NON-AGENDA

June 21, 2024

Board Policy EL-7 Communication and Support to the Board
The BAOs shall inform and support the Board in its work.

Page		
		CEO BULLETIN & NEWSLETTERS
3		CEO Bulletin: 06/20/24
		BOARD MEMBER REQUESTS & INFORMATIONAL ITEMS
7		**BMR/IBMR Weekly Reports:** 06/21/24
8		Memo from Lilian Dennis, Management Analyst in the Risk Management Unit, to the board, dated 06/10/24, providing a copy of recent Risk Management staff's communication with parties/individuals that have filed a claim against Valley Water.
54		Memo from Lilian Dennis, Management Analyst in the Risk Management Unit, to the board, dated 06/13/24, providing a copy of recent Risk Management staff's communication with parties/individuals that have filed a claim against Valley Water.
67		Memo from Marta Lugo, Acting Chief of External Affairs to CEO Rick Callender, dated 06/21/24, providing the FY24 Annual Evaluation Report for the 2021 Santa Clara County Multi-Jurisdictional Program for Public Information (PPI).
146		Memo from Darin Taylor, Chief Financial Officer to the board, dated 06/18/24, providing the summary of monthly report of investments for May 2024.
		INCOMING BOARD CORRESPONDENCE
164		**Board Correspondence Weekly Report:** 06/21/24
166		Email from Libby Lucas to the board, dated 06/13/24, inquiring about the Calabazas/San Tomas Aquino Creek Marsh Connection Project. C-24-0150
168		Email from Janet Miller, CarbUSA LLC to the board, dated 06/18/24, inquiring information on the Santa Teresa Water Treatment Plant. C-24-0151
		OUTGOING BOARD CORRESPONDENCE
170		Letter from Director Beall to John Richards, dated 06/13/24, replying to their request regarding the most pressing issues confronting Valley Water.

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Valley Water

MEMORANDUM

FC 14 (01-25-23)

TO: Rick L. Callender, Esq.
Chief Executive Officer

FROM: Marta M. Lugo
Acting Chief of
External Affairs

SUBJECT: FY24 Annual Evaluation Report (Year 3: July 2023 – June 2024) for the 2021 Santa Clara County Multi-Jurisdictional Program for Public Information (PPI)

DATE: June 21, 2024

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

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

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

Background

Valley Water began participating in the CRS program as a “fictitious community” in 1998. Since Valley Water is not a land-use agency, it is not considered an NFIP community and does not technically qualify to participate in the CRS program. This designation is unique; in fact, Valley Water is the only fictitious CRS community in the nation.

Valley Water's participation as a fictitious community allows it to document qualifying flood risk reduction activities it performs throughout Santa Clara County (county). CRS credits Valley Water earns for activities within those communities are transferred to each CRS participating community, supporting savings on NFIP insurance policies within those jurisdictions. Currently, 11 of the 16 communities (cities, towns, and the county) within Santa Clara County participate in the CRS program.

For many of our communities, Valley Water’s CRS credits serve as a baseline. Between Valley Water’s baseline and the CRS community’s credit, NFIP flood insurance policyholders receive an average 15% discount. The average NFIP flood policy premium in Santa Clara County is approximately $1,000, meaning that CRS participating communities save their flood insurance holders about $150 to $200 per year by documenting the flood risk reduction activities it performs. Participation in the CRS program generates an annual savings of approximately $1.8M for NFIP policyholders in Santa Clara County.

The Santa Clara County Multi-Jurisdictional Program for Public Information

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

Valley Water led the development of the first Multi-Jurisdictional PPI, which was adopted in 2015 (2015 PPI). This countywide collaboration outreach program standardizes our flood risk and loss reduction outreach messaging while increasing communities’ CRS points.

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Program for Public Information Requirements

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

In addition to updating the PPI every five years, FEMA requires an Annual Evaluation Report on PPI efforts and requires the communities to share the annual report with their governing bodies. Attached is our submittal of the Annual Evaluation Report for Fiscal Year 24 *(Year 3)*. Overall, the CRS Users Group/PPI Committee successfully implemented the 2021 PPI in FY24.

The objectives of participating in the 2021 PPI continue to reduce flood risks and earn valuable CRS credit points by continually assessing and enhancing the effectiveness of the flood-preparedness messaging to Santa Clara County. Valley Water's CRS Program staff, the CRS Users Group, and the 2021 PPI Committee will continue their work efforts through FY25.

Please direct questions about the PPI Annual Evaluation Report to Kristen Yasukawa, Manager, Office of Civic Engagement at (408) 630-2876.

DocuSigned by:

B831CCCD746D4CE...

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

Attachment: Annual Evaluation Report for FY24 (Year 3) for the 2021 Santa Clara County Multi-Jurisdictional Program for Public Information (PPI)

cc: R. Gibson, M. Lugo, K. Yasukawa, A. Fonseca, CRS File, Egnyte electronic filing system

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Santa Clara County Multi-Jurisdictional Program for Public Information 2021

FY24 Annual Evaluation Report

(Year 3: July 2023 to June 2024)

June 2024

Prepared by:

Santa Clara Valley Water District

and

Santa Clara County CRS communities

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I. INTRODUCTION

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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II. 2021 PPI DEVELOPMENT PROCESS

Valley Water, CRS, and non-CRS communities initiated the 2021 PPI process in February 2020. Due to COVID-19, discussions were postponed; 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 are flood-ready.

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

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

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

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

FEMA's ISO CRS Specialist and Technical Reviewers determine how many CRS points the 2021 PPI activities will 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.

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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.

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 FY24 Annual Evaluation Report (Year 3 of the 2021 PPI).

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Table 2 below shows how each community expects to share the FY24 Annual Evaluation Report with its governing body.

Table 2. How the 2021 PPI FY24 Annual Evaluation Report, Year 3 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 FY24

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 FY24, Year 3 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 FY24 Project Accomplishments)* and include input from each agency.

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

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

Summary of PPI Projects Accomplished in FY24

Attachment 2 of this annual evaluation report includes the complete list of outreach/flood response projects. It lists all projects proposed in the 2021 PPI, with a "Project Accomplishments" column noting actions taken during the third year, FY24 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 FY24. 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 FY24.

Valley Water's Outreach/Flood Response Projects

The 2021 PPI Committee identified the outreach/flood response projects for each community. The implementation of these projects is reflected in the *'FY24 (Year 3) of the 2021 PPI Project Accomplishments'* column of Attachment 2.

FY24 Annual Flood Awareness Campaign

Valley Water's FY24 Flood Awareness Campaign *(Attachment 3 for more details)* theme was "Get Flood Ready. You Live In a Flood Zone." Valley Water's outreach employed digital geo-targeting technologies to reach businesses and residents in the flood zone. The campaign sought to drive awareness of flood risk, encourage residents to sign up for emergency alerts, and know where to find sandbags. Our materials emphasized our efforts to reduce the risk of flooding by working on capital improvement projects and showcasing our crews' work before, during, and after a storm emergency to keep the community safe from flooding. The overarching message was that we are ready and ask everyone to take steps to be flood-ready.

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CRS Communities Outreach/Flood Response Projects

Other Community Engagement Efforts

October officially kicked off the flood season. CRS staff regularly met with the California Department of Water Resources and state-wide partner agencies (communities and local, state, and federal agencies) to discuss the flood season, including sharing information about flood risk and how to prepare, and the 12th Annual California Flood Preparedness Week (CFPW). On September 26, 2023, Valley Water's Board passed a resolution declaring October 21-28, 2023, as CFPW in Santa Clara County. Valley Water set-up a "Get Flood Ready" display in our Headquarters' lobby. The resolution and display encourage residents and businesses to "Get Flood Ready" by preparing for the flood season.

Valley Water CRS staff provided materials for the Office of Communications' Flood Preparedness 2023 Press Conference held on October 25, 2023 (https://www.youtube.com/watch?v=g5CbaVSWIuw). The Flood Preparedness Press Conference marked the launch of Valley Water's 2023 flood campaign and coincided with California Flood Preparedness Week (CFPW).

Valley Water, the County of Santa Clara, and the City of San Jose are preparing for a strong El Niño and the possibility of extreme winter storms. Watch the news conference to learn about the National Weather Service's winter outlook forecast and an outline of our joint flood emergency preparedness efforts.

Valley Water CEO, staff, and then Chair John Varela, Valley Water Board of Directors; Brian Garcia, Warning Coordination Meteorologist, National Weather Service SF Bay Area/Monterey; Supervisor Sylvia Arenas, Santa Clara County Board of Supervisors, District 1, and Councilmember Domingo Candelas, San Jose City Council, District 8 were in attendance.

The event was live-streamed on Valley Water's Facebook page. Valley Water staff showcased our Stream Maintenance Program heavy equipment and set up a sandbagging demo booth and an emergency kit table similar to the one displayed in Valley Water's headquarters lobby at the onset of CFPW and remains throughout the flood season.

"Get Flood Ready" HQ lobby table display with sample contents encouraging visitors and staff to create a three-day emergency kit.

In November 2023, Valley Water presented and hosted a booth on flood preparedness at the Community Emergency Response Team (CERT) City of San José District 5 Emergency Preparedness Event at the Mayfair Community Center in San José. Attendees included the San José Fire Department, the American Red Cross, the San José Neighborhood Watch Program, CERT volunteers, and members of the public.

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In November, Valley Water, along with other emergency preparedness organizations, presented flood preparedness tips at the Mayfair Community Center in San José.

In December 2023, the Organization for Latino Affairs (OLA) provided Valley Water's emergency starter kits, English and Spanish flood preparedness information, and giveaways to approximately 500 attendees at the Santa Visits Alviso Foundation event in San José.

In February 2024, Valley Water partnered with Sacred Heart Community Service to provide free emergency starter kits and multilingual educational materials to distribute at events to help residents "Get Flood Ready!" In addition, Valley Water hosted a booth with "Get Flood Ready!" materials at the Silicon Valley Bicycle Coalition's King Tide Ride Event 2024 held on February 10, 2024, at Riverwalk Park in San Jose.

Valley Water provides "Get Flood Ready!" materials and tips at Silicon Valley Bicycle Coalition's King Tide Ride event in the Alviso community in north San José.

In April 2024, Valley Water participated in two emergency preparedness events to share the "Get Flood Ready" message. Staff hosted a booth at the Eggstravaganza Family Event organized by the Strong Neighborhood Initiative Program Mayfair Neighborhood Advisory Council in San Jose, which had more than 350 attendees. Valley

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Water also participated in an educational workshop with 40 attendees at The Links, Incorporated "Emergency Preparedness: Safety Now, Peace Later" event at the African American Community Service Agency in San Jose.

Valley Water provided flood-preparedness materials at the Eggstravaganza Family Event in San Jose.

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 2023 – April 2024.

