Santa Clara County Multi-Jurisdictional Program for Public Information 2021

FY25 Annual Evaluation Report

(Year 4: July 2024 to June 2025)

June 2025

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.

CRS-creditable PPIs can be single or multi-jurisdictional. For the 2021 PPI, FEMA requires that each CRS community provide at least two representatives to the regional PPI Committee to meet the credit requirement, 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.

An essential 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 Saratoga, Town of Los Gatos, Town of Los Altos Hills, and the County of Santa Clara), 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.

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, 2025, the total savings for Santa Clara County residents from CRS discounts is approximately $1.9 million.

Valley Water is the lead flood protection agency for Santa Clara County. Valley Water performs many flood preparedness outreach and stream stewardship/maintenance activities that can 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 standardizes our flood preparedness outreach messages and increases 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 helped initiate 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; the other CRS communities' governing bodies adopted the 2015 PPI soon thereafter.

Under the CRS, a 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 for CRS credit, 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 updated the expired 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 update 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. Adoption Dates 2021 PPI*.

II. 2021 PPI DEVELOPMENT PROCESS

Valley Water, CRS, and non-CRS communities initiated the 2021 PPI process in February 2020. Discussions were postponed due to COVID-19; the process was reinitiated 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 were 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.

FEMA's ISO CRS Specialist and Technical Reviewers determine how many CRS points the 2021 PPI activities earn. The PPI Committee estimates that of the possible 350 points for Activity 330, each CRS community 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 each agency's 2021 PPI approval dates; all 11 CRS communities have adopted the 2021 PPI.

Table 1. Adoption Dates of the 2021 PPI

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 the ongoing efforts and initiatives of the Santa Clara County CRS Users Group and/or PPI Committee; however, those who 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 program's impact 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 scheduled 5-year cycle visits). The annual evaluation report is then shared with each CRS community governing body as an informational item.

As required, annual evaluation reports for FY22 (Year 1 of the 2021 PPI) through FY25 (Year 4 of the 2021 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.

Section V. 2024 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 FY25 Annual Evaluation Report (Year 4 of the 2021 PPI).

Table 2 below shows how each community expects to share the FY25 Annual Evaluation Report with its governing body.

Table 2. How the 2021 PPI FY25 Annual Evaluation Report, Year 4 will be shared with the 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 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 FY25

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

1. Governing bodies must adopt the 2021 PPI (*Table 1. Adoption dates of the 2021 PPI*). The 2021 PPI Committee must prepare an annual evaluation report and share it with its governing body as informational items (Table 2. How the 2021 PPI Annual Evaluation Report for FY25, Year 4 will be shared with the *Community's Governing Body).*
2. For each fiscal year (*July 1 - June 30*), the communities must implement and monitor 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: All 11 CRS communities' governing bodies, including Valley Water, adopted the 2021 PPI. Each agency (Community) shows the approval dates in Table 1 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 outreach projects accomplished in any given fiscal year by each 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 FY25 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 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 FY25

Attachment 2 of this annual evaluation report includes the complete outreach/flood response project list. It lists all projects proposed in the 2021 PPI, with a "Project Accomplishments" column noting actions taken during the fourth year, FY25 of the 2021 PPI.

Audiences	Projects Accomplished	
Community at Large (CAL)	81 potential projects, 64 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**	90 of 109

* *Note: All projects carried out by CRS communities were accomplished in FY25. Variance in the number of potential projects versus accomplished projects is due to no updates 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 FY25.

Valley Water's Outreach/Flood Response Projects

The 2021 PPI Committee identified each community's outreach/flood response projects. The implementation of these projects is reflected in the *'FY25 (Year 4) of the 2021 PPI Project Accomplishments'* column of Attachment 2.

FY25 Annual Flood Awareness Campaign

Valley Water's FY25 Flood Awareness Campaign (*Attachment 3 for more details*) effectively educated and engaged residents in Santa Clara County about the risks of flooding, emphasizing the importance of proactive preparation and access to vital safety resources. The campaign leveraged cutting-edge technologies like digital geo-targeting and multilingual outreach, blending traditional strategies with innovative solutions to connect with communities at risk of flooding.

Goals:

1. **Awareness:** Educate FEMA-designated Special Flood Hazard Areas (SFHAs) residents and businesses about their flood risks and mitigation strategies.
2. **Preparedness:** Empower residents to take preventative actions, including knowing their flood risk, signing up for emergency alerts, and knowing where to find free sandbags.
3. **Access:** Provide multilingual resources and technologies to connect diverse communities with flood safety information, including the innovative Valley Water's Surface Water Data Portal. When extreme weather strikes, residents can know if their home is at risk of flooding by visiting alert.valleywater.org for the latest information on local creeks and reservoir water levels.

Refer to Attachment 3 for more details on Valley Water's FY25 flood awareness campaign.

CRS Community Outreach/Flood Response Projects

Other Community Engagement Efforts

October 2024 officially kicked off the flood season.

On November 13, 2024, staff participated in a flood preparedness press conference held at Valley Water's Winfield Sandbag Distribution site in San José. The press conference was a joint news event with the City of San José, the County of Santa Clara, and the National Weather Service. The event featured speakers from Valley Water and participating agencies, a sandbagging demonstration, and an emergency kit assembly table, which included flood readiness materials.

Valley Water Director Jim Beall and staff discuss ways to assemble an emergency kit at Valley Water's flood preparedness press conference in San José

On December 7, 2024, the Organization for Latino Affairs (OLA), a Valley Water employee resource group, provided emergency starter kits at the Santa Visits Alviso Foundation event in San José. English and Spanish flood preparedness informational material and giveaways were provided to approximately 600 attendees.

In December, Valley Water hosted an informational table at the Santa Visits Alviso Foundation in San José.

On February 12, 2025, Valley Water hosted the Standard Grants Program Open House event at Valley Water. A 'Get Flood Ready' information table was set up, and flood preparedness materials were shared with the participants. Vice Chair Santos welcomed the 41 prospective applicants with opening remarks. This in-person event featured workshops to help applicants navigate the grant process, opportunities to connect with grants staff, and networking with local organizations. The event received overwhelmingly positive reviews, with 100% of survey participants stating they were satisfied with the workshops and event.

In February 2025, Valley Water's Grant Program hosted the Standards Grant Open House event.
The CRS Program team set up a flood preparedness informational table and distributed materials to attendees.

Emergency Preparedness Event

On February 1, 2025, CRS hosted a "Get Flood Ready" booth at The Links, Incorporated's "Emergency Preparedness: Safety Now, Peace Later" event at the African American Community Service Agency in San José. There were approximately 80 attendees.

In February 2025, Valley Water's CRS Program participated in the Links, Inc. Emergency Preparedness event.

Valley Water Education Outreach Program

Valley Water's Education Outreach includes flood awareness messaging in year-round classroom lessons. A dedicated flood-focused lesson is offered from October through April. Valley Water's role as a flood protection agency is introduced in all lessons so that participants in Education Outreach programs know that flood protection is one of Valley Water's core objectives in Santa Clara County.

The following are the Education Outreach efforts from October 2024 - April 2025.

Flood-Focused Programs

Education Outreach offers two lessons, and one assembly focused on flood awareness and preparedness: The Three Little Pigs and the Bad Weather Wolf for transitional kindergarten through second grade and Watershed Maps for second and third grades. The Three Little Pigs and the Bad Weather Wolf is also offered as a school assembly.

The results of the Flood-Focused Programs delivered between October 2024 and April 2025 are as follows:

- 85 flood-focused programs
    - *(pull data from "program frequency" tab: 3 Pigs lesson, 3 Pigs assembly, Watershed Maps Oct-Apr)*
- 3,061 students
    - *(pull data from "program frequency" tab: 3 Pigs lesson, 3 Pigs assembly, Watershed Maps Oct-Apr)*
- 133 educators
    - *(count based on 3 Pigs lesson, 3 Pigs assembly, watershed maps from across Oct-Apr monthly tabs)*

Flood Awareness Messaging

In addition to Flood-Focused Programs, Education Outreach provided additional flood awareness messaging in general classroom presentations, assemblies, libraries, and public events.

The results of the general flood protection messaging between October 2024 and April 2025 are as follows:

- 232 programs with general flood protection messaging
    - *(pull data from "program frequency" tab: all program types from Oct-Apr)*
- 7,514 students messaging
    - *(pull data from "report" tab: "students" tab Oct-Apr)*
- 324 educators
    - *(pull data from "report" tab: "teachers" tab Oct-Apr)*
- 1,060 public youth in Santa Clara County
    - *(pull data from "report" tab: "public youth" tab Oct-Apr)*

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 FY25 (*from September 2024 – May 2025*), Valley Water and the communities' staff hosted 29 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) Mountain View Art & Wine Festival – 9/7 – 9/8/24
2) Vovinam Viet Vo Dao 33rd Annual Moon Festival – 9/14/24
3) Rotary Club Silicon Valley Fall Festival – 9/14/24
4) City of Campbell State of the City – 9/18/24

5) County Parks La Fuente Celebration, San Jose, CA – 9/21/24
6) Picnic by the Lake Multicultural Festival and Resource Fair, San Jose, CA – 9/28/24
7) Friends of Steven Creek Trail's Trailblazer Race – 9/29/24
8) Supervisor Lee's Day on the Bay, Alviso, CA – 10/5/24
9) City of Saratoga State of the City Address – 10/5/24
10) Santa Clara County Parks 2024 Fall Festival at Martial Cottle Park 10/5/24
11) Pumpkins in the Park, San Jose, CA – 10/12/24
12) South Asian Cultural Association of Sunnyvale's Diwali Festival – 10/26/24
13) Councilmember Candelas' Family Fall Festival – 10/26/24
14) ASCE Annual Student Scholarship – 11/14/24
15) Chopsticks Alley Tea Ceremony – 12/6/24
16) Santa Visits Alviso Foundation Drive – 12/7/24
17) VHF Swearing in Ceremony and Celebration for Betty Duong – 1/10/25
18) VAR Lunar New Year Festival 1/25 – 26/25
19) San Jose Chapter of the Links' Emergency Preparedness Workshop – 2/1/25
20) City of San Jose District 1 Black History Month Flag Raising – 2/7/25
21) CEEF & CUSD Run for Great Schools 5k and Fun Run – 3/29/25
22) AAUW 42nd Wildflower Run 3/30/25
23) Cupertino Earth & Arbor Day – 4/5/25
24) Mt. Pleasant Neighborhood Association Emergency Resource Fair – 4/5/25
25) San Jose Clean Energy's EV Ride & Drive + EcoHome Expo – 4/12/25
26) Evergreen Valley College EVC Community Day – 4/26/25
27) Morgan Hill Community Earth Day Festival – 4/26/25
28) Berryessa Art Festival – 5/10/25
29) Morgan Hill Mushroom Festival – 5/24 – 5/25/25

Speakers Bureau Program

In FY25 (*from June 2024 through June 2025*), Valley Water's 'Let's Talk Water Speakers Bureau Program' reached the 11 organizations listed below. All general presentations mention flood protection and the need to 'Get Flood Ready' regardless of the county's drought status. They also include links to Valley Water's 'Flood Ready' information and resources webpage (ValleyWater.org/floodready), the hotline to call to report obstructions in creeks, and flood preparedness collateral available for all in-person events.

