifying flood risk reduction activities it performs throughout Santa Clara County (county). CRS credits Valley Water earns for activities within those communities are transferred to each CRS participating community, supporting savings on NFIP insurance policies within those jurisdictions.

Under the CRS program guidelines, every 500 points a community earns translates to a 5% discount on NFIP flood insurance premiums for that community's residents and businesses. Currently, 11 of the 16 communities (cities, towns, and the county) within Santa Clara County participate in the CRS program.

In its fictitious community designation, Valley Water has a CRS rating of Class 7. Many of Valley Water's CRS credits are transferable to Santa Clara County CRS participating communities. For many of our communities, Valley Water's CRS credits serve as a baseline. Between Valley Water's baseline and the CRS community's credit, NFIP flood insurance policyholders receive an average 15% discount. The average NFIP flood policy premium in Santa Clara County is approximately $1,000, meaning that CRS participating communities save their flood insurance holders about $150 to $200 per year by documenting the flood risk reduction activities it performs. Participation in the CRS program generates an annual savings of approximately $1.5M for policyholders in Santa Clara County.

The Santa Clara County Multi-Jurisdictional Program for Public Information

FEMA first introduced the Program for Public Information (PPI) as a CRS creditable activity in 2013. The PPI encourages CRS participating communities to work with local stakeholders to design a program for community outreach on flood risk reduction that best fits local needs.

Valley Water led the development of a PPI for all CRS participating communities in Santa Clara County, which resulted in the completion of the first Multi-Jurisdictional PPI adopted in 2015 (2015 PPI), a countywide collaboration outreach program that standardizes our flood risk and loss reduction outreach messages and increase communities' CRS points.

Program for Public Information Requirements

Participating communities must update the PPI every five years to maintain CRS credit. Valley Water continued its role as the lead agency in developing the subsequent 2021 Santa Clara County Multi-Jurisdictional PPI (2021 PPI). On April 27, 2021, the Valley Water Board of Directors adopted the 2021 PPI; the other CRS participating communities' governing bodies adopted the 2021 PPI soon thereafter.

In addition to updating the PPI every five years, FEMA requires an Annual Evaluation Report on PPI efforts and requires the communities to share the annual report with their governing bodies. Attached is our submittal of the Annual Evaluation Report for Fiscal Year 23 *(Year 2)*. Below are key highlights from this fiscal year.

Key Year-2 Valley Water Accomplishments in FY 2023

FY 2023 Flood Awareness Campaign: Valley Water's award-winning flood awareness campaign continues to be the backbone of the PPI. Every year, the committee continues to increase efforts that encourage residents to prepare their personal/family emergency plans and 'Get Flood Ready.'

Valley Water's FY23 Flood Awareness Campaign theme was "Our Climate Has Changed - Be Aware, Be Prepared, Take Action" (dated 11/22). Valley Water's message emphasized its commitment to reducing flood risks and protecting the community. The campaign lasted four months, cost $330,000, and included a multilingual floodplain mailer, social media graphics, messages for all nine flood awareness tips (PPI CRS message topics), and blog posts for all Santa Clara County communities to use. Valley Water shared the 2022-2023 Flood Awareness Outreach Partner Social Media Toolkit with all Santa Clara County cities/county, including CRS communities.

Valley Water also used its monthly newsletter, news blog, social media profiles, and videos to enhance flood awareness efforts before and during forecasted storms starting as early as September 2022. During the length of the campaign and leading up to anticipated storm events, Valley Water posted flash flood warnings, shared posts with critical messages about flood safety, and promoted the Flood Watch Tool throughout the winter.

Education Outreach Programs: Valley Water's Education Outreach includes year-round flood awareness messaging in all students' programs. In FY23, a dedicated flood-focused program was offered from October 2022 through April 2023. Valley Water's role as a flood protection agency is highlighted in all presentations so that participants know that flood protection is one of Valley Water's core objectives. In FY 2023, staff provided 233 general program presentations with 8,548 attendees and 323 educators.

In addition, Education Outreach offered three flood-focused programs that promote flood awareness and preparedness: "The Three Little Pigs and The Bad Weather Wolf," "Mapping Landforms," and "Watershed Maps." In FY 2023, staff provided 113 flood-focused presentations to 2,751 attendees and 122 educators.

Other CRS Program Outreach Initiatives: In FY 23, Valley Water piloted 'Get Flood Ready' Flood Event Kits (Flood Kits). The Flood Kits included the following items: rolling storage bins, customized and branded (both Valley Water and agencies logos) 'Get Flood Ready' banners and tablecloths, flood emergency starter kits, flood preparedness materials, stickers, and giveaway items. From late October through early November 2022, the Valley Water CRS Program distributed the Flood Kits to all communities in Santa Clara County with the aim of standardizing local flood-preparedness messaging and expanding Valley Water's 'Get Flood Ready' campaign regionally.

The PPI Committee continued to promote the American Red Cross All-Hazard App, which monitors alerts for severe weather including floods, and the ValleyWater.org/floodready, Floodsmart.gov and Ready.gov websites.

In FY23, Valley Water's CRS Program staff provided 'Get Flood Ready' materials and participated at outreach events at the Silicon Valley Bike Coalition at the Ride Out the Drought event; the Downtown San Jose Neighborhood Association Emergency Preparedness event with the local Salvation Army;

Santa Visits Alviso Foundation. They also partnered with Sacred Heart Community Services and a local advocate for the unhoused to provide emergency starter kits and flood-preparedness materials to the communities they serve.

Valley Water's CRS Program staff made presentations and shared resources on flood preparedness at the City of Cupertino Public Safety and Community Emergency Response Team (CERT) and at a City of San Jose Neighborhood CERT event.

Valley Water's CRS Program, along with the 2021 PPI Committee will continue to promote the American Red Cross All Hazard App which monitors alerts for severe weather, including floods, and the Floodsmart.gov and Ready.gov websites. The communities will distribute American Red Cross Emergency Contact Cards at events throughout the county.

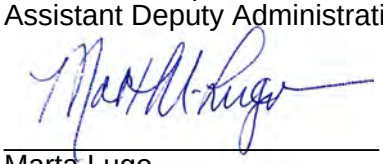
To support the PPI Committee's flood preparedness messaging, Valley Water's CRS Program and communities will continue to promote the importance of having family emergency plans and emergency kits ready to go before an emergency/flood event occurs.

Conclusion

Overall, the CRS Users Group/PPI Committee successfully implemented the 2021 PPI in FY23. The 2021 PPI facilitated participating communities to mutually decide on which flood-risk reduction messages are most appropriate moving forward and identified means by which messages are effectively delivered.

The objectives of participating in the 2021 PPI continue to reduce flood risks and earn valuable CRS credit points by continually enhancing the effectiveness of the flood-preparedness messaging to Santa Clara County. Valley Water's CRS Program staff, the CRS Users Group, and 2021 PPI Committee will continue their work efforts through FY24.

Please direct questions about the PPI Annual Evaluation Report to Don Rocha, External Affairs Assistant Deputy Administrative Officer at (408) 630-2338.



Marta Lugo
Deputy Administrative Officer, acting for
Rachael Gibson
Chief of External Affairs
External Affairs Division

Attachment: Annual Evaluation Report for FY23 (Year 2) for the 2021 Santa Clara County Multi-Jurisdictional Program for Public Information (PPI)

cc: R. Gibson, D. Rocha, S. Tran, A. Fonseca, CRS File, Egnyte electronic filing system

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Santa Clara County Multi-Jurisdictional Program for Public Information 2021

Annual Evaluation Report for FY23

(Year 2: July 2022 to June 2023)

July 2023

Prepared by:

Santa Clara Valley Water District

and

Santa Clara County CRS communities

I. INTRODUCTION

The Community Rating System (CRS) is a voluntary program of the Federal Emergency Management Agency's (FEMA) National Flood Insurance Program (NFIP). The CRS program allows communities to earn flood insurance premium discounts for their residents and businesses by implementing local mitigation, floodplain management, and outreach activities that exceed the minimum NFIP requirements to reduce the risk of flooding.

In Santa Clara County, 11 (eleven) communities, including Santa Clara Valley Water District (Valley Water) have actively participated in the FEMA NFIP CRS for over 30 years.

The CRS participating communities (CRS communities) are City of Cupertino, City of Gilroy, City of Los Altos, City of Milpitas, City of Morgan Hill, City of Mountain View, City of Palo Alto, City of San Jose, City of Santa Clara, City of Sunnyvale, and the Santa Clara Valley Water District (Valley Water).

CRS communities, along with their external non-governmental stakeholders, non-CRS communities: *City of Saratoga, Town of Los Altos Hills, Town of Los Gatos, and the County of Santa Clara* who opted to join the 2021 Program for Public Information (PPI), comprised the 2021 PPI Committee. The original 2021 PPI Committee is listed in *Table 1. Original Members of the Santa Clara County Multi-Jurisdictional 2021 PPI Committee* of the 2021 PPI *(Attachment 1)*. Since the development of the 2021 PPI, there may have been changes to the community's original 2021 PPI Committee members (*either the internal representatives to the organization and/or the external stakeholders*). Those member changes are noted on the meeting attendance sheets.

For CRS credit, FEMA requires that each CRS community provide at least two representatives to the regional PPI Committee, with at least half of the representatives from outside the local government. Additionally, at least half of the representatives must attend all the meetings of the regional PPI Committee. Non-CRS communities are also required to provide an external stakeholder.

An important benefit of the PPI Committee's work is close collaboration between local public agency staff who work on flood protection throughout Santa Clara County. Together, PPI Committee members continue strengthening their individual CRS programs and ensuring communities can evaluate their flood programs against a nationally recognized benchmark.

The 2021 PPI Committee, the remaining non-CRS communities (City of Campbell and City of Monte Sereno), and other interested parties make up the Santa Clara County CRS Users Group.

The Santa Clara County CRS Users Group collaborates to ensure floodplain management activities provide enhanced public safety, reduced damage to property and public infrastructure, and avoidance of economic disruption and loss in Santa Clara County. Through the five-year PPI development and the annual reporting process, members of the SC County CRS Users Group learn from one another about local floodplain management activities, including flood protection and land use issues. For both the Santa Clara County CRS Users Group and the 2021 PPI Committee, the PPI is one of the most impactful activities of the CRS program.

Under the CRS program, flood insurance premium rates are discounted to reward CRS communities' actions that meet the three goals of the CRS:

(1) reduce flood damage to insurable property
(2) strengthen and support the insurance aspects of the NFIP; and
(3) encourage a comprehensive approach to floodplain management.

Flood insurance premiums for CRS communities are reduced in 5% increments for every 500 CRS points earned. As of April 30, 2023, the total savings for Santa Clara County residents from CRS discounts is approximately $1.5 million.

Valley Water is the lead flood risk reduction agency for Santa Clara County. Valley Water performs many flood preparedness outreach and stream stewardship/maintenance activities that earn credit points for CRS communities. Since Valley Water is not a land-use agency, the points Valley Water earns, as a "fictitious community, provide a foundation upon which the CRS communities can build. FEMA approved this unique arrangement with Valley Water in 1998.

The *CRS Coordinator's Manual, 2013 Edition,* included the option to undertake a Program for Public Information (PPI) which is a method that standardizes our flood risk and loss reduction outreach messages and increase communities' CRS points. Each participant of the PPI Committee brings unique perspectives and suggestions that enhance the PPI. Each community must adopt the PPI through a formal vote by the community's governing body.

In 2013, Valley Water initiated and facilitated the effort to develop the first Multi-Jurisdictional PPI so that all Santa Clara County CRS communities could work together and benefit from this activity.
Non-CRS communities were also invited to participate in the development of the PPI. This work effort resulted in the 2015 Multi-Jurisdiction PPI (2015 PPI).

On April 14, 2015, Valley Water's Board adopted the 2015 PPI, which sunset in April 2020. Following Valley Water's lead, the other CRS communities' governing bodies adopted the 2015 PPI soon thereafter.

Under the CRS, the PPI must be updated every five years. Each subsequent year after adopting the PPI, the PPI Committee must submit an annual evaluation report to FEMA describing the PPI implementation for the prior fiscal year. The PPI Committee must evaluate whether the flood risk reduction messages in the PPI are still relevant and adjust the PPI, if needed. The annual evaluation report is shared with each CRS community's governing body as an informational item.

As required, annual evaluation reports for FY16 (Year 1 of the 2015 PPI) through FY19 (Year 4 of the 2015 PPI) were prepared, sent to each CRS community's governing body, and included in each community's respective annual recertifications or as part of a community's documentation for those that were cycled on any given year.

In FY20 (Year 5 of the 2015 PPI), the PPI Committee was required to update the 2015 PPI. The Insurance Services Office (ISO), FEMA's CRS program management contractor, exempted the PPI Committee from submitting an annual evaluation report for FY20 (Year 5 of the 2015 PPI) as the committee focused on updating the document.

In February 2020, Valley Water hosted the start of the five-year PPI updated process. Fifteen Santa Clara County communities worked together to update the 2015 PPI. These communities included the current 11 CRS communities as well as four non-CRS communities that expressed interest in joining the 2015 PPI and possibly the CRS program. Staff and external stakeholders from each agency participated in developing the new PPI.

In March 2020, the Coronavirus (COVID-19) outbreak started. The California State Emergency Services Act, the Governor's Emergency Declaration related to the COVID-19 pandemic, the Governor's Executive Order N-29-20, and Order of the County of Santa Clara Public Health Officer dated March 16, 2020, went into effect.

The COVID-19 pandemic caused far-reaching, unprecedented changes. Businesses and organizations faced economic and operational uncertainty across every industry and sector. The workforce impacts during COVID-19 caused delays beyond control, including the PPI Committee's ability to continue its work of updating the 2015 PPI. Many communities shifted priorities to respond to the public health crisis; therefore, FEMA provided an extension of completing the update to the 2015 PPI to early 2021.

The 2021 PPI Committee reconvened in October 2020 to resume the 2015 PPI update. Several virtual meetings followed until the 2021 PPI Committee completed the 2021 PPI in April 2021. The 2021 PPI was adopted by CRS communities, as indicated in *Table 1. Dates 2021 PPI Adopted*.

II. 2021 PPI DEVELOPMENT PROCESS

Valley Water, CRS and non-CRS communities initiated the 2021 PPI process in February 2020. Due to

COVID-19, discussions were postponed, and reinitiated the process in October 2020. The Santa Clara County 2021 Multi-Jurisdictional Program for Public Information document was completed in April 2021 (*refer to Section I. Introduction for COVID-19 related delays).*

Virtual meetings were held between 2020 and 2021 to develop the 2021 PPI. FEMA's six priority topic messages and the three additional messages identified in the 2015 PPI carried forward into the 2021 PPI. The 2021 PPI Committee felt all nine topics and supporting messages were still relevant for reaching Santa Clara County residents and ensuring they are Flood Ready.

The below listed is Table 3 in the 2021 PPI: CRS Priority Messages

Topic Number	Topic message	Public Message *(Select one message per topic)*
TOPIC #1	Know your flood hazard	• Know your flood risk • Contact your floodplain manager to find out if your property is in a floodplain • Check if your home or business is in a Special Flood Hazard Area
TOPIC #2	Insure your property for your flood hazard	• Get flood insurance ahead of time • Insure your property • There is a 30-day waiting period for the policy to take place
TOPIC #3	Protect people from the flood hazard	• Put your 3-day emergency kit together • Follow evacuation orders • Learn the best route to high ground
TOPIC #4	Protect your property from the flood hazard	• Protect your home from flood threats • Prepare your home • Sandbags can offer protection against a foot or less of floodwater • Get sandbags before a flood
TOPIC #5	Build responsibly	• Build responsibly in floodplains • Comply with development requirements • Check with your city/county floodplain manager before you build
TOPIC #6	Protect natural floodplain functions	• Keep creeks clean and flowing • Keep debris and trash out of our streams • Don't pollute, dump, or drain anything in creeks
Additional Outreach Topic Messages *(only one message per topic)*		
TOPIC #7	Develop an emergency plan	• Develop an emergency plan
TOPIC #8	Download disaster apps	• Download disaster emergency apps
TOPIC #9	Understand shallow flooding risks— don't drive through standing water	• Understand shallow flooding risks - don't drive through standing water

The 2021 PPI Committee worked between the meetings to draft the 2021 PPI and review the extensive list of outreach and flood response projects (*Attachment 2)*.

Based on the 2021 PPI Committee's evaluation of the 2015 PPI, the consensus was that most of the 2015 PPI flood risk reduction messages were still relevant, so only minor edits were incorporated as needed. This became the basis for the 2021 PPI; therefore, no additional FEMA review was required, as the 2015 PPI already ensured its provisions were fully compliant with FEMA requirements.

The number of CRS points that the 2021 PPI activities will earn is determined by FEMA's CRS Specialist and Technical Reviewers from ISO. The PPI Committee estimates that of the possible 350 points for Activity 330, each CRS communities could earn up to 300+/- points for PPI efforts.

Once Valley Water approved the 2021 PPI (5-Year Plan), the final document was provided to the 2021 PPI Committee to present to their governing bodies for adoption and implementation. *Table 1. Dates of 2021 PPI Adoption* shows the 2021 PPI approval dates by each agency; all 11 CRS communities have

adopted the 2021 PPI.

Table 1. Dates 2021 PPI Adopted

Community	Date Presented	Adopted
Santa Clara Valley Water District	4/27/21	X
City of Cupertino	8/17/21	X
City of Gilroy	7/01/21	X
City of Los Altos	7/13/21	X
Town of Los Altos Hills *(*non-CRS community)*	Not required	Not required
Town of Los Gatos *(*non-CRS community)*	Not required	Not required
City of Milpitas	5/18/21	X
City of Morgan Hill	6/16/21	X
City of Mountain View	6/22/21	X
City of Palo Alto	6/14/21	X
City of San Jose	11/16/21	X
City of Santa Clara	7/06/21	X
County of Santa Clara *(*non-CRS community)*	Not required	Not required
City of Saratoga *(*non-CRS community)*	Not required	Not required
City of Sunnyvale	6/29/21	X
	Total Approved	**11**

*****Non-CRS communities are encouraged to participate in Santa Clara County CRS Users Group and/or PPI Committee ongoing efforts and initiatives; however, for those that opted to participate in the 2021 PPI, are not required to adopt the PPI or share annual evaluation reports with their governing bodies.*

III. ANNUAL EVALUATION REPORTS

The 2021 PPI states that the 2021 PPI Committee will meet at least once yearly to evaluate the PPI and incorporate any needed revisions. This meeting is coordinated in conjunction with the ongoing CRS User's Group meetings, which occur at least twice a year.

The evaluation will cover the following:

- Review of projects that were completed;
- Evaluate progress toward outcomes;
- Provide recommendations on projects that have not been completed;
- Provide recommendations for new projects not previously identified;
- Address any Target Audience changes; and
- Assess the impact of the program during an actual flood event if one has occurred.

The 2021 PPI Committee prepares the annual evaluation report for submission with each CRS community's annual CRS recertification package (or schedule 5-year cycle visits). The annual evaluation report is then shared with each CRS communities' governing body as an informational item.