Flood-Focused Programs

Education Outreach offers two lessons 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 results of the Flood-Focused Programs delivered are as follows:
- 82 lessons
- 2,142 students
- 82 educators

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 are as follows:
- 241 events
- 8,021 students
- 343 educators
- 2,211 members of the public in Santa Clara County

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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 FY24 (*from September 2023 – May 2024*), Valley Water and the communities' staff hosted 25 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) 2023 Santos Family 17th Annual Car Show, Alviso, CA – 9/2/23
2) Silicon Valley Fall Festival (Day n Night Festival), Cupertino, CA – 9/9/23
3) Mountain View Art & Wine Festival – 9/9 – 9/10/23
4) Viva Calle, San Jose, CA – 9/10/23
5) Picnic by the Lake Multicultural Festival and Resource Fair, San Jose, CA – 9/20/23
6) County Parks La Fuente Celebration, San Jose, CA – 9/23/23
7) Children's Moon Festival. San Jose, CA – 9/30/23
8) Assembly Member Ash Kalra's Veggie Fest, San Jose, CA – 10/7/23
9) Supervisor Lee's Day on the Bay, Alviso, CA – 10/14/23
10) Bay Area Diwali Festival of Lights, Cupertino, CA – 10/14/23
11) Pumpkins in the Park, San Jose, CA – 10/14/3
12) Shoreline 40th Anniversary Event, Mountain View, CA – 10/15/23
13) Teatro Vision Dia de Los Muertos Matinee, San Jose, CA – 10/20/23
14) South Asian Cultural Association of Sunnyvale's Diwali Festival – 10/21/23
15) Morgan Hill Kidz Fest and Safe Trick or Treat – 10/28/23
16) City of Morgan Hill Fourth Saturday Downtown Event – 10/28/23
17) D8 Family Fall Festival, San Jose, CA – 10/28/23
18) Santa Visits Alviso – 12/9/23
19) Vietnamese American Roundtable Lunar New Year, San Jose, CA – 2/3/24
20) VMC Foundation Women's Leadership & Policy Summit, San Jose, CA – 3/23/24
21) AAUW Wildflower Run, Morgan Hill, CA – 3/24/24
22) Cupertino Earth and Arbor Day Festival – 4/20/24
23) Emergency Preparedness Workshop, San Jose, CA – 4/27/24
24) Tech Interactive Tech Challenge, San Jose, CA – 4/28/24
25) Berryessa Art Festival, San Jose, CA – 5/11/24

Speakers Bureau Program

In FY24, Valley Water's 'Let's Talk Water Speakers Bureau Program' reached the 22 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 FY24 presentations that included flood preparedness information are listed below.

1) June 2, 2023 – Rotary Club of Saratoga luncheon *(FY23)*
2) June 12, 2023 – Almaden Valley Community Association meeting *(FY23)*
3) June 22, 2023 – Gilroy Sons in Retirement meeting *(FY23)*
4) July 11, 2023 – Morgan Hill Kiwanis Club meeting
5) July 19, 2023 – Rotary Club of Morgan Hill meeting
6) July 25, 2023 – After Hours Rotary Club of Gilroy meeting
7) August 3, 2023 – Evergreen Community Roundtable
8) October 4, 2023 – Almaden Senior Association meeting

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9) November 16, 2023 – San Jose Sons in Retirement meeting
10) November 29, 2023 – Rocketship School Parents meeting
11) December 1, 2023 – Leadership Sunnyvale meeting
12) December 7, 2023 – Palo Alto Kiwanis Club meeting
13) January 8, 2024 – Berryessa Citizen Advisory Committee
14) January 26, 2024 – Valley Water Next Gen Career Pathways
15) February 4, 2024 – Unitarian Fellowship of Los Gatos
16) February 9, 2024 – The Forum
17) February 28, 2024 – Lions Club of Willow Glenn meeting
18) March 4, 2024 – Leadership Morgan Hill meeting
19) March 12, 2024 – Oak Grove Neighborhood Association meeting
20) March 19, 2024 – Santa Clara City Libraries
21) April 4, 2024 – Valley Water 101 Academy
22) April 18, 2024 – Kaiser Permanente Physicians

V. 2024 SANTA CLARA COUNTY CRS USERS GROUP/PPI COMMITTEE MEETINGS – MONITORING AND EVALUATING THE 2021 PPI

The FY24 Santa Clara County CRS Users Group/PPI Committee meetings were held on March 26, 2024 and May 29, 2024. 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 2024 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. FUTURE MESSAGING – Other New Initiatives

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

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

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

The PPI Committee recommends continued use of social media for messaging. Mobile usage among individuals has increased exponentially over the years, and online platforms are rapidly adjusting to mobile-friendly

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standards. This provides an excellent opportunity to modernize campaign ad efforts by utilizing social media and digital advertising to increase exposure and reach more residents in Santa Clara County. Furthermore, these modern advertising methods allow for specialized demographic targeting to reach a narrow and defined audience, improving the ability to reach vulnerable populations effectively.

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

The PPI Committee will continue to promote the American Red Cross All-Hazard App, which monitors alerts for severe weather, including floods, and the Floodsmart.gov and Ready.gov websites. The communities will distribute American Red Cross Emergency Contact Cards at events throughout the county.

VII. CONCLUSION

Overall, the CRS Users Group/PPI Committee successfully implemented the 2021 PPI in FY24. 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 FY25.

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

1. Members of the Santa Clara County Multi-Jurisdictional 2021 PPI Committee
2. Appendix A from 2021 SC County Multi-Jurisdictional PPI noting FY24 Outreach Project Accomplishments
3. Valley Water's FY24 Flood Awareness Campaign
4. March 26, 2024, Santa Clara County CRS Users Group Meeting Agenda
5. March 26, 2024, Santa Clara County CRS Users Group Meeting Attendance Sheet
6. March 26, 2024, Santa Clara County CRS Users Group Meeting Notes
7. May 29, 2024, Santa Clara County CRS Users Group Meeting Agenda
8. May 29, 2024, Santa Clara County CRS Users Group Meeting Attendance Sheet
9. May 29, 2024, 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

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Appendix A
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Audience	[1] Message	Outcome		Project(s) Proposed to Support the Messages (XX denotes Community acronym, and Outreach Project #)	Assignment	[2] Schedule	[3] Stakeholder	FY 2024 (Year 3 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 groundVVW c 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	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 CommunitiesC	Valley Water's Countywide Mailer (CWM) 'Flooding can happen. Anytime. Anywhere. Get Flood Ready' was mailed countywide from November 17 through December 5, 2023, to 755,210 addresses. The CWM included an update on Valley Water's flood protection projects, stream maintenance, and storm preparation efforts. The mailer also included a multilingual section outlining the 9 CRS flood tips: know your flood risk, get flood insurance ahead of time, develop an emergency plan and kit, protect your home from flood threats, keep creeks clean and flowing, sign up for emergency alerts (AlertSCC and the American Red Cross Disaster Emergency App), build responsibly in floodplains, and avoid floodwaters - understanding shallow flooding: Turn Around Don't Drown®. https://s3.us-west-1.amazonaws.com/valleywater.org.us-west-1/s3fs-public/2023%20CountywideMailer.pdf All Santa Clara communities support and promote Valley Water's outreach projects.
				(VW OP #02) Distributes a soft copy of our Flood Safety Tips brochure for all SCC CRS communities' use (print hard copies to distribute at events and/or post of flood preparedness webpages) (Topics 1-9)	Valley Water Communications	Annually, November/ December	All Santa Clara County CRS Communities	'Get Flood Ready. You Live in a Flood Zone' multilingual postcards that included the nine CRS topics and supporting messages, and links to various flood readiness/preparedness webpages, were

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

[2] Each September, all deliverables need to be reported to Valley Water for tracking purposes.

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

ATTACHMENT 2

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	Topic 6: Protect natural floodplain functions Message 6A -Keep creeks clean and flowing Message 6B - Keep debris and trash out of our streams Message 6C - Don't pollute, dump, or drain anything in creeks Topic 7: Develop a Family Emergency Plan Message 7A: Develop an emergency plan Topic 8: Download disaster Apps Message 8A - Download disaster emergency apps Topic 9: Understand shallow flooding risks – don't drive through standing water Message 9A - Understand shallow flooding risks - don't drive through standing water FEMA's message: "Turn Around Don't Drown®."							produced and distributed to 49,806 properties in the FEMA SFHA in October 2023. Additionally, Valley Water's floodplain mailer featured QR codes, a magnet with important flood safety websites, a detachable emergency phone list, photos of our most recent flood protection projects, a slideshow of our storm management efforts, which include operating an EOC, filling sandbags, monitoring stream levels, and removing blockages, A QR code led to a video showcasing our stream maintenance work to prevent flooding. https://youtu.be/XCEixz0JzFQ?si=X7llwwnCSJoILdkp A trifold 'You Live in a Flood Zone– Get Flood Ready. Do You Know What to Do Before, During, and After a Flood?' was mailed in January 2024. In mid-October 2023, Valley Water's 2023-2024 Flood Awareness Outreach Partner Social Media Toolkit, 'Get Flood Ready', was available for download to all partnering agencies, including CRS communities. The toolkit provided digital and social media banners and animations featuring the campaign's calls to action: Get flood ready, know your risk, sign up for emergency alerts, and find sandbags. The toolkit included multilingual graphics showcasing the 9 CRS tips and offered the opportunity to request co-branded bill inserts and banners. 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: ● Get Flood Ready ● Know your risk ● Sign up for emergency alerts ● Find sandbags ● Flood zone cards and banners ● Multilingual Flood Ready tips

2

Valley Water hosted Coastal Cleanup Day (CCD) on
September 23, 2023 (*Results: 52 organized clean-up sites; 1,100 volunteers;24,076 pounds of garbage on roadsides, along water channels and other public properties; 3,584 pounds of recyclable material that had been improperly discarded was collected)*
https://morganhilltimes.com/volunteers-pick-up-tons-of-garbage-on-coastal-cleanup-day/;

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								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 1, 2023. Flood preparedness information (*Valley Water floodplain mailer, red 'Get Flood Ready' which includes an emergency supply list, tote bags, etc.*) were distributed and general Flood Facts were posted for the public's information. Morgan Hill also held other events (Leadership Morgan Hill in February 2023 and Public Works Week in May 2023) where flood prepared information was shared. 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., 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.