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. The FY25 presentations that included flood preparedness information are listed below.

1) July 20, 2024 – Cottle to Lean Neighborhood Association, San Jose
2) August 19, 2024 – Rotary Club of Milpitas
3) August 20, 2024 – Civic Club of San Jose
4) August 22, 2024 – Mountain View Senior Center
5) October 9, 2024 – Cupertino Library
6) October 19, 2024 – Los Altos Rotary
7) February 19, 2025 – Cupertino Rotary
8) February 28, 2025 – Valley Water's Water Works Program (*via Zoom*)
9) March 3, 2025 – Leadership Morgan Hill
10) March 27, 2025 – Santa Teresa Catholic Church, San Jose
11) April 23, 2025 – Willow Glenn Lions Club, San Jose

V. 2025 SANTA CLARA COUNTY CRS USERS GROUP/PPI COMMITTEE MEETINGS – MONITORING AND EVALUATING THE 2021 PPI

The FY25 Santa Clara County CRS Users Group/PPI Committee meetings were held on March 26, 2025, and May 14, 2025. Attendance by CRS communities was high. Staff from some non-CRS communities, external stakeholders, and other interested parties were also in attendance. Agendas, meeting notes, and attendance sheets for each meeting are included *(Attachments 4-8)*.

As required by CRS, the objective of the March and May 2025 meetings was to monitor the implementation of the 2021 PPI, determine if the desired outcomes were achieved, and discuss whether 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.

VI. MESSAGING – Other Initiatives

The multi-jurisdictional PPI Committee identified several possible opportunities in the 2021 PPI to expand on existing initiatives and may consider initiating newer 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 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 for the duration of the 2021 PPI. 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 continuing to use social media for messaging for the duration of the 2021 PPI. 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 continues to promote the importance of having family emergency plans and kits ready *before* an emergency/flood event occurs.

The PPI Committee continues 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 FY25. The 2021 PPI allowed PPI Committee members to mutually decide which flood risk reduction messages are most appropriate for our residents and identify how to deliver these messages effectively. Participating in the 2021 PPI aims to enhance the effectiveness of the flood risk messages to residents, reduce flood risks within Santa Clara County, and earn valuable CRS credit points when identified outreach projects are implemented.

The CRS Users Group/PPI Committee will continue its outreach efforts through FY26. The 2021 PPI will sunset in FY26.

Santa Clara County 2021 Multi-Jurisdictional Program for Public Information
FY25 Annual Evaluation Report (*Year 4: July 2024 to June 2025)*

Attachments for submission to Valley Water Board, City Councils/Managers, and FEMA as part of 2024/25 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 FY25 Outreach Project Accomplishments
3. Valley Water's FY25 Flood Awareness Campaign
4. March 26, 2025, Santa Clara County CRS Users Group Meeting Agenda
5. March 26, 2025, Santa Clara County CRS Users Group Meeting Attendance Sheet
6. March 26, 2025, Santa Clara County CRS Users Group Meeting Notes
7. May 14, 2025, Santa Clara County CRS Users Group Meeting Agenda
8. May 14, 2025, Santa Clara County CRS Users Group Meeting Attendance Sheet
9. May 14, 2025, Santa Clara County CRS Users Group Meeting Notes

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.

ATTACHMENT 1

Appendix A
CRS Creditable Outreach and Flood Response Projects by CRS Community
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FY 2025 (Year 4) Outreach Projects 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 2025 (Year 4 of the 2021 PPI) Outreach Projects 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 Topic 7: Develop a Family Emergency Plan Message 7A: Develop an emergency plan	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	Effective the FY25 flood season (starting in October 2024), Valley Water no longer produces a Countywide Mailer (CWM) that promotes flood messaging. On 1/14/25, during Valley Water's CRS 5-year cycle visit, we informed our ISO CRS Specialist, Marlene Jacobs, of this change. We explained that in place of the CWM, Valley Water now sends out the following two additional targeted mailers to residents and businesses in the FEMA-designated Special Flood Hazard Area (SFHA). Hard and soft copies are provided to all Santa Clara County cities and the county. Flood Tips Postcard includes all 9 PPI Topic Messages: https://s3.us-west-1.amazonaws.com/valleywater.org.us-west-1/s3fs-public/VW-Flood%20Postcard-Vertical-bleed-CMYK-Outlined-Final.pdf Flood Trifold includes 5 PPI Topic Messages: https://online.flipbuilder.com/tkap/vbsr/ All Santa Clara County 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	In January 2025, Valley Water mailed out the trifold guide titled "You Live in a Flood Zone: Beware, Be Ready, Be Flood Safe." This multilingual resource outlines actions residents can take to protect their lives and property before, during, and after a flood. Additionally, it includes a QR code that directs readers to valleywater.org/floodready for more tips and tools on flood preparedness. Link to Trifold In mid-October 2024, Valley Water released the 'Be Flood Safe' Social Media Toolkit for the 2024-2025 Flood Awareness Outreach Partner (https://conta.cc/3AwdoXS). This toolkit was made

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 May, 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.

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	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®."						available for download to all partnering agencies, including CRS communities. It featured digital and social media banners and animations highlighting key calls to action: know your risk, sign up for emergency alerts, and find sandbags. Additionally, the toolkit included multilingual graphics showcasing essential tips and provided an option to request co-branded bill inserts and postcards. 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: ● Be Flood Safe ● Know your floopd risk ● Sign up for emergency alerts ● Get free sandbags ● Flood zone cards and banners ● Multilingual Flood Ready tips 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 6, 2024. Flood preparedness information (*red 'Get Flood Ready' tote bags which includes an emergency supply list*) was distributed. Valley Water's flood safety brochures were also available at City Hall. Mountain View promotes and distributes Valley Water's Flood Safety Tips and emergency kits at fairs (i.e., Earth Day Celebration, Community Summer Kick-Off Event). 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.,

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							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 County communities support and promote Valley Water's outreach projects.
			(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 changed the frequency of the local newsletter from monthly to quarterly. Therefore, the annual flood preparation article was published in the September 2024 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 10/16/24 and on 10/23/24 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 items (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 the community at large (Topics 1-6)	City of Milpitas	Each December to January	N/A	Milpitas: Utility bill inserts was sent to every address in Milpitas in May 2025, and will be sent out within the fiscal year going forward. 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	The City of Morgan Hill mailed out citywide the "2025 Flood Report" in April 2025.

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			(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 sent out "The View" for Fall/Winter 2024 with information on flood risk, flood safety, and the importance of buying flood insurance (Topics 1-9)
			(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 Winter 2024/2025.
			(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 September 2024. The social media ad campaign (i.e. Facebook, Instagram, Nextdoor) was also included in the utility bills that went out in September 2024.
			(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 2024. Effective FY23, the City's Public Works Department 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, during Earth Day Event on 4/27/25 and MSC Open House on 7/27/2024 and also makes informational materials available in our 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: The latest Inside Santa Clara issue was sent out in the biannual newsletter, with the flood information provided in the Fall/Winter 2024 Edition
		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:*	(VW OP #15) Flood Ready webpage: Flood & Safety, Flood Protection Resources, includes floodplain and countywide mailers https://www.valleywater.org/bfloodready	Valley Water	Year Round	All Santa Clara County CRS Communities	Valley Water continues to maintain/update our Flood Ready landing page to ensure content is relevant and current and that there are no broken links. At the March and May 2025 CRS Users Group/PPI Committee Meetings, CRS communities were reminded to review/update their respective flood protection resources landing pages. At the 5/14/25 CRS Users Group/PPI Committee Meeting (*agenda item 4*), there was discussion regarding Valley Water's webpage redesign, including updates to our Flood Ready landing page. Megan Azralon (Valley Water, Public Information Representative) provided an update on the Valley Water website redesign, highlighting upcoming

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		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					improvements to make flood and emergency information easier to find. She shared a preview of the new homepage layout. Key features include a reorganized menu, customizable highlight sections, quick links, an interactive map for sandbag locations and flood alerts, and integration of campaign visuals. The updated design will improve accessibility and user experience, with full language translation support. Feedback on layout and content is welcome. Our Flood Ready landing page includes all mailers resulting from the FY25 Flood Awareness Campaign. *www.valleywater.org/FloodReady* 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. Mountain View's "Flood Protection and Insurance Information" webpage links to Valley Water's Flood Ready web 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 County 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 (*Above-noted numbering are listed in order of the 2021 PPI*).	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*). Reminders to verify that the required language/links were on all community's websites were discussed at both the 3/26/24 and 5/29/24 CRS Users Group/PPI Meetings. 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 currently includes a link to the "2025 Flood Report" that includes the CRS 9 topics. Mountain View's "Flood Protection and Insurance Information" webpage has a link to Valley Water's annual mailer which 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	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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			https://emergencymanagement.sccgov.org/be-prepared-community-member				
			(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
			(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.gov/Your-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

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			(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.milpitas.gov/280/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 Floodplain Management | City of Morgan Hill, CA - Official Website	City of Morgan Hill Engineering Land Development	Year Round	N/A	Morgan Hill's "Flood Information, Floodplain Management" webpage includes a link to the "2025 Flood Report" brochure which was mailed out citywide in April 2025.
			(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" on 1/10/2025, 2/14/2025, 2/21/2025, 2/28/2025, and 3/7/2025.
			(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 and links to Valley Water's Floodplain Mailer.
			(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

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							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
			(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	Valley Water's FY25 Flood Awareness Campaign centered around the theme, "You Live in a Flood Zone: Beware. Be Ready. Be Flood Safe." The outreach utilized digital geo-targeting technologies to effectively reach businesses and residents within the flood zone. The primary goals of the campaign were to raise awareness about flood risks, encourage residents to sign up for emergency alerts, and inform them on how to obtain sandbags. Additionally, the campaign highlighted our Surface Water Data Portal, where residents can access the latest information regarding local creek and reservoir levels. To enhance Valley Water's community outreach efforts, an educational paid advertising campaign was implemented. Polling results from the previous winter campaign informed this advertising initiative, allowing us to better understand our target audiences and their levels of awareness. The Flood Awareness Campaign ran for six months, from October 2024 to March 2025, at a total cost of $389,340. This campaign combined outdoor and digital geo-targeted advertising, supplemented by three direct multilingual mailings sent to approximately 49,555 homes and businesses located in or near high-risk flood areas, as designated by the FEMA Special Flood Hazard Area (SFHA). See Attachment 3 of the FY25 Annual Evaluation Report for flood awareness campaign and post campaign survey details. 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 FY25 are listed below: ● August 6, 2024 - Hosted 'National Night Out.' Flood preparedness information (*red 'Get Flood Ready' tote bags which include an emergency supply list*) and emergency starter kits were distributed to the public. ● October 18, 2024 - Announced California Flood Preparedness Week (October 19 to 26, 2024) and included links to City and

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							State flood preparedness information in its Weekly 411. • November 29, 2024 - Included link to Valley Water and Flood-Ready information in its Weekly 411. • December 20, 2024 - Included AlertSCC link in its Weekly 411. • January 2025, February 2025, and March 2025 - Included in its Weekly 411 a reminder about the City's "Ready Together" Emergency Preparedness Series that was presented to the public by the City's Office of Emergency Services Coordinator and was held at Morgan Hill Library. • April 26, 2025 - Hosted Community Earth Day Festival. Flood preparedness information (*red 'Get Flood Ready' tote bags which include an emergency supply list*), emergency starter kits, and first aid kits were distributed to the public. A copy of the 2025 Flood Report was also posted for public information. • May 2, 2025 - Included a link to the 2025 Flood Report in its Weekly 411. All Santa Clara County communities support and promote Valley Water's outreach projects.