Section V. 2022 Santa Clara County CRS Users Group/PPI Committee Meetings – Monitoring and Evaluating the 2021 PPI of this annual evaluation report summarizes the meetings held to develop the FY23 Annual Evaluation Report (Year 2 of the 2021 PPI).

Table 2 below shows how each community expects to share the FY23 Annual Evaluation Report with its governing body.

Table 2. How the 2021 PPI Annual Evaluation Report for FY23, Year 2 will be shared with Community's Governing Body

Community	Method for Sharing
Santa Clara Valley Water District	Board Non-Agenda Item
City of Cupertino	Consent Item Council Agenda
City of Gilroy	Consent Calendar
City of Los Altos	Council Consent Calendar or Informational Staff Report
Town of Los Altos Hill *(*non-CRS community)*	Not required
Town of Los Gatos *(*non-CRS community)*	Not required
City of Milpitas	Memo to City Council
City of Morgan Hill	Council Consent Calendar
City of Mountain View	Council Weekly Update "Council Connection"
City of Palo Alto	Informational Staff Report
City of San Jose	Council Consent Calendar
City of Santa Clara	Council Consent Calendar
County of Santa Clara *(*non-CRS community)*	Not required
City of Saratoga *(*non-CRS community)*	Not required
City of Sunnyvale	City Manager's "Update Sunnyvale"

**Non-CRS communities are not required to share annual evaluation reports with their governing bodies.*

IV. 2021 PPI ACCOMPLISHMENTS FOR FY23

The 2021 PPI Committee identified three efforts needed from each CRS community in order to prepare and finalize subsequent annual evaluation reports.

1. Governing bodies must adopt the 2021 PPI (*Table 1. Dates 2021 PPI Adopted*). The 2021 PPI Committee must prepare an annual evaluation report and share the reports with its governing body as informational items (*Table 2. How the 2021 PPI Annual Evaluation Report for FY23, Year 2 will be shared with Community's Governing Body).*
2. For each fiscal year (*July 1 - June 30*), the communities must carry out and monitor the implementation of the outreach/flood response projects identified in Appendix A CRS Creditable Outreach and Flood Response Projects by CRS Community of the 2021 PPI *(Attachment 2)*.
3. The PPI Committee must review and consider the 'New Initiatives' identified in the 2021 PPI (*page 66*) for advancing flood risk reduction efforts.

Governing Bodies Approval: Including Valley Water, all 11 CRS communities' governing bodies adopted the 2021 PPI. The approval dates are shown by each agency (Community) in *Table 1. Dates of 2021 PPI Adopted* noted above.

Tracking System: The 2021 PPI is multi-jurisdictional and includes 15 agencies (*11 CRS communities and four non-CRS communities*). Tracking implementation is quite complex compared to a single-agency PPI. As the informal lead agency, Valley Water oversees the record-keeping to ensure consistency throughout the county. An electronic file-sharing system, Egnyte, is set up with folders for each community to file and share documents related to the 109 potential outreach/flood response projects identified in the 2021 PPI and all CRS-related documentation. This also includes a comprehensive spreadsheet tracking which lists projects that were accomplished in any given fiscal year by each individual community *(Attachment 2)*. This spreadsheet, along with the annual evaluation report, will be submitted with annual CRS recertifications or as part of scheduled 5-year cycle visits.

ISO assigns credit for Valley Water outreach/flood response projects to all Santa Clara County CRS communities' ratings. Some communities also choose to carry out and report on their own outreach/flood response projects, in addition to those of Valley Water. These projects are shown on the composite spreadsheet *(Attachment 2 - Appendix A from 2021 SC County Multi-Jurisdictional PPI noting FY23 Project Accomplishments)* and include input from each agency.

The PPI Committee discussed the benefits of using the Egnyte shared-filing system for tracking the 2021 PPI outreach/flood response projects and all CRS-related documentation. The PPI Committee also discussed the importance of ensuring each agency regularly uploads its CRS documentation. These benefits are:

- Information Share/Knowledge Transfer: CRS communities can view each other's program documentation. When a community improves its CRS rating, another community can access the documents submitted to determine how the CRS credited activities helped improve the score.
- Document Repository: A central location for CRS-related documentation, organized to mirror the CRS Coordinator's Manual (by community/activity/element), proves helpful when a community experiences staff turnover.
- Documentation Submittals: CRS documents are organized and easy to share with the CRS Specialists conducting cycle visits and/or annual recertification.

Summary of PPI Projects Accomplished in FY23

The complete list of outreach/flood response projects is included as Attachment 2 of this annual evaluation report, listing all projects proposed in the 2021 PPI, with a "Project Accomplishments" column noting actions taken during the second year of the PPI, FY23.

Audiences	Projects Accomplished	
Community at Large (CAL)	81 potential projects, 63 accomplished	
Residents and Businesses in the Special Flood Hazard Area (SFHA)	18 potential projects, 16 accomplished	
Messengers to Other Target Audiences (Organizations & Businesses Serving the Community)	10 potential projects, 10 were accomplished	
	***Total Accomplished Projects**	89 of 109

* *Note: All projects carried out by CRS communities were accomplished in FY23. Variance in the number of potential projects versus accomplished projects is due to no updates received from non-CRS communities, which is not required for this annual evaluation report.*

These numbers go well beyond the minimum requirements of the CRS program for PPI credit under Activity 330; we anticipate all CRS communities will receive the maximum number of credits for our collective efforts in FY23.

Valley Water's Outreach/Flood Response Projects

Annual Flood Awareness Campaign

Valley Water's FY23 Flood Awareness Campaign theme was "Our Climate Has Changed." It launched after the [1]Fourth National Climate Assessment was published; there could not have been a better time for this conversation. The federal report assessed that intense extreme weather and climate-related events are becoming more frequent and will have catastrophic impacts on vulnerable communities, infrastructure, ecosystems, and our economy. Extreme storm events could result in more frequent and severe flooding in our region. Valley Water's message emphasized its commitment to reducing flood risks and protecting the community but acknowledged that we cannot eliminate all risks. Thus, our communities must adapt and prepare; and it starts with being informed and aware of risks.

[1] US Global Change Resource Program (USGCRP) has a legal mandate to conduct a state-of-the-science synthesis of climate impacts and trends across U.S. regions and sectors every four years, known as the National Climate Assessment (NCA).

An educational paid advertising campaign supplemented Valley Water's community outreach effort. The advertising campaign was supported by a series of formative research to understand target audiences and their awareness levels and explore what educational messages and images most appealed to them.

The Flood Awareness Campaign lasted four months, from mid-November 2022 to February 2023. The paid advertisement campaign cost a total of $330,000.

Valley Water's FY23 Annual Flood Awareness Campaign continued the shift from general digital and public space advertising to a series of direct mailings to the 51,120 homes and businesses in Santa Clara County's FEMA SFHA.

Valley Water sent two separate targeted mailers to all homes and businesses in or near a high-risk flood area, as designated by the FEMA SHFA. The mailers were multilingual (English, Spanish, Chinese, and Vietnamese) and are posted on Valley Water's website.

1. Annual Floodplain Mailer (FPM) - Valley Water's multi-language (English, Spanish, Chinese, and Vietnamese) annual FPM "Our Climate Has Changed - Be Aware, Be Prepared, Take Action" (dated 11/22) mailed on November 28, 2022. https://online.flipbuilder.com/tkap/tmie/

2. Trifold "You Live in a Flood Zone– Make Sure You Are Ready. Do You Know What to Do Before, During, and After a Flood?" mailed on January 6, 2023. https://online.flipbuilder.com/tkap/zmox/

Additionally, Valley Water's FY23 Countywide Mailer (CWM) included a 'Floods Can Follow Droughts' section and was sent starting November 8 through 18, 2022, countywide to 744,025 addresses (USPS: ECRWSS - Extended/Enhanced Carrier Route Walking Sequence Saturation Postal Customer). The CWM includes flood protection and preparedness measures information, knowing your flood risk, getting flood insurance, developing an emergency plan and kit, protecting your home from flood threats, signing up for AlertSCC and the American Red Cross Disaster Emergency App, and understanding shallow flooding – Turn Around Don't Drown®. https://s3.us-west-1.amazonaws.com/valleywater.org.us-west-1/s3fs-public/2022-10-26_Drought%20Countywide%20Mailer.pdf

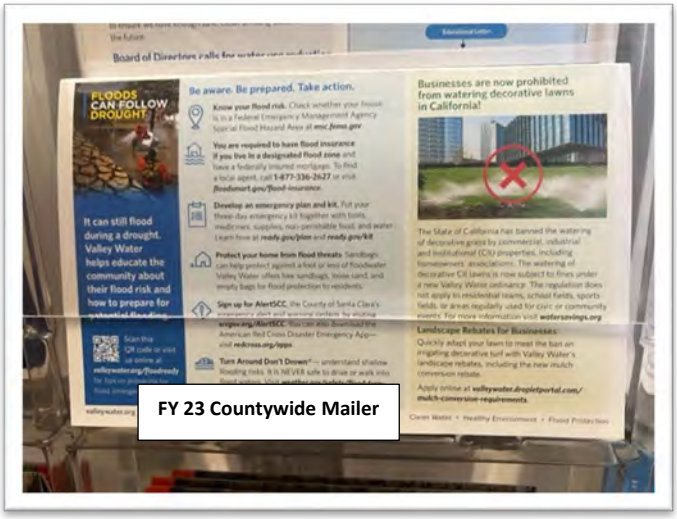
Lastly, 'Are You Flood Ready?' multilingual postcards that included the nine CRS topics and supporting messages, and links to various flood readiness/preparedness webpages were produced and distributed. https://www.valleywater.org/are-you-flood-ready

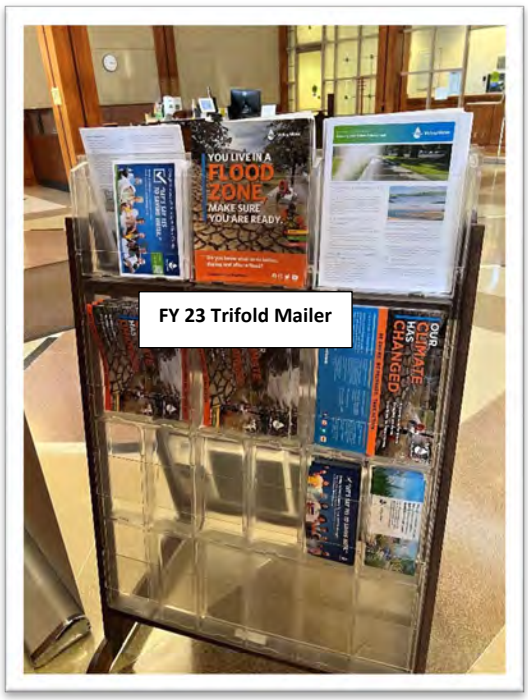
Requested copies of the FPM, postcards, and trifold mailers were sent to all Santa Clara County cities and county Public Works and Planning Departments.

Public Agency	**Annual Floodplain Mailer (FPM)**	**Postcard**	**Trifold** *(Mailed Jan 2023)*
	(Mailed late Nov 2022 and early Jan 2023)		
City of Los Altos	50	100	20
Town of Los Altos Hills	25	150	20
City of Milpitas	50	25	20
City of Mountain View	25	25	20
City of Cupertino	100	100	20
VW CRS Program	150	300	20
All other 10 cities & County (*10 count*)	250 25 count each	250 25 count each	200 20 count each

In mid-November 2022, Valley Water's 2022-2023 Flood Awareness Outreach Partner Social Media Toolkit, 'Our Climate Has Changed,' was made available for download to all partnering agencies, including CRS communities. The toolkit provided links to the multilingual annual FPM, the 'Flood Can Follow Droughts' 2001-2023 Timeline, the 'Are You Flood Ready?' postcard, social media graphics and videos that included messages for all nine flood awareness tips (PPI CRS message topics), and blog posts for all Santa Clara County communities to use. https://www.dropbox.com/s/p438zrw8lwi614r/Flood%20Awareness%202022-2023%20Partner%20Toolkit.pptx?dl=0.

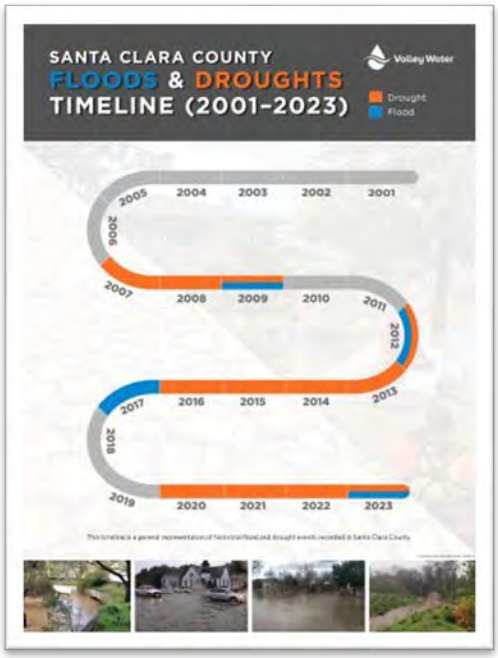
Valley Water HQ Lobby Displaying Flood Readiness Materials





During FY23, Santa Clara County experienced a drought emergency. Valley Water's annual FPM reminded everyone that flooding can happen anytime it rains and that climate change has made extreme weather the new normal. Drought conditions can harden the ground and increase run-off to streams and creeks during the first few days of heavy rain, increasing the risk of flooding. In addition, the flood mailer showcased Valley Water's ongoing flood protection projects in areas susceptible to flooding.

In FY23, the FPM featured a QR code, a cling with important flood safety websites, a detachable emergency phone list, photos of our most recent flood protection projects, and a graphic image displaying how historical floods have followed droughts in Santa Clara County (*see below attached "Santa Clara County Floods & Droughts Timeline [2001-2023])*.



Valley Water also deployed a small-scale multilingual social media campaign, with the slogan "Flooding can happen during a drought," on social media and web platforms. The campaign launched in Winter FY23, starting with the season's first rains, and continuing through March 2023.

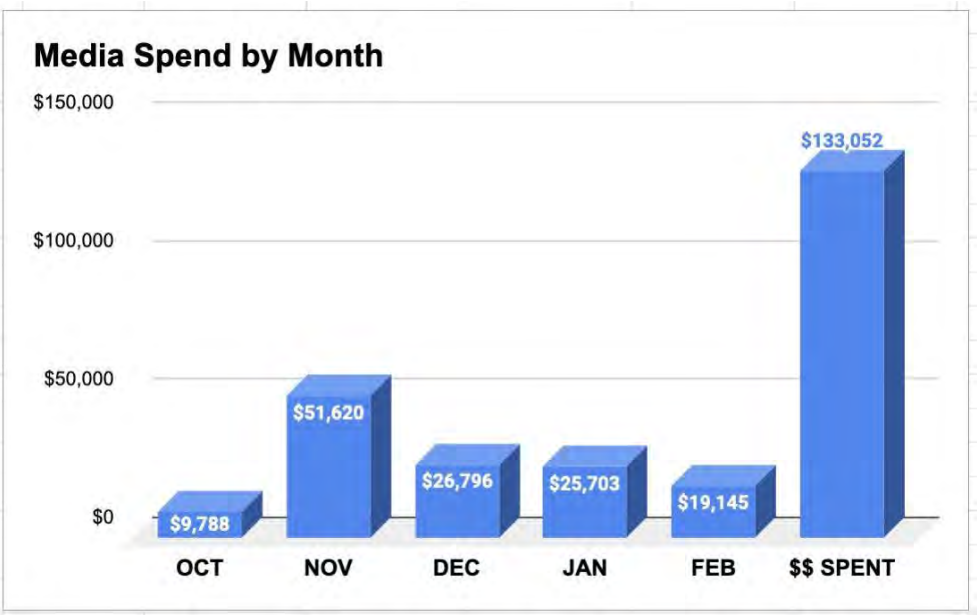
A key strategy for the paid flood awareness campaign was incorporating the 2021 PPI 6 priority topics and the three additional outreach topics, including messages supporting the nine topics, in Valley Water ads. Staff crafted messages derived from Valley Water's annual FPM to residents in the SFHA. Additionally, the Valley Water Board of Directors shared posts on Nextdoor highlighting the "Flooding can happen during a drought" messaging and the nine CRS topics in Winter 2022-23. Valley Water also posted a flood preparedness blog, a digital copy of the FPM, and a guide on what to do before, during, and after a flood.

Valley Water 2022-23 Flood Media Campaign (*October 2022 – February 2023*)
Target: Santa Clara County residents
Objective: Flood Awareness for All SCC Residents

Digital ads targeted residents and commuters in or near the SFHA, using zip codes from published FEMA flood maps.