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							All Santa Clara 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 2023 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 10/4/23 and on 10/11/23 in the Los Altos Town Crier.
			(LAH OP #05) The town's "Our Town" quarterly newsletter includes information on flood preparedness. The newsletter is mailed out town-wide and is also available online on the town's website (*Topics TBD during cycle visit*)	Town of Los Altos Hills	Each fall	N/A	Town of Los Altos Hills: No update available - non-CRS participating community.
			(LAH OP #06) The town distributes various flood preparedness and safety materials at events, including Valley Water's annual floodplain mailer and promotional item (e.g., emergency starter kits, Get Flood Ready Emergency Supply Checklist tote bags, etc.), FEMA flood insurance information, ReadySCC, and American Red Cross Flood apps, AlertSCC, sandbag guidelines, flood protection project-specific notices, FEMA NFIP materials, and preparedness activity/coloring books, etc.) to the public	Town of Los Altos Hills	Annually, spring and late summer	N/A	Town of Los Altos Hills: No update available - non-CRS participating community.
			(MIL OP #07) "Flood Public Advisory" brochure to community at large (Topics 1-6)	City of Milpitas	Each December to January	N/A	Milpitas: Utility bill inserts was sent to every address in Milpitas in May 2024, 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 citywMide "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 will mail out the citywide "2024 Flood Report" in July/August 2024.
			(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 2023 with information on flood risk, flood safety, and the importance of buying flood insurance (Topics 1-9)

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				(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 2023/2024.
				(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 2023. The social media ad campaign (i.e. Facebook, Instagram, Nextdoor) was also included in the utility bills that went out in September 2023.
				(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 2023. 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 4/20/24, and also makes dinformational 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: For the flood 2023 season, in-lieu of the newsletter, a Flood Ready email was sent out to residents in 12/12/23, as well as a Utility BIll Insert on flood information in Spring 2024. The next newsletter is projected to be in Fall 2024.
		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*		(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 Communiohties	Valley Water's flood protection resources landing page includes the most current version of the annual floodplain mailer 'Get Flood Ready. You Live in a Flood Zone. Know your flood risk. Sign up for alerts. Get Sandbags' (dated 9/23) https://online.flipbuilder.com/tkap/qkwt/; and CWM "'Flooding can happen. Anytime. Anywhere. Get Flood Ready' (dated 10/23) https://s3.us-west-1.amazonaws.com/valleywater.org.us-west-1/s3fs-public/2023%20CountywideMailer.pdf.; and

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		***Note**: To receive any WEB credit, the community's website must meet the following criteria:* *The community must check the website's links at least monthly, and fix those that are no longer accurate. At least annually, the community must review the content to ensure that it is still current and pertinent*						"You Live in a Flood Zone, Make Sure You Are Ready. Do You Know What to Do Before, During, and After a Flood?"' trifold (*dated 12/23)* *https://s3.us-west-1.amazonaws.com/valleywater.org.us-west-1/s3fs-public/2023%20flood%20mailer.pdf* ; and 'Get Flood Ready. You Live in a Flood Zone' multilingual postcards (dated 09/23) Download postcard 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.

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Audience	[1] Message	Outcome		Project(s) Proposed to Support the Messages (XX denotes Community acronym, and Outreach Project #)	Assignment	[2] Schedule	[3] Stakeholder	FY 2024 (Year 3 of the 2021 PPI) Outreach Projects Accomplishments **INPUT HERE ONLY**
								All Santa Clara communities flood protection resource landing pages redirect to Valley Water's Flood Ready landing page.
				(ALL OP #16) All communities' website flood protection resources webpage includes language that contains the three additional PPI priority messages noted below: 7. Develop an emergency plan 8. Download disaster apps 9. Understand shallow flooding risks—don't drive through standing water	All Santa Clara County Communities	Year Round	N/A	Valley Water's flood protection resources landing page includes the top 6 CRS priority topic messages, as well as the 3 additional messages identified in the 2021 PPI (*page 45*). Reminders to verify required language/links was on all communities websites was 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 "2023 Flood Report" that includes the CRS 9 topics. The link will be updated when the "2024 Flood Report" version is available in July/August 2024. 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.

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				(SCC OP #17) Hosts a "Storm and Flood Information and Resources" webpage available for all residents in the county, includes re-directing to www.floodsmart.gov https://www.sccgov.org/sites/opa/Pages/storm.aspx	Santa Clara County Office of Public Affairs	Year Round	N/A	Santa Clara County: No update available - non-CRS participating community
				(SCC OP #18) Hosts a "Flood Safety Information" webpage, includes re-directing to www.valleywater.org/floodready https://cpd.sccgov.org/flood-safety-information	Santa Clara County Consumer Protection Division	Year Round	N/A	Santa Clara County: No update available - non-CRS participating community
				(SCC OP #19) Hosts a "Be a Prepared Community Member" webpage that includes emergency preparedness information https://emergencymanagement.sccgov.org/be-prepared-community-member	Santa Clara County Office of Emergency Management	Year Round	N/A	Santa Clara County: No update available - non-CRS participating community
				(SCC OP #20) Hosts a "People with Access and Functional Needs (AFN)" webpage https://emergencymanagement.sccgov.org/people-access-and-functional-needs-afn	Santa Clara County Office of Emergency Management	Year Round	N/A	Santa Clara County: No update available - non-CRS participating community
				(CUP OP#21) Hosts a "Citizen Preparedness" webpage that includes emergency preparedness information, includes re-directing to Valley Water's www.valleywater.org/floodready webpage https://www.cupertino.org/residents/community-services-programs/emergency-services/citizen-preparedness	City of Cupertino Office of Emergency Services	Year Round	N/A	Cupertino has archived the "Citizen Preparedness" webpage and created a new "Floodplain Management" webpage: https://www.cupertino.org/our-city/departments/public-works/permitting-development-services/floodplain-management
				(GIL OP #22) The city hosts an "Emergency Preparedness" webpage Emergency Preparedness | Gilroy, CA - Official Website (cityofgilroy.org) *(listed in Appendix B)*	City of Gilroy Fire Department	Year Round	N/A	Gilroy continues to maintain an "Emergency Preparedness" webpage, including a link that redirects to Valley Water's Flood Ready landing page, the National Weather Service webpage, Ready.gov, FloodSmart.gov, and the City's Flood Management webpage. The Emergency Preparedness webpage is reviewed once a month and updated as needed.
				(LA OP #23) The city's Public Works Department hosts a 'Flood Zone Information' webpage on its website *(listed in Appendix B)* https://www.losaltosca.gov/publicworks/page/flood-zone-information	City of Los Altos Public Works Department	Year Round	N/A	Los Altos' webpage is updated as needed. The webpage URL is: https://www.losaltosca.gov/publicworks/page/floodplain-management-information
				(LAH OP #24) The town hosts a "Flood Information" webpage on the town's website. This webpage	Town of Los Altos Hills	Year Round	N/A	Town of Los Altos Hills: No update available - non-CRS participating community

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				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				
				(LG OP #25) The town's website encourages residents and businesses to purchase flood insurance and redirects visitors to www.floodsmart.gov	Town of Los Gatos	Year Round	N/A	Town of Los Gatos: No update available - non-CRS participating community
				(MIL OP #26) The city's' website has a "Flood Information" webpage that contains information on several of the PPI message topics; the webpage also redirects to Valley Water, FEMA, NOAA, www.floodsmart.gov, www.Ready.gov, and USGS webpages The city's website also has a "Important Flood Hazard Information" webpage that contains information on several of the PPI message topics; the webpage also redirects to Valley Water, FEMA, NOAA, www.floodsmart.gov *(listed in Appendix B)* https://www.ci.milpitas.ca.gov/milpitas/departments/engineering/flood-information/	City of Milpitas Engineering Department	Year Round	N/A	Milpitas: On-going. Link: https://www.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 will be updated to include a link to the "2024 Flood Report" brochure which is estimated to be available in July/August 2024.

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				(MH OP #28) The city's website has an "Emergency Preparedness' webpage *(listed in Appendix B)* http://www.morgan-hill.ca.gov/133/Emergency-Preparedness	City of Morgan Hill Police Department	Year Round	N/A	Morgan Hill continues to maintain its "Emergency Preparedness" landing page. The Emergency Preparedness landing page promotes "Do 1 Thing" a 12-month program with a goal of assisting the community to be better prepared for emergencies and disasters. This information was also included in the "Weekly 411."
				(MV OP #29) Hosts a "Flood Protection and Insurance Information" webpage on its website *(listed in Appendix B)* www.mountainview.gov/depts/pw/flood_protection.asp	City of Mountain View Public Works Department	Year Round	N/A	City of Mountain View's "Flood Protection and Insurance Information" web page includes resources for preparedness 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 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

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				(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 FY24 Flood Awareness Campaign theme was "Get Flood Ready. You Live in a Flood Zone." Valley Water's outreach employed digital geo-targeting technologies to reach businesses and residents in the flood zone. The campaign sought to drive awareness of flood risk, encourage residents to sign up for emergency alerts, and know where to find sandbags. Our materials emphasized our efforts to reduce the risk of flooding by working on capital improvement projects and showcasing our crews' work before, during, and after a storm emergency to keep the community safe from flooding. The overarching message was that we are ready and ask everyone to take steps to be flood-ready. An educational paid advertising campaign supplemented Valley Water's community outreach effort. Polling results from the prior winter campaign supported the advertising campaign, helping to understand target audiences and their awareness levels and explore what educational messages and images most appealed to them.

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								The Flood Awareness Campaign lasted six months, from October 2023 to March 2024, and cost $336,000. Valley Water's FY24 Annual Flood Awareness Campaign cemented the shift to a digital geo-targeted campaign supplemented by four direct multilingual mailings to approximately 49,806 homes and businesses in or near a high-risk flood area, as designated by the FEMA Special Flood Hazard Area (SFHA). See Attachment 3 of the FY24 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 FY24 are listed below: ● August 1, 2023 - Hosted 'National Night Out.' Flood preparedness information (*Valley Water floodplain mailer, red 'Get Flood Ready' which includes an emergency supply list, tote bags, etc.*) were distributed and general Flood Facts were posted for the public's information. ● August 25, 2023 - Included Emergency Preparedness resources and tips in its Weekly 411. ● September 2023 - Announced in its Weekly 411 that September was Emergency Preparedness Month. City's Office of Emergency Services also held an Emergency Preparedness Presentation on September 20, 2023 at the City's Centennial Recreation Senior Center. ● October 2023 - Starting in July 2023, began participating in the ongoing statewide agency coordination calls that led up to California Flood Preparedness Week held during the week of October 21-28, 2023.

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								All Santa Clara communities support and promote Valley Water's outreach projects
				(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	Valley Water also deployed a small-scale multilingual social media campaign with the slogan "Get Flood Ready' on social media and web platforms. The campaign launched in winter 2023, starting with the season's first rains, and continued through March 2024. A key strategy for the paid flood awareness campaign was incorporating the 2021 Program for Public Information (PPI) 6 priority topics and the three additional outreach topics, including messages supporting the nine topics, in Valley Water ads. Staff crafted messages derived from Valley Water's annual FPM to residents in the SFHA. The 'Get Flood Ready' Partner Toolkit (https://conta.cc/46LwBzd) includes 'Multilingual Flood Ready Tips' for communities to share the 9 key multilingual flood preparedness tips on social media or post individually as a multilingual slideshow. Download CRS tips See Attachment 3 of the FY24 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.

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							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 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 form newsletter, short form email, web, and Nextdoor	Santa Clara County Office of Emergency Management	Year Round	N/A	Santa Clara County: No update available - non-CRS participating community
			(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.