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			(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-October 2024, Valley Water released the 'Be Flood Safe' Social Media Toolkit for the 2024-2025 Flood Awareness Outreach Partner (https://conta.cc/3AwdoXS). This toolkit was made available for download to all partnering agencies, including CRS communities. It featured digital and social media banners and animations highlighting key calls to action: know your risk, sign up for emergency alerts, and find sandbags. Additionally, the toolkit included multilingual graphics showcasing essential tips and provided an option to request co-branded bill inserts and postcards. See Attachment 3 of the FY25 Annual Evaluation Report for flood awareness campaign and post campaign survey details. 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. Mountain View's "Flood Protection and Insurance Information" webpage has links to Valley Water's Get Flood Ready webpage. 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. All Santa Clara County communities flood protection resource landing pages redirect to Valley Water's Flood Ready landing page.
			(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	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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			form newsletter, short form email, web, and Nextdoor				
			(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

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			(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.
	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	The below table reflects the quantities requested/sent by/to the agencies. Copies of Valley Water's FPM were delivered in early January 2025. **Community** / **Floodplain Mailer** City of Cambell: 25 City of Cupertino: 50 City of Gilroy: 25 City of Los Altos: 50 Town of Los Altos Hills: 25 Town of Los Gatos: 25 City of Milpitas: 50 City of Monte Sereno: 25 City of Morgan Hill: 150 City of Mountain View: 25 City of Palo Alto: 100 City of San Jose: 50 City of Santa Clara: 25 County of Santa Clara: 25 City of Saratoga: 25 City of Sunnyvale: 25 Valley Water CRS Program: 150 The FPM is posted on our website https://online.flipbuilder.com/tkap/fbzo/ 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. Mountain View distributes copies of Valley Water's Floodplain Mailer and postcards at City Hall and during tabling events such as Earth Day. 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.

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							All Santa Clara County communities support and promote Valley Water's outreach projects.
			(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*), so no materials were distributed at this event. However, on August, 2024, the City hosted National Night Out where flood readiness materials were distributed. Materials were also distributed during the PWWCOH on May 22, 2025.
			(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. Distributed flood ready kits and information on "Earth Day" which was on April 12, 2025.
			(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	Mountain View attends various events such as Earth Day and 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 hosted a flood readiness table at the Earth Day Event on 4/27/25 and hosted a table at the City Municipal Corporation Open House on 7/27/24(FY25).
			(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. This year's open house was held on 5/22/25. The City also hosted "Pumpkins in the Park" on 10/12/24. 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.

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			(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 2024. 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 decrease in the amount of trash removed	(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 FY25 FPM included the 'Do Not Dump/Illegal to Dump' (*Topic 7 - Keep creeks clean and flowing, page 5*) messaging. Additionally, Valley Water's website 'Get Flood Ready Essential Tips' landing page contains 'Keep debris and trash out of our streams,' and the, dump, or drain anything in creeks' under the 'Flood Safety Advice: Before a Flood' section., and our 'Report Creek Blockages and local street flooding' promotes the do not dump/illegal dumping message. https://www.valleywater.org/flooding-safety/flood-ready https://www.valleywater.org/flooding-safety/flood-ready/flood-safety-advice https://www.valleywater.org/flooding-safety/flood-ready/report-creek-blockages-local-flooding Valley Water hosted Coastal Cleanup Day (CCD) on

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							September 21, 2024 (Preliminary *Results*: *45 sites; 930 Volunteers; 55.052 distance cleaned (miles); 27,838.76 weight of trash collected (rounded up to the nearest pound); 4,876.05 weight of recyclables collected (rounded up to the nearest pound);* and National River Cleanup Day (NRCD) on May 17, 2025 2025 National River Cleanup Day. (Preliminary *Results: 17,499 pounds of trash; 778 volunteers; 43 cleanup sites; 70 miles cleaned, 2,200 Volunteer hours*). 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 2025 Flood Report is posted on the City's "Floodplain Management" landing page. Mountain View's "Flood Protection and Insurance Information" webpage has a link to Valley Water's Floodplain Mailer and notes who to call in the city to report illegal dumping. Palo Alto has Valley Water's CWM and FPM linked on the City's Flood Information and Winter Storm Preparedness website. All Santa Clara County communities support and promote Valley Water's outreach projects.
			(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. All Santa Clara County communities support and promote Valley Water's outreach projects.
			(VW OP #67) Lists Pollution Hotline number in all Project Notices	Valley Water Communications	Year Round	N/A	Valley Water's website includes the pollution hotline number: https://www.valleywater.org/flooding-safety/flood-ready

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							https://www.valleywater.org/flooding-safety/flood-ready/report-creek-blockages-local-flooding All Santa Clara County communities support and promote Valley Water's outreach projects.
			(SCC OP #68) Storm Drain Stenciling/Medallion Program	Santa Clara County	Year Round	All Santa Clara County CRS Communities	Mountain View installs Stenciling/Medallion on all catch basins and inlets in the public right of way. Palo Alto installs Storm Drain Stenciling/Medallion on all public right of way catch basin and inlets. City of Santa Clara: 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 2024.
			(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	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" medallions near each catch basin for

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							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 9/21/24 and National River Clean-Up Day on 5/17/25. 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.
			(MIL OP #74) "Flood Public Advisory" brochure contains dumping is illegal messaging and how to report	City of Milpitas	Annually from December to January	N/A	Milpitas: Utility bill inserts was sent to every address in Milpitas in May 2025, and will be sent out within the fiscal year going forward. This was sent out in four languages (English, Vietnamese, Spanish, and Chinese).
			(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 was held on September 21, 2024. NRCD was held on May 17, 2025.
			(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 "2025 Flood Report" brochure contains 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 September 2024.
			(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.

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			(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 2024.
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* - *Repetitive Loss (RL) Areas*	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	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; decrease the number of repetitive loss increase homes Increase in the number of flood insurance policies with contents coverage	(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 Annual Floodplain Mailer (FPM) was distributed in December 2024. This multi-language mailer, available in English, Spanish, Chinese, and Vietnamese, is titled "You Live in a Flood Zone: Beware. Be Ready. Be Flood Safe." Link to Floodplain Mailer The FPM included QR codes, a magnet featuring essential flood safety websites, a detachable emergency phone list, and a centerfold that highlighted our Surface Water Data Portal. One of the QR codes directs residents to a site where they can access the latest information about local creek and reservoir water levels: https://alert.valleywater.org/?p=map. Hard copies of the FPM's (*quantities noted below, as requested by the communities*), postcards (in November 2024) and trifolds (in mid-January 2025) were also mailed to each city/County in and the FPM was mailed in early January 2025 for their use, including posting in their lobby or designated area(s)

Community	FPM	Postcard / Trifold
City of Campbell	25	25/25
City of Cupertino	50	50/20
City of Gilory	25	25/25
City of Los Altos	50	100 / 20
Town of Los Altos Hills	25	150 /20
Town of Los Gatos	25	25/20
City of Milpitas	50	25/20
City of Monte Sereno	25	25/25
City of Morgan Hill	150	50/50
City of Mountain View	25	25/20
City of Palo Alto	100	25/20

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	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®."						City of San Jose 50 25/25 City of Santa Clara 25 25/25 County of Santa Clara 25 25/25 City of Saratoga 25 25/25 City of Sunnyvale 25 25/20 VW CRS Program 150 300/50 The FPM, postcards, and trifolds are all posted on Valley Water's website 'Flood Ready' landing page: https://www.valleywater.org/flooding-safety/flood-ready Valley Water's FPM was distributed throughout the county at various events during the flood season, and we kept copies in our HQ lobby area. The City of Los Altos 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. All Santa Clara County communities support and promote Valley Water's outreach projects.
			(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 September 2024 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 October 2024.
			(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: Utility bill inserts was sent to every address in Milpitas in May 2025, and will be sent out within the fiscal year going forward. This was sent out 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 "2025 Flood Report" brochure was mailed out citywide in April 2025.

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			(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 sent out "The View" for Fall/Winter 2024 with information on flood risk, flood safety, and the importance of buying flood insurance (Topics 1-9)
			(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 2024.
			(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 September 2024.
			(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 2024.
			(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: A utility bill insert mailed to residents in Spring of 2024. Flood information was also included in the biannual Inside Santa Clara newsletter, in the Fall/Winter 2024 Edition.
			(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 October (realtor) & November (Utility inserts) 2024.
			(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 November 2024.
	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 send letters to properties in the City's mapped repetitive loss areas in June 2025.
			(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 2024.
			(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 March 2025.

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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	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	In FY25 (*from June 2024 through June 2025*), Valley Water's 'Let's Talk Water Speakers Bureau Program' reached the 11 organizations listed below. All general presentations mention flood protection and the need to 'Get Flood Ready' regardless of the county's drought status. They also include links to Valley Water's 'Flood Ready' information and resources webpage (ValleyWater.org/floodready), the hotline to call to report obstructions in creeks, and flood preparedness collateral available for all in-person events. 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. The FY25 presentations that included flood preparedness information are listed below. 1. July 20, 2024 – Cottle to Lean Neighborhood Association, San Jose 2. August 19, 2024 – Rotary Club of Milpitas 3. August 20, 2024 – Civic Club of San Jose 4. August 22, 2024 – Mountain View Senior Center 5. October 9, 2024 – Cupertino Library 6. October 19, 2024 – Los Altos Rotary 7. February 19, 2025 – Cupertino Rotary 8. February 28, 2025 – Valley Water's Water Works Program (*via Zoom*) 9. March 3, 2025 – Leadership Morgan Hill 10. March 27, 2025 – Santa Teresa Catholic Church, San Jose 11. April 23, 2025 – Willow Glenn Lions Club, San Jose
			(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 near flood zones. In FY25 (*from September 2024 – May 2025*), Valley Water and the communities' staff hosted 29 booths and distributed flood preparedness information on flood safety and