<u>The Media Plan</u>

MEDIA PLATFORM:	TARGET:	BUDGET	$$ SPENT	IMPs	CPM
Digital Banners (four languages)	Zip Codes	$18,000	$18,000	6,246,254	$2.88
Social Media (FB - IG - ND)	SCC	12000	$9,552	267,508	$35.71
AUDIO (Local On Air and Streaming)	SCC	75500	$75,500	3,339,773	$22.61
LOCAL NEWSPAPERS (Online)	SCC	$30,000	$30,000	2,625,000	$11.43
OVERALL TOTALS:		$135,500	$133,052	12,478,535	$10.66



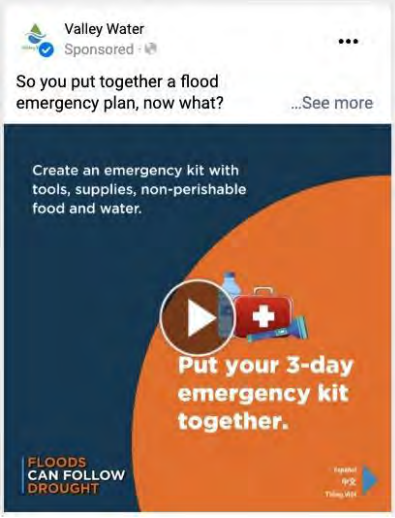
The Ads

Boosts: Animated Facebook posts "Boosted" on Facebook, Instagram, NextDoor

Boost #1 (Nov8-9)

Boost #2 (Dec01-05)

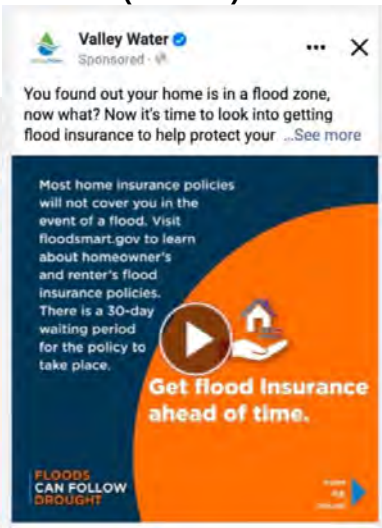
Boost #3 (Dec7-11)



Boost #4 (Dec26-30)

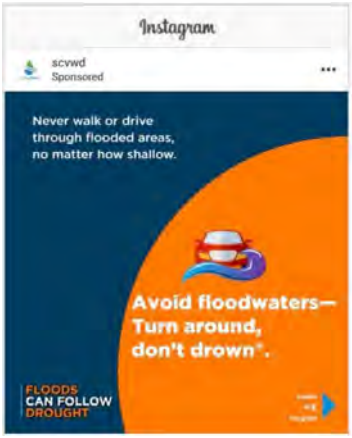
Boost #5 (Dec28-31)

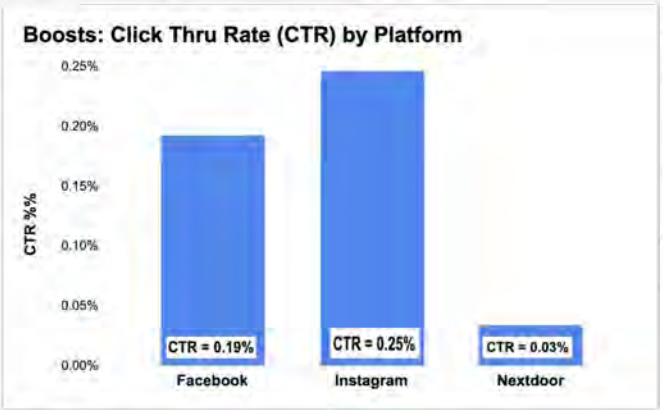
Boost #6 (Jan4-10)

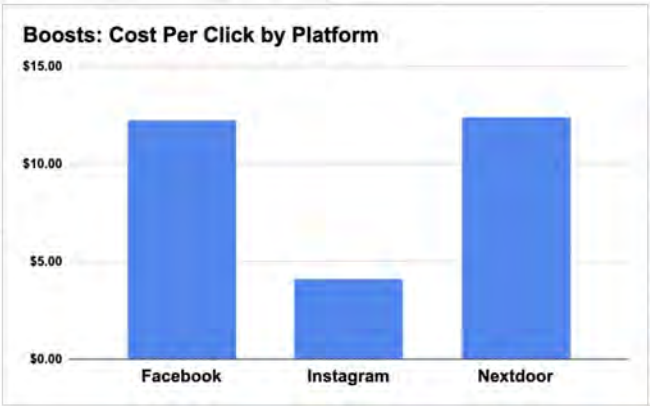


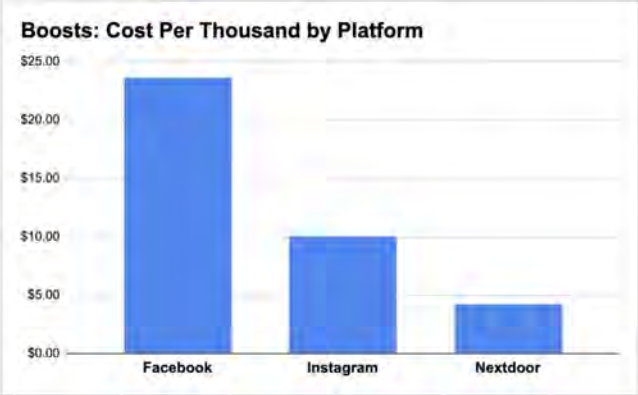
Boost #7 (Jan10-17)

Boost #8 (Jan15-20)









Best BOOST performance:

Boost #6: *So you found out your home is in a Flood Zone…*

Ad seen 171,113 times

Ad clicked on 425 times

Lowest Cost Per Click: $2.42 on Facebook

Display Ads

300X250
Served to all adults in Santa Clara County
Delivered: *6,246,254 Impressions*

Audio

30-second audio ads served via Streaming and Local On-Air Radio stations
Delivered: *1,724,173 Impressions*

FY 23 Flood Awareness Campaign Results

Valley Water also used its monthly newsletter, news blog, and social media profiles to enhance flood awareness efforts before and during forecasted storms starting as early as September 2022. During the length of the campaign and leading up to anticipated storm events, Valley Water posted flash flood warnings, shared posts with critical messages about flood safety, and promoted the Flood Watch Tool throughout the winter.

Valley Water's flood protection resources page at ValleyWater.org/floodready serves as a hub of flood safety information with icons leading to a series of related web pages, including information on flood zone maps, signing up for emergency alerts, sandbags, reporting local flooding, and safety tips.

All cities and the county were requested to add a link redirecting site visitors from their respective flood protection resource pages and/or homepage to ValleyWater.org/floodready, Floodsmart.gov, and Ready.gov.

All Santa Clara County communities received hard copies of Valley Water's FPM, postcard, and trifold for their outreach efforts.

Valley Water shared the 2022-2023 Flood Awareness Outreach Partner Social Media Toolkit with all Santa Clara County cities/county, including CRS communities. The toolkit provided links to the multilingual annual FPM, social media graphics, messages for all nine flood awareness tips (PPI CRS message topics), and blog posts for all communities to use.

The 2022-2023 post-Flood Awareness Campaign survey found:

- 39% recalled receiving mail with information about flood safety (59% in 2021-22).
- 64% are confident they have taken all necessary precautions to protect themselves from floods (76% in 2021-22).
- 43% rate the job Valley Water is doing at keeping them informed as excellent, good, or fair (61% in 2021-22).
- 48% are aware that their home was located in a flood zone awareness over last year (56% in 2021-22).
- 39% of respondents clearly understood Valley Water's three main calls to action to be Flood Ready [*develop an emergency plan, build an emergency kit, and get flood insurance*] (58% in 2021-22).
- 39% of respondents have flood insurance; 15% of renters polled have insurance (51% in 2021-22).

The results above demonstrate an effective campaign that is less expensive than general advertising, yielding a savings of approximately $150,000 with more robust results. Based on the findings, we will continue with targeted mailings to the FEMA SFHA as our outreach strategy for the flood awareness campaign rather than targeted advertising.

Flood Emergency Starter Kit Distribution

Pilot 'Get Flood Ready' Flood Event Kits (Flood Kits) were distributed to all cities and the county from late October through early November 2022. The Flood Kits included the following items: rolling storage bins, customized and branded (both Valley Water and agency's logos) 'Get Flood Ready' banners and tablecloths, flood emergency starter kits, flood preparedness materials, and giveaway items. The Flood Kits will standardize local flood-preparedness outreach throughout the county and expand Valley Water's 'Get Flood Ready' campaign.

In addition to the Flood Kits, CRS will increase and broaden our flood-preparedness outreach to underserved communities by partnering with other community organizations to distribute multilingual flood-preparedness materials and flood emergency starter kits.

This year, Valley Water acquired 6,000 flood emergency starter kits (Starter Kits). These Starter Kits will be distributed by all Santa Clara County communities and Valley Water's CRS and other public-facing programs.

The Starter Kits include essential supplies, such as a hand squeeze flashlight, rain poncho, safety whistle, N95

mask, and gloves. These popular Starter Kits encourage the community to 'Get Flood Ready' by developing an emergency plan and putting together a more comprehensive three-day emergency kit.

CRS communities Outreach/Flood Response Projects

The 2021 PPI Committee identified the outreach/flood response projects for each community. The implementation of these projects is reflected in the *'FY 2023 (Year 2 of the 2021 PPI) Project Accomplishments'* column of Attachment 2.

Valley Water Education Outreach Program

Valley Water's Education Outreach includes flood awareness messaging in every program presented year-round. A dedicated flood-focused program is offered from October through April, depending on the rainfall situation in any given year.

Valley Water's role as a flood protection agency is highlighted in all presentations so that participants in the Education Outreach Programs know that flood protection is one of Valley Water's core objectives in Santa Clara County.

Flood-focused Programs

Education Outreach has three programs focusing on flood awareness and preparedness: 'The Three Little Pigs and The Bad Weather Wolf,' 'Mapping Landforms,' and 'Watershed Maps.'

In FY23, Valley Water more than doubled its flood-focused programs from FY22. A high demand for in-person programs brought us back into the community and schools; therefore, we added a third flood-focused program, 'Mapping Landforms,' for 1st - 2nd grades. The demand for flood-focused programs was due to the unusually long rainy season extending into April 2023.

The results of Flood-focused programs delivered between October 2022 and April 2023 are as follows:

- 113 Presentations
- 2,751 Attendees
- 122 Educators

Flood Awareness Messaging

In addition to the Flood-focused Programs, the Education Outreach Program provided additional flood awareness messaging in their general classroom presentations, STEAM (*Science, Technology, Engineering, Art, and Math*) programs, libraries, and camp programs.

The results of the general flood protection messaging between October 2022 and April 2023 are as follows:

- 233 Presentations
- 8,548 Attendees
- 323 Educators

Community Events and Engagement

Booth Support at Events

Valley Water staff made a concerted effort to actively participate in community events, including community festivals and emergency preparedness affairs, particularly in communities and neighborhoods in or near flood zones. In FY23 (*from September 2022 – May 2023*), both Valley Water and the communities staff hosted 18 booths

and distributed flood preparedness information on flood safety and emergency preparedness materials, including Valley Water's annual FPM. Those events are listed below.

1. 2022 Santos Family 16th Annual Car Show-9/3/22 Alviso, CA
2. Emergency Preparedness Resource Fair-9/10/22 San Martin, CA
3. Mountain View Art & Wine Festival-9/11/22
4. Assembly Member Ash Kalra's VeggieFest-9/17/22 San Jose, CA
5. Rotary Club Fall Festival-9/24/22 Cupertino, CA
6. Friends of Stevens Creek Trail Trailblazer Race-9/25/22 Mountain View, CA
7. Fall Festival at Martial Cottle Park-10/1/22 San Jose, CA
8. Santa Clara Parade of Champions-10/1/22
9. Pumpkins in the Park-10/8/22 San Jose, CA
10. Bay Area Diwali Festival of Lights-10/8/22 Cupertino, CA
11. Supervisor Lee's Day on the Bay-10/8/22 Alviso, CA
12. Santa Visits Alviso-12/10/22
13. AAUW Wildflower Run-3/26/23 Morgan Hill, CA
14. VMC Foundation Women's Leadership & Policy Summit-4/29/23 Saratoga, CA
15. Tech Interactive Tech Challenge-4/30/23 San Jose, CA
16. Berryessa Art Festival-5/13/23
17. San Jose Giants-5/13/23
18. Campbell Boogie Music Festival, 5/20/23-5/21/23

Speakers Bureau Program

In FY23, Valley Water's 'Let's Talk Water: Speakers Bureau Program' reached the 18 organizations listed below. All general presentations include mention of flood protection, the need to 'Get Flood Ready' regardless of the county's drought status, and links to Valley Water's 'Flood Ready' information and resources webpage (ValleyWater.org/floodready), and the hotline to call to report obstructions in creeks.

Valley Water's Speakers Bureau Program can customize presentations to update community groups on water-specific issues and provide updates on projects in their area. 'Let's Talk Water' also discusses local water conservation efforts and rebate programs. The FY23 presentations that included flood preparedness information are listed below.

1. October 13, 2022 – City of San Jose Board of Retirees meeting
2. October 20, 2022 – Palo Alto Kiwanis meeting
3. October 22, 2022 – Greentown Los Altos Library event
4. November 3, 2022 – Harbor Industrial Association luncheon
5. December 6, 2022 – RE/MAX Realtor informational meeting
6. January 4, 2023 – Mount Pleasant Neighborhood Assoc meeting
7. January 18, 2023 – Cupertino Library presentation hosted by Cupertino Library Foundation
8. February 9, 2023 – Sons in Retirement: Branch 54 monthly meeting
9. February 13, 2023 – Rotary Club of Evergreen Valley meeting
10. February 14, 2023 – Santa Clara County: Sustainability Working Group presentation
11. March 1, 2023 – Seven Trees Neighborhood Association meeting
12. March 6, 2023 – Leadership Morgan Hill presentation
13. March 9, 2023 – Presentation during Mountain View Senior Center afternoon workshop
14. March 23, 2023 – Mission San Jose Rotary Zoom meeting
15. April 6, 2023 – Water 101 Academy presentation
16. April 11, 2023 – Presentation during Terraces Los Gatos monthly speaker series
17. May 4, 2023 – West San Jose Kiwanis meeting
18. May 19, 2023 – Rotary Club of San Jose Silicon Valley

Other Community Engagement Efforts

Valley Water partnered with the Silicon Valley Bike Coalition at the Ride Out the Drought event held on October 15, 2022; the Salvation Army on October 22, 2022; Santa Visits Alviso Foundation on December 7, 2023; Sacred Heart Community Services on February 8, 2023, and Ms. Gail Osmer, homeless advocate, on March 15, 2023 by providing and/or distributing FEMA, US Army Corps of Engineers, and Valley Water multilingual flood preparedness educational materials, flood insurance promotion, AlertSCC, American Red Cross All-Hazard APP, and emergency preparedness starter kits which supports Valley Water's 'Get Flood Ready' campaign.

Additionally, presentations on flood preparedness were made at the City of Cupertino Public Safety and Community Emergency Response Team (CERT) held on October 26, 2022, and at the City of San Jose Neighborhood CERT event held on November 15, 2022. Flood resources were also shared at these events.

V. 2023 SANTA CLARA COUNTY CRS USERS GROUP/PPI COMMITTEE MEETINGS – MONITORING AND EVALUATING THE 2021 PPI

The FY23 Santa Clara County CRS Users Group/PPI Committee meetings were held on March 21, 2023, and May 16, 2023. Attendance was good and quorum was met with staff from the 11 CRS communities for both meetings. Staff from some non-CRS communities, external stakeholders, and other interested parties were also in attendance. Agendas/minutes, and attendance sheets for each meeting are included *(Attachments 3-6)*.

As required by CRS, the objective for both the March and May 2023 meetings was to monitor the implementation of the 2021 PPI, determine if the desired outcomes were achieved, and discuss if any changes to the 2021 PPI were needed to complete this annual evaluation report. The PPI Committee agreed that the 2021 PPI messaging and projects would remain the same for the duration of the 2021 PPI, which sunsets in 2026.

At the March 21, 2023, meeting, a draft FY 2023 (Year 2 of the 2021 PPI) Project Accomplishments worksheet was shared with the PPI Committee for their review/input.

The PPI Committee:

- Assessed whether the desired outcomes of the 2021 PPI were achieved in FY23 and what, if anything, should be changed. The consensus of the PPI Committee is that our 2021 PPI implementation for FY23 continues to be on target and that no changes are needed. Cities with the PPI approved by their elected officials reported receiving strong support.
- Reviewed which communities have adopted the 2021 PPI. Ensured that those communities who have adopted the PPI have all the conformed/enacted copies and supporting documentation in their respective governing bodies uploaded into Egnyte and a copy sent to Valley Water.
- Provided instruction on how communities will submit their updates to Appendix A of the 2021 PPI to Valley Water for consolidating annual evaluation report, including the spreadsheet (*Attachment 2*).
- Communities were informed that all updates were due by the next CRS Users Group Meeting or sooner.
- Reviewed and discussed 'Other New Initiatives' identified in the 2021 PPI (*see below, Section VI. Future Messaging – Other New Initiatives*).

  Amy Fonseca, Valley Water CRS Program Administrator asked the group to share any ideas they may have on how we could carry out a new initiative as a group.

  Initiative #1 - Continue and expand the standardized flood message prepared for each community to include flood messages in utility bills yearly, including PG&E

  - Utility bills will continue to be offered by Valley Water.
  - The PPI Committee decided to continue discussion of this initiative discussion to the May 16, 2023, meeting; Valley Water's as Communications would be providing an update of the FY23 Flood Awareness Campaign which those results could impact and guide initiative actions.

Initiative #2 - Expand on partnerships with local chambers of commerce to disseminate and share flood preparedness information

- Group was asked if anyone have any ideas or contacts to share? For example, the Santa Clara County Chamber of Commerce. Does anyone have any contacts with them? Who are these events catered to?
- Beginning of FY23-24 flood season, we will work together to coordinate something county-wide or locally?

Initiative #3 - Expand on outreach to the Asian and Latino communities who live in flood prone areas

- Group was asked if they had any ideas to expand outreach Asian or Latino communities in your areas that have been impacted by flooding?

  Paola Giles, Valley Water Communications offered that we could reach out to school districts (specific schools with the Asian/Latino demographics), libraries, recreational and senior centers.

  Jenn Chu, City of Cupertino mentioned that their Safe Routes to School Coordinator meets with schools and provides flyers, communications.
- Valley Water shared the ArcGIS Online: Valley Water Open Data https://data-valleywater.opendata.arcgis.com/, a free public data and resource. We demonstrated the Disadvantaged Community Web Mapping Application layer: https://gis.valleywater.org/portal/apps/webappviewer/index.html?id=9c12e4acd60d4e14a4839ce01fcc8bc2.

Initiative #4 - Expand on outreach to "hot spot" flood-prone areas by hosting on-site or virtual events

Pointed out that the ArcGIS tool has several layers, including Santa Clara County Low Income Census Tracts (Poverty Zones) and Valley Water Flood Hot Spots. If any community is interested in accessing this information, reach out to Valley Water. We asked the group if there was any overlap of Valley Water's hot spots versus their jurisdiction's hot spots?

Initiative #5 - Expand on reaching local homeowners associations (HOA)s and apartment associations (*i.e., Executive Council of Homeowners [ECHO]*)

Shared with the group that Valley Water's Speakers Bureau: Valley Water's 'Let's Talk Water: Speakers Bureau Program (https://www.valleywater.org/learning-center/lets-talk-water-speakers-bureau) offers presentations on the history of Valley Water and how we operate and includes information on flood preparedness. Presentations can be customized for groups, as requested.

Steve Golden, City of Los Altos suggested communities could assist with providing contacts for HOA's and property management companies that interact with renters.

Initiative #6 - Expand on reaching residents in marginal and low-income communities through partnering with organizations that reach these communities (*i.e., Second Harvest Food Bank and others*)

Demonstrated the ArcGIS Disadvantaged Community Application Map Tool Santa Clara County Low Income Census Tracts (Poverty Zones) layer

Initiative #7 - Communities could pursue FEMA Matching Funds Grants for severe Repetitive Loss Areas

This is something we could possibly investigate in future years; as was mentioned earlier during the meeting, as part of the Feasibility Study for CRS regionalization in Santa Clara County. The immediate need is us to retain the 280 points for Activity 510 FMP that are currently credited under the 2017 County of Santa Clara Multi-Jurisdictional Hazard Mitigation Plan (MJHMP).

Valley Water and Santa Clara County are looking into Valley Water possibly developing a separate flood-centric FMP rather than including it as part of the update of the County's 2017 MJHMP. The proposed flood-centric FMP could have a direct tie-in to this initiative; however, it may not include the RLAA element as part of the FMP.

Valley Water has shared some grant opportunities Climate Change Resiliency, CAL Office of Emergency Services (OES) with our Grant's Team. It was also mentioned, that under Valley Water's Safe Clean Water, we have some community grants available to cities/county through our Grants Program.