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				(SC FRP #47) City publishes social media posts, on Facebook, Twitter, and other platforms, focused on safety. The city has prepared a pre-flood plan (FRP) for public information projects that will be implemented before, during, and after a storm/flood, as well as identifying who is responsible for posting these messages, what type of events they apply to, what social media platforms to post to and how often	City of Santa Clara Office of Emergency Services	During the storm season	N/A	Santa Clara: Information was posted on social media for flood awareness week led by City Streets Division
				(SJ OP #48) Recognizes Valley Water's Flood Awareness Campaign and has linked the city's main flood webpage to Valley Water's Flood Ready webpage. Keeps Valley Water's floodplain mailer static location at City Hall for residents to pick-up and is also distributed at various events throughout the year	City of San Jose	Year Round	N/A	San Jose places Valley Water's FPM at City Hall and their website redirects to Valley Water's Flood Ready webpage. The City recognizes and supports Valley Water's Flood Awareness Campaign.
				(SAR OP #49) Recognizes Valley Water's Flood Awareness Campaign and has linked the city's main flood webpage to Valley Water's Flood Ready webpage	City of Saratoga	Year Round	N/A	Saratoga: No update available - non-CRS participating community
				(SAR OP #50) The city does a social media notification about storm preparation for winter storms ahead of time	City of Saratoga	Year Round	N/A	Saratoga: No update available - non-CRS participating community
				(SUN OP #51) The city actively posts flood safety and preparedness messaging through social media platforms (i.e., Facebook and Twitter)	City of Sunnyvale Environmental Services	During the rainy season (October – March)	N/A	Sunnyvale: City staff posted information to Facebook regarding keeping the storm drain clear to prevent clogging.
	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 agency. FPM estimated delivery date December 2023, Postcard and Trifold estimated delivery date January 2024.

Community	Floodplain Mailer	Postcard / Trifold
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 Morgan Hill	150	150/150
City of Mountain View	25	25/20
City of Cupertino	50	50/20
VW CRS Program	150	300/50
City of Palo Alto	100	25/20
City of Sunnyvale	25	25/20
All other cities/county (6 ct.)	25	25/25

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								The FPM is posted on our website https://online.flipbuilder.com/tkap/qkwt/ Valley Water's 2023-2024 Flood Awareness Outreach Partner Toolkit (https://conta.cc/46LwBzd) was made available for download to all partnering agencies and includes access to our FPM: In mid-October 2023, Valley Water's 2023-2024 Flood Awareness Outreach Partner Social Media Toolkit, 'Get Flood Ready', was available for download to all partnering agencies, including CRS communities. The toolkit provided digital and social media banners and animations featuring the campaign's calls to action: Get flood ready, know your risk, sign up for emergency alerts, and find sandbags. The toolkit included multilingual graphics showcasing the 9 CRS tips and offered the opportunity to request co-branded bill inserts and banners. 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 and Summer Kick-Off. 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 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 1, 2023, the City hosted National Night Out where flood readiness materials were distributed. Materials were also distributed during the PWWCOH on May 22, 2024.
				(LAH OP #55) Hosts two events - Earth Day (ED) and the Town Picnic (TP)	Town of Los Altos Hills	Annually, Spring (ED) and late Summer (TP)	N/A	Town of Los Altos Hills: No update available - non-CRS participating community
				(MIL OP #56) Distributes FEMA flood-related publications at various events	City of Milpitas	Year Round	N/A	Milpitas: Ongoing. Distributing flood ready kits and information on "Earth Day" which is on April 22, 2024.
				(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, Summer Kick-Off, 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 4/20/24 and will host a table at the City Municipal Corporation Open House which will be held on 7/15/24 (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 5/2/24. The City also hosted "Pumpkins in the Park" on 10/14/23. Valley Water hosted an information

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								booth and distributed flood preparedness information on flood safety and emergency preparedness materials, including Valley Water's annual floodplain mailer.
				(SC OP #60) City hosts a flood readiness table at the Art & Wine Festival. Valley Water also sponsors a table at the festival promoting flood preparedness and distributes various flood readiness materials to the community	City of Santa Clara	Each September	N/A	Santa Clara: Flood readiness table was set-up at Arts & Wine Festival September 2023. 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 FY24 FPM included the 'Do Not Dump/Illegal to Dump' (*Topic 7, 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.

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								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 September 23, 2023 (*Results: 53 sites; 1,209 Volunteers; 61.06 distance cleaned (miles); 23,456 weight of trash collected (rounded up to the nearest pound); 3,614 weight of recyclables collected (rounded up to the nearest pound);* and National River Cleanup Day (NRCD) on May 18, 2024 (*Preliminary Results: 43 sites; 690 Volunteers; 66.22 distance cleaned (miles); 16,481 weight of trash collected (rounded up to the nearest pound); 773 weight of recyclables collected (rounded up to the nearest pound)* https://cleanacreek.org/past-results-2/ Several Santa Clara communities participate in these clean-up events. Cupertino's "Floodplain Management" webpage has a link to Valley Water's Floodplain Mailer. The City also includes the "Do Not Dump" messaging in The Cupertino Scene's annual flood preparedness article. Morgan Hill includes this message in their annual Flood Report. The report is posted on the City's "Floodplain Management" landing page. 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.

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								Palo Alto has Valley Water's CWM and FPM linked on the City's Flood Information and Winter Storm Preparedness website. All Santa Clara 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 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 project notices lists the pollution hotline number. All Santa Clara 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 2023.

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				(ALL OP #70) Developments that are modifying or constructing new catch basins/storm drains/inlets are required, per the below-noted permits, to stencil the "No Dumping! Flows to Bay." In addition, some of these cities require all bid documents for capital projects which are modifying or constructing new catch basins, and require the contractors to install the same stencil. The program is also highlighted on cities' websites. ▪ *South County municipalities are subject to the statewide "Phase II" NPDES Permit* ▪ *North County municipalities are subject to the SF Bay Municipal Regional Stormwater NPDES Permit*	All Add Headings (Format > Paragraph styles) and they will appear in your table of contents.	Year Round	N/A	Valley Water mark's each inlet with a "No Dumping! Flows to Bay" message on Valley Water properties. Cupertino requires all storm drain inlets to include a medallion with "NO DUMPING - FLOWS TO CREEK/BAY" for development projects. Gilroy requires all new storm inlets and catch basins to include a stencil or medallion with no dumping, flows to creek/waterway language for development projects. Morgan Hill requires all storm drain inlets and catch basins within the project area of development applications to be stenciled with prohibitive language (such as: "NO DUMPING – DRAINS TO CREEK") and/or graphical icons to discourage illegal dumping. Mountain View requires all storm drain inlets to include a medallion with "NO DUMPING - FLOWS TO CREEK/BAY" for development projects. Palo Alto requires all storm drain inlets to include a medallion with "NO DUMPING-FLOWS TO CREEK/BAY" for development projects. City of Santa Clara provides and installs "No Dumping Flows to Bay" medallions near each catch basin for any new storm drain inlets constructed as part of a project per the City specifications
				(CUP OP #71) The city's annual flood notice in the local newsletter, 'The Cupertino Scene,' contains dumping is illegal messaging and how to report	City of Cupertino	Annually, October -November	N/A	Cupertino includes the "Do Not Dump" messaging in The Cupertino Scene's annual flood preparedness article.
				(CUP OP #72) Participates in clean-up events: the annual National River Clean-up Day (NRCD) and Coastal Clean-Up Day (CCD). They coordinate with Valley Water on both these clean-up efforts. The city also participates in Valley Water's Adopt-a-Creek Program	City of Cupertino	Each May (NRCD) and September (CCD)	Volunteers Valley Water Stream Stewardship	Cupertino participated in Coastal Clean-Up Day on 9/23/23 and National River Clean-Up Day on 5/18/24. The City no longer participates in Valley Water's Adopt-a-Creek Program.

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				(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 2024, 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 held as an in-person event on September 22, 2023. NRCD was held or May 18, 2024 with one cleanup location.
				(MH OP #76) "Flood Report" contains message on keeping debris and trash out of streams – Do Not Dump messaging	City of Morgan Hill	Annually, close to or during the start of the rainy season	N/A	Morgan Hill's "2024 Flood Report" brochure will contain the message "It's illegal to dump debris and trash into our creeks."
				(PA OP #77) "Are You Ready for Winter Storms?" utilities insert contains the Do Not Dump and report illegal dumping messages	City of Palo Alto	Each fall	N/A	Palo Alto includes Do Not Dump and Report Illegal Messages on City's utility insert that was sent out in October 2023.
				(PA OP #78) Utility bill insert includes a 'Utility Announcement on Flood Safety Tips,' including Protect natural floodplains - keep rain gutters and drainage channels free of debris	City of Palo Alto	Annually, March-April	N/A	Palo Alto includes Protect Natural Floodplains-keep rain gutters and creeks free of debris messages on flood safety tips sent as Utility Announcement and the flier sent as an attachment on utility bills every year.
				(PA OP #79) Participates in annual clean-up events: National River Clean-up Day (NRCD) and Coastal Clean-Up Day (CCD). They coordinate with Valley Water on both these clean-up efforts. Additionally, the city participates in Valley Water's Adopt-a-Creek Program	City of Palo Alto	Each May (NRCD) and September (CCD)	Volunteers Valley Water Stream Stewardship	Palo Alto participates every year during National River Clean-up Day on Matadero and Adobe Creek. Palo Alto also participates in the multi-jurisdictional effort on creek clean-up of San Francisquito Creek.
				(PA OP #80) Clean-ups of trash booms located in Matadero Creek and Adobe Creek are done annually on an as-needed basis. The city also assesses its hot spots and cleans up the local drainage system on an ongoing basis and part of its operations and maintenance	City of Palo Alto	Annually, as needed	N/A	Palo Alto City staff continue clean-ups of trash booms on Matadero Creek and Adobe Creek, assess hot spots and clean ups on an ongoing basis on the entire City's storm drain network system.

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				(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 2023.
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 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	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	Annual Floodplain Mailer (FPM) - Valley Water's multi-language (English, Spanish, Chinese, and Vietnamese) annual FPM "Get Flood Ready. You Live In A Flood Zone" (dated 09/23) mailed on December 2023 to approximately 49,806 homes and businesses in or near a high-risk flood area, as designated by the FEMA Special Flood Hazard Area (SFHA).. https://online.flipbuilder.com/tkap/qkwt/ The FPM featured QR codes, a magnet with important flood safety websites, a detachable emergency phone list, photos of our most recent flood protection projects, a slideshow of our storm management efforts, which include operating an EOC, filling sandbags, monitoring stream levels, and removing blockages, A QR code led to a video showcasing our stream maintenance work to prevent flooding. https://youtu.be/XCEixz0JzFQ?si=X7llwwnCSJoILdkp Hard copies of the FPM's (*quantities noted below, as requested by the communities*), postcards and trifolds were also mailed to each city/County in approximately January 2024 and the FPM was mailed in approximately November/December 2023

Community	Floodplain Mailer	Postcard / Trifold
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 Morgan Hill	150	150/150
City of Mountain View	25	25/20
City of Cupertino	50	50/20
VW CRS Program	150	300/50

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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®."							City of Palo Alto: 100 / 25/20 City of Sunnyvale: 25 / 25/20 All other cities/county (6 ct.): 25 / 25/25 The FPM, postcards, and trifolds 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 various events through the flood season, and we kept copies in our HQ lobby area. The City of Los Also posted Valley Water's FPM on our flood protection website and we kept copies in the city hall lobby. The City of Cupertino posted Valley Water's FPM on our flood protection website and we kept copies in the City Hall lobby. All Santa Clara 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 2023 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 2023.
				(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 2024, and will be sent out within the fiscal year going forward. This was sent out in

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								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 "2024 Flood Report" brochure is anticipated to be mailed out in July/August 2024.
				(MV OP #88) Sends "The View" citywide newsletter, Winter version, includes information on flood risk, flood safety, and the importance of buying flood insurance (Topics 1-9)	City of Mountain View	Fall newsletter edition	N/A	Mountain View sent out "The View" for Fall/Winter 2023 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 2022.
				(PA OP #90) Sends the "Are You Ready for Winter Storms?' flier (*aka utilities mailer*) to all residents and businesses in the city, including to those in the SFHA, along with their utility bills (Topics 1-9)	City of Palo Alto	Each fall	N/A	Palo Alto sent "Are you Ready for Winter Storms?" flier as utility inserts was sent out in September 2023.
				(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 2023.
				(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: An additional Flood Preparedness email was sent out 12/13/23, with a utility bill insert mailed to residents in Spring of 2024.
				(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 2023.
				(SUN OP #94) Sends mailer to all those in the SFHA (Topics 1-4, and 7)	City of Sunnyvale	Each October	N/A	Sunnyvale: The City still sends out these mailers. The mailers were sent October 2023.
	Topic 2: Insure your property for your flood hazard Message 2A - Get flood insurance ahead of time Message 2B – Insure your property	Increase in number of flood insurance policies in the SFHAs, RLAs, and in the county in general Prospective buyers understand flood risks		(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.