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	Message 9A - Understand shallow flooding risks - don't drive through standing water FEMA's message: "Turn Around Don't Drown®."						emergency preparedness materials, including Valley Water's annual FPM. Those events are listed below: 1. Mountain View Art & Wine Festival – 9/7 – 9/8/24 2. Vovinam Viet Vo Dao 33rd Annual Moon Festival – 9/14/24 3. Rotary Club Silicon Valley Fall Festival – 9/14/24 4. City of Campbell State of the City – 9/18/24 5. County Parks La Fuente Celebration, San Jose, CA – 9/21/24 6. Picnic by the Lake Multicultural Festival and Resource Fair, San Jose, CA – 9/28/24 7. Friends of Steven Creek Trail's Trailblazer Race – 9/29/24 8. Supervisor Lee's Day on the Bay, Alviso, CA – 10/5/24 9. City of Saratoga State of the City Address – 10/5/24 10. Santa Clara County Parks 2024 Fall Festival at Martial Cottle Park 10/5/24 11. Pumpkins in the Park, San Jose, CA – 10/12/24 12. South Asian Cultural Association of Sunnyvale's Diwali Festival – 10/26/24 13. Councilmember Candelas' Family Fall Festival – 10/26/24 14. ASCE Annual Student Scholarship – 11/14/24 15. Chopsticks Alley Tea Ceremony – 12/6/24 16. Santa Visits Alviso Foundation Drive – 12/7/24 17. VHF Swearing in Ceremony and Celebration for Betty Duong – 1/10/25

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							18. VAR Lunar New Year Festival 1/25 – 1/26/25 19. San Jose Chapter of the Links' Emergency Preparedness Workshop – 2/1/25 20. City of San Jose District 1 Black History Month Flag Raising – 2/7/25 21. CEEF & CUSD Run for Great Schools 5k and Fun Run – 3/29/25 22. AAUW 42nd Wildflower Run 3/30/25 23. Cupertino Earth & Arbor Day – 4/5/25 24. Mt. Pleasant Neighborhood Association Emergency Resource Fair – 4/5/25 25. San Jose Clean Energy's EV Ride & Drive + EcoHome Expo – 4/12/25 26. Evergreen Valley College EVC Community Day – 4/26/25 27. Morgan Hill Community Earth Day Festival – 4/26/25 28. Berryessa Art Festival – 5/10/25 29. Morgan Hill Mushroom Festival – 5/24 – 5/25/25 All Santa Clara County communities support and promote Valley Water's outreach projects.

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			(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	On November 13, 2024, staff participated in a flood preparedness press conference held at Valley Water's Winfield Sandbag Distribution site in San José. The press conference was a joint news event with the City of San José, the County of Santa Clara, and the National Weather Service. The event featured speakers from Valley Water and participating agencies, a sandbagging demonstration, and an emergency kit assembly table, which included flood readiness materials. On December 7, 2024, the Organization for Latino Affairs (OLA), a Valley Water employee resource group, provided emergency starter kits at the Santa Visits Alviso Foundation event in San José. English and Spanish flood preparedness informational material and giveaways were provided to approximately 600 attendees. On February 12, 2025, Valley Water hosted the Standard Grants Program Open House event at Valley Water. A 'Get Flood Ready' information table was set up, and flood preparedness materials were shared with the participants. Vice Chair Santos welcomed the 41 prospective applicants with opening remarks. This in-person event featured workshops to help applicants navigate the grant process, opportunities to connect with grants staff, and networking with local organizations. The event received overwhelmingly positive reviews, with 100% of survey participants stating they were satisfied with the workshops and event. On February 1, 2025, CRS hosted a "Get Flood Ready" booth at The Links, Incorporated's "Emergency Preparedness: Safety Now, Peace Later" event at the African American Community Service Agency in San José. There were approximately 80 attendees.

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			(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 Santa Clara County CRS Group/PPI Committee, included the 'Other New Initiatives' topic for discussion at the March 26, 2025. *See Section V. SC County CRS Users Group/PPIM Committee Meetings - Monitoring and Evaluating the 2021 PPI* in the FY25 Annual Evaluation Report (Attachment 6). 3/26/26 Meeting, Item #5: Review 2021 PPI "Other New Initiatives" discussion was as follows: These initiatives were suggested to be re-evaluated as part of the next PPI update to include only realistic initiatives to reduce the reporting requirements. As part of the update, the committee can discuss how best to word the initiatives to allow flexibility and creativity without being locked into specific commitments. These initiatives do not improve our Activity 330 scores since most communities are already maxed out on the activity.
			(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 mid-August 2024.
			(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 sends out winterization notices to larger development projects.
	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	(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 2025.

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		*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 agents give house hunters a REB brochure*	(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 2024.
			(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 January 2025.
			(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 2024.

Santa Clara Valley Water District
FY25 Flood Awareness Campaign

Valley Water's FY25 Flood Awareness Campaign centered around the theme, "You Live in a Flood Zone: Beware. Be Ready. Be Flood Safe." The outreach utilized digital geo-targeting technologies to effectively reach businesses and residents within the flood zone. The primary goals of the campaign were to raise awareness about flood risks, encourage residents to sign up for emergency alerts, and inform them on how to obtain sandbags. Additionally, the campaign highlighted our Surface Water Data Portal, where residents can access the latest information regarding local creek and reservoir levels.

To enhance Valley Water's community outreach efforts, an educational paid advertising campaign was implemented. Polling results from the previous winter campaign informed this advertising initiative, allowing us to better understand our target audiences and their levels of awareness.

The Flood Awareness Campaign ran for six months, from October 2024 to March 2025, at a total cost of $389,340. This campaign combined outdoor and digital geo-targeted advertising, supplemented by three direct multilingual mailings sent to approximately 49,555 homes and businesses located in or near high-risk flood areas, as designated by the FEMA Special Flood Hazard Area (SFHA).

Targeted Mailings

1. FLOOD CAMPAIGN ANNUAL FLOODPLAIN MAILER

Valley Water's Annual Floodplain Mailer (FPM) was distributed in December 2024. This multi-language mailer, available in English, Spanish, Chinese, and Vietnamese, is titled "You Live in a Flood Zone: Beware. Be Ready. Be Flood Safe."

The FPM included QR codes, a magnet featuring essential flood safety websites, a detachable emergency phone list, and a centerfold that highlighted our Surface Water Data Portal. One of the QR codes directs residents to a site where they can access the latest information about local creek and reservoir water levels: https://alert.valleywater.org/?p=map.

Link to Floodplain Mailer

ATTACHMENT 3

2. FLOOD TIPS POSTCARD MAILER

'Beware. Be ready. Be Flood Safe.' Extreme Weather multilingual postcards were produced and distributed to 49,555 properties in the FEMA SFHA in November 2024. These postcards included the nine CRS topics, supporting messages, and links to various flood readiness and preparedness web pages.

Link to Tips Postcard

3. FLOOD TRI-FOLD BROCHURE

In January 2024, we mailed out the trifold guide titled “You Live in a Flood Zone: Beware, Be Ready, Be Flood Safe.” This multilingual resource outlines actions residents can take to protect their lives and property before, during, and after a flood. Additionally, it includes a QR code that directs readers to valleywater.org/floodready for more tips and tools on flood preparedness.

Link to Trifold

4. TARGETED OUTDOOR ADVERTISING

The 2024-25 outreach campaign included outdoor banners displayed at ten locations identified as high-risk areas for flooding. Additionally, advertisements in English, Spanish, and Vietnamese were featured on 24 public buses operating in regions deemed "hot spots" for flooding.

5. ETHNIC COMMUNITY OUTREACH

Outreach efforts to multilingual communities included advertisements in local newspapers in Spanish, Chinese, and Vietnamese and television ads in Chinese.

6. FY25 COUNTYWIDE MAILER

Effective the FY25 flood season (*starting in October 2024*), Valley Water no longer produced a Countywide Mailer (CWM) for flood messaging. On January 14, 2025, during Valley Water's CRS five-year cycle visit, Valley Water informed the ISO CRS Specialist, Marlene Jacobs, about this change. We explained that in place of the CWM, Valley Water distributed two additional targeted mailers to residents and businesses located in the FEMA-designated Special Flood Hazard Area (SFHA). Both hard and soft copies of these mailers were provided to all Santa Clara County cities and the county.

The Flood Tips Postcard included all nine topic messages identified in the 2021 Multi-Jurisdictional Program for Public Information (PPI): https://s3.us-west-1.amazonaws.com/valleywater.org.us-west-1/s3fs-public/VW-Flood%20Postcard-Vertical-bleed-CMYK-Outlined-Final.pdf.

Flood Trifold includes six PPI topic messages: https://online.flipbuilder.com/tkap/vbsr/

CRS Community Resources

All Santa Clara County cities and County Public Works and Planning Departments received hard copies of Valley Water's flood protection materials: FPM, flood postcard, and flood trifold. The table below shows the number of copies requested by and provided to each community.

Public Agency	Annual Floodplain Mailer (FPM)	Postcard	Trifold *Mailed on 1/16/25*
	FPM mailed on 1/6/25 Postcard mailed on 11/22/24		
City of Campbell	25	25	25
City of Cupertino	50	50	20
City of Gilroy	25	25	25
City of Los Altos	50	100	20
Town of Los Altos Hills	25	150	20
City of Los Gatos	25	25	20
City of Milpitas	50	25	20

City of Monte Sereno	25	25	25
City of Morgan Hill	150	50	50
City of Mountain View	25	25	20
City of Palo Alto	100	25	20
City of San Jose	50	25	25
City of Santa Clara	25	25	25
County of Santa Clara	25	25	25
City of Saratoga	25	25	25
City of Sunnyvale	25	25	20
VW CRS Program	150	300	50

During the CRS Users Group and PPI Committee Meetings on March 26, 2025, and May 14, 2025, all cities and the county were reminded to ensure their respective internet web pages and flood protection resource landing pages redirected visitors to ValleyWater.org/floodready.org, Floodsmart.gov, and Ready.gov.

Flood Protection Partner Toolkit

In mid-October 2024, Valley Water released the 'Be Flood Safe' Social Media Toolkit for the 2024-2025 Flood Awareness Outreach Partner (https://conta.cc/3AwdoXS). This toolkit was made available for download to all partnering agencies, including CRS communities. It featured digital and social media banners and animations highlighting key calls to action: know your risk, sign up for emergency alerts, and find sandbags. Additionally, the toolkit included multilingual graphics showcasing essential tips and provided an option to request co-branded bill inserts and postcards.

Be Flood Safe

The rainy season is around the corner, and we've got new digital banners for you to share on social media with the hashtag #BeFloodSafe as a reminder to be prepared.

Download digital flood safe banners

Know your flood risk

You don't have to live near a creek to be impacted by flooding. Visit valleywater.org/floodready to check whether your house or business is in a FEMA Special Flood Hazard Area.

Download digital flood risk graphic

Sign up for emergency alerts

Preparing for emergencies can be overwhelming. You can learn more about Santa Clara County's emergency alert system at valleywater.org/floodready.

Download digital alerts graphic

Get FREE sandbags

Valley Water offers free sandbags for residents of Santa Clara County. Loose sand and empty bags for self-filling are also available. For a list of locations, visit valleywater.org/floodready.