Initiative #8 - Review and expand other public information activities, such as Flood Protection Assistance (Activity 360) and Flood Insurance Promotion (Activity 370)

This initiative ties in with the ongoing CRS regionalization efforts. We will see what recommendations come out of the draft Feasibility Study.

Initiative #9 - Develop a region-wide Flood Response Preparations (FRP) messaging plan

Demonstrated an electronic copy of the City of Santa Clara's FRP. As the PPI Committee has discussed in past meetings, we are still considering using the City of Santa Clara's FMP as a model for developing a countywide FRP that can be credited uniformly. ISO indicated this approach would likely be credited regionally.

- Discussed usage of Flood Event Kits that Valley Water provided to all communities at the end of October – early November 2022. We requested that communities share these flood preparedness resource materials with other appropriate departments within their organization.
- Provided a status update on the Feasibility Study for CRS Regionalization in Santa Clara County. Discussed the Multi-Jurisdictional Floodplain Management Plan (MJFMP) that Valley Water, its consultant, Tetra Tech, and all Santa Clara County communities will develop. This MJFMP will be a flood-centric FMP and separate from the update to the County of Santa Clara's 2017 Multi-Jurisdictional Hazardous Mitigation Plan (MJHMP).
- Reminded all CRS communities to review their flood information landing page *monthly* and to verify all links are valid and *annually* to ensure content is still relevant and current to comply with *CRS Activity 350 - Flood Protection Information, Element c), Flood Protection Website,* from the CRS Coordinator's Manual, CRS. They were also reminded to ensure their flood resources landing page re-directs to Valley Water's Flood Ready landing page, ValleyWater.org/FloodReady, FEMA's floodsmart.gov and ready.gov.

At the May 16, 2023, meeting, a draft 2021 PPI FY23 Annual Evaluation Report was briefly shared with the communities. The PPI Committee discussed that the FY22 Annual Evaluation Report was used as the starting basis for the FY23 Annual Evaluation Report. We reminded communities that the annual evaluation report will be due as part of communities' annual CRS recertification package, which will be due on August 1, 2023, or during scheduled 5-year cycle visits (*for Cities of Santa Clara, Palo Alto, Sunnyvale, and Mountain View)* which are tentatively scheduled to be conducted in November 2023.

Valley Water Communications staff presented an overview of the 2022-2023 Flood Awareness Campaign, including the annual FPM that was mailed in November 2022 to all addresses in the FEMA Special Flood Hazard Area (SFHA) and was also sent to city/town/county managers, public works and planning directors, and communities' staff at the end of December 2022.

Additionally, Valley Water Communications staff and their consultant, Probolsky Research, shared the FY23 post-campaign polling results the PPI Committee. It was determined that future flood awareness campaigns have an opportunity for expanded outreach to renters of both single-family homes and multi-family units, as well as providing localized historical flood information and outreach materials in public spaces. The FY24 Flood Awareness Campaign approach was discussed.

Valley Water shared the status on the Feasibility Study for regionalizing the CRS program in Santa Clara County. We are shared that Valley Water will be leading a flood-centric Multi-Jurisdictional Floodplain Management Plan (MJFMP) in lieu of including CRS requirements as part of the update of the County of Santa Clara's 2017 Multi-Jurisdictional Hazard Mitigation Plan (MJHMP).

There was discussion regarding forming a separate working group for communities scheduled to be cycled in November 2023 (Cities of Mountain View, Palo Alto, Santa Clara, and Sunnyvale). Valley Water will first meet with Marlene Jacobs, ISO CRS Specialist assigned to all Santa Clara County communities, to see what Valley Water can provide to streamline the document process for activities we perform that are creditable under the CRS program, and which said credit transfers to the CRS communities. In the July/August 2023 timeframe, a coordination meeting between Valley Water, ISO, and the communities scheduled to be cycled will be set up.

Valley Water CRS staff shared information on the Department of Water Resources (DWR) statewide agency coordination calls scheduled to begin by late June – early July 2023. The DWR calls lead up to the California Flood Preparedness Week (CFPW) held each October annually (*specific dates for October 2023 to be announced*). We

shared Valley Water's experience participating in these calls, including the benefits of learning about CFPW, what other agencies throughout the state are doing, ways to participate, setting up lobby displays for the public, and accessing available resources for public events. All communities were strongly encouraged to participate this year, including presenting a resolution (*Valley Water's template available upon request*) to their city councils to adopt CFPW and to forward information to other staff that can help promote flood-preparedness.

We also discussed the usage of the Flood Event Kits that Valley Water provided to all communities in late 2022. Communities were encouraged to use the Flood Event Kits at various city-hosted events, safety fairs, etc., where flood preparedness messaging and materials are shared with residents. These resources will ensure our messaging and information on how to 'Get Flood Ready' is uniformed throughout the county.

The group was asked if there was interest in Valley Water, in coordination with the California State Department of Water Resource (DWR), hosting CRS/ISO training required for Certified Floodplain Managers (CFMs) for their continuing education credit requirement. The group expressed interest; Valley Water will work with Robert Lampa of DWR to explore options to bring a four-day training course to California (*possibly Valley Water's facility*) sometime in early 2024.

We reviewed actions needed to complete the development of the 2021 Multi-Jurisdictional Program for Public Information (PPI) Annual Evaluation Report, FY 23 (*Year 2: July 2022 to June 2023*). This annual evaluation report is the second report for the 2021 PPI which documents our collective outreach project activities.

VI. FUTURE MESSAGING – Other New Initiatives

The PPI Committee identified several opportunities to expand on existing initiatives and initiate new ones as follows:

1. Continue and expand the standardized flood message prepared for each community to include flood messages in utility bills yearly, including PG&E.
2. Expand on partnerships with local chambers of commerce to disseminate and share flood preparedness information.
3. Expand on outreach to the Asian and Latino communities who live in flood-prone areas.
4. Expand on outreach to 'hot spots'/flood-prone areas by hosting on-site or virtual public events.
5. Expand the reach to local homeowners associations (HOA)s and apartment associations (*i.e., Executive Council of Homeowners [ECHO]*).
6. Expand the reach to residents in historically underserved and low-income communities through partnerships with organizations that serve these communities (*i.e., Second Harvest Food Bank and others*).
7. Communities could pursue FEMA Matching Funds Grants for severe Repetitive Loss Areas.
8. Review and expand other public information activities, such as Flood Protection Assistance (Activity 360) and Flood Insurance Promotion (Activity 370).
9. Develop a region-wide Flood Response Preparations (FRP) messaging plan.

The messages that the PPI Committee originally chose are still relevant to Santa Clara County. The committee will continue to increase its efforts to encourage people to prepare personal/family emergency plans and be Flood Ready. This will be incorporated into the flood preparedness outreach starting every fall. The PPI Committee will also continue coordinating efforts with Valley Water's Education Outreach Program to promote flood preparedness in local schools.

The PPI Committee recommends continued use of social media for messaging. Mobile usage among individuals has increased exponentially over the years, and online platforms are rapidly adjusting to mobile-friendly standards. This provides an excellent opportunity to modernize campaign ad efforts by utilizing social media and digital advertising to increase exposure and reach more residents in Santa Clara County. Furthermore, these modern advertising methods allow for specialized demographic targeting to reach a narrow and defined audience, improving the ability to reach vulnerable populations effectively.

In support of our preparedness messaging, the PPI Committee will continue to promote the importance of having family emergency plans and kits ready *before* an emergency/flood event occurs.

The PPI Committee will continue to promote the American Red Cross All-Hazard App which monitors alerts for

severe weather, including floods, and the Floodsmart.gov and Ready.gov websites. The communities will distribute American Red Cross Emergency Contact Cards at events throughout the county.

VII. CONCLUSION

Overall, the CRS Users Group/PPI Committee successfully implemented the 2021 PPI in FY23. The 2021 PPI allowed PPI Committee members to mutually decide which flood risk reduction messages are most appropriate for our residents and identified how to effectively deliver these messages. The objectives of participating in the 2021 PPI are to enhance the effectiveness of the flood risk messages to residents, reduce flood risks within Santa Clara County, and to earn valuable CRS credit points when identified outreach projects are implemented.

The CRS Users Group/PPI Committee will continue their outreach efforts through FY24.

Attachments for submission to Valley Water Board, City Councils/Managers, and FEMA as part of 2023 Annual Recertification/5-year Verification Package, as required:

1. Members of the Santa Clara County Multi-Jurisdictional 2021 PPI Committee
2. Appendix A from 2021 SC County Multi-Jurisdictional PPI noting FY23 Project Accomplishments
3. March 21, 2023, Santa Clara County CRS Users Group Meeting Agenda**
4. March 21, 2023, Santa Clara County CRS Users Group Meeting Attendance Sheet
5. May 16, 2023, Santa Clara County CRS Users Group Meeting Agenda**
6. May 16, 2023, Santa Clara County CRS Users Group Meeting Attendance Sheet

** Meeting minutes are included in Section V of this report.

Table 1. Original Members of the Santa Clara County Multi-Jurisdictional 2021 PPI Committee

Community	Local Government Representative and Alternates	External Stakeholders
County of Santa Clara	**Chris Freitas**, Sr. Civil Engineer **Neville R. Pereira**, PE, Development Services Manager, Department of Planning and Development, Floodplain Manager	**Marsha Hovey**, CADRE Board Chair
Cupertino	**Chad Mosley**, Assistant Public Works Director/City Engineer, Public Works Department, Floodplain Manager **Jennifer Chu**, Senior Civil Engineer Public Works Department	**Jim Oberhofer**, Emergency Coordinator Cupertino ARES/RACES
Gilroy	**Gary Heap**, City Engineer Public Works Department **Jorge Duran**, Senior Civil Engineer, Floodplain Manager Public Works Department	**Merna Leal**, City of Gilroy resident
Los Altos	**Steven Golden**, Senior Planner, Floodplain Manager **Andrea Trese**, Associate Civil Engineer	**Christopher Wilson**, Operations Manager, Los Altos Suburban District, California Water Company
Los Altos Hill	**Carl Cahill**, City Manager, Floodplain Manager **Nichol Bowersox**, Public Works Director/ City Engineer **Christine Hoffmann**, Assistant Engineer (DPW)	**Phil Witt**, General Manager Purissima Hills Water District
Los Gatos	**WooJae Kim**, P.E, Town Engineer Parks and Public Works, Floodplain Manager	**Annamaria Swardenski**, Swardenski Consulting
Milpitas	**Steven Erickson,** City Engineer/Engineering Director, Floodplain Manager **Kan Xu**, Principal Civil Engineer, Engineering Land Development Section **Brian Petrovic**, Associate Civil Engineer Engineering Land Development Section **Elizabeth Koo**, Administrative Analyst, Engineering Land Development Section	**Warren Wettenstein**, Chairman of the Economic Development & Trade Commission and President of the Milpitas Chamber
Morgan Hill	**Maria Angeles**, Senior Civil Engineer, Floodplain Manager, CFM **Charlie Ha**, Supervising Civil Engineer Engineering & Utilities Department	**Swanee Edwards**, City of Morgan Hill resident
Mountain View	**Renee Gunn**, Senior Civil Engineer, Public Works Department **Gabrielle Abdon**, Assistant Engineer, CFM	**Kevin Conant**, PG&E
Palo Alto	**Rajeev Hada**, Project Engineer, CFM Public Works Department, Engineering Services Division, Floodplain Manager	**Dan Melick**, CERT Volunteer City of Palo Alto resident
San Jose	**Arlene Lew**, Principal Engineering Technician **Vivian Tom**, Senior Transportation Specialist Department of Public Works Development Services Division	**Shari Carlet**, City of San Jose resident, certified Floodplain Manager
Santa Clara	**Evelyn Liang**, Senior Civil Engineer **Falguni Amin**, Principal Engineer Public Works – Engineering	**Kevin Moore**, Retired City Council member
Saratoga	**David Dorcich**, PE, QSP/D, Associate Civil Engineer, Community Development Department, Floodplain Manager	**Rebecca Gallardo**, Real Estate Agent for Intero, a Berkshire Hathaway Affiliate, servicing all areas of the Bay Area
Sunnyvale	**Tamara Davis**, Senior Management Analyst	**Jeff Holzman**, Director, Real Estate District Development Google **Agnes Veith**, City of Sunnyvale resident
Valley Water	**Trisha Howard**, Program Administrator **Paola Giles**, Public Information Representative III **Sherilyn Tran**, Office of Civic Engagement Unit Manager	**Nikki Rowe**, American Red Cross

Note: Since the development of the 2021 PPI there may have been changes to a community's 2021 PPI Committee members (*either the local government representatives and/or the external stakeholders*). Those member changes are noted on the meeting attendance sheets.

Appendix A
CRS Creditable Outreach and Flood Response Projects by CRS Community
Santa Clara County Multi-Jurisdictional PPI 2021
FY 2023 (Year 2) Project Accomplishments by CRS Communities

Audience	[1] Message	Outcome	Project(s) Proposed to Support the Messages (XX denotes Community acronym, and Outreach Project #)	Assignment	[2] Schedule	[3] Stakeholder	**FY 2023 (Year 2 of the 2021 PPI) Project Accomplishments** **INPUT HERE ONLY**
Community At Large (CAL) - *Multilingual Communities* - *Groups with Special Evacuation Needs* - *New Residents, Visitors and Tourists*	Topic 1: Know your flood hazard Message 1A - Know your flood risk Message 1B - Contact your floodplain manager to find out if your property is in a floodplain Message 1C - Check if your home or business is in a Special Flood Hazard Area Topic 2: Insure your property for your flood hazard Message 2A - Get flood insurance ahead of time Message 2B – Insure your property Message 2C – There is a 30-day waiting period for the policy to take place Topic 3: Protect people from the flood hazard Message 3A - Put your 3-day emergency kit together Message 3B - Follow evacuation orders Message 3C – Learn the best route to high ground Topic 4: Protect your property from the flood hazard Message 4A - Protect your property from the flood hazard Message 4B - Prepare your home Message 4C - Sandbags can offer protection against a foot or less of floodwater Message 4E - Get sandbags before a flood Topic 5: Build responsibility Message 5A - Build responsibly in floodplains Message 5B - Comply with development requirements Message 5C - Check with your local floodplain manager before you build Topic 6: Protect natural floodplain functions Message 6A -Keep creeks clean and flowing Message 6B - Keep debris and trash out of our streams Message 6C - Don't pollute, dump, or drain anything in creeks	Educate our community on flood protection and preparedness measures	(VW OP #01) Multi-language Countywide Mailer (CWM) to every postal address in Santa Clara County (Topics 1-5 and 7, 8)	Valley Water Communications	Each late October or November	All Santa Clara County CRS Communities	Valley Water's FY23 Countywide Mailer (CWM) included a 'Floods Can Follow Droughts' section and was sent starting November 8 through 18, 2022, countywide to 744,025 addresses (USPS: ECRWSS -Extended/Enhanced Carrier Route Walking Sequence Saturation Postal Customer). The CWM includes flood protection and preparedness measures information, knowing your flood risk, getting flood insurance, developing an emergency plan and kit, protecting your home from flood threats, signing up for AlertSCC and the American Red Cross Disaster Emergency App, and understanding shallow flooding – Turn Around Don't Drown®. https://s3.us-west-1.amazonaws.com/valleywater.org.us-west-1/s3fs-public/2022-10-26_Drought%20Countywide%20Mailer.pdf All Santa Clara communities support and promote Valley Water's outreach projects.
			(VW OP #02) Distributes a soft copy of our Flood Safety Tips brochure for all SCC CRS communities' use (print hard copies to distribute at events and/or post of flood preparedness webpages) (Topics 1-9)	Valley Water Communications	Annually, November/ December	All Santa Clara County CRS Communities	Multilingual postcards that included the 9 CRS topics and supporting messages, and links to various flood readiness/preparedness webpages were produced and distributed to all Santa Clara County communities, including CRS communities, in early January 2023. Additionally, in mid-November 2022, Valley Water's 2022-2023 Flood Awareness Outreach Partner Social Media Toolkit, "Our Climate Has Changed," which included the postcards, were made available for download to all partnering agencies. The toolkit includes the following items which contained messages for all nine flood awareness tips (*PPI CRS message topics*) for all Santa Clara County communities to use: ● Key flood outreach messages, ● SFHA floodplain mailer (multilingual)

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; Topic 7 – Develop a Family Emergency Plan; Topic 8 – Download disaster Apps; Topic 9 – Understand shallow flooding risks – "Don't drive through standing water."
Flood Response Preparations (FRP): What to Do Before, During and After a Flood/Storm

2 Each September, all deliverables need to be reported to Valley Water 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.

ATTACHMENT NO. 2

Appendix A
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	Topic 7: Develop a Family Emergency Plan Message 7A: Develop an emergency plan Topic 8: Download disaster Apps Message 8A - Download disaster emergency apps Topic 9: Understand shallow flooding risks – don't drive through standing water Message 9A - Understand shallow flooding risks - don't drive through standing water FEMA's message: "Turn Around Don't Drown®."						• 'Are You Flood Ready?' Postcard • Flood Awareness 'Our Climate Has Changed" (*dated 11/2022*) double-sided flyer (multilingual) for digital use and print • Digital multilingual ads (web and social media graphics) • Videos, • Flood Awareness text, tips, and URLs (multilingual), and • Flood Can Follow Droughts 2001-2023 Timeline Cupertino distributes copies of Valley Water's Flood Safety Tips at various fairs/events (i.e., Earth Day Festival) and provides additional copies for the public on display at City Hall. Cupertino also has a direct link to Valley Water's annual mailer and Flood Ready webpage on the City's "Floodplain Management" webpage. Los Altos distributes brochures available at City Hall, library, and community center. They are also distributed at community events (emergency training, wine stroll, etc.). Morgan Hill hosted 'National Night Out' on August 2, 2022. Flood preparedness information (*Valley Water floodplain mailer, red 'Get Flood Ready' which includes an emergency supply list tote bags, etc.*) were distributed. Mountain View promotes and distributes Valley Water's Flood Safety Tips and emergency kits at fairs (i.e., Earth Day Celebration). Valley Water's flood safety brochures are available at city hall. Palo Alto promotes and distributes Valley Water's Flood Safety Tip and emergency kits at fairs (i.e., Earth Day Festival) and provides as an informational item on Utility Inserts sent every year. Valley Water's flood safety brochures are available at city hall. The City of Santa Clara has hard copy brochures available at city hall and central library. They are distributed at the yearly art & wine festivals as well. All Santa Clara communities support and promote Valley Water's outreach projects.