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	Message 2C – There is a 30-day waiting period for the policy to take place	Increase in the number of flood insurance policies with contents coverage		(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 2024.
				(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 2023.
				(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 2024.

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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	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 FY24, Valley Water's 'Let's Talk Water Speakers Bureau Program' reached the 22 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 FY24 presentations that included flood preparedness information are listed below 1. June 2, 2023 – Rotary Club of Saratoga luncheon *(FY23)* 2. June 12, 2023 – Almaden Valley Community Association meeting *(FY23)* 3. June 22, 2023 – Gilroy Sons in Retirement meeting *(FY23)* 4. July 11, 2023 – Morgan Hill Kiwanis Club meeting 5. July 19, 2023 – Rotary Club of Morgan Hill meeting 6. July 25, 2023 – After Hours Rotary Club of Gilroy meeting 7. August 3, 2023 – Evergreen Community Roundtable 8. October 4, 2023 – Almaden Senior Association meeting 9. November 16, 2023 – San Jose Sons in Retirement meeting 10. November 29, 2023 – Rocketship School Parents meeting

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	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®."							11. December 1, 2023 – Leadership Sunnyvale meeting 12. December 7, 2023 – Palo Alto Kiwanis Club meeting 13. anuary 8, 2024 – Berryessa Citizen Advisory Committee 14. January 26, 2024 – Valley Water Next Gen Career Pathways 15. February 4, 2024 – Unitarian Fellowship of Los Gatos 16. February 9, 2024 – The Forum 17. February 28, 2024 – Lions Club of Willow Glenn meeting 18. March 4, 2024 – Leadership Morgan Hill meeting 19. March 12, 2024 – Oak Grove Neighborhood Association meeting 20. March 19, 2024 – Santa Clara City Libraries 21. April 4, 2024 – Valley Water 101 Academy 22. April 18, 2024 – Kaiser Permanente Physicians All Santa Clara communities support and promote Valley Water's outreach projects.
				(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 FY24 (from September 2023 – May 2024), Valley Water and the communities' staff hosted 25 booths and distributed flood preparedness information on flood safety and emergency preparedness materials, including Valley Water's annual FPM. Those events are listed below:

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								1) 2023 Santos Family 17th Annual Car Show, Alviso, CA – 9/2/23 2) Silicon Valley Fall Festival (Day n Night Festival), Cupertino, CA – 9/9/23 3) Mountain View Art & Wine Festival – 9/9 – 9/10/23 4) Viva Calle, San Jose, CA – 9/10/23 5) Picnic by the Lake Multicultural Festival and Resource Fair, San Jose, CA – 9/20/23 6) County Parks La Fuente Celebration, San Jose, CA – 9/23/23 7) Children's Moon Festival. San Jose, CA – 9/30/23 8) Assembly Member Ash Kalra's Veggie Fest, San Jose, CA – 10/7/23 9) Supervisor Lee's Day on the Bay, Alviso, CA – 10/14/23 10) Bay Area Diwali Festival of Lights, Cupertino, CA – 10/14/23 11) Pumpkins in the Park, San Jose, CA – 10/14/3 12) Shoreline 40th Anniversary Event, Mountain View, CA – 10/15/23 13) Teatro Vision Dia de Los Muertos Matinee, San Jose, CA – 10/20/23 14) South Asian Cultural Association of Sunnyvale's Diwali Festival – 10/21/23 15) Morgan Hill Kidz Fest and Safe Trick or Treat – 10/28/23 16) City of Morgan Hill Fourth Saturday Downtown Event – 10/28/23 17) D8 Family Fall Festival, San Jose, CA – 10/28/23 18) Santa Visits Alviso – 12/9/23 19) Vietnamese American Roundtable Lunar New Year, San Jose, CA – 2/3/24 20) VMC Foundation Women's Leadership & Policy Summit, San Jose, CA – 3/23/24 21) AAUW Wildflower Run, Morgan Hill, CA – 3/24/24 22) Cupertino Earth and Arbor Day Festival – 4/20/24

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								23) Emergency Preparedness Workshop, San Jose, CA – 4/27/24 24) Tech Interactive Tech Challenge, San Jose, CA – 4/28/24 25) Berryessa Art Festival, San Jose, CA – 5/11/24 Morgan Hill hosted 'National Night Out' on August 1, 2023. Flood preparedness information (*Valley Water floodplain mailer, red 'Get Flood Ready' which includes an emergency supply list, tote bags, etc.*) were distributed and general Flood Facts were posted for the public's information. All Santa Clara communities support and promote Valley Water's outreach projects.
				(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	In February 2024, Valley Water partnered with Sacred Heart Community Service to provide free emergency starter kits and multilingual educational materials to distribute at events to help residents "Get Flood Ready!" In addition, Valley Water hosted a booth with "Get Flood Ready!" materials at the Silicon Valley Bicycle Coalition's King Tide Ride Event 2024 held on February 10, 2024, at Riverwalk Park in San Jose. In April 2024, Valley Water participated in two emergency preparedness events to share the "Get Flood Ready" message. Staff hosted a booth at the Eggstravaganza Family Event organized by the Strong Neighborhood Initiative Program Mayfair Neighborhood Advisory Council in San Jose, which had more than 350 attendees. Valley Water also participated in an educational workshop with 40 attendees at The Links, Incorporated "Emergency Preparedness: Safety Now, Peace Later" event at the African American Community Service Agency in San Jose. In December 2023, the Organization for Latino Affairs (OLA) provided Valley Water's emergency starter kits, English and Spanish flood preparedness information, and giveaways to approximately 500

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								attendees at the Santa Visits Alviso Foundation event in San José.
				(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 both the March 26, 2024 and May 29, 2024 meetings. *See Section V. SC County CRS Users Group/PPIM Committee Meetings - Monitoring and Evaluating the 2021 PPI* in the FY24 Annual Evaluation Report for details regarding the review/discussion of the nine other new initiatives. 3/26/24 Meeting, Item #6: Review 2021 PPI "Other New Initiatives" discussion was as follows: Focus on two PPI New Initiatives: **Initiative #2**: Expand partnerships with the local chamber of commerce to disseminate and share flood preparedness information. ■ Approach the Silicon Valley Chamber of Commerce and identify opportunities for partnerships. We need to be able to reach residents and businesses. ■ Morgan Hill—Chamber of Commerce/Downtown Association. Economic Development staff can support the distribution of information. · Outreach timing – End of Summer 2024. **Action Item:** Identify each city's chamber of commerce or equivalent and find ways to share information via websites, blogs, and newsletters. Who in each organization can help establish a connection with the chamber of commerce and downtown associations?

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								Initiative #4: Expand on outreach to "hot spot" flood-prone areas by hosting on-site or virtual events. ■ Valley Water has hotspot data; cities may maintain different hotspot data depending on need (e.g., trash hot spots). ■ Valley Water has floodplain flood data; it's been provided to cities. ■ Identify high-risk areas (e.g., libraries, parks, stores, etc.) to provide flood preparedness information. ■ Valley Water maintains GIS layers with hotspot information. We have flexibility with this initiative; we can get creative on addressing it. **Questions:** ● What do we mean by "hot spot"? Is it a real event or a modeling hotspot? ● Valley Water has modeling results for design flows with hot spot GIS layers. The GIS layer is based on historical observations of repeated flooding. ● Valley Water has recently installed cameras to assist with flood monitoring. ○ https://alert.valleywater.org/map?p=map ● Valley Water and cities might have different hot spot information based on what they manage (e.g., storm drains) 5/29/24 Meeting, **Item #2: Review of the Meeting Goals and Agenda** discussion was as follows: Review pending "Action Items" from the committee's meeting on March 26, 2024. Agenda Item #6: Review 2021 PPI "Other New Initiatives" Based on targeted outreach efforts utilizing hotspot information, **initiative #4 (**expand on outreach to

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								"hot spot" flood-prone areas by hosting on-site or virtual events) **is complete**. **Initiative #2I**: Identify the Chamber of Commerce or equivalent in each city and find ways to share information via websites, blogs, and newsletters. This initiative **will be re-evaluated next fiscal year.** All Santa Clara communities support and promote Valley Water's outreach projects.
				(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 2023.
				(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 sent out winterization notices to larger development projects in October 2023.
	Topic 2: Insure your property for your flood hazard Message 2A - Get flood insurance ahead of time Message 2B – Insure your property Message 2C – There is a 30-day waiting period for the policy to take place	Increase in number of flood insurance policies in the SFHAs and in the county in general Prospective buyers understand flood risks *These projects are **credited under Activity 340** (DFH and REB) – Additional credit is provided if the PPI states that real estate agents should (or have agreed to) advise house hunters about the flood hazard and that real estate agents give house hunters a REB brochure*		(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 2024.
				(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 2023.
				(SJ OP #108) Sends out letters to real estate and insurance agencies and lenders, informing them of their responsibility to identify flood hazard areas and to take advantage of the Flood Zone Lookup on the city's website on the "Flood Hazard Zones webpage and advises to contact the city for map reading services and elevation certificates on file	City of San Jose	At the beginning of the flood season (September – December)	Real Estate Agencies/Agent	San Jose emailed letters to real estate, insurance agencies and lenders in March 2024.

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				(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 2023.

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Santa Clara Valley Water District
FY24 Flood Awareness Campaign

Valley Water's FY24 Flood Awareness Campaign theme was "Get Flood Ready. You Live in a Flood Zone." Valley Water's outreach employed digital geo-targeting technologies to reach businesses and residents in the flood zone. The campaign sought to drive awareness of flood risk, encourage residents to sign up for emergency alerts, and know where to find sandbags. Our materials emphasized our efforts to reduce the risk of flooding by working on capital improvement projects and showcasing our crews' work before, during, and after a storm emergency to keep the community safe from flooding. The overarching message was that we are ready and ask everyone to take steps to be flood-ready.