Download digital sandbag graphic

Flood zone cards and banners

Reply to request a co-branded multilingual Be Flood Safe postcard, bill inserts or a customized banner to quickly share flood preparedness tips with your community.

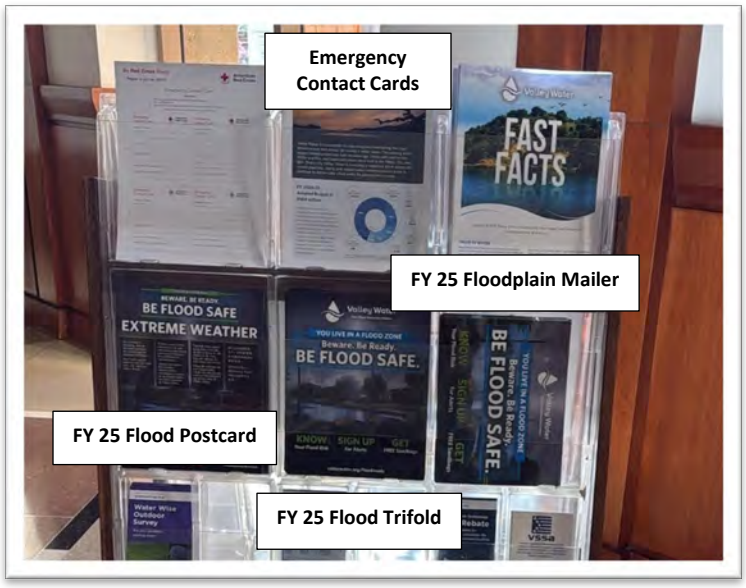
Request by email: preyes@valleywater.org

Multilingual Flood Ready tips

Share 9 key multilingual flood preparedness tips on social media. You can post individually or as a multilingual slideshow.

Download CRS tips for social media

Valley Water HQ Lobby Displaying FY25 Flood Readiness Materials



Valley Water HQ Lobby Displaying FY25 Flood Readiness Materials

Valley Water FY25 Flood Awareness Campaign

See the attached National Association of Flood and Stormwater Management Agencies (NAFSMA) Excellence in Communication campaign submission.

Valley Water

VALLEY WATER NAFSMA EXCELLENCE IN COMMUNICATIONS AWARD SUBMISSION: PUBLIC AWARENESS OF FLOODING

YOU LIVE IN A FLOOD ZONE: BEWARE. BE READY. BE FLOOD SAFE.

ATTACHMENT 3

Our climate is changing. Extreme weather is the new normal. As we have learned from flooding disasters throughout the region, it is essential to prepare for emergencies, as the weather can be unpredictable. That's why Valley Water works year-round on capital improvement projects to reduce the risk of flooding. Our crews are also at work before, during, and after storm emergencies to keep the community safe from flooding.

For over twenty years, Valley Water has sought to educate Santa Clara County residents about existing flood risks and provide resources and tips to help residents be flood safe. Our efforts to reduce flood risks and outreach support local partners that participate in the FEMA Community Rating System (CRS). The CRS is a voluntary incentive program that recognizes and encourages community floodplain management practices that exceed the minimum requirements of the National Flood Insurance Program.

These activities can earn CRS-participating communities credit to reduce National Flood Insurance Program premiums.

ATTACHMENT 3

CAMPAIGN OVERVIEW

Valley Water's 2024-2025 Flood Awareness Campaign effectively educated and engaged residents in Santa Clara County about the risks of flooding, emphasizing the importance of proactive preparation and access to vital safety resources. The campaign leveraged cutting-edge technologies like digital geo-targeting and multilingual outreach, blending traditional strategies with innovative solutions to connect with communities at risk of flooding.

GOALS

AWARENESS:
Educate residents in FEMA-designated Special Flood Hazard Areas (SFHAs) about their flood risks and mitigation strategies.

PREPAREDNESS:
Empower residents to take preventative actions, including knowing their flood risk, signing up for emergency alerts, and knowing where to find free sandbags.

ACCESS:
Provide multilingual resources and technologies to connect diverse communities with flood safety information, including the innovative ***Valley Water's Surface Water Data Portal***. When extreme weather strikes, residents can know if their home is at risk of flooding by visiting ***alert.valleywater.org*** for the latest information on local creeks and reservoir water levels.

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KEY STRATEGIES AND EXECUTION

LOCALIZED DIRECT MAIL CAMPAIGN

Distributed multilingual resources (English, Spanish, Chinese, and Vietnamese) via three targeted mailings to 49,555 properties in SFHAs. Materials included detachable emergency phone lists, magnets with essential flood safety websites, and QR codes linking to resources like the Surface Water Data Portal.

Click here to view flood mailer.

Click here to view trifold.

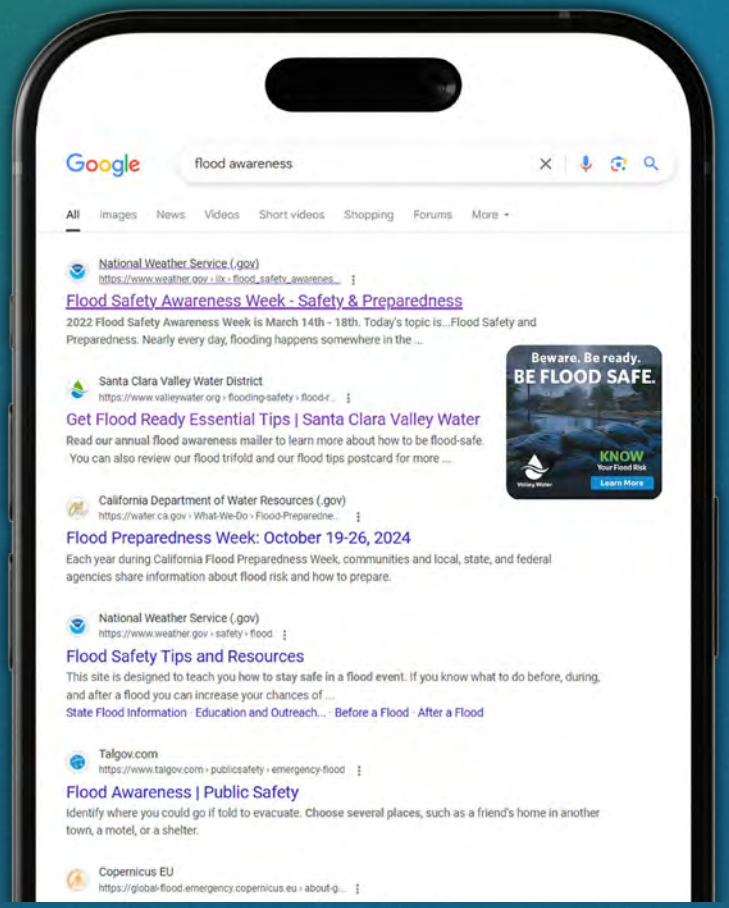
Click here to view postcard.

ATTACHMENT 3

KEY STRATEGIES AND EXECUTION

DIGITAL AND GEO-TARGETED ADVERTISING

Deployed ***multilingual animated ads*** and ***social media videos*** to IP addresses in high-risk areas, encouraging sign-ups for emergency alerts and promoting flood readiness tips. Ads were coordinated with ***National Weather Service notifications*** to ensure the timely delivery of information.



ATTACHMENT 3

KEY STRATEGIES AND EXECUTION

OUTDOOR ADVERTISING

Banners and bus advertisements in English, Spanish and Vietnamese were placed in flood-prone locations to maximize visibility.

ATTACHMENT 3

KEY STRATEGIES AND EXECUTION

MEDIA OUTREACH

Public partnerships led to a joint press conference emphasizing the importance of winter flood preparation. Valley Water, the Mayor of the City of San José, and the National Weather Service urged the community to prepare for winter storms during a news conference held at a sandbag distribution center in San José. The event featured a full-size interactive sandbagging display and an emergency kit assembly table. All major local news outlets covered the news event, amplifying our preparedness messaging through print media, radio, and television.

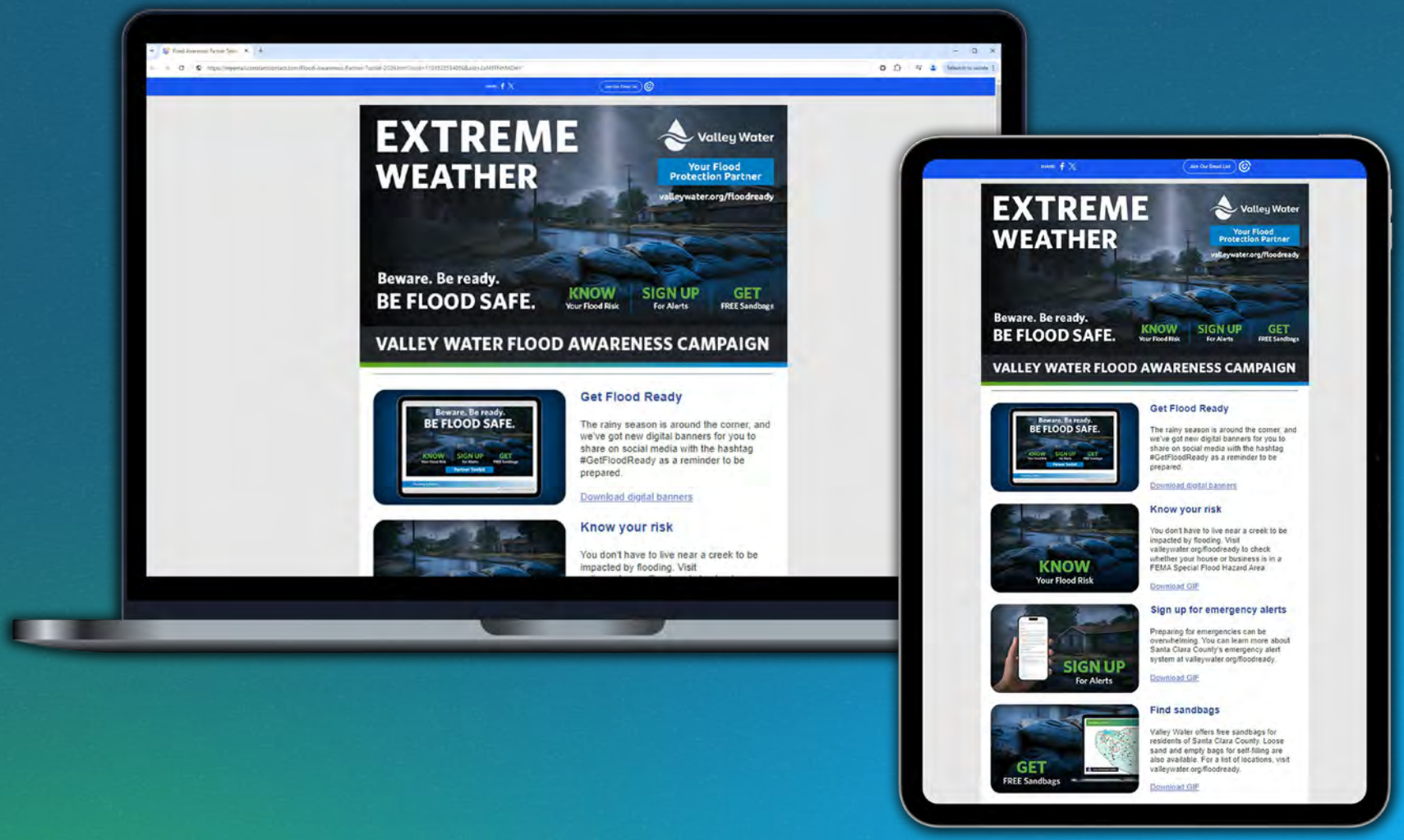
Click here to view livestream video and photos of the press conference.