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			(CUP OP #03) Flood notice in the local newsletter, "The Cupertino Scene" (Topics 1-9)	City of Cupertino	Each October or November issue	N/A	Cupertino published the annual flood preparation article in the October 2022 issue of "The Cupertino Scene".
			(LA OP #04) Two (2) newspapers ads, in the Los Altos Town Crier (Topics 1-5)	City of Los Altos	Each fall	N/A	Los Altos published two newspaper ads titled "Assess Your Flood Risk and Flood Insurance Availability" on 10/5/22 and on 10/19/22 in the Los Altos Town Crier.
			(LAH OP #05) The town's "Our Town" quarterly newsletter includes information on flood preparedness. The newsletter is mailed out town-wide and is also available online on the town's website (*Topics TBD during cycle visit*)	Town of Los Altos Hills	Each fall	N/A	Town of Los Altos Hills: No update available - non-CRS participating community.
			(LAH OP #06) The town distributes various flood preparedness and safety materials at events, including Valley Water's annual floodplain mailer and promotional item (e.g., emergency starter kits, Get Flood Ready Emergency Supply Checklist tote bags, etc.), FEMA flood insurance information, ReadySCC, and American Red Cross Flood apps, AlertSCC, sandbag guidelines, flood protection project-specific notices, FEMA NFIP materials, and preparedness activity/coloring books, etc.) to the public	Town of Los Altos Hills	Annually, spring and late summer	N/A	Town of Los Altos Hills: No update available - non-CRS participating community.
			(MIL OP #07) "Flood Public Advisory" brochure to community at large (Topics 1-6)	City of Milpitas	Each December or January	N/A	Milpitas: A utility bill insert was sent to every address in Milpitas on 11/16/22. This was sent out in four languages (English, Vietnamese, Spanish, and Chinese).
			(MH OP #08) Sends a citywide "Flood Report" brochure (Topics 1-9)	City of Morgan Hill	Annually, close to or during the start of the rainy season	N/A	It is anticipated that the City of Morgan Hill will mail out citywide the "2023 Flood Report" in late June 2023 or sometime in July 2023.
			(MV OP #09) Sends "The View" citywide newsletter, Winter version, includes information on flood risk, flood safety, and the importance of buying flood insurance (Topics 1-9)	City of Mountain View	Fall newsletter edition	N/A	Mountain View's publications have been updated. This year in March 2023 after a large round of storms we provided information (link to webpage, reporting flooding, sandbags) in the "City Hall Connection" which is sent to all registered users in the city.
			(MV OP #10) Mails a utility bill insert to all resident and businesses that contains information on flood risk, flood safety, and the importance of buying flood insurance (Topics 9)	City of Mountain View	Between July - September	N/A	Mountain View sent out Valley Water's Get Flood Ready flier as a utility billing insert to every City utility customer in December 2022.
			(PA OP #11) Sends the "Are You Ready for Winter Storms?' flier (aka utilities insert) to all residents and businesses in the City, along with their utility bills (Topics 1-9)	City of Palo Alto	Each Fall	N/A	Palo Alto sent "Are You Ready for Winter Storms?" fliers to all residents and businesses along with their utility bills in October 2022. The social media ad campaign (i.e. Facebook, Instagram, Nextdoor) was also included in the utility bills that went out in October 2022.
			(PA OP #12) Sends out utility announcement, "Anytime it can rain, it can flood. Don't get caught off-guard" (Topics 1, 2,3, 4, 5, 6, 7, & 9 – *will pursue adding other topic*)	City of Palo Alto	Each March/April	N/A	Palo Alto sent a utility announcement as an informational announcement on utility bills went out in December 2022. Effective FY 23, the City's Public Works Department has

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							shifted from the March/April time frame of this announcement, to December each year.
			(PA OP #13) The city distributes various flood preparedness and safety documents, including FEMA NFIP materials for public/policyholders	City of Palo Alto	Year Round	N/A	Palo Alto distributed flood preparedness documents, including the emergency starters kit, to the local libraries and also made informational materials available in the HQ lobby.
			(SC OP #14) Mails out a citywide newsletter for residents and businesses called "Inside Santa Clara" (Topics 1-9)	City of Santa Clara	Each fall	N/A	Santa Clara: Citywide newsletter was sent to residents and is available on the city website in November 2022.
		Educate our community on flood protection and preparedness measures Increase in 'hits' on Valley Water and communities Flood Protection Resources webpage _____ *These website projects are credited under Activity 350 – Flood Protection Information, element c). Flood protection website (WEB), not credited under Activity 330* ***Note**: To receive any WEB credit, the community's website must meet the following criteria:* *The community must check the website's links at least monthly, and fix those that are no longer accurate. At least annually, the community must review the content to ensure that it is still current and pertinent*	(VW OP #15) Flood Ready webpage: Flood & Safety, Flood Protection Resources, includes floodplain and countywide mailers https://www.valleywater.org/floodready	Valley Water	Year Round	All Santa Clara County CRS Communities	Valley Water's flood protection resources landing page includes the most current version of the annual floodplain mailer "Our Climate Has Changed - Be Aware, Be Prepared, Take Action"(dated 11/22 https://online.flipbuilder.com/tkap/tmie/) and "Floods Can Follow Drought" countywide mailer (dated 10/2022 https://s3.us-west-1.amazonaws.com/valleywater.org.us-west-1/s3fs-public/2022-10-26_Drought%20Countywide%20Mailer.pdf), and "You Live in a Flood Zone, Make Sure You Are Ready. Do You Know What to Do Before, During, and After a Flood"' trifold (*dated 12/2022 https://online.flipbuilder.com/tkap/zmox/*). Cupertino's "Floodplain Management" webpage has a link that redirects to Valley Water's Flood Ready landing page. Gilroy's "Flood Management" and "Emergency Preparedness" web pages link to Valley Water's Flood ready landing page. Los Altos' "Floodplain Management Information" web page links to Valley Water's Flood Ready web page. Morgan Hill's "Floodplain Management" landing page redirects to Valley Water's Flood Ready landing page. Palo Alto's "Flood Information and Winter Storm Preparedness" webpage redirects to Valley Water's Flood Ready landing page. City of Santa Clara's "Flood Protection Information" web page redirected to Valley Water's Flood Ready page. All Santa Clara communities flood protection resource landing pages redirect to Valley Water's Flood Ready landing page.

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			(ALL OP #16) All communities' website flood protection resources webpage includes language that contains the three additional PPI priority messages noted below: 7. Develop an emergency plan 8. Download disaster apps 9. Understand shallow flooding risks—don't drive through standing water	All Santa Clara County Communities	Year Round	N/A	Valley Water's flood protection resources landing page includes the top 6 CRS priority topic messages, as well as the 3 additional messages identified in the 2021 PPI (*page 45*). Cupertino's "Floodplain Management" webpage has a link to Valley Water's annual mailer which includes the CRS 9 topics. Gilroy's "Emergency Preparedness"' webpage redirects to Valley Water's Flood Ready landing page, '9 Essential Tips to Get Flood Ready.' Our Emergency Preparedness page also includes topics 7, 8, and 9. Morgan Hill's "Flood Information, Floodplain Management" webpage includes a link to the "2021 Flood Report" that includes the CRS 9 topics. Palo Alto's utility insert includes all three additional PPI priority messages, and the Flood Information and Winter Storm Preparedness website has a link to the utility insert which shows the three additional PPI. City of Santa Clara's "Flood Protection Information" web page includes resources for preparedness.
			(SCC OP #17) Hosts a "Storm and Flood Information and Resources" webpage available for all residents in the county, includes re-directing to www.floodsmart.gov https://www.sccgov.org/sites/opa/Pages/storm.aspx	Santa Clara County Office of Public Affairs	Year Round	N/A	Santa Clara County: No update available - non-CRS participating community
			(SCC OP #18) Hosts a "Flood Safety Information" webpage, includes re-directing to www.valleywater.org/floodready https://cpd.sccgov.org/flood-safety-information	Santa Clara County Consumer Protection Division	Year Round	N/A	Santa Clara County: No update available - non-CRS participating community
			(SCC OP #19) Hosts a "Be a Prepared Community Member" webpage that includes emergency preparedness information https://emergencymanagement.sccgov.org/be-prepared-community-member	Santa Clara County Office of Emergency Management	Year Round	N/A	Santa Clara County: No update available - non-CRS participating community
			(SCC OP #20) Hosts a "People with Access and Functional Needs (AFN)" webpage https://emergencymanagement.sccgov.org/people-access-and-functional-needs-afn	Santa Clara County Office of Emergency Management	Year Round	N/A	Santa Clara County: No update available - non-CRS participating community

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			(CUP OP#21) Hosts a "Citizen Preparedness" webpage that includes emergency preparedness information, includes re-directing to Valley Water's www.valleywater.org/floodready webpage https://www.cupertino.org/residents/community-services-programs/emergency-services/citizen-preparedness	City of Cupertino Office of Emergency Services	Year Round	N/A	Cupertino has archived the "Citizen Preparedness" webpage and created a new "Floodplain Management" webpage: https://www.cupertino.org/our-city/departments/public-works/permitting-development-services/floodplain-management
			(GIL OP #22) The city hosts an "Emergency Preparedness" webpage Emergency Preparedness | Gilroy, CA - Official Website (cityofgilroy.org) *(listed in Appendix B)*	City of Gilroy Fire Department	Year Round	N/A	Gilroy continues to maintain an "Emergency Preparedness" webpage, including a link that redirects to Valley Water's Flood Ready landing page, the National Weather Service webpage, Ready.gov, FloodSmart.gov, and the City's Flood Management webpage. The Emergency Preparedness webpage is reviewed once a month and updated as needed.
			(LA OP #23) The city's Public Works Department hosts a 'Flood Zone Information' webpage on its website *(listed in Appendix B)* https://www.losaltosca.gov/publicworks/page/flood-zone-information	City of Los Altos Public Works Department	Year Round	N/A	Los Altos' webpage is updated as needed. The webpage URL is: https://www.losaltosca.gov/publicworks/page/floodplain-management-information
			(LAH OP #24) The town hosts a "Flood Information" webpage on the town's website. This webpage includes information on the PPI nine topics, including a supporting message. The webpage redirects to the following key resource websites: www.valleywater.org/floodready, www.floodsmart.org, www.ready.gov, and www.weather.gov	Town of Los Altos Hills	Year Round	N/A	Town of Los Altos Hills: No update available - non-CRS participating community
			(LG OP #25) The town's website encourages residents and businesses to purchase flood insurance and redirects visitors to www.floodsmart.gov	Town of Los Gatos	Year Round	N/A	Town of Los Gatos: No update available - non-CRS participating community
			(MIL OP #26) The city's' website has a "Flood Information" webpage that contains information on several of the PPI message topics; the webpage also redirects to Valley Water, FEMA, NOAA, www.floodsmart.gov, www.Ready.gov, and USGS webpages The city's website also has a "Important Flood Hazard Information" webpage that contains information on several of the PPI message topics; the webpage also redirects to Valley Water, FEMA, NOAA, www.floodsmart.gov *(listed in Appendix B)* https://www.ci.milpitas.ca.gov/milpitas/departments/engineering/flood-information/	City of Milpitas Engineering Department	Year Round	N/A	Milpitas: On-going. Link: https://www.ci.milpitas.ca.gov/milpitas/departments/engineering/flood-information/
			(MH OP #27) The city's website has a "Flood Information, Floodplain Management" webpage that contains city's flooding information which redirects to their Floodplain Management page and includes a link to the city's latest annual "Flood Report." The webpage redirects Valley Water's flood ready webpage and also contains FEMA flood information http://www.morgan-hill.ca.gov/747/Flood-Information	City of Morgan Hill Engineering Land Development	Year Round	N/A	Morgan Hill's "Flood Information, Floodplain Management" webpage will be updated to include a link to the "2023 Flood Report" brochure.

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			Floodplain Management | City of Morgan Hill, CA - Official Website				
			(MH OP #28) The city's website has an "Emergency Preparedness' webpage *(listed in Appendix B)* http://www.morgan-hill.ca.gov/133/Emergency-Preparedness	City of Morgan Hill Police Department	Year Round	N/A	Morgan Hill continues to maintain its "Emergency Preparedness" landing page. The Emergency Preparedness landing page promotes "Do 1 Thing" a 12-month program with a goal of assisting the community to be better prepared for emergencies and disasters. This information was also included in the "Weekly 411."
			(MV OP #29) Hosts a "Flood Protection and Insurance Information" webpage on its website *(listed in Appendix B)* www.mountainview.gov/depts/pw/flood_protection.asp	City of Mountain View Public Works Department	Year Round	N/A	City of Mountain View's "Flood Protection and Insurance Information" web page includes resources for preparedness.
			(PA OP #30) Hosts a "Floodplain Management" webpage *(listed in Appendix B)* https://www.cityofpaloalto.org/gov/depts/pwd/stormwater/floodzones.asp	City of Palo Alto Public Works Department	Year Round	N/A	Palo Alto continues to host the "Floodplain Management" webpage that has all relevant information regarding flood plain management topics.
			(PA OP #31) Hosts a "Flood Safety Tips" webpage www.cityofpaloalto.org/storms; flood_safe_11-16.cdr (cityofpaloalto.org)	City of Palo Alto Public Works Department	Year Round	N/A	Palo Alto continues to host the "Flood Information and Winter Storm Preparedness Webpage" which has links to the "Flood Safety Tips" flier under 'Before the Storm Additional Information.'
			(PA OP #32) Hosts a 'Creek Monitor' webpage *(listed in Appendix B)* https://www.cityofpaloalto.org/gov/depts/pwd/creek_monitor/default.asp	City of Palo Alto Public Works Department	Year Round	N/A	Palo Alto continues to host the real time creek monitor webpage that warns residents of imminent danger of flooding.
			(PA OP #33) Hosts a "Flood Information and Winter Storm Preparedness" web page which contains useful information for flood readiness *(listed in Appendix B)* https://www.cityofpaloalto.org/services/public_safety/flood_information_winter_storms/default.asp	City of Palo Alto Office of Emergency Services	Year Round	N/A	Palo Alto continues to host the "Flood Information and Winter Storm preparedness" website has useful information on flood preparedness for before storm, during storm and after storm.
			(SJ OP #34) The city's webpages includes a "Flood Hazard Zones" webpage which includes information of flood preparedness https://www.sanjoseca.gov/your-government/departments/public-works/development-services/floodplain-management	City of San Jose Public Works, Development Services	Year Round	N/A	San Jose: Website includes flood zone and flood smart information. Updated link: https://www.sanjoseca.gov/your-government/departments-offices/public-works/development-services/flood-hazard-zone
			(SC OP #35) The city's "Flood Protection Information" webpage contains valuable information on flood related topics https://www.santaclaraca.gov/our-city/departments-g-z/public-works/engineering/flood-protection *(also listed in Appendix B)*	City of Santa Clara	Year Round	N/A	Santa Clara: Website is updated and maintains flood topic information
			(SAR OP #36) The city's website encourages residents/businesses to purchase flood insurance and redirects visitors to www.floodsmart.gov	City of Saratoga	Year Round	N/A	Saratoga: No update available - non-CRS participating community
			(SAR OP #37) The city has a "Staying Safe, Winter Storms" webpage. They have also linked the city's Winter Storms webpage to Valley Water's Flood Ready webpage https://www.saratoga.ca.us/218/Winter-Storms	City of Saratoga	Year Round	N/A	Saratoga: No update available - non-CRS participating community

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			(SUN OP #38) The city has a "Flood Protection" webpage Sunnyvale, CA - Flood Protection (*listed in Appendix B*)	City of Sunnyvale	Year Round	N/A	Sunnyvale: The City continues to maintain its flood protection website.
	Topics 1-9 and supporting messages Flood Awareness Media Campaign, including social media	Educate our community on flood protection and preparedness measures	(VW OP #39) Conducts a flood awareness media campaign, reaching the community at large, including our multilingual community. Many of the Santa Clara County CRS Communities recognize Valley Water's Flood Awareness Campaign and link it on their community's flood information web page and redirect to Valley Water's Flood Ready webpage (Topics 1-9) *Campaign features social media videos and postings on various platforms (i.e., Facebook, Twitter, Instagram, Nextdoor, etc.), digital banners, newspaper advertorials, radio ads, billboards, utility bill inserts for communities to use, communities redirect to ValleyWater.org/FloodReady and television/mobile ads targeting residents who live in flood-prone areas and multilingual ethnic communities*	Valley Water Communications	Annually, for the duration of the rainy season, typically from November to April	All Santa Clara County CRS Communities	The Flood Awareness Campaign lasted four months, from mid-November 2022 to February 2023. The paid advertisement campaign cost a total of $330,000. Valley Water's FY23 Annual Flood Awareness Campaign continued the shift from general digital and public space advertising to a series of direct mailings to the 51,120 homes and businesses in Santa Clara County's FEMA SFHA. As part of Valley Water's FY23 Flood Awareness Campaign, Valley Water sent two separate targeted mailers to all homes and businesses in or near a high-risk flood area, as designated by the FEMA SHFA. The mailers were multilingual (English, Spanish, Chinese, and Vietnamese) and are posted on Valley Water's website. 1. Annual Floodplain Mailer (FPM) - Valley Water's multi-language (English, Spanish, Chinese, and Vietnamese) annual FPM "Our Climate Has Changed - Be Aware, Be Prepared, Take Action" (dated 11/22) mailed on November 28, 2022. https://online.flipbuilder.com/tkap/tmie/ 2. Trifold "You Live in a Flood Zone– Make Sure You Are Ready. Do You Know What to Do Before, During, and After a Flood?" mailed on January 6, 2023. https://online.flipbuilder.com/tkap/zmox/ Additionally,, 'Are You Flood Ready?' multilingual postcards that included the 9 CRS topics and supporting messages, and links to various flood readiness/preparedness webpages were produced and distributed. https://www.valleywater.org/are-you-flood-ready Requested copies of the FPM, postcards and trifold mailers were sent to all Santa Clara County cities and county Public Works and Planning Departments. In mid-November 2022, Valley Water's 2022-2023 Flood Awareness Outreach Partner Social Media Toolkit "Our Climate Has Changed," was made available for download to all partnering agencies, including CRS communities. The

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Audience	[1] Message	Outcome	Project(s) Proposed to Support the Messages (XX denotes Community acronym, and Outreach Project #)	Assignment	[2] Schedule	[3] Stakeholder	**FY 2023 (Year 2 of the 2021 PPI) Project Accomplishments** **INPUT HERE ONLY**
							toolkit provided links to the multilingual floodplain mailer, Flood Can Follow Droughts 2001-2023 Timeline, 'Are You Flood Ready?' postcard, and social media graphics and videos, that included messages for all nine flood awareness tips (PPI CRS message topics), and blog posts for all Santa Clara County communities to use. https://www.dropbox.com/s/p438zrw8lwi614r/Flood%20Awareness%202022-2023%20Partner%20Toolkit.pptx?dl=0. During FY23, Santa Clara County experienced a drought emergency. Valley Water's annual FPM reminded everyone that flooding can happen anytime it rains, and that climate change has made extreme weather the new normal. Drought conditions can harden the ground and increase run-off to streams and creeks during the first few days of heavy rain, increasing the risk of flooding. In addition, the flood mailer showcased Valley Water's ongoing flood protection projects in areas susceptible to flooding. In FY23 the FPM featured a QR code, a cling with important flood safety websites, a detachable emergency phone list, photos of our most recent flood protection projects and a graphic image displaying how historical floods have followed droughts in Santa Clara County (*see below attached "Santa Clara County Floods & Droughts Timeline [2001-2023])*. Valley Water also deployed a small-scale multilingual social media campaign, with the slogan "Flooding can happen during a drought," on social media and web platforms. The campaign launched in Winter FY23, starting with the season's first rains, and continuing through March 2023. At the May 16, 2023 CRS Users Group/PPI Committee Meeting, Adam Probolsky shared the FY 22-23 post-campaign polling results. ● 39% recalled receiving mail with information about flood safety (59% in 2021-22). ● 64% are confident they have taken all necessary precautions to protect themselves from floods (76% in 2021-22). ● 43% rate the job Valley Water is doing at keeping them informed as excellent, good, or fair (61% in 2021-22).