An educational paid advertising campaign supplemented Valley Water's community outreach effort. Polling results from the prior winter campaign supported the advertising campaign, helping to understand target audiences and their awareness levels and explore what educational messages and images most appealed to them.

The Flood Awareness Campaign lasted six months, from October 2023 to March 2024, and cost $336,000. Valley Water's FY24 Annual Flood Awareness Campaign cemented the shift to a digital geo-targeted campaign supplemented by four direct multilingual mailings to approximately 49,806 homes and businesses in or near a high-risk flood area, as designated by the FEMA Special Flood Hazard Area (SFHA).

Targeted Mailings

1. FLOOD CAMPAIGN ANNUAL FLOODPLAIN MAILER

Annual Floodplain Mailer (FPM) - Valley Water's multi-language (English, Spanish, Chinese, and Vietnamese) annual FPM 'Get Flood Ready. You Live in a Flood Zone. Know your flood risk. Sign up for alerts. Get Sandbags' was mailed in December 2023.

https://online.flipbuilder.com/tkap/qkwt/

The FPM featured QR codes, a magnet with important flood safety websites, a detachable emergency phone list, photos of our most recent flood protection projects, a slideshow of our storm management efforts, which include operating an EOC, filling sandbags, monitoring stream levels, and removing blockages, A QR code led to a video showcasing our stream maintenance work to prevent flooding.
https://youtu.be/XCEixz0JzFQ?si=X7llwwnCSJolLdkp

2. FLOOD CAMPAIGN POSTCARD MAILER

'Get Flood Ready. You Live in a Flood Zone' multilingual postcards that included the nine CRS topics and supporting messages, and links to various flood readiness/preparedness webpages, were produced and distributed to 49,806 properties in the FEMA SFHA in October 2023.

Download postcard

3. FLOOD CAMPAIGN TRI-FOLD BROCHURE

Trifold 'You Live in a Flood Zone– Get Flood Ready. Do You Know What to Do Before, During, and After a Flood?' was mailed in January 2024.

https://s3.us-west-1.amazonaws.com/valleywater.org.us-west-1/s3fs-public/2023%20flood%20mailer.pdf

4. COUNTYWIDE MAILER

Valley Water's Countywide Mailer (CWM) 'Flooding can happen. Anytime. Anywhere. Get Flood Ready' was mailed countywide from November 17 through December 5, 2023, to 755,210 addresses. The CWM included an

update on Valley Water's flood protection projects, stream maintenance, and storm preparation efforts. The mailer also included a multilingual section outlining the 9 CRS flood tips: know your flood risk, get flood insurance ahead of time, develop an emergency plan and kit, protect your home from flood threats, keep creeks clean and flowing, sign up for emergency alerts (AlertSCC and the American Red Cross Disaster Emergency App), build responsibly in floodplains, and avoid floodwaters - understanding shallow flooding: Turn Around Don't Drown®.

https://s3.us-west-1.amazonaws.com/valleywater.org.us-west-1/s3fs-public/2023%20CountywideMailer.pdf

CRS Community Resources

Santa Clara County cities and County Public Works and Planning Departments received requested copies of Valley Water's FPM, postcards, and trifold mailers for their outreach efforts.

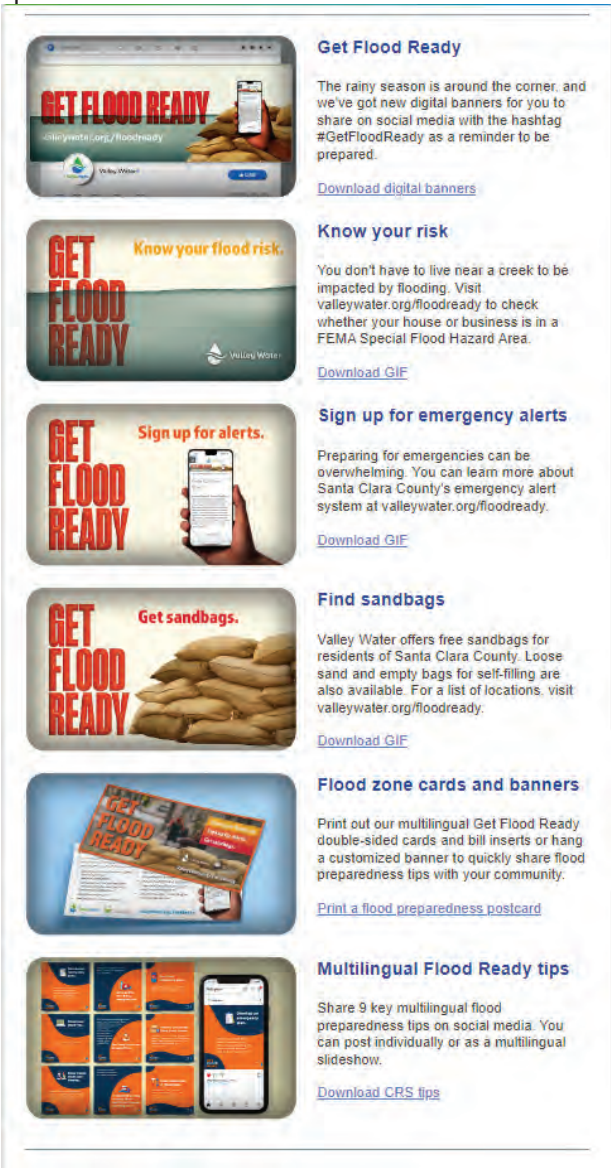
Public Agency	Annual Floodplain Mailer (FPM)	Postcard	Trifold *(Estimated Mail Date January 2024)*
	(Estimated mail dates Nov/Dec 2023 and January 2024)		
City of Los Altos	50	100	20
Town of Los Altos Hills	25	150	20
City of Los Gatos	25	25	20
City of Milpitas	50	25	20
City of Morgan Hill	150	150	150
City of Mountain View	25	25	20
City of Cupertino	50	50	20
City of Palo Alto	100	25	20
City of Sunnyvale	25	25	20
VW CRS Program	150	300	50
All other cities & County (*6 count*)	25 count each	25 count each	25 count each

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

Partner Toolkit

In mid-October 2023, Valley Water's 2023-2024 Flood Awareness Outreach Partner Social Media Toolkit, 'Get Flood Ready', was available for download to all partnering agencies, including CRS communities. The toolkit provided digital and social media banners and animations featuring the campaign's calls to action: Get flood ready, know your risk, sign up for emergency alerts, and find sandbags. The toolkit included multilingual graphics showcasing the 9 CRS tips and offered the opportunity to request co-branded bill inserts and banners.

https://conta.cc/46LwBzd



Partnerships and Media

On October 26, 2023, Valley Water, the County of Santa Clara, and the City of San Jose held a news conference at a recently completed stream maintenance site to inform the community about preparedness for the possibility of extreme winter storms. The news conference included an update from the National Weather Service and an interactive display on proper sandbagging techniques. https://youtu.be/g5CbaVSWIuw?si=XH54H-Fg8fgUBemn

On November 14, 2023, a joint news conference involving Valley Water leaders and the City of San Jose was held at the Coyote Creek Flood Protection Measurements Project site. Valley Water CEO Rick Callender attended the event and was joined by Valley Water Board Director Richard Santos, San Jose Mayor Matt Mahan, and Assistant City Manager Lee Wilcox to brief the public and the media on winter storm preparations.

New Technologies and Animations

In November 2023, Valley Water created an animation explaining the use of our stream gauge portal. The animation outlines how users can see live updates on the stream levels in the County. Our newsletter shared the animation and sent it to 61,000 email addresses and social media channels.
https://youtu.be/XCEixz0JzFQ?si=X7llwwnCSJolLdkp

The FY23-24 campaign also featured geotargeted digital alerts sent to the IP addresses of homes in areas prone to flooding (hot spots). The alerts were deployed with National Weather Service alerts, and residents were encouraged to sign up for emergency alerts.

Leveraging Community Channels

Valley Water also used its monthly newsletter, news blog, and social media profiles to enhance flood awareness efforts before and during forecasted storms starting as early as September 2023. During the length of the campaign and leading up to anticipated storm events, Valley Water posted flash flood warnings, shared posts with critical messages about flood safety, and promoted the Flood Watch Tool throughout the winter.

Additionally, the Valley Water Board of Directors shared posts on Nextdoor highlighting the 'Get Flood Ready' messaging and the nine CRS topics throughout winter 2023-24. Valley Water also posted a flood preparedness blog, a digital copy of the FPM, and a guide on what to do before, during, and after a flood.

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

Organic Social Media

Valley Water also deployed a small-scale multilingual social media campaign with the slogan "Get Flood Ready' on social media and web platforms. The campaign launched in winter 2023, starting with the season's first rains, and continued through March 2024.

A key strategy for the paid flood awareness campaign was incorporating the 2021 Program for Public Information (PPI) 6 priority topics and the three additional outreach topics, including messages supporting the nine topics, in Valley Water ads. Staff crafted messages derived from Valley Water's annual FPM to residents in the SFHA.

The campaign achieved the following social media metrics with a modest spend:

Post Name	Boost Date	Platform	Timeframe	Audience	Campaign	Engagements	Link Clicks	Spend
Know flood risk	10/4/2023	Facebook	10/4/2023-11/4/2023	61,539		1,656	932	$1,000.00
Are you flood ready?	12/7/2023	Facebook	12/7/23-12/17/2023	88,970		1,656	1,657	$635.00
Three day emergency kit	11/30/2023	Facebook	1/16/2023 - 3/20/2023	34,475		1,223	104	$725.71
Emergency Apps	1/16/2024	Facebook	1/25/24-3/20/2024	74,118		1,466	1,454	$1,000.00
Don't drive	1/23/24	Facebook	1/24/24-3/20/2024	24,793		1,655	1629	$612.23
Protect your home from flood threats	1/25/24	Facebook	1/25/24-3/20/2024	74,118		1,466	1,454	$570.90
Flood Insurance	1/11/23	Facebook	1/11/24-3/20/2024	88,860		1,637	1,617	$625.47
Keep creeks healthy	2/27/24	Facebook	2/27/24-3/20/24	62,952		908	895	$436.22

Valley Water
Published by Sprout Social · February 27 ·

Healthy, flowing creeks reduce flood risks by carrying stormwaters away from properties and roads. Don't pollute, dump, or drain anything in creeks. Dumping into a stream is illegal; it affects the water quality and creek habitat. It can also cause blockages, increasing flood risks.

Report blockages like wood or debris dumping in creeks to the Valley Water Watersheds Operations & Maintenance hotline at 408-630-2378.

Report pollution in a creek, pond, or reservoir, call 1-888-510-5151. You can also report these issues through Access Valley Water.

Valley Water
Published by Sprout Social · January 25 ·

We want to make sure your family and your home are protected. Know your nearest sandbag pickup location before the next big storm hits.

Visit valleywater.org/flood ready to a list of sandbag sites.

Valley Water
Published by Sprout Social · January 19 ·

As we continue through the rainy season, we want to remind you to stay safe on the road.

Keep an eye out for puddles, which can lead to hydroplaning, and be cautious of falling debris due to heavy winds. And, as tempting as it may be, never drive or walk through flooded areas, no matter how shallow. Remember, safety first! For more flood tips, visit valleywater.org/floodready.