ATTACHMENT 3

KEY STRATEGIES AND EXECUTION

COMMUNITY ENGAGEMENT TOOLKIT

Partnered with agencies to distribute the "Be Flood Safe" Social Media Toolkit, featuring multilingual banners, animations, and tips co-branded with local CRS communities. A ***toolkit*** was distributed to over 60 community entities in areas considered at high-risk of flooding.



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KEY STRATEGIES AND EXECUTION

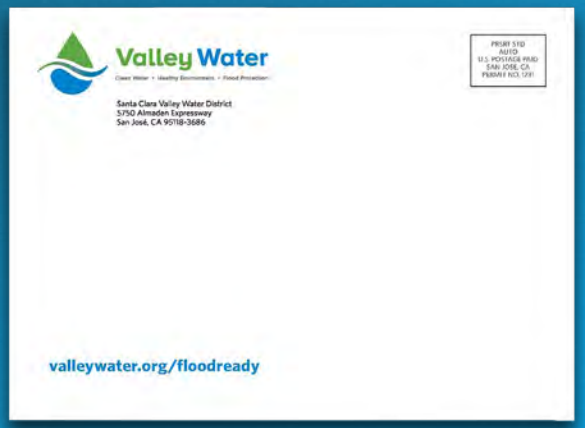
CULTURAL INCLUSIVITY

Ethnic community outreach included targeted ads in Spanish, Chinese, and Vietnamese newspapers and ***TV channels***.

ATTACHMENT 3

INNOVATIONS

The campaign leveraged geo-targeting technology to localize messaging, while the Surface Water Data Portal offered residents real-time information about creek and reservoir levels. New animations visualized flood preparedness actions in a culturally relevant and engaging manner.



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RESULTS AND IMPACT

OUTREACH SUCCESS:

The campaign successfully generated 37 million impressions and 43,000 visits to valleywater.org/floodready.

Our annual post-campaign survey of 400 residents in flood-prone areas, conducted by Probolsky Polling, found the following results:

50% of the surveyed residents recalled receiving flood safety information via mail.

59% said their home is in a flood zone or an at-risk area; this trend has continued upward from 12% in 2017, when we first began polling.

IMPROVED PREPAREDNESS:

90% of respondents recalled some of the flood safety tips received.

43% of poll respondents recalled where to find sandbags from the materials received.

29% recalled the call to action to sign up for emergency alerts.

70% are confident that they have taken all necessary measures to protect themselves from the impacts of flooding.

Enrollment in flood insurance continued its upward trend, with 46% of households now insured, representing a 7% increase since 2017.

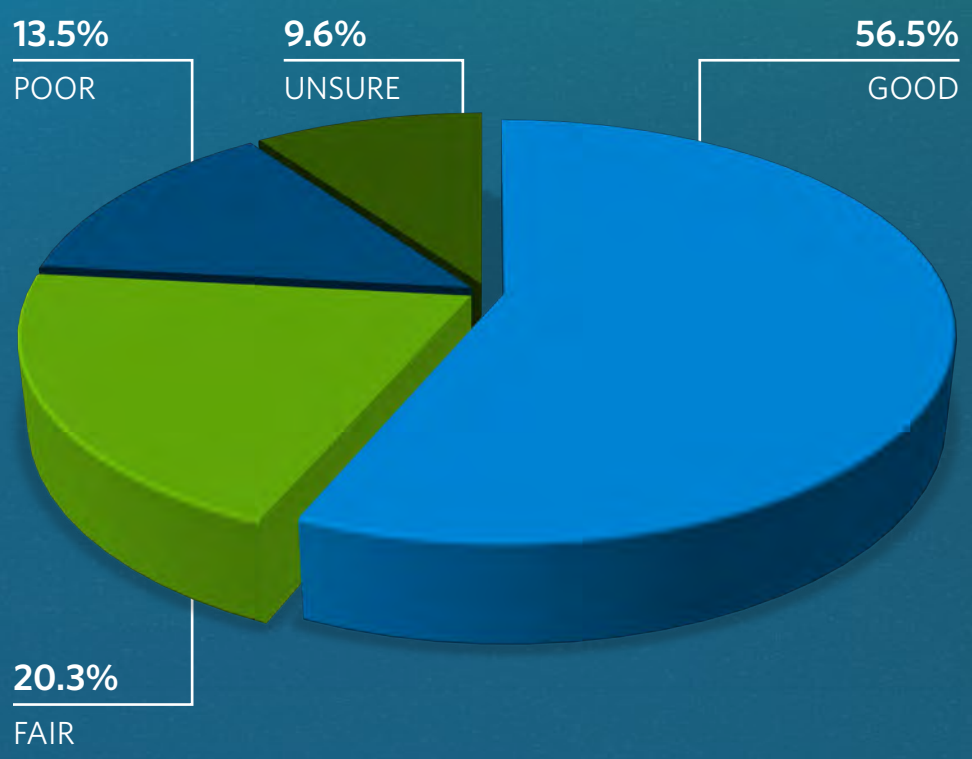
BUDGET AND RESOURCES:

Total campaign cost: $389,340 Allocated for targeted mailings, digital advertisements, multilingual outreach, and community engagement initiatives.

COMMUNITY TRUST:

57% of respondents rated Valley Water's flood awareness efforts as excellent or good, up from 18% in 2017.

COMMUNITY TRUST BREAKDOWN



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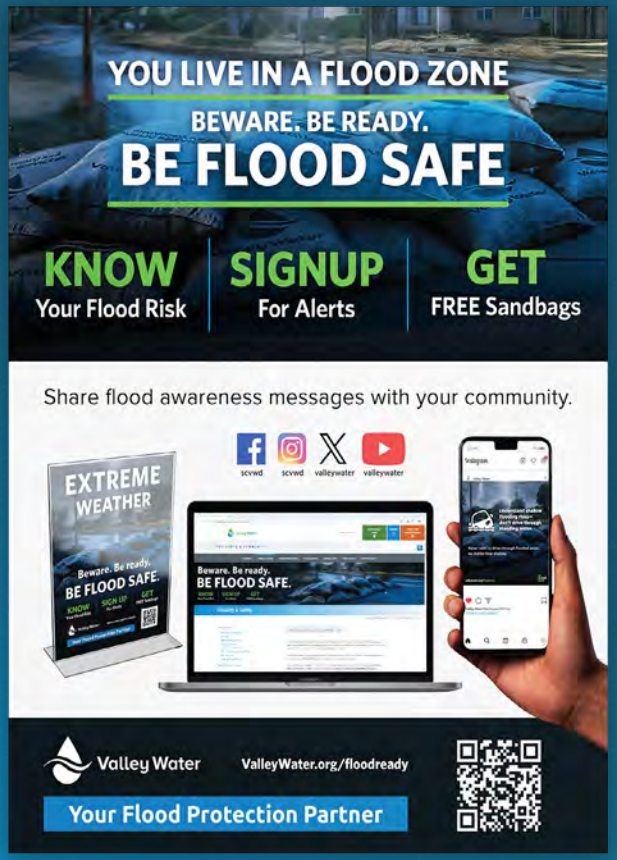
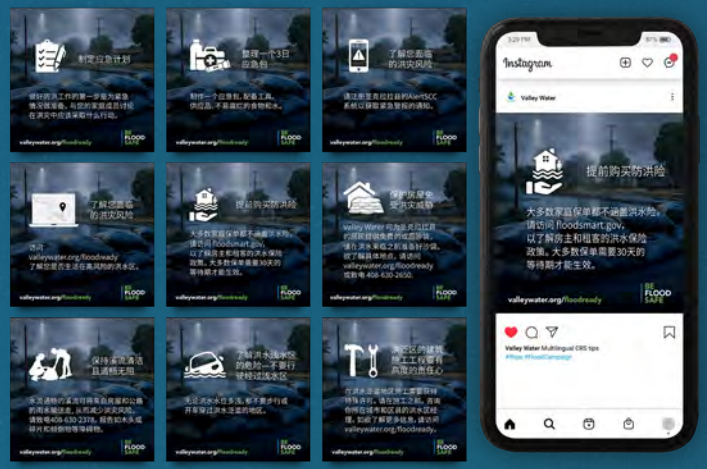
CONCLUSION

Valley Water's 2024-2025 Flood Awareness Campaign exemplifies innovation and inclusivity in public communication. By combining technology, cultural outreach, and community partnership, the campaign not only achieved its objectives but also strengthened public confidence in flood preparedness measures.





ATTACHMENT 3

THANK YOU!

2025 NAFSMA Excellence in Communications Award
Public Awareness of Flooding
You Live in a Flood Zone: Beware. Be Ready. Be Flood Safe.

Valley Water

Clean Water • Healthy Environment • Flood Protection

ATTACHMENT 3

Agenda Meeting

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

March 26, 2025 | 2:00 p.m. – 4:00 p.m.

Join Zoom Meeting

https://valleywater.zoom.us/j/83878517112?pwd=RRgdezW5EH1a2RaEi5zi6Gj1ZaNLtH.1

Meeting ID: 838 7851 7112|Passcode: 623213 | +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 FY25 (*Year 4: July 2024 to June 2025*)

Section	Meeting Topic	Presenter	Time
1.	Introductions	Amy Fonseca	10 min
2.	Review of the meeting goals and agenda (*see page 2*)	Amy Fonseca	2 min
3.	Annual review of CRS Communities Roster (Google Link)	Amy Fonseca	2 min
4.	Brief status update on the CRS Regionalization in Santa Clara County Feasibility Study • The County's 2023 Multi-Jurisdictional Hazard Mitigation Plan resulted in FMP credits (Therefore, the flood-centric FMP effort was discontinued). • Update on Valley Water CRS Program	Amy Fonseca	5 min
5.	Review 2021 PPI 'Other New Initiatives' (*see page 2*)	Amy Fonseca	20 min
6.	Complete development of the 2021 Multi-Jurisdictional Program for Public Information (PPI) Annual Evaluation Report for FY25 (*Year 4: July 2024 to June 2025*) Update the FY25 Project Accomplishments column for your community (Google Link) • Communities' **updates due** by next CRS Users Group Meeting or **no later than May 30, 2025**	Rene Moreno	45 min
7.	Activity 350 – Flood Protection Information, c. flood protection website (WEB) *(page 350-7)* The community must: 1) The community **must check** the website's links **at least monthly**, and fix those that are no longer accurate. 2) **At least annually**, the community **must review** the content to ensure it is still current and pertinent (e.g., make sure names, addresses, phone numbers, and other contact information are still correct; update any ordinance changes; etc.)	Amy Fonseca	2 min
8.	Next meeting (TBD, May 2025) – Joint CRS Users Group/Program for Public Information (PPI) Committee meeting • Complete the development of the 2021 PPI Annual Report Year 4 (FY 2025)	Amy Fonseca	2 min
9.	Adjourn		

ATTACHMENT 4

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."