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							• 48% is aware that their home is located in a food zone awareness over last year (56% in 2021-22). • 39% of respondents clearly understood Valley Water's three main calls to action to be Flood Ready [*develop an emergency plan, build an emergency kit, and get flood insurance*] (58% in 2021-22). • 39% respondents have flood insurance; 15% of renters polled, have insurance (51% in 2021-22). The results above demonstrate an effective campaign that is less expensive than general advertising, yielding a savings of approximately $150,000 with more robust results. We will continue with targeted mailings to the FEMA SFHA as our outreach strategy for the flood awareness campaign rather than targeted advertising. All Santa Clara communities support and promote Valley Water's outreach projects. Los Altos included an insert provided by Valley Water to all residents and businesses via a refuse collection bill insert in November 2022 (non-residential) and January 2023 (residential). Morgan Hill's flood preparedness outreach efforts for FY23 are listed below: • August 2, 2022 - Hosted 'National Night Out.' Flood preparedness information (*Valley Water floodplain mailer, red 'Get Flood Ready' which includes an emergency supply list tote bags, etc.*) were distributed. • September 2022 - Announced in its Weekly 411 that September was National Emergency Preparedness Month. • October 2022 - Starting in June 2022, began participating in the ongoing statewide agency coordination calls that led up to California Flood Preparedness Week held during the week of October 22-29, 2022. The City also supported Valley Water's efforts throughout the month of October 2022 promoting flood preparedness. • January 2023 - Included information regarding flooding and weather precautions via the "Weekly 411." Additionally, later in the month, another "Weekly 411" included information on signing up for Alert SCC and information on flood preparedness.

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Audience	[1] Message	Outcome	Project(s) Proposed to Support the Messages (XX denotes Community acronym, and Outreach Project #)	Assignment	[2] Schedule	[3] Stakeholder	**FY 2023 (Year 2 of the 2021 PPI) Project Accomplishments** **INPUT HERE ONLY**
							• March 2023 - Promoted "Do 1 Thing" s a 12-month program with a goal of assisting the community to be better prepared for emergencies and disasters. This information was included in the "Weekly 411" and is also included on the City's Emergency Preparedness landing page: https://www.morgan-hill.ca.gov/133/Emergency-Preparedness
			(VW OP #40) As part of the flood awareness campaign, a 'Get Flood Ready, Social Media and Web Resources Guide' is provided to all cities/county in Santa Clara County for their use as part of their outreach efforts	Valley Water	Upon the completion of the annual FPM	All Santa Clara County CRS Communities	In mid-November 2022, Valley Water's 2022-2023 Flood Awareness Outreach Partner Social Media Toolkit "Our Climate Has Changed," was made available for download to all partnering agencies, including CRS communities. The toolkit provided links to the multilingual floodplain mailer, Flood Can Follow Droughts 2001-2023 Timeline, 'Are You Flood Ready?' postcard, and social media graphics and videos, that included messages for all nine flood awareness tips (PPI CRS message topics), and blog posts for all Santa Clara County communities to use. https://www.dropbox.com/s/p438zrw8lwi614r/Flood%20Awareness%202022-2023%20Partner%20Toolkit.pptx?dl=0. All Santa Clara communities support and promote Valley Water's outreach projects. Los Altos has included links to the flood awareness campaign web resources in electronic newsletters during the 2022/2023 flood season and on the city's website. Morgan Hill's Public Information utilizes Valley Water's Get Flood Ready social media and resources as they deem applicable on any given period. Palo Alto has Valley Water's Flood Awareness Campaign linked on the City's Flood Information and Winter Storm Preparedness website. Santa Clara has Valley Water's Flood Awareness Campaign linked on the City's Public Works, Engineering, Flood Protection Information landing page on their website.
			(SCC OP #41) Shares Valley Water's digital social media resource links during the flood season. The "Floods Follow Fires. Are you Ready?" and "Got Sandbags" messages redirect to Valley Water's website. Messages are used on social media, short form newsletter, short form email, web, and Nextdoor	Santa Clara County Office of Emergency Management	Year Round	N/A	Santa Clara County: No update available - non-CRS participating community

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			(CUP OP #42) Recognizes the robust social media campaign led by Valley Water and has linked the city's main flood preparation webpage to Valley Water's Flood Ready webpage	City of Cupertino	Year Round	N/A	Cupertino continues to maintain the "Floodplain Management" webpage, including a link that redirects to Valley Water's Flood Ready webpage.
			(GIL OP #43) The city recognizes Valley Water's Flood Awareness Campaign and has linked the city's main flood webpage to Valley Water's Flood Ready webpage	City of Gilroy	Year Round	N/A	Gilroy: The "Emergency Preparedness" and Public Works "Flood Management" webpage both link to Valley Water's Flood Ready webpage.
			(LAH OP #44) The town recognizes Valley Water's Flood Awareness Campaign and has linked the town's main flood webpage to Valley Water's Flood Ready webpage	Town of Los Altos Hills	Year Round	N/A	Town of Los Altos Hills: No update available - non-CRS participating community
			(LG OP #45) Recognizes Valley Water's Flood Awareness Campaign and has linked the Town's main flood webpage to Valley Water's Flood Ready webpage	Town of Los Gatos	Year Round	N/A	Town of Los Gatos: No update available - non-CRS participating community
			(MV OP #46) The city does a social media notification about storm preparation for winter storms ahead of time. The notification directs residents to their "Flood Protection and Insurance Information" webpage. The city has also linked the city's webpage to Valley Water's Flood Ready webpage	City of Mountain View	Year Round	N/A	Mountain View shared several social media posts before, during and after the major rain events during the winter. Posts included information on preparation, forecasts for rain events and real time updates on current flooding .
			(SC FRP #47) City publishes social media posts, on Facebook, Twitter, and other platforms, focused on safety. The city has prepared a pre-flood plan (FRP) for public information projects that will be implemented before, during, and after a storm/flood, as well as identifying who is responsible for posting these messages, what type of events they apply to, what social media platforms to post to and how often	City of Santa Clara Office of Emergency Services	During the storm season	N/A	Santa Clara: Information was posted on social media for flood awareness week led by City Streets Division
			(SJ OP #48) Recognizes Valley Water's Flood Awareness Campaign and has linked the city's main flood webpage to Valley Water's Flood Ready webpage. Keeps Valley Water's floodplain mailer static location at City Hall for residents to pick-up and is also distributed at various events throughout the year	City of San Jose	Year Round	N/A	San Jose places Valley Water's FPM at City Hall and their website redirects to Valley Water's Flood Ready webpage. The City recognizes and supports Valley Water's Flood Awareness Campaign.
			(SAR OP #49) Recognizes Valley Water's Flood Awareness Campaign and has linked the city's main flood webpage to Valley Water's Flood Ready webpage	City of Saratoga	Year Round	N/A	Saratoga: No update available - non-CRS participating community
			(SAR OP #50) The city does a social media notification about storm preparation for winter storms ahead of time	City of Saratoga	Year Round	N/A	Saratoga: No update available - non-CRS participating community
			(SUN OP #51) The city actively posts flood safety and preparedness messaging through social media platforms (i.e., Facebook and Twitter)	City of Sunnyvale Environmental Services	During the rainy season (October – March)	N/A	Sunnyvale: City staff posted information to Facebook regarding keeping the storm drain clear to prevent clogging.

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	Topics 1-9 and supporting messages Community Events – Distribute flood preparedness materials to the community	Educate our community on flood protection and preparedness measures Increase in 'hits' on Valley Water and cities Flood Protection Resources pages and improve Valley Water's Flood Campaign results Residents less stress during emergencies and better prepared before a flood event	(VW OP #52) Copies of Valley Water's multilanguage floodplain mailer is made available to all Santa Clara County CRS Communities to disseminate at various events, including keeping the mailer static in lobby areas for visitors to pick-up. Valley Water attends various communities' events/fairs throughout the county and disseminates flood readiness materials, including various FEMA flood-related publications and Valley Water flood ready materials (Topics 1– 9)	Valley Water	Annually, September - May	All Santa Clara County CRS Communities	Valley Water's FY23 Annual Flood Awareness Campaign continued the shift from general digital and public space advertising to a series of direct mailings to the 51,120 homes and businesses in FEMA SFHA for Santa Clara County. Valley Water's multi-language (English, Spanish, Chinese, and Vietnamese) annual FPM "Our Climate Has Changed - Be Aware, Be Prepared, Take Action" (dated 11/22) was mailed on November 28, 2022 to all parcels in the FEMA SFHA and copies were mailed to all Santa Clara County cities and county Public Works and Planning Departments in December 2022. The below table reflects the quantities requested/sent by/to the agency. **Community** / **Floodplain Mailer** / **Postcard** City of Los Altos: 50 / 100 Town of Los Altos Hills: 25 / 150 City of Milpitas: 50 / 25 City of Mountain View: 25 / 25 City of Cupertino: 100 / 100 VW CRS Program: 150 / 300 All other cities/county (10 ct.): 25 / 25 The FPM is posted on our website https://online.flipbuilder.com/tkap/tmie/. Valley Water's 2022-2023 Flood Awareness Outreach Partner Toolkit was made available for download to all partnering agencies: https://www.dropbox.com/s/p438zrw8lwi614r/Flood%20Awareness%202022-2023%20Partner%20Toolkit.pptx?dl=0 . The toolkit includes the following: ● Key flood outreach messages, ● SFHA FPM (multilingual) ● Flood awareness double-sided flier (multilingual) for digital use and print, ● Digital multilingual ads (web and social media), and ● Flood Awareness text, tips, and URLs (multilingual).

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							Cupertino distributes copies of Valley Water's Floodplain Mailer at various fairs/events and provides additional copies for the public on display at City Hall. Los Altos distributes copies of the Valley Water's Floodplain Mailer and postcards at City Hall and Community Center buildings. Palo Alto distributes Valley Water's multi-language floodplain mailer during fairs during Earth Day event and Palo Alto's Open House every year. Santa Clara: Fliers and additional information are currently at city hall and public library.
			(CUP OP #53) Distributes flood readiness outreach materials at various events/ facilities	City of Cupertino	Year Round, as needed	N/A	Cupertino distributes copies of Valley Water's Floodplain Mailer and other promotional items provided by Valley Water at various fairs/events and provides additional copies of the mailer for the public on display at City Hall.
			(GIL OP #54) Participates in two fair/events: Gilroy Garlic Festival (GF) and city's Public Works Week Community Open House (PWWCOH)	City of Gilroy	End of July (GF) Typically, in May (PWWCOH)	N/A	Gilroy: There was no Garlic Festival (d*ue to the shooting at this festival in July 2019, the City has postponed this event indefinitely*) or PWWCOH in 2023, so no materials were distributed at those events. However, on October 4, 2022, the City hosted National Night Out where flood readiness materials were distributed.
			(LAH OP #55) Hosts two events - Earth Day (ED) and the Town Picnic (TP)	Town of Los Altos Hills	Annually, Spring (ED) and late Summer (TP)	N/A	Town of Los Altos Hills: No update available - non-CRS participating community
			(MIL OP #56) Distributes FEMA flood-related publications at various events	City of Milpitas	Year Round	N/A	Milpitas: Ongoing. Distributing flood ready kits and information on "Earth Day" which is on April 22, 2023.
			(MV OP #57) The city participates Mountain View Art & Wine Festival (MVA&WF) and Thursday Night Live (TNL) and distributes flood preparedness information	City of Mountain View	Each September (MVA&WF) Months of June/July (TNL)	Valley Water	Many events have changed post-COVID. Mountain View attends various events such as Earth Day, Public Works Week and distributes flood readiness fliers and handouts during these events.
			(PA OP #58) Staff hosts a flood readiness table at city's annual Earth Day (ED) event and at the city Municipal Corporation Open House (MCOH). Upon request, the city also participates in other fairs and promotes flood readiness, including Creekwise mailer/brochure	City of Palo Alto	Each April (ED) and July (MCOH)	Can vary depending on requests made to City to support fairs	Palo Alto was not able to host a flood readiness table at the Earth Day Event, however, in substitute to that, the City will host a table at the July 4th event (FY24) and City Municipal Corporation Open House which will be held on July 15, 2024 (FY24). During FY23, the City provided the local library with flood readiness materials, including the emergency starter kits.

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			(SJ OP #59) Staff hosts and participates in the 'Building Permits and Home Safety Open House.' The city's also hosts 'Pumpkins in the Park' event which Valley Water staff participates in and promotes flood preparedness	City of San Jose	Each May and October	Valley Water	San Jose hosts the annual Building and Home Safety Open House. However, this year's event was on hold due to COVID-19 pandemic. The Open House is scheduled to be back on 7/18/23. The City hosted "Pumpkins in the Park" on 10/8/22. Valley Water hosted an information booth and distributed flood preparedness information on flood safety and emergency preparedness materials, including Valley Water's annual floodplain mailer.
			(SC OP #60) City hosts a flood readiness table at the Art & Wine Festival. Valley Water also sponsors a table at the festival promoting flood preparedness and distributes various flood readiness materials to the community	City of Santa Clara	Each September	N/A	Santa Clara: Flood readiness table was set-up at Arts & Wine Festival September 2022. Flood promotional packets and fliers provided by Valley Water were distributed to visitors.
	Topic 3: Protect people from the flood hazard Message 3A - Put your 3-day emergency kit together Message 3B - Follow evacuation orders Message 3C – Learn the best route to high ground Topic 9: Understand shallow flooding risks – don't drive through standing water Message 9A - Understand shallow flooding risks - don't drive through standing water FEMA's message: "Turn Around Don't Drown®."	Less damage due to the floods; improve sandbag distribution Fewer accidents and rescues	(SUN OP #61) City has permanent "Road May Flood" street signs in areas of the City prone to flooding and promotes the "Flood Zone Look Up" featured on the city's website	City of Sunnyvale	Year Round	N/A	Sunnyvale: Ongoing. City staff still promote the use of the "Flood Zone Lookup."
	Topic 4: Protect your property from the flood hazard Message 4A - Protect your property from the flood hazard Message 4B - Prepare your home Message 4C - Sandbags can offer protection against a foot or less of floodwater Message 4E - Get sandbags before a flood Topic 5: Build responsibility Message 5A - Build responsibly in floodplains Message 5B - Comply with development requirements Message 5C - Check with your local floodplain manager before you build	Increase in inquiries on retrofitting measures. Decrease the number of repairs and elevations without permits. Increase number of repairs with permits Ensure people who are interested in protecting their property from flooding are getting the help they need Keep families safe	(CUP OP #62) The city offers Flood Protection Assistance, Property Protection Advice. Staff provides in-person flood risk consultation at the front counter and/or site visits when requested	City of Cupertino	Year Round	N/A	Cupertino: Ongoing. The City maintains a log of FEMA-related requests.
			(MIL OP # 63) The city offers Flood Protection Assistance, Property Protection Advice and provides in-person flood risk consultation at the front counter	City of Milpitas	Year Round	N/A	Milpitas: Ongoing. City maintains logs of FEMA-related requests.
			(SC OP #64) The city offers Flood Protection Assistance, Property Protection Advice	City of Santa Clara	Year Round	N/A	Santa Clara: On-going per requests to the city
	Topic 6: Protect natural floodplain functions Message 6A -Keep creeks clean and flowing Message 6B - Keep debris and trash out of our streams Message 6C - Don't pollute, dump, or drain anything in creeks	Cleaner streams and fewer dumping violations Fewer debris blockages during high-flow events Drainage inspectors report fewer calls and a	(VW OP #65) "Do Not Dump"/illegal dumping message is sent each year to all Santa Clara County residents in Valley Water's CWM and FPM	Valley Water Communications	Each late October or November (CWM) Each November/ December (FPM)	All Santa Clara County CRS Communities	Valley Water's FY23 FPM included the 'Do Not Dump' messaging. Additionally, Valley Water's website flood ready landing page contains 'Do not pollute, dump, or drain anything in creeks' under the 'Before a Flood' section. https://www.valleywater.org/flooding-safety/flood-ready/flood-safety-advice Valley Water hosted Coastal Cleanup Day (CCD) on September 17, 2022 (*Results: 1,056 people participated; 52.905 distance cleaned miles; 25,912.83, includes*

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		decrease in the amount of trash removed					*recyclables, weight of trash collected; 2,217.25weight of recyclables collected*), and National River Cleanup Day (NRCD) on May 20, 2023 (***Preliminary Results***: *676 people participated; 50.54 distance cleaned miles; 28,981.02 includes recyclables, weight of trash collected; 1,500.11 weight of recyclables collected*). Several of our CRS communities participated. https://cleanacreek.org/past-results-2/ Several Santa Clara communities participate in these clean-up events.. Cupertino's "Floodplain Management" webpage has a link to Valley Water's Floodplain Mailer. The City also includes the "Do Not Dump" messaging in The Cupertino Scene's annual flood preparedness article. Morgan Hill includes this message in their annual Flood Report. The report is posted on the City's "Floodplain Management" landing page. Palo Alto has Valley Water's CWM and FPM linked on the City's Flood Information and Winter Storm Preparedness website.
			(VW OP #66) "Do Not Dump" signs placed by waterways/channels	Valley Water O&M	Year Round	N/A	Valley Water's Operations & Maintenance continues its practice of placing 'Do Not Dump' signs on waterways/ channels.
			(VW OP #67) Lists Pollution Hotline number in all Project Notices	Valley Water Communications	Year Round	N/A	Valley Water's project notices lists the pollution hotline number. https://www.valleywater.org/project-updates/your-neighborhood
			(SCC OP #68) Storm Drain Stenciling/Medallion Program	Santa Clara County	Year Round	All Santa Clara County CRS Communities	Palo Alto installs Storm Drain Stenciling/Medallion on all public right of way catch basin and inlets. City of Santa Clara: Stenciling/Medallion installed on public catch basins/inlets. Santa Clara County: No update available - non-CRS participating community.
			(SUN OP #69) The city's "Horizon" newsletter, includes Do Not Dump messaging	City of Sunnyvale	Annually, fall	N/A	Sunnyvale: The City still produces the Horizon newsletter and includes a "Do Not Dump" message. It was published in fall 2022.