Valley Water
Published by Sprout Social · January 17 ·

Be aware. Be prepared. Take action.

Visit valleywater.org/floodready to find out if you live in a high-risk flood zone.

Esté alerta. Esté preparado. Actúe.

Visite valleywater.org/floodready para saber si vive en un área con alto riesgo de inundaciones.

Hãy cảnh giác. Chuẩn bị sẵn sàng. Hành động.

Truy cập valleywater.org/floodready để tìm hiểu xem quý vị có sống trong vùng có nguy cơ lũ lụt cao hay không.

提高意识。做好准备。采取行动。

http://xn--valleywater-3g36al79f.org/floodready, 了解您是否生活在高风险的洪水区。

Valley Water
Published by Sprout Social · October 4, 2023 ·

It's time to Get Flood Ready! Learn more at valleywater.org/floodready.

Preparese para las inundaciones. Puede conocer más información en valleywater.org/floodready.
--
做好防洪准备. http://xn--valleywater-2u0r773c155bwc1j1b8a.org/floodready，了解更多信息。

HÃY SẴNG SÀNG ĐỐI PHÓ LŨ LỤT. Quý vị có thể tìm hiểu thêm tại valleywater.org/floodready.

Valley Water
Published by Sprout Social · November 30, 2023 ·

You never know when the next big storm will hit. Make sure you have all of the essentials in your 3-day emergency kit.
Visit valleywater.org/floodready to learn more about what you should pack in case of an emergency.

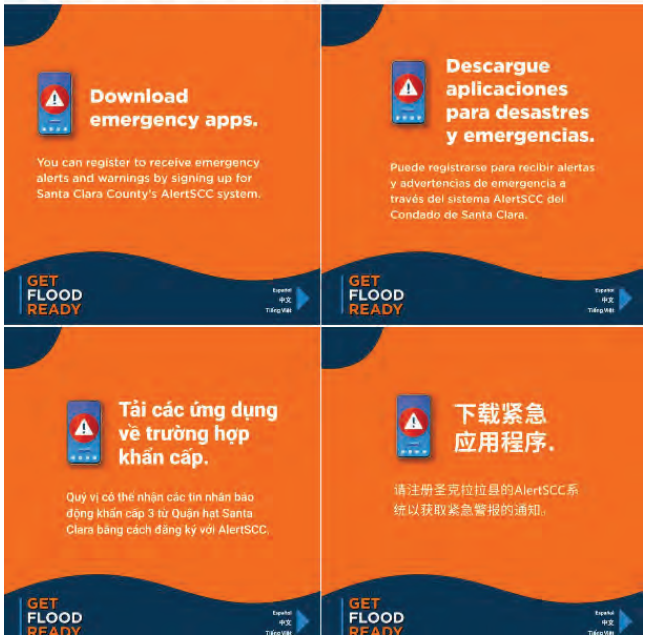
Valley Water
Published by Sprout Social · January 9 ·

You can register to receive emergency alerts and warnings by signing up for Santa Clara County's AlertSCC system: https://emergencymanagement.sccgov.org/AlertSCC

Puede registrarse para recibir alertas y advertencias de emergencia a través del sistema AlertSCC del Condado de Santa Clara: https://emergencymanagement.sccgov.org/AlertSCC

Quý vị có thể nhận các tin nhắn báo động khẩn cấp 3 từ Quận hạt Santa Clara bằng cách đăng ký với AlertSCC: https://emergencymanagement.sccgov.org/AlertSCC

您可以注册以接收紧急情况 通过注册获取警报和警告
圣克拉拉县的 AlertSCC 系统: https://emergencymanagement.sccgov.org/AlertSCC



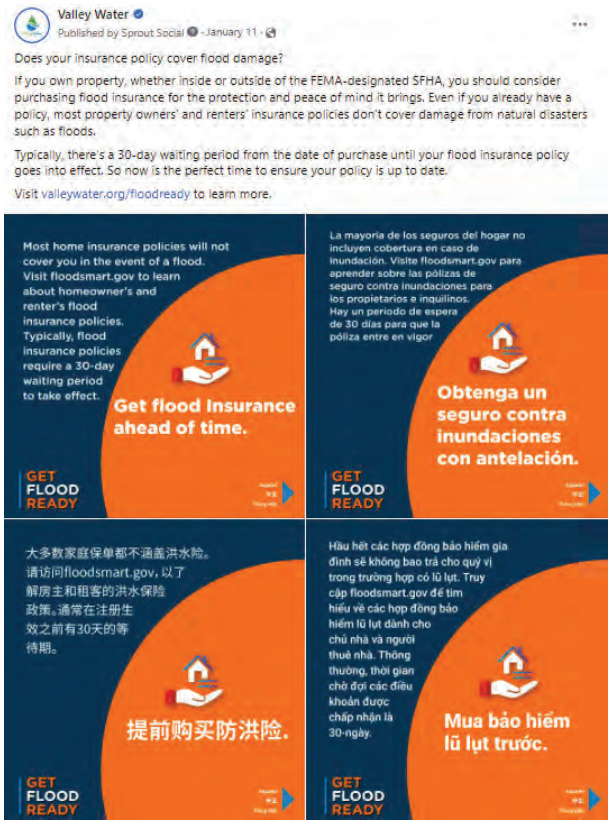
Valley Water
Published by Sprout Social · March 1 ·

This is an important flood tip reminder! Your local government requires special permits for construction within Special Flood Hazard Area (SFHA) zones.

Property owners can also make physical alterations to buildings, such as elevating a structure, to reduce flood risks and insurance premiums. Before you build or begin upgrades to your property, check with your local floodplain manager to ensure compliance with special requirements.

Visit valleywater.org/floodready for a list of Santa Clara County floodplain managers.

ATTACHMENT 3



Public space banners and lobby display

Valley Water also hung 'Get Flood Ready' banners in 10 areas identified as flooding hot spots. The banners included our calls to action and a QR code leading to our ValleyWater.org/floodready page. A display featuring the contents of an emergency kit was placed at a prominent location in Valley Water's headquarters. Readiness materials were made available.

Get Flood Ready banners placed throughout the County in Valley Water hotspot areas.

Valley Water HQ Lobby Displaying FY24 Flood Readiness Materials

Valley Water HQ Lobby Displaying FY24 Flood Readiness Materials

Valley Water 2023-24 Flood Media Campaign

The main objective of the 2023-24 Flood Awareness Campaign was to alert the public in Santa Clara County of

the area's ongoing flood risks. Valley Water used geo-mapping data to target residents in areas at high risk of flooding, demographically targeting ads in the four most prominent languages in Santa Clara County (*English, Spanish, Chinese, and Vietnamese*).

The digital outreach campaign featured three engaging multilingual animations encouraging residents to get flood-ready by knowing their risk, signing up for emergency alerts, and finding sandbags. Platforms used included Google and Meta and digital banners on multilingual community newspaper sites. Our website and social media platforms were also branded with the Get Flood Ready theme for the campaign's duration.

The campaign spent $107,778 overall. The campaign served over 20 million impressions and sent over 2.9 million people to the landing pages to learn more about their flood risks and options to prevent danger in their neighborhood.

The Media Buy:

SPEND	English	Spanish	Chinese	Vietnamese	Overall
Meta	$15,860	$7,138	$7,193	$7,188	$37,379
Google	$19,590	$6,450	$6,518	$6,498	$39,056
Programmatic	$20,477	$1,022	$1,022	$1,022	$23,543
Loal Newspapers	$4,600	$1,000	$1,200	$1,000	$7,800
Overall:	$60,527	$15,610	$15,933	$15,708	$107,778
%% of Overall:	56%	14%	15%	15%	

CLICKS	English	Spanish	Chinese	Vietnamese	Overall
Meta	6,541	3,629	3,138	7,188	20,496
Google	65,848	13,436	13,350	6,498	99,132
Programmatic	2,804,492	144	144	144	2,804,924
Overall:	2,876,881	17,209	16,632	13,830	2,924,552
%% of Overall:	98.4%	0.6%	0.6%	0.5%	

The Ads

2023-24 Flood Awareness Campaign Results

Probolsky Research conducted A post-Flood Awareness Campaign survey of 400 residents in the FEMA Special Flood Hazard Area between March 7 and 14, 2024. Results indicated a 15.3% increase in outreach mailing recollection versus 2023 and a 21% increase in flood preparation. The number of residents who think Valley Water is doing an excellent or good job of informing Valley Water on what to do when flooding occurs increased by 10% versus 2023 and now sits at 54%.

The post-2024 Flood Awareness Campaign survey found:

- 54% remember receiving mail with information about flood safety in the past year (39% in 2022-23).
- 82% are confident they have taken all necessary measures to protect themselves from flooding impacts (64% in 2022-23).
- 54% say Valley Water does an excellent/good job keeping residents informed about what to do when flooding occurs (43% in 2022-23).
    - Among those who said excellent/good
    - 76% said good, 24% said excellent.
- 53% say their home is located in a flood zone or at risk of flooding area (48% in 2022-23).
- 45% of respondents have flood insurance (39% in 2022-23).
    - 24% of renters polled have flood insurance (15% in 2022-23)
- 64% do not have flood insurance because they don't think they need it.
- 72% say their home is prepared for a flood.
    - Among those who said they are confident, 57% are very confident.
- 85% have never experienced flooding in their home.
- 47% are most likely to notice and remember social media ads.

Based on the findings, we will continue with targeted mailings to the FEMA SFHA as our outreach strategy for the flood awareness campaign and targeted advertising.

Agenda Meeting

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

March 26, 2024 | 2:30 PM – 4:30 PM

Join Zoom Meeting

https://valleywater.zoom.us/j/86013495419

Meeting ID: 860 1349 5419 | +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 FY24 (*Year 3: July 2023 to June 2024*)

Item	Meeting Topic	Presenter	Time
1.	Introductions	Amy Fonseca	10 min
2.	Review of the meeting goals and agenda	Amy Fonseca	2 min
3.	Annual review of CRS Communities Roster (Google Link)	Amy Fonseca	2 min
4.	Valley Water CRS Program updates	Amy Fonseca	5 min
5.	Floodplain Management Plan (FMP) update	Amy Fonseca Melissa Mitchell Tetra Tech	15 min
6.	Review 2021 PPI 'Other New Initiatives'	Amy Fonseca	20 min
7.	2021 Multi-Jurisdictional Program for Public Information (PPI) Annual Evaluation Report Complete development of the Annual Evaluation Report for FY24 (*Year 3: July 2023 to June 2024*) • Reference the Activity 330 Outreach Project sheets *located here* https://fta.valleywater.org/fl/1a2Jh3wyoO as a starting point to update Appendix A from 2021 SC County Multi-Jurisdictional PPI • Update the FY24 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 **no later than May 31, 2024**	Amy Fonseca	45 min
8.	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 that 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
9.	Next meeting – Joint CRS Users Group/Program for Public Information (PPI) Committee meeting • Complete the development of the 2021 PPI Annual Report Year 3 (FY 2024)	Amy Fonseca	2 min
10.	Adjourn		

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."

AGENDA ITEM NO. 6 *[Excerpt from page 66 from 2021 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

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Santa Clara County CRS Users Group / PPI Committee Meeting
Attendance Sheet
March 26, 2024 | 2:30 - 4:30pm | Zoom

Name	Agency
Robb Lampa	California Department of Water Resources
Jenn Chu	City of Cupertino
Susana Ramirez	City of Gilroy
Vency Woo	City of Los Altos
Chris Wilson	City of Los Altos External Stakeholder
Arthur Valderrama	City of Milpitas
Brian Petrovic	City of Milpitas
Roberto Alonzo	City of Milpitas
Maria Angeles	City of Morgan Hill
Renee Gunn	City of Mountain View
Rajeev Hada	City of Palo Alto
Vicki Thai	City of Palo Alto
Arlene Lew	City of San Jose
Vivian Tom	City of San Jose
Brandon Coco	City of Santa Clara
Christian Tran	City of Santa Clara
Lea Velasco	City of Sunnyvale
Tamara Davis	City of Sunnyvale
Darrell Wong	County of Santa Clara
Emma Kilkelly	Tetra Tech, Consultant
Amy Fonseca	Valley Water
Diana Padilla	Valley Water
Emily Zedler	Valley Water
Jessica Vasquez	Valley Water
Kristen Yasukawa	Valley Water
Merna Leal	Valley Water
Rene Moreno	Valley Water

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

March 26, 2024 | 2:30 pm – 4:30 pm

Item #1: Introductions/Attendance

Item #2: Review of Meeting Goals and Agenda / Agenda Item #3: Annual Review of CRS Communities Roster:

- The main objectives of the meeting are as follows:
  - Fulfill the requirements for CRS PPI credit as per the CRS Coordinator's Manual.
  - Initiate the Annual PPI Reporting process for the 2021 PPI, year 3, which will conclude at the end of May 2024.
  - Review the status of the outreach initiatives listed in the 2021 PPI.
  - Discuss the Multi-jurisdictional Hazard Mitigation Plan.
  - Provide updates on the Regionalization Project and other Valley Water updates.
- **Action Items:**
  - Review the CRS community roster within the next 2 weeks and ensure accurate information.

Item #4: Valley Water CRS Program Updates

- Transition the Hazard Mitigation Plan to the watersheds division for better alignment, with Emily Zedler (Valley Water) being the new contact.
- Amy Fonseca has taken a new leadership role at Valley Water. Amy and Merna Leal will continue to support certain aspects of the plan during the transition to the watershed division.
- Valley Water is collaborating with Emma Kilkelly from Tera Tech, who will assist with the Hazard Mitigation Plan.
- Valley Water has been receiving several event tabling requests from different communities. We will share relevant events with the group and invite you to participate. This could be a great opportunity to use the flood event kits provided last year. Valley Water will try to attend the event, but if you cannot, we would encourage you or someone else from your office to attend.
  - Valley Water wants to coordinate with cities to prevent duplicating efforts and attend the same events (and distribute the same materials).
  - Valley Water receives calls/emails from residents and will forward calls/emails to respective cities' contacts as listed in the CRS roster.

Item #5: Floodplain Management Plan (FMP) Update:

- Valley Water/Tetra Tech will coordinate a meeting to discuss the mitigation plan.
- Emma Kilkelly (Lead Planner, Tetra Tech) presented an overview of the Flood Hazard Mitigation Plan.
  - The purpose of this plan is to reduce the adverse impacts of flooding by assessing existing measures and conducting hazard and risk assessments. Emma outlined the 10-step planning process, following the Community Rating System (CRS) guidelines.
- **Action Items:**
  - Provide Tetra Tech presentation to the group.
  - Merna to meet with Emily Zedler to continue the conversation on hotspots.
- **Questions:**
  - When will the plan be valid? Is it a five-year plan, and if so, what are the active dates? This information is important for people who plan their schedules around their cycle. For instance, we just passed our cycle for Santa Clara in 2023. Will the new plan be active from 2024 until 2029, and will it be valid during our next cycle?
    - The validity of the document will start from the time it is adopted or approved by CRS, and it will last for 5 years. The document will still be valid during

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

Santa Clara's next cycle. If, for any reason, it increases your points, you can always request a modification of your score.

- In the past, we had an appendix for the mitigation plan when we used it for our floodplain management credits, and the county prepared the documents for this. Will there be an appendix for each of our agencies so that we can provide specific details and data for you to fill in? Or will it be just one comprehensive document that's standard for all agencies? It's important to have an appendix for each agency as the issues we face are different and specific to each of us.
    - All agencies will be covered under the general floodplain plan, but the specifics regarding the appendices are currently uncertain. We need to address specific requirements for each jurisdiction. Our goal is to include all agencies within the general plan.
- Could we get a copy of the presentation provided by Tetra Tech?
    - Yes, the presentation will be shared with the group.
- The all-hazard mitigation plan is typically developed by the county with input from representatives of the Office of Emergency Services (OES) rather than Floodplain managers or CRS coordinators. Will we be working with or mentioning the plan to the county OES to stay informed on its progress? Will there be regional coordination to ensure that everyone is aware of what is happening with the plan?
    - We intend to create a flood hazard mediation plan, which will be rolled into the counties either as an appendix or at the time of their next update. We hope they will be able to add the CRS requirements in a way that is similar to what they did in 2017. However, that is still a long way away, and we all need to be thinking about it. It may not affect you, but sometime in 2028 or 2029, we need to ensure everyone is on board with the CRS requirements, as they could impact your credit rating.
- Is the plan to assess and evaluate the known flood hotspots part of the new initiative? Could this be done to align with other efforts?
    - It depends on the hotspot definition; there's no formal definition. But Valley Water and cities could align. As we start the planning process, there is an opportunity for credits when evaluating hotspot information.

Item #6: Review 2021 PPI "Other New Initiatives"

- Focus on two PPI New Initiatives:
    - Initiative #2: Expand partnerships with the local chamber of commerce to disseminate and share flood preparedness information.
        - Approach the Silicon Valley Chamber of Commerce and identify opportunities for partnerships. We need to be able to reach residents and businesses.
        - Morgan Hill—Chamber of Commerce/Downtown Association. Economic Development staff can support the distribution of information.
            - Outreach timing – End of Summer 2024.
    - **Action Item:**
        - Identify each city's chamber of commerce or equivalent and find ways to share information via websites, blogs, and newsletters.
            - Who in each organization can help establish a connection with the chamber of commerce and downtown associations?
    - Initiative #4: Expand on outreach to "hot spot" flood-prone areas by hosting on-site or virtual events.
        - Valley Water has hotspot data; cities may maintain different hotspot data depending on need (e.g., trash hot spots).
            - Valley Water has floodplain flood data; it's been provided to cities.
            - Identify high-risk areas (e.g., libraries, parks, stores, etc.) to provide flood preparedness information.
            - Valley Water maintains GIS layers with hotspot information.
        - We have flexibility with this initiative; we can get creative on addressing it.

- **Questions:**
  - What do we mean by "hot spot"? Is it a real event or a modeling hotspot?
    - Valley Water has modeling results for design flows with hot spot GIS layers. The GIS layer is based on historical observations of repeated flooding.
    - Valley Water has recently installed cameras to assist with flood monitoring.
      - https://alert.valleywater.org/map?p=map
    - Valley Water and cities might have different hot spot information based on what they manage (e.g., storm drains)

Agenda Item #7: 2021 Multi-Jurisdictional Program for Public Information (PPI) Annual Evaluation Report

- 330 Outreach Project (OP) Worksheet (on Egnyte):
  - Each city has a worksheet available. Sections include 1) All OP projects – each city can receive credits, 2) City-specific and 3) Valley Water-specific credits.
- Appendix A
  - Review and update information in the "FY 2024 (Year 2 of the 2021 PPI)" column.
    - Focus only on each respective community and two OP #All. Double-check information to ensure relevance. If there are any changes, provide a brief explanation.
    - Do not update or change any information in the other columns.
      - If changes to other columns are needed, please note any changes in the "FY 2024 (Year 2 of the 2021 PPI)" column.
    - Reminder—Appendix A is due August 1, 2024. However, it must be approved by the governing body as part of the annual recertification package.
    - Check if the governing body takes a summer recess to ensure it's approved by 8/1/24 (*annual recertification due date*), and/or when you are cycled by ISO.
  - When the PPI report is unavailable, cities are given a draft report by Valley Water, which is submitted along with an explanation regarding the governing body approving PPI.
    - This is an information item. The report describes how each city takes it to its governing body.
  - **Action Item:**
    - Review and update information in the "FY 2024 (Year 2 of the 2021 PPI)" column by the end of May 2024.

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

- **Action Item**:
  - Check flood protection resource web page links monthly to ensure active links; update the entire content annually.
    - Make sure to redirect to 1) valleywater.org/floodready, 2) floodsmart.gov, and 3) ready.gov.

Agenda Item#9: Next meeting – Joint CRS Users Group/Program for Public Information (PPI) Committee meeting

- Upcoming meeting in May 2024. A Doodle Poll will be sent.
  - Upcoming Agenda Items:
    - Valley Water's Communications Unit will provide an update on their flood preparedness campaign.
    - Solicit ideas for next year's campaign.
    - Discuss promotional materials for future flood readiness campaigns.

General Updates/Announcements:

- CRS regionalization Feasibility Study:
  - Thank you for your feedback. Your input has been used to readjust the study recommendations. Along with the baseline model suggested by Tetra Tech, Valley Water is currently exploring ways to simplify the program. The study is still ongoing, and Valley Water is evaluating various models. We will keep you informed as we move forward.
- Upcoming State CRS Users Group meeting – April 17, 2024.
- Reflections on recent ISO evaluations and efforts to improve documentation for ISO certification. Participants discuss their experiences with ISO specialists, challenges faced during ISO evaluations, and strategies for improving their scores, particularly in areas like floodplain management and hazard mitigation plans.
- Reminder to upload post-cycle documentation to Egnyte to ensure information is available for future use.
- **Questions:**
  - Can ISO revisit the evaluation if sufficient points are obtained from Valley Water's hazard mitigation plan? ISO may agree to a revision if points from the hazard mitigation plan can elevate the city's rating, but this depends on meeting or surpassing the threshold for the next class.

  - What documentation does ISO require from Valley Water for water drainage within Milpitas? ISO requirements for documentation from Valley Water may have changed over time. Previously, a comprehensive cost and accomplishment report sufficed, but confirming current requirements is essential. If documentation is needed, submit a request to Valley Water with enough time to pull reports/documentation. It is up to each community to conduct the impact adjustment analysis.

Agenda Meeting

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

May 29, 2024 | 2:30pm – 4:30pm

Join Zoom Meeting

https://valleywater.zoom.us/j/81019341372?pwd=MmpVU1RJK1RsU0pNcXkvanBFcU53UT09

Meeting ID: 810 1934 1372 | Passcode: 653912 | +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, FY24 Year 3 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 3/26/24 meeting (*see attached list*)	Amy Fonseca	10 min
3.	Flood Awareness Survey 2024 Results Presentation FY23-24 Flood Awareness Campaign Results Launch of Valley Water's Annual Flood Awareness