Excerpt from the 2021 Multi-Jurisdictional PPI:

Other New Initiatives

The PPI committee identified a number of new initiatives:

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 regionwide Flood Response Program messaging plan.

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

ATTACHMENT 4

Santa Clara County CRS Users Group / PPI Committee Meeting
Attendance Sheet
March 26, 2025 | 2:00 - 4:00pm | Zoom

Name	Community
Jennifer Chu	City of Cupertino
Jorge Duran	City of Gilroy
Chris Wilson	City of Los Altos External Stakeholder
Harun Musaefendic	City of Los Altos
Vency Woo	City of Los Altos
Arthur Valderrama	City of Milpitas
Elizabeth Koo	City of Milpitas
Jeremy Wu	City of Milpitas
Maria Angeles	City of Morgan Hill
Lauren Cody	City of Mountain View
Renee Gunn	City of Mountain View
Rajeev Hada	City of Palo Alto
Vicki Thai	City of Palo Alto
Brandon Coco	City of Santa Clara
Christian Tran	City of Santa Clara
Darrell Wong	Santa Clara County
David Dorcich	Santa Clara County
Arlene Lew	City of San Jose
Vivian Tom	City of San Jose
Gina Newbold	City of Sunnyvale
Tamara Davis	City of Sunnyvale
Amy Fonseca	Valley Water
Emily Zedler	Valley Water
Kristen Yasukawa	Valley Water
Merna Leal	Valley Water
Rene Moreno	Valley Water

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

March 26, 2025 | 2:00 pm – 4:00 pm

Item #1: Introductions/ Roll Call/ Roster Updates

Attendees were introduced (*see attached attendance sheet).* Informed committee that the meeting was being recorded for meeting minutes and will also be used to track attendance.

Item #2: Review of the Meeting Goals and Agenda

- The main objectives of the meeting are as follows:
  - Fulfill the requirements for CRS PPI credit as per the CRS Coordinator's Manual by initiating the reporting process of the 2021 Multi-Jurisdictional Program for Public Information (PPI) Annual Evaluation Report (AER) for FY25 (Year 4: July 2024 to June 2025). Due to the 8/2/25 annual recertification deadline, when the AER is due, the deadline for communities to submit their updates to the AER is May 30, 2025.
  - Review the status of the outreach initiatives listed in the 2021 PPI.
  - Brief status update on the CRS Regionalization in SC County
    - County's 2023 Multi-jurisdictional Hazard Mitigation Plan.
    - Update on Valley Water's CRS Program

- Reviewed pending "Action Items" from the committee's 2024 meetings.

  Items from March 26, 2024, and/or May 29, 2024
  - Agenda Item #3 – Annual Review of CRS Communities Roster – *Reminder to update the CRS community roster.*
  - Agenda Item #5: Floodplain Management Plan (FMP) Update – V*alley Water met with Emily Zedler to discuss hotspots. Based on the conversation, there was no specific outreach to hotspots because they differ based on agency.*

    Valley Water has an online resource tool, a GIS layer, that communities can use to conduct targeted outreach.
    - *Map of Valley Water's FIT (Field Information Team) hotspots: https://tinyurl.com/scvwdfit*
  - Agenda Item #6: Review 2021 PPI "Other New Initiatives" – Initiative #2: Identify the Chamber of Commerce or equivalent in each city and find ways to share information via websites, blogs, and newsletters. *Due to Valley Water and our largest community, San Jose, being cycled in 2024, we could not follow up on this action item. This initiative may be reconsidered next PPI update.* Initiative #4: Expand outreach to "hot spot" flood-prone areas by hosting on-site or virtual events. *Based on targeted outreach efforts utilizing hotspot information, this initiative is complete.*

The meeting notes correspond with the discussion of the meeting agenda items.

ATTACHMENT 6

- Agenda Item # 8: Activity 350 – Flood Protection, c. flood protection website – *Check links and ensure links direct to 1) valleywater.org/floodready, 2) floodsmart.gov, and 3) ready.gov. to ensure agencies receive CRS WEB credit.*

Item #3: Annual Review of CRS Communities Roster

Action Item:

Requested communities review and update the roster located here:
https://docs.google.com/spreadsheets/d/1ttp_t7c6-XXCfQ5urxqRJ-GxZDZ0jG6g/edit#gid=1135493871

Item #4: Brief Status Update on the CRS Regionalization in Santa Clara County Feasibility Study

Valley Water and its consultant, Tetra Tech, have completed the regionalization feasibility study. However, Valley Water has decided not to pursue a regionalization approach because it would not be possible to regionalize the entire program. We are looking for other ways to streamline our program while continuing to assist CRS communities.

Reminded all communities to use the county's 2023 Multi-Jurisdictional Hazard Mitigation Plan (MJHMP) when pursuing Activity 510, Floodplain Management Planning (FMP) credit. Everyone was encouraged to stay updated on the county's MJHMP. It is essential to remind the County that CRS communities receive FMP for their 2023 MJHMP, and to maintain those credits, floodplain management, and CRS planning must be conducted in parallel.

Valley Water is no longer pursuing the multi-jurisdictional flood-centric plan we were considering for FMP credit.

Valley Water shared an update on our CRS Program. Like everybody else, we are constrained by resources and want to ensure we use our time and resources effectively. So, we are looking at ways to right-size our program and identify opportunities to improve it and make it more efficient. Due to this program evaluation, we will communicate if potential impacts are anticipated to any community.

Item #5: Review 2021 PPI 'Other New Initiatives' Identified in the 2021 PPI

These initiatives were suggested to be re-evaluated as part of the next PPI update to include only realistic initiatives to reduce the reporting requirements. As part of the update, the committee can discuss how best to word the initiatives to allow flexibility and creativity without being locked into specific commitments.

These initiatives do not improve our Activity 330 scores since most communities are already maxed out on the activity.

From page 66 of the 2021 PPI

1. Continue and expand the standardized flood message prepared for each community to include flood messages in utility bills each year, including PG&E. *Completed in FY25*
2. Expand partnerships with local chambers of commerce to disseminate and share flood preparedness information. This was discussed *at the March 26, 2025, meeting. We may reconsider this initiative as part of the PPI update in 2026.*
3. Expand on outreach to the Asian and Latino communities who live in flood-prone areas. *Identified an existing nexus with Valley Water's Office of Civic Engagement (OCE), Office of Racial Equity, Diversity & Inclusion (REDI), and Office of Government Relations (OGR) programming, of which information share flood preparedness materials at various tabling events.*
4. Expand on outreach to "hot spot" flood-prone areas by hosting on-site or virtual events. *Provided link to Valley Water's GIS Map of the Field Information Team (FIT) hotspots https://tinyurl.com/scvwdfit*
5. Expand on reaching local homeowners associations (HOA) and apartment associations (e.g., Executive Council of Homeowners [ECHO]). This is too large a task to be carried out at this time.
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*) *Identified an existing nexus with Valley Water's Office of Civic Engagement (OCE), Office of Racial Equity, Diversity & Inclusion (REDI), and Office of Government Relations (OGR) programs, which make every effort to reach out to marginal and low-income communities.*
7. Communities could pursue FEMA Matching Funds Grants for severe Repetitive Loss Areas. *Only a handful of CRS-participating communities in SC County have repetitive losses; this committee does not track whether these communities pursue grant funding opportunities.*
8. Review and expand other public information activities, such as Flood Protection Assistance (Activity 360) and Flood Insurance Promotion (Activity 370). *Valley Water's January 2025 5-year cycle visit could potentially score additional points under Flood Protection Assistance. We will inform communities accordingly.*
9. Develop a regionwide Flood Response Program messaging plan. *Achieved by the County's 2023 MJHMP.*

Item #6: Complete Development of the 2021 Multi-Jurisdictional Program for Public Information (PPI) Annual Evaluation Report, FY 25 (Year 4: July 2024 to June 2025)

Action Item:

Deadline – May 30, 2025: Using this Google Link, each community was requested to search (*under the 'Project(s) Proposed to Support the Messages' column, search by using their community's abbreviation*) for their Outreach Project identified in Appendix A - CRS Creditable Outreach and Flood Response Projects by CRS Community, from Santa Clara County Multi-Jurisdictional PPI 2021, and update their community's FY25 project accomplished.

All were reminded that no other information can be modified outside the **INPUT HERE ONLY** column. This was the information in the 2021 PPI that was presented and adopted. Any changes to outreach project descriptions should be reflected in the **INPUT HERE ONLY** column.

Timeline for Sharing the Annual Evaluation Report with Governing Bodies:

- June 2025: Valley Water will share with its Board of Directors through non-agenda and provide communities with the final copy as presented to Valley Water's Board.
- July 2025: Communities share with their respective governing bodies as identified in the Final AER, *Table 2. How the 2021 PPI FY25 Annual Evaluation Report, Year 4 will be shared with the Community's Governing Body*.
- August 2025: Final AER with a copy of the method shared with the governing body due to the Insurance Services Office (ISO).

Item #7: Activity 350 – Flood Protection Information, c. flood protection website

Reminded communities that their respective flood protection resource landing pages should redirect to floodsmart.gov, ready.gov, and valleywater.org/floodready.

Per the CRS Coordinator's Manual *(page 350-7)*, the community must:

1) The community **must check** the website's links **monthly** and fix those that are no longer accurate.

2) **At least annually**, the community **must review** the content to ensure it is current and pertinent (e.g., correct names, addresses, phone numbers, and other contact information; update any ordinance changes, etc.).

Agenda Item #8: Next Meeting

Valley Water will share the 2024/2025 Get Flood Ready Campaign results and our FloodReady website redesign will be discussed at the May meeting.

Look for a Doodle Poll for May's meeting.