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			(ALL OP #70) Developments that are modifying or constructing new catch basins/storm drains/inlets are required, per the below-noted permits, to stencil the "No Dumping! Flows to Bay." In addition, some of these cities require all bid documents for capital projects which are modifying or constructing new catch basins, and require the contractors to install the same stencil. The program is also highlighted on cities' websites. ▪ *South County municipalities are subject to the statewide "Phase II" NPDES Permit* ▪ *North County municipalities are subject to the SF Bay Municipal Regional Stormwater NPDES Permit*	All Add Headings (Format > Paragraph styles) and they will appear in your table of contents.	Year Round	N/A	Valley Water mark's each inlet with a "No Dumping! Flows to Bay" message on Valley Water properties. Cupertino requires all storm drain inlets to include a medallion with "NO DUMPING - FLOWS TO CREEK/BAY" for development projects. Gilroy requires all new storm inlets and catch basins to include a stencil or medallion with no dumping, flows to creek/waterway language for development projects. Morgan Hill requires all storm drain inlets and catch basins within the project area of development applications to be stenciled with prohibitive language (such as: "NO DUMPING – DRAINS TO CREEK") and/or graphical icons to discourage illegal dumping. Mountain View requires all storm drain inlets to include a medallion with "NO DUMPING - FLOWS TO CREEK/BAY" for development projects. Palo Alto requires all storm drain inlets to include a medallion with "NO DUMPING-FLOWS TO CREEK/BAY" for development projects. City of Santa Clara provides and installs "No Dumping Flows to Bay" plaques near each catch basin for any new storm drain inlets constructed as part of a project per the City specifications
			(CUP OP #71) The city's annual flood notice in the local newsletter, 'The Cupertino Scene,' contains dumping is illegal messaging and how to report	City of Cupertino	Annually, October -November	N/A	Cupertino includes the "Do Not Dump" messaging in The Cupertino Scene's annual flood preparedness article.
			(CUP OP #72) Participates in clean-up events: the annual National River Clean-up Day (NRCD) and Coastal Clean-Up Day (CCD). They coordinate with Valley Water on both these clean-up efforts. The city also participates in Valley Water's Adopt-a-Creek Program	City of Cupertino	Each May (NRCD) and September (CCD)	Volunteers Valley Water Stream Stewardship	Cupertino participated in Coastal Clean-Up Day on 9/17/22 and National River Clean-Up Day on 5/20/23. The City no longer participates in Valley Water's Adopt-a-Creek Program.
			(LAH OP #73) The town participates in annual clean-up events: National River Clean-up Day (each May) and Coastal Clean-up Day (each September) and coordinates volunteers. They coordinate with Valley Water on both these clean-up efforts. The town also participates in Valley Water's Adopt-a-Creek Program	Town of Los Altos Hills	Each May (NRCD) and September (CCD)	Volunteers Valley Water Stream Stewardship	Town of Los Altos Hills: No update available - non-CRS participating community.

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Audience	[1] Message	Outcome	Project(s) Proposed to Support the Messages (XX denotes Community acronym, and Outreach Project #)	Assignment	[2] Schedule	[3] Stakeholder	**FY 2023 (Year 2 of the 2021 PPI) Project Accomplishments** **INPUT HERE ONLY**
			(MIL OP #74) "Flood Public Advisory" brochure contains dumping is illegal messaging and how to report	City of Milpitas	Each December or January	N/A	Milpitas: The City's flood advisory utility bill insert has information about illegal dumping and how to report it.
			(MIL OP #75) Participates in annual clean-up events: National River Clean-up Day (NRCD) and Coastal Clean-Up Day (CCD). They coordinate with Valley Water on both these clean-up efforts. The city also participates in Valley Water's Adopt-a-Creek Program	City of Milpitas	Each May (NRCD) and September (CCD)	Volunteers Valley Water Stream Stewardship	Milpitas: CCD held as an in-person event on September 17, 2022. NRCD is planned for May 20, 2023 with one cleanup location.
			(MH OP #76) "Flood Report" contains message on keeping debris and trash out of streams – Do Not Dump messaging	City of Morgan Hill	Annually, close to or during the start of the rainy season	N/A	Morgan Hill's "2023 Flood Report" brochure will contain the message "It's illegal to dump debris and trash into our creeks."
			(PA OP #77) "Are You Ready for Winter Storms?" utilities insert contains the Do Not Dump and report illegal dumping messages	City of Palo Alto	Each fall	N/A	Palo Alto includes Do Not Dump and Report Illegal Messages on City's utility insert that was sent out in October 2022.
			(PA OP #78) Utility bill insert includes a 'Utility Announcement on Flood Safety Tips,' including Protect natural floodplains - keep rain gutters and drainage channels free of debris	City of Palo Alto	Annually, March-April	N/A	Palo Alto includes Protect Natural Floodplains-keep rain gutters and creeks free of debris messages on flood safety tips sent as Utility Announcement and the flier sent as an attachment on utility bills every year.
			(PA OP #79) Participates in annual clean-up events: National River Clean-up Day (NRCD) and Coastal Clean-Up Day (CCD). They coordinate with Valley Water on both these clean-up efforts. Additionally, the city participates in Valley Water's Adopt-a-Creek Program	City of Palo Alto	Each May (NRCD) and September (CCD)	Volunteers Valley Water Stream Stewardship	Palo Alto participates every year during National River Clean-up Day on Matadero and Adobe Creek. Palo Alto also participates in the multi-jurisdictional effort on creek clean-up of San Francisquito Creek.
			(PA OP #80) Clean-ups of trash booms located in Matadero Creek and Adobe Creek are done annually on an as-needed basis. The city also assesses its hot spots and cleans up the local drainage system on an ongoing basis and part of its operations and maintenance	City of Palo Alto	Annually, as needed	N/A	Palo Alto City staff continue clean-ups of trash booms on Matadero Creek and Adobe Creek, assess hot spots and clean ups on an ongoing basis on the entire City's storm drain network system.
			(SUN OP #81) "Horizon" newsletter includes a "Know How to Be FloodSafe" article that promotes the Do Not Dump message	City of Sunnyvale	Each October, Fall Edition	N/A	Sunnyvale: The City still includes a "flood Safe" message in the fall Horizon. It was published in fall 2022.
Residents and Businesses in the Special Flood Hazard Area (SFHA) – *Low Lying Areas, Along Rivers and Creeks* – *Coastal Communities at Risk for Sea Level Rise/Tsunamis*	Topic 1: Know your flood hazard Message 1A - Know your flood risk Message 1B - Contact your floodplain manager to find out if your property is in a floodplain Message 1C - Check if your home or business is in a Special Flood Hazard Area Topic 2: Insure your property for your flood hazard Message 2A - Get flood insurance ahead of time Message 2B – Insure your property Message 2C – There is a 30-day waiting period for the policy to take place Topic 3: Protect people from the flood hazard Message 3A - Put your 3-day emergency kit together Message 3B - Follow evacuation orders	Residents/businesses in the SFHA are aware they're in the SFHA and prepare before floods Increase in number of flood insurance policies in the SFHAs and RLAs in the county in general Prospective buyers understand flood risks Increase number of elevation certificates on file, and structures repaired with permits;	(VW OP #82) Multi-language floodplain mailer (FPM) to all residents and businesses within the SFHA in Santa Clara County (Topics 1– 9)	Valley Water	Each November/ December	All	Valley Water's multi-language (English, Spanish, Chinese, and Vietnamese) Floodplain Mailer (FPM) 2022-2023 'Our Climate Has Changed - Be Aware, Be Prepared, Take Action'' was mailed to all SC County parcels in the FEMA SFHA; 51,120 FPMs were mailed in late November 2022. Hard copies of the FPM's (*quantities noted below, as requested by the communities*), along with "Our Climate Has Changed" (*dated 11/2022*) postcards were also mailed to each city/County in early January 2023..

Community	Floodplain Mailer	Postcard
City of Los Altos	50	100
Town of Los Altos Hills	25	150
City of Milpitas	50	25
City of Mountain View	25	25
City of Cupertino	100	100
VW CRS Program	150	300
All other cities/county (10 ct.)	25	25

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- *Repetitive Loss (RL) Areas*	Message 3C – Learn the best route to high ground Topic 4: Protect your property from the flood hazard Message 4A - Protect your property from the flood hazard Message 4B - Prepare your home Message 4C - Sandbags can offer protection against a foot or less of floodwater Message 4E - Get sandbags before a flood Topic 5: Build responsibility Message 5A - Build responsibly in floodplains Message 5B - Comply with development requirements Message 5C - Check with your local floodplain manager before you build Topic 6: Protect natural floodplain functions Message 6A -Keep creeks clean and flowing Message 6B - Keep debris and trash out of our streams Message 6C - Don't pollute, dump, or drain anything in creeks Topic 7: Develop a Family Emergency Plan Message 7A: Develop an emergency plan Topic 8: Download disaster Apps Message 8A - Download disaster emergency apps Topic 9: Understand shallow flooding risks – don't drive through standing water Message 9A - Understand shallow flooding risks - don't drive through standing water FEMA's message: "Turn Around Don't Drown®."	decrease the number of repetitive loss increase homes Increase in the number of flood insurance policies with contents coverage					Additionally, electronic copies (*flipbook style*) of the FMP's were emailed to all City Managers, Public Works and Planning Directors, Floodplain Managers, CRS Coordinator's and CRS staff on December 30, 2022, for their use throughout the flood season and beyond (*i.e., websites, lobby area, for distribution at events*). Valley Water's FPM is posted on our flood protection resources landing page (FloodReady); we distributed the mailer at our various events throughout the year, and we kept copies in our main office lobby area. All Santa Clara communities support and promote Valley Water's outreach projects. The City of Los Also posted Valley Water's FPM on our flood protection website and we kept copies in the city hall lobby. The City of Cupertino posted Valley Water's FPM on our flood protection website and we kept copies in the City Hall lobby.
			(CUP OP #83) Flood notice in the local newsletter, The Cupertino Scene, which reaches residents and businesses in the SFHA (Topics 1-9)	City of Cupertino	Each October or November issue	N/A	Cupertino published the annual flood preparation article in the October 2022 issue of "The Cupertino Scene".
			(LA OP #84) Letter, along with a "Are You Prepared for a Flood in Your Neighborhood?" brochure to property owners in the SFHA (Topics 1-8)	City of Los Altos	Annually, each fall	N/A	Los Altos mailed letters to all SFHA property owners in November 2022.
			(LAH OP #85) The town's "Our Town" quarterly newsletter includes information on flood preparedness. The newsletter is mailed out town-wide and is also available online on the town's website (*Topics TBD during cycle visit*)	Town of Los Altos Hills	Each fall	N/A	Town of Los Altos Hills: No update available - non-CRS participating community.
			(MIL OP #86) "Flood Public Advisory" brochure to residents and businesses within SFHA (Topics 1-6)	City of Milpitas	Each December or January	N/A	Milpitas: A utility bill insert was sent to every address in Milpitas on 11/16/22. This was sent in four languages (English, Vietnamese, Spanish and Chinese).
			(MH OP #87) Sends a citywide "Flood Report" brochure, including to those in the SFHA (Topics 1-9)	City of Morgan Hill	Annually, close to or during the start of the rainy season	N/A	Morgan Hill's "2023 Flood Report" brochure is anticipated to go out late June 2023 or some time in July 2024.
			(MV OP #88) Sends "The View" citywide newsletter, Winter version, includes information on flood risk, flood safety, and the importance of buying flood insurance (Topics 1-9)	City of Mountain View	Fall newsletter edition	N/A	Mountain View's publications have changed. This year the information was distributed in the 'City Hall Connection' newsletter.

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			(MV OP #89) Mails a utility bill insert to all resident and businesses that contains information on flood risk, flood safety, and the importance of buying flood insurance (Topics 9)	City of Mountain View	Between July - September	N/A	Mountain View sent out Valley Water's Get Flood Ready flier as a utility billing insert to every City utility customer in December 2022.
			(PA OP #90) Sends the "Are You Ready for Winter Storms?' flier (*aka utilities mailer*) to all residents and businesses in the city, including to those in the SFHA, along with their utility bills (Topics 1-9)	City of Palo Alto	Each fall	N/A	Palo Alto sent "Are you Ready for Winter Storms?" flier as utility inserts was sent out in October 2022.
			(PA OP #91) Sends out utility announcement, "Anytime it can rain, it can flood. Don't get caught off-guard" (Topics 1, 2,3, 4, 5, 6, 7, & 9 – *will pursue adding other topic*)	City of Palo Alto	Each March/April	N/A	Palo Alto sent flood safety tips as a utility announcement in December 2022.
			(SC OP #92) Mails out a citywide, including all addresses in the SFHA, newsletter for residents and businesses called "Inside Santa Clara" (Topics 1-9)	City of Santa Clara	Each fall	N/A	Santa Clara: Newsletter was sent on November 1, 2022, and available on the City's website.
			(SUN OP #93) Sends two (2) mailers and one (1) "Horizon" newsletter article "Know How to Be Flood Safe" that promotes flood safety and flood preparedness messaging targeted to all residents and businesses within the SFHA (Topics 2 and 4)	City of Sunnyvale	Each fall around October	N/A	Sunnyvale: The City still sends out mailers to targeted residents and a flood safe newsletter article. The mailers were sent November 2022.
			(SUN OP #94) Sends mailer to all those in the SFHA (Topics 1-4, and 7)	City of Sunnyvale	Each October	N/A	Sunnyvale: The City still sends out these mailers. The mailers were sent October 2022.
	Topic 2: Insure your property for your flood hazard Message 2A - Get flood insurance ahead of time Message 2B – Insure your property Message 2C – There is a 30-day waiting period for the policy to take place	Increase in number of flood insurance policies in the SFHAs, RLAs, and in the county in general Prospective buyers understand flood risks Increase in the number of flood insurance policies with contents coverage	(SCC OP #95) Sends letters to the properties in the unincorporated section in the areas of the county's mapped repetitive loss areas	Santa Clara County	Annually, each fall	N/A	Santa Clara County: No update available - non-CRS participating community.
			(CUP OP #96) Continues to send a letter to former repetitive loss properties	City of Cupertino	Annually, mid-year	N/A	Cupertino continues to send out an annual letter to former repetitive loss properties.
			(MH OP #97) Sends a notice to repetitive loss (RL) areas as required by FEMA	City of Morgan Hill	Annually, each summer	N/A	Morgan Hill will sent letters to properties in the City's mapped repetitive loss areas in June 2023.
			(PA OP #98) Sends letters to the properties in the city's mapped repetitive loss areas, highlighting flood safety tips	City of Palo Alto	Annually, typically August - September	N/A	Palo Alto sent letters to properties in the City's mapped repetitive loss areas, highlighting flood safety tips in August 2022.
			(SJ OP #99) Sends letters to the properties in the city's mapped repetitive loss areas	City of San Jose	Annually, each typically between September - December	N/A	San Jose sent letters to general repetitive loss property areas in April 2023.

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Messengers to Other Target Audiences (Organizations & Businesses Serving the Community)	Topic 1: Know your flood hazard Message 1A - Know your flood risk Message 1B - Contact your floodplain manager to find out if your property is in a floodplain Message 1C - Check if your home or business is in a Special Flood Hazard Area Topic 2: Insure your property for your flood hazard Message 2A - Get flood insurance ahead of time Message 2B – Insure your property Message 2C – There is a 30-day waiting period for the policy to take place Topic 3: Protect people from the flood hazard Message 3A - Put your 3-day emergency kit together Message 3B - Follow evacuation orders Message 3C – Learn the best route to high ground Topic 4: Protect your property from the flood hazard Message 4A - Protect your property from the flood hazard Message 4B - Prepare your home Message 4C - Sandbags can offer protection against a foot or less of floodwater Message 4E - Get sandbags before a flood Topic 5: Build responsibility Message 5A - Build responsibly in floodplains Message 5B - Comply with development requirements Message 5C - Check with your local floodplain manager before you build Topic 6: Protect natural floodplain functions Message 6A -Keep creeks clean and flowing Message 6B - Keep debris and trash out of our streams Message 6C - Don't pollute, dump, or drain anything in creeks Topic 7: Develop a Family Emergency Plan Message 7A: Develop an emergency plan Topic 8: Download disaster Apps Message 8A - Download disaster emergency apps Topic 9: Understand shallow flooding risks – don't drive through standing water Message 9A - Understand shallow flooding risks - don't drive through standing water FEMA's message: "Turn Around Don't Drown®."	Educate our community on flood protection and preparedness measures by working and coordinating with groups who serve as messengers, to people who are at risk of flooding, as they provide their respective business service	(VW OP #100) Administers a "Let's Talk Water" Speakers Bureau Program that customizes presentations to update groups on specific issues, provide updates on Valley Water projects, including flood protection projects and to educate residents on existing flood risks as well as provide resources and tips to be flood ready. https://www.valleywater.org/learning-center/lets-talk-water-speakers-bureau	Valley Water Communications Unit	On a project-specific basis or as requested	Could vary from year-to-year Kiwanis Rotary Clubs Homeowners and Neighborhood Associations Forum Groups Association of Realtors	Valley Water's 'Let's Talk Water' Speakers Bureau Program is active and available to the community. General presentations discuss Valley Water's flood protection, including flood preparedness and awareness, and our creeks and ecosystems. Customized presentations for groups on specific issues are also available. 1. October 13, 2022 – City of San Jose Board of Retirees meeting 2. October 20, 2022 – Palo Alto Kiwanis meeting 3. October 22, 2022 – Greentown Los Altos Library event 4. November 3, 2022 – Harbor Industrial Association luncheon 5. December 6, 2022 – RE/MAX Realtor informational meeting 6. January 4, 2023 – Mount Pleasant Neighborhood Assoc meeting 7. January 18, 2023 – Cupertino Library presentation hosted by Cupertino Library Foundation 8. February 9, 2023 – Sons in Retirement: Branch 54 monthly meeting 9. February 13, 2023 – Rotary Club of Evergreen Valley meeting 10. February 14, 2023 – Santa Clara County: Sustainability Working Group presentation 11. March 1, 2023 – Seven Trees Neighborhood Association meeting 12. March 6, 2023 – Leadership Morgan Hill presentation 13. March 9, 2023 – Presentation during Mountain View Senior Center afternoon workshop 14. March 23, 2023 – Mission San Jose Rotary Zoom meeting 15. April 6, 2023 – Water 101 Academy presentation 16. April 11, 2023 – Presentation during Terraces Los Gatos monthly speaker series 17. May 4, 2023 – West San Jose Kiwanis meeting 18. May 19, 2023 – Rotary Club of San Jose Silicon Valley
			(VW OP #101) Participates in booth duty support at various events and fairs throughout the county, including Valley Water Capital project meetings or other events, as requested by various organizations	Valley Water Office of Government Relations	Annually. During the flood season *(starting in September – May)*	All Santa Clara County CRS Communities	Valley Water staff made a concerted effort to actively participate in community events, including community festivals and emergency preparedness affairs, particularly in communities and neighborhoods in or close to flood zones. In FY23 (*from September 2022 – May 2023*), both Valley Water and City staff hosted 18 booths and distributed flood preparedness information on flood safety and emergency

ATTACHMENT NO. 2

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							preparedness materials, including Valley Water's annual floodplain mailer. 1. 2022 Santos Family 16th Annual Car Show-9/3/22 Alviso, CA 2. Emergency Preparedness Resource Fair-9/10/22 San Martin, CA 3. Mountain View Art & Wine Festival-9/11/22 4. Assembly Member Ash Kalra's Veggie Fest-9/17/22 San Jose, CA 5. Rotary Club Fall Festival-9/24/22 Cupertino, CA 6. Friends of Stevens Creek Trail Trailblazer Race-9/25/22 Mountain View, CA 7. Fall Festival at Martial Cottle Park-10/1/22 San Jose, CA 8. Santa Clara Parade of Champions-10/1/22 9. Pumpkins in the Park-10/8/22 San Jose, CA 10. Bay Area Diwali Festival of Lights-10/8/22 Cupertino, CA 11. Supervisor Lee's Day on the Bay-10/8/22 Alviso, CA 12. Santa Visits Alviso-12/10/22 13. AAUW Wildflower Run-3/26/23 Morgan Hill, CA 14. VMC Foundation Women's Leadership & Policy Summit-4/29/23 Saratoga, CA 15. Tech Interactive Tech Challenge-4/30/23 San Jose, CA 16. Berryessa Art Festival-5/13/23 17. San Jose Giants-5/13/23 18. Campbell Boogie Music Festival, 5/20/23-5/21/23 Morgan Hill hosted 'National Night Out' on August 2, 2022. Flood preparedness information (*Valley Water floodplain mailer, red 'Get Flood Ready' which includes an emergency supply list tote bags, etc.*) were distributed.
			(VW OP #102) Partner with local Second Harvest Food Bank with distributing FEMA and Valley Water flood preparedness materials, including promotional item(s) as available	Valley Water CRS Program	In October (*during CFPW*)	Second Harvest Food Bank of Silicon Valley	Valley Water partnered with the Silicon Valley Bike Coalition at the Ride Out the Drought event held on October 15, 2022; the Salvation Army on October 22, 2022; Santa Visits Alviso Foundation on December 7, 2023; Sacred Heart Community Services on February 8, 2023, and Ms. Gail Osmer, homeless advocate, on March 15, 2023 by providing and/or distributing FEMA, US Army Corps of Engineers, and Valley Water multilingual flood preparedness educational materials and emergency preparedness starter kits which supports Valley Water's 'Get Flood Ready' campaign. Additionally, presentations on flood preparedness were made at the City of Cupertino Public Safety and Community Emergency Response Team (CERT) held on October 26, 2022, and at the City of San Jose Neighborhood CERT event

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							held on November 15, 2022. Flood resources were also shared at these events.
			(ALL OP #103) Other New Initiatives *(as noted in the PPI document)* 1. Continue and expand the standardized flood message prepared for each community to include flood messages in utility bills each year, including PG&E. 2. Expand on partnerships with local chambers of commerce to disseminate and share flood preparedness information. 3. Expand on outreach to the Asian and Latino communities who live in flood prone areas. 4. Expand on outreach to "hot spot" flood prone areas by hosting on-site or virtual events. 5. Expand on reaching local homeowners associations (HOA)s and apartment associations (*i.e. Executive Council of Homeowners [ECHO]*) 6. Expand on reaching residents in marginal and low-income communities through partnering with organizations that reach these communities. *(i.e. Second Harvest Food Bank and others*) 7. Communities could pursue FEMA Matching Funds Grants for severe Repetitive Loss Areas. 8. Review and expand other public information activities, such as Flood Protection Assistance (Activity 360) and Flood Insurance Promotion (Activity 370). 9. Develop a region-wide Flood Response Preparations (FRP) messaging plan.	All	TBD	TBD	The 2021 PPI Committee identified three efforts needed from each CRS community per the 2021 PPI in order to prepare and finalize subsequent annual evaluation reports. One of those efforts is that the PPI Committee must review and consider the 'Other New Initiatives' identified in the 2021 PPI *(page 66)* for advancing flood risk reduction efforts. The Santa Clara County CRS Group/PPI Committee, included the 'Other New Initiatives' topic for discussion at both the March 21, 2023 and May 16, 2023 meetings. *See Section V. SC County CRS Users Group/PPIM Committee Meetings - Monitoring and Evaluating the 2021 PPI* in the FY23 Annual Evaluation Report for details regarding the review/discussion of the nine other new initiatives. In FY 23, the following 'Other New Initiatives' were accomplished. The below-noted numbers correspond with the initiatives listed as (ALL OP #103) on left side of this column: 1. Valley Water offered assistance with developing utility bill inserts to all communities. The insert tied into Valley Water's FY23 Flood Awareness Campaign theme, "Our Climate Has Changed." The utility bill insert/mailer/flier were co-branded with 3 communities. 3. Targeted mailers (FPM and trifolds) addressed to all those in the FEMA SFHA were mailed out *(see page 7 of the Annual Evaluation Report)* and were multi-language which included Spanish, Vietnamese, and Chinese. 4. Valley Water's 'Let's Talk Water: Speakers Bureau Program offers presentations on the history of Valley Water and how we operate and includes information on flood preparedness. Presentations can be customized for groups, as requested. Several HOA's were given presentations that included flood preparedness information *(see page 15 of the Annual Evaluation Report)*. Discussion at the March 21, 2023 CRS Users Group/PPI Committee meeting, Valley Water pointed out that the ArcGIS tool has several layers, including Santa Clara County Low Income Census Tracts (Poverty Zones) and Valley Water Flood Hot Spots. If any community is

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							interested in accessing this information, reach out to Valley Water. We asked the group if there was any overlap of Valley Water's hot spots versus their jurisdiction's hot spots? 6. Valley Water staff actively participated in community events, including community festivals and emergency preparedness affairs, particularly in communities and neighborhoods in or near flood zones. In FY23 *(from September 2022 – May 2023)*, both Valley Water and the communities staff hosted 18 booths and distributed flood preparedness information on flood safety and emergency preparedness materials, including Valley Water's annual FPM *(see page 15 of the Annual Evaluation Report)*. **Other Community Engagement Efforts** Valley Water partnered with the Silicon Valley Bike Coalition at the Ride Out the Drought event held on October 15, 2022; the Salvation Army on October 22, 2022; Santa Visits Alviso Foundation on December 7, 2023; Sacred Heart Community Services on February 8, 2023, and Ms. Gail Osmer, homeless advocate, on March 15, 2023 by providing and/or distributing FEMA, US Army Corps of Engineers, and Valley Water multilingual flood preparedness educational materials, flood insurance promotion, AlertSCC, American Red Cross All-Hazard APP, and emergency preparedness starter kits which supports Valley Water's 'Get Flood Ready' campaign. Additionally, presentations on flood preparedness were made at the City of Cupertino Public Safety and Community Emergency Response Team (CERT) held on October 26, 2022, and at the City of San Jose Neighborhood CERT event held on November 15, 2022. Flood resources were also shared at these events. 7. Discussion at the March 21, 2023 CRS Users Group/PPI Committee meeting regarding Valley Water and Santa Clara County looking into Valley Water possibly developing a separate flood-centric FMP rather than including it as part of the update of the County's 2017 MJHMP. The proposed flood-centric FMP could have a direct tie-in to this initiative; however, it may not include the RLAA element as part of the FMP.

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							Valley Water has shared some grant opportunities Climate Change Resiliency, CAL Office of Emergency Services (OES) with our Grant's Team. It was also mentioned that under Valley Water's Safe Clean Water, we have some community grants available to cities/county through our Grants Program. 8. Discussion at the March 21, 2023 CRS Users Group/PPI Committee meeting it was discussed that this initiative ties in with the ongoing CRS regionalization efforts. We will see what recommendations come out of the draft Feasibility Study. 9. At the March 21, 2023 CRS Users Group/PPI Committee meeting, Valley Water demonstrated an electronic copy of the City of Santa Clara's FRP. As the PPI Committee has discussed in past meetings, we are still considering using the City of Santa Clara's FMP as a model for developing a countywide FRP that can be credited uniformly. ISO indicated this approach would likely be credited regionally.
			(CUP OP #104) The city provides a Winter Preparedness notification informing contractors that during the winter season, they need to winterize their project(s) site as certain soil disturbance activities are not allowed during the rainy season	City of Cupertino	On a project-specific basis	Various contractors	Cupertino continues to prepare and mail the rainy season letters every year to applicable projects. These letters were mailed in late August 2022.
			(MIL OP#105) On a project-specific basis, the city provides contractors a Winter Preparedness notification that informs them that during the winter season, they need to winterize their project(s) site. Certain soil disturbance activities are not allowed during the rainy season	City of Milpitas	On a project-specific basis	Various contractors	Milpitas: On-going. The City of Milpitas will be sending out winterization notices to larger development projects this winter.
	Topic 2: Insure your property for your flood hazard Message 2A - Get flood insurance ahead of time Message 2B – Insure your property Message 2C – There is a 30-day waiting period for the policy to take place	Increase in number of flood insurance policies in the SFHAs and in the county in general Prospective buyers understand flood risks *These projects are **credited under Activity 340** (DFH and REB) – Additional credit is provided if the PPI states that real estate agents should (or have agreed to) advise house hunters about the flood hazard and that real estate*	(MH OP #106) The city mails out a newsletter, "Ask Before You Buy: Know Your Flood Risk!" to local real estate agents which are provided to homebuyers to help determine the flood risk of the property being purchased *(listed in Appendix B)*	City of Morgan Hill	During or prior to the rainy season	Real Estate Agencies/Agent	Morgan Hill will be sending the brochure to real estate agents in June 2023.
			(PA OP #107) Sends out letters to real estate agencies informing them of their responsibility to identify flood hazard areas and to take advantage of the Flood Zone Lookup on the city's website	City of Palo Alto	Annually, beginning of flood season (September/ October)	Real Estate Agencies/Agent	Palo Alto sent letters to real estate agencies informing of their responsibility to identify flood hazard areas in August 2022.
			(SJ OP #108) Sends out letters to real estate and insurance agencies and lenders, informing them of their responsibility to identify flood hazard areas and to take advantage of the Flood Zone Lookup on the city's website on the "Flood Hazard Zones webpage and advises to contact the city for map reading services and elevation certificates on file	City of San Jose	At the beginning of the flood season (September – December)	Real Estate Agencies/Agent	San Jose emailed letters to real estate, insurance agencies and lenders in March 2023.

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		agents give house hunters a REB brochure	(SUN OP #109) Sends mailer/postcard targeted to real estate agents informing them of the client's responsibility for identification and purchase of flood insurance and the availability of the automatic 15% discount	City of Sunnyvale	Each October	Real Estate Agencies/Agents	Sunnyvale: The City sent the mailers to real estate agents October 2022.

Agenda

Santa Clara County CRS Users Group & Program for Public Information (PPI) Committee Meeting

March 21, 2023 | 9:30 – 11:30am

Zoom Meeting

https://valleywater.zoom.us/j/81783191992?pwd=Q1VkRWxlRnc4WCtGS3NIbGR3SkxEUT09

Meeting ID: 817 8319 1992

Passcode: 273986

+1 669 900 9128 US (San Jose)

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

Outcome: Complete development of the 2021 Multi-Jurisdictional Program for Public Information (PPI) Annual Report for FY23 (*Year 2: July 2022 to June 2023*)

Section	Meeting Topic	Presenter	Time
1.	Introductions	Amy Fonseca	10 min
2.	Review of the meeting goals and agenda	Amy Fonseca	2 min
3.	Annual review of CRS Communities Roster	Amy Fonseca	2 min
4.	Brief status update on the CRS Regionalization in Santa Clara County Feasibility Study • Floodplain Management Plan (FMP) vs Update to the County's 2017 Multi-Jurisdictional Hazardous Mitigation Plan (MJHMP)	Amy Fonseca	5 min
5.	Review 2021 PPI 'Other New Initiatives'	Amy Fonseca	20 min
6.	2021 Multi-Jurisdictional Program for Public Information (PPI) Annual Evaluation Report Complete development of the Annual Evaluation Report for FY23 (*Year 2: July 2022 to June 2023*) • Use Activity 330 Outreach Project sheets *located here* https://fta.valleywater.org/fl/1a2Jh3wyoO to update Appendix A from 2021 SC County Multi-Jurisdictional PPI • Update FY23 Project Accomplishments column for your community https://docs.google.com/document/d/14MiExVqFA0_Oq4ROnxx_T7RHReV-_5p8/edit?usp=sharing&ouid=104583139517453360848&rtpof=true&sd=true • Communities' updates due by next CRS Users Group Meeting or sooner	Amy Fonseca	45 min
7.	Activity 350 – Flood Protection Information The community must: • Monthly, check the website's links at least monthly, and fix those that are no longer accurate • Annual review the community must review the content to ensure that it is still current and pertinent	Amy Fonseca	2 min
8.	Next meeting – Joint CRS Users Group/Program for Public Information (PPI) Committee meeting • Complete the development of the 2021 PPI Annual Report Year 2 (FY 2023)		2 min
9.	Adjourn		

ATTACHMENT NO. 3

For questions, please contact Amy Fonseca at (408) 630-3005 or afonseca@valleywater.org

Excerpt from 2017 CRS Coordinator's Manual:

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

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

The Program for Public Information update will be reviewed for CRS credit according to the *Coordinator's Manual* currently in effect, not the version used when the community originally requested this credit. The update can qualify as the annual evaluation report for the year it was prepared. The updated Program for Public Information must be adopted following the same process as adoption of the original document."

Santa Clara County CRS Users Group / PPI Committee Meeting
Attendance Sheet
March 21, 2023 | 9:30 - 11:30am | Zoom

Name	Agency
Robb Lampa	California Department of Water Resources
Jenn Chu	City of Cupertino
Susana Ramirez	City of Gilroy
Erin McDannold	City of Los Altos
Steve Golden	City of Los Altos
Thanh Nguyen	City of Los Altos
Brian Petrovic	City of Milpitas
Elizabeth Koo	City of Milpitas
Charlie Ha	City of Morgan Hill
Maria Angeles	City of Morgan Hill
Renee Gunn	City of Mountain View
Rajeev Hada	City of Palo Alto
Arlene Lew	City of San Jose
Brandon Coco	City of Santa Clara
Christian Tran	City of Santa Clara
David Dorcich	City of Saratoga
Lea Velasco	City of Sunnyvale
Suzanne Park	City of Sunnyvale
Tamara Davis	City of Sunnyvale
Darrell Wong	County of Santa Clara
Michael Alvarez	County of Santa Clara
Los Gatos PPW (Public Works)	Town of Los Gatos
Nicolle Burnham	Town of Los Gatos
Amy Fonseca	Valley Water
Don Rocha	Valley Water
Merna Leal	Valley Water
Paola Reyes (Paola Giles)	Valley Water

Quorum Met. All CRS Communities in attendance.
Missing Cities: City of Campbell, City of Monte Sereno, and Town of Los Altos Hills

Agenda

Santa Clara County CRS Users Group & Program for Public Information (PPI) Committee Meeting
May 16, 2023 | 9:00am – 11:00 a.m.

Join Zoom Meeting
https://valleywater.zoom.us/j/84766026839?pwd=ekFMSEpXTTQzNlZuYnh4ZU00NnM5UT09
Meeting ID: 847 6602 6839 | Passcode: 185970 | +1 669 900 9128 US (San Jose)

Purpose: PPI Stakeholder Committee Annual Evaluation Meeting to monitor the Implementation of the 2021 Santa Clara County Multi-Jurisdictional Program for Public Information per Activity 330, Outreach Project, Element 332.c. Program for Public Information (PPI), Step 7 requirement

Outcome: 2021 PPI Annual Evaluation Report, FY23 (Year 2 of 5)

Section	Meeting Topic	Presenter	Time
1.	Introductions	Amy Fonseca	10 min
2.	Review of the meeting goals and agenda	Amy Fonseca	5 min
3.	FY22-23 Flood Awareness Campaign Results *approach: targeted outreach, including to renters, items to all addresses in the FEMA SFHA* FY23-24 Flood Awareness Campaign	Paola Giles & Probolsky Research	20 min
4.	Status of Feasibility Study for Regionalizing CRS in Santa Clara County Status of flood-centric Floodplain Management Plan (FMP) in lieu of Santa Clara County Multi-Jurisdictional Local Hazard Mitigation Plan	Amy Fonseca	10 min
5.	CRS 2023 Cycle Group (Mountain View, Palo Alto, Santa Clara, Sunnyvale) Updates	Amy Fonseca	5 min 10 min
6.	California Flood Preparedness Week (October 2023) • Statewide Agency Coordination Calls leading up to CFPW (*kicks off mid-May to early June 2023*) • Annual Valley Water Board Resolution • Flood event kits for all cities/county • Lobby display example (*use you Flood Event Kits: vertical banner, table cover, materials*)	Amy Fonseca	5 min
7.	Complete development of the 2021 Multi-Jurisdictional Program for Public Information (PPI) Annual Report, FY 23 (Year 2: July 2022 to June 2023) DEADLINE 5/31/23 (Wednesday) • Use Activity 330 Outreach Project sheets *located here* https://fta.valleywater.org/fl/oLY0MMAJw3 to update Appendix A from 2021 SC County Multi-Jurisdictional PPI • Update FY23 Project Accomplishments column for your community https://docs.google.com/document/d/14MiExVqFA0_Oq4ROnxx_T7RHReV-_5p8/edit?usp=sharing&ouid=104583139517453360848&rtpof=true&sd=true REPORT DUE 8/1/23: Due during 5-year cycle visit or as part of annual re-cert.	Amy Fonseca	20 min
8.	Other items • ISO Training - TBD	Amy Fonseca	5 min
9.	Adjourn		

For questions, please contact Amy Fonseca at (408) 630-3005 (office) or (408) 691-8889 (cell) or afonseca@valleywater.org

ATTACHMENT NO. 5

Santa Clara County CRS Users Group / PPI Committee Meeting
Attendance Sheet
May 16, 2023 | 9:00 - 11:00am | Zoom

Name	Agency
Robb Lampa	California Department of Water Resources
Jenn Chu	City of Cupertino
Susana Ramirez	City of Gilroy
Steve Golden	City of Los Altos
Brian Petrovic	City of Milpitas
Maria Angeles	City of Morgan Hill
Renee Gunn	City of Mountain View
Lauren Cody	City of Mountain View
Rajeev Hada	City of Palo Alto
Vicki Thai	City of Palo Alto
Vivian Tom	City of San Jose
Brandon Coco	City of Santa Clara
Christian Tran	City of Santa Clara
Suzanne Park	City of Sunnyvale
Jennifer Ng	City of Sunnyvale
Adam Probolsky	Probolsky Research
Katie Thompson	Probolsky Research
Amy Fonseca	Valley Water
Sherilyn Tran	Valley Water
Clarissa Sangalang	Valley Water
Paola Reyes (Paola Giles)	Valley Water

Quorum Met. All CRS Communities in attendance.
Missing Cities: City of Campbell, City of Monte Sereno, City of Los Gatos, City of Saratoga, Santa Clara County, and Town of Los Altos Hills