Agenda Meeting

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

May 14, 2025 | 3:00 pm – 5:00 pm

Join Zoom Meeting

https://valleywater.zoom.us/j/84803455188?pwd=c86WQRUGeU81AdSvaPzvNbWfgJUgiI.1

Meeting ID: 848 0345 5188 | Passcode: 044497 | +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, FY25 Year 4 of 5

Item	Meeting Topic	Presenter	Time
1.	Introductions Roll Call / Roster Updates	Amy Fonseca	10 min
2.	Review of the Meeting Goals and Agenda Review pending Action Items from this committee's 3/26/25 meeting (*see attached*)	Amy Fonseca	10 min
3.	Flood Awareness Survey 2025 Results Presentation ▪ FY25 Flood Awareness Campaign Results ▪ The launch of Valley Water's FY26 Annual Flood Awareness Campaign kicks off in October 2025.	Adam Probolsky Paola Reyes	15 min 10 min
4.	Valley Water Website Re-design: FloodReady landing page	Meghan Azralon	15 min
5.	Information Share: The 14th Annual California Flood Preparedness Week (CFPW) will be held from October 18-25, 2025 The state's collaboration site has last year's messaging, graphics, risk communication tools, and ideas about events: https://sites.google.com/view/cfpw/home	Amy Fonseca	5 min
6.	Complete Development of the 2021 Multi-Jurisdictional Program for Public Information (PPI) Annual Report, FY25 (Year 4: July 2024 to June 2025) ▪ Update the FY25 Project Accomplishments column for your community Google Link **NOTE: Update Input Here Only column; Do Not edit anything else** ▪ Communities' updates are due by next CRS Users Group/PPI Meeting or by the **DEADLINE** no later than **May 30, 2025 (Friday)**	Rene Moreno	20 min
7.	Valley Water CRS Program Updates	Amy Fonseca	10 min
8.	Other Items	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 7

Pending Action Items from the
3/26/25 CRS Users Group / PPI Committee Meeting

Item #3: Annual Review of CRS Communities Roster

Action Item:

Requested communities review and update the roster located here:
https://docs.google.com/spreadsheets/d/1ttp_t7c6-XXCfQ5urxqRJ-GxZDZ0jG6g/edit#gid=1135493871

Item #6: Complete Development of the 2021 Multi-Jurisdictional Program for Public Information (PPI) Annual Evaluation Report, FY 25 (Year 4: July 2024 to June 2025)

Action Item:

Deadline – May 30, 2025: Using this Google Link, each community was requested to search (*under the 'Project(s) Proposed to Support the Messages' column, search by using their community's abbreviation*) for their Outreach Project identified in Appendix A - CRS Creditable Outreach and Flood Response Projects by CRS Community, from Santa Clara County Multi-Jurisdictional PPI 2021, and update their community's FY25 project accomplished.

All were reminded that no other information can be modified outside the **INPUT HERE ONLY** column. This was the information in the 2021 PPI that was presented and adopted. Any changes to outreach project descriptions should be reflected in the **INPUT HERE ONLY** column.

Timeline for Sharing the Annual Evaluation Report with Governing Bodies:

- June 2025: Valley Water will share with its Board of Directors through non-agenda and provide communities with the final copy as presented to Valley Water's Board.
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- August 2025: Final AER with a copy of the method shared with the governing body due to the Insurance Services Office (ISO).

Santa Clara County CRS Users Group / PPI Committee Meeting
Attendance Sheet
May 14, 2025 | 3:00 - 5:00pm | Zoom

Name	Community
Jennifer Chu	City of Cupertino
Jorge Duran	City of Gilroy
Harun Musaefendic	City of Los Altos
Vency Woo	City of Los Altos
Jeremy Wu	City of Milpitas
Elizabeth Koo	City of Milpitas
Jeremy Wu	City of Milpitas
Maria Angeles	City of Morgan Hill
Lauren Cody	City of Mountain View
Renee Gunn	City of Mountain View
Rajeev Hada	City of Palo Alto
Brandon Coco	City of Santa Clara
Christian Tran	City of Santa Clara
Darrell Wong	Santa Clara County
David Dorcich	Santa Clara County
Vivian Tom	City of San Jose
Gina Newbold	City of Sunnyvale
Tamara Davis	City of Sunnyvale
Amy Fonseca	Valley Water
Emily Zedler	Valley Water
Kristen Yasukawa	Valley Water
Liang Xu	Valley Water
Merna Leal	Valley Water
Rene Moreno	Valley Water

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

May 14, 2025 | 3:00 pm – 5:00 pm

Item #1: Introductions/ Roll Call/ Roster Updates

Attendees were introduced (*see the attached attendance sheet)* and informed that the meeting was being recorded to create meeting minutes and track attendance.

Amy Fonseca reminded the group to update the CRS Users Group roster if they haven't already done so.

Item #2: Review of the Meeting Goals and Agenda

- The main objective of the meeting is as follows:
  - Fulfill the requirements for CRS PPI credit as per the CRS Coordinator's Manual by initiating the reporting process of the 2021 Multi-Jurisdictional Program for Public Information (PPI) Annual Evaluation Report (AER) for FY25 (Year 4: July 2024 to June 2025).

- Reviewed pending "Action Items" from the committee's March 26, 2025, meeting.

  Item #3: Annual Review of CRS Communities Roster

  Action Item:

  Requested communities review and update the roster located here: https://docs.google.com/spreadsheets/d/1ttp_t7c6-XXCfQ5urxqRJ-GxZDZ0jG6g/edit#gid=1135493871

  Item #6: Complete Development of the 2021 Multi-Jurisdictional Program for Public Information (PPI) Annual Evaluation Report, FY 25 (Year 4: July 2024 to June 2025)

  Action Item:

  See details on Item #6 of the 5/14/25 Meeting Agenda

Item #3: Flood Awareness Survey 2025 Results Presentation

- **FY25 Flood Awareness Campaign Results**
  - Paola Reyes (Valley Water, Public Information Representative) reviewed the FY25 Flood Awareness Campaign results. The group was informed that this information will be in the 2021 PPI Annual Evaluation Report for FY25.
  - Campaign goals were flood awareness, flood preparedness, and access.

The meeting notes correspond with the discussion of the meeting agenda items.

ATTACHMENT 9

- **Awareness:** Educate FEMA-designated Special Flood Hazard Areas (SFHAs) residents and businesses about their flood risks and mitigation strategies.
- **Preparedness:** Empower residents to take preventative actions, including knowing their flood risk, signing up for emergency alerts, and knowing where to find free sandbags.
- **Access:** Provide multilingual resources and technologies to connect diverse communities with flood safety information, including the innovative Valley Water's Surface Water Data Portal. When extreme weather strikes, residents can know if their home is at risk of flooding by visiting alert.valleywater.org for the latest information on local creeks and reservoir water levels.

– Adam Probolsky gave a presentation overviewing the FY25 Flood Awareness Survey results. The group was informed that the FY25 flood awareness campaign results are available upon request and were asked to contact any member of Valley Water's CRS Program Team.

- **The launch of Valley Water's FY26 Annual Flood Awareness Campaign kicks off in October 2025**

  Paola Reyes shared that we reduced the number of mailers sent to those in the FEMA-designated Special Flood Hazard Area from four to three. As indicated in the flood survey results, the number of people recalling the mailers slightly decreased, so we may consider using a fourth mailer in the future.

  She also shared that as the FY26 campaign is being developed, the idea is to focus on the following three topics: 1) Turn around, don't drown; understanding shallow flooding; 2) How to prepare sandbags; and 3) Downloading disaster emergency apps. Paola shared Valley Water's Communications' creative approach for next year's campaign.

  Renee Gunn from the City of Mountain View mentioned that at their tabling events, it's been more effective to focus on emergency preparedness rather than specifically on flood preparedness. That seemed to resonate more with people, as emergency preparedness for all disasters, including floods, earthquakes, mudslides, power outages, etc., affects everyone, but flooding specifically, not necessarily.

  Merna Leal mentioned that the timeline graphic of historical floods after drought seemed to really impact people at tabling events in which Valley Water has participated. The suggestion is to continue updating the timeline graphic, making it available on Valley Water's website, and sharing it with the cities and counties for their websites.

Item #4: Valley Water Website Re-design: FloodReady landing page

- Megan Azralon (Valley Water, Public Information Representative) provided an update on the Valley Water website redesign, highlighting upcoming improvements to make flood and emergency information easier to find. She shared a preview of the new homepage layout. Key features include a reorganized menu, customizable highlight sections, quick links, an interactive map for sandbag locations and flood alerts, and integration of campaign visuals. The updated design will improve accessibility and user experience, with full language translation support. Feedback on layout and content is welcome.

Action Item:

Provide feedback on Valley Water's website redesign to MAzralon@valleywater.org.

Item #5: Information Share: The 14th Annual California Flood Preparedness Week (CFPW) will be held from October 18-25, 2025

Attendees were reminded of the state's collaboration site for the upcoming flood season's CFPW. The state's website has last year's messaging, graphics, risk communication tools, and ideas about events: https://sites.google.com/view/cfpw/home and https://water.ca.gov/Flood-Prep-Week

We discussed the importance of communities participating in the state-led CFPW effort as agencies throughout the state participate and share information on invaluable available resources. This is of great importance given that beginning in FY2, Valley Water will likely no longer provide the cities/county with flood readiness promotional/giveaway items. Materials from Valley Water's annual flood awareness campaign will continue to be made available to the cities/counties.

Action Item:

Contact the California Department of Water Resources with questions about CFPW and/or to request that your agency be added to the state's distribution list.

- Nikki Blomquist, Program Coordinator: Nikki.Blomquist@water.ca.gov
- Jason Ince, Public Affairs: Jason.Ince@water.ca.gov

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Action Item:

Submit your agency's updates of CRS Creditable Outreach and Flood Response Projects by CRS Community (Appendix A of the 2021 Multi-Jurisdictional Program for Public Information [PPI]) no later than, Friday, May 30, 2025.

Item #7: Valley Water CRS Program Updates

- Valley Water has led CRS as a 'fictitious community' since 1998.
  - Federal changes, rising workload, and limited resources have made this voluntary role unsustainable.

- Valley Water is looking into transitioning to a supportive partner role (*not a direct participant*).
  - Working with a consultant to determine the transition plan and details.

- Impact on CRS Communities
  - Cities would work directly with FEMA/ISO for CRS administration and technical support.

- Continued Valley Water Support:
  - Channel maintenance docs (*Activity 540*)
  - Documentation for Valley Water CRS-creditable activities upon request
  - Lead PPI through April 2026
    - Post-2026 Valley Water may no longer participate in PPI for CRS purposes but would continue with our annual flood prep campaign, which could still be eligible for CRS credit.
      - Cities would need to determine how they would like to manage their own/multi-jurisdictional PPI and credit verification.

- Valley Water is also looking to amend the consultant's contract to help CRS communities with the transition.

- We are open to feedback; email or call Amy with questions or concerns.

- Formal notice will be sent to the cities once decisions are made, and the transition plan is ready.

Action Item:

Send any comments/concerns to CRSProgram@valleywater.org and copy AFonseca@valleywater.org and MLeal@valleywater.org.

Item 8: Activity 350 – Flood Protection Information, c. flood protection website

Reminded communities that their respective flood protection resource landing pages should redirect to floodsmart.gov, ready.gov, and valleywater.org/floodready.

Per the CRS Coordinator's Manual *(page 350-7)*, the community must:

1) The community **must check** the website's links **monthly** and fix those that are no longer accurate.
2) **At least annually**, the community **must review** the content to ensure it is current and pertinent (e.g., correct names, addresses, phone numbers, and other contact information; update any ordinance changes, etc.).

Action Item:

Each agency is requested to review/update their organization's flood protection resources landing pages as indicated above.

Item #9: Other Items

Internal change to Valley Water's CRS Program; transferring from Office of Civic Engagement to Watersheds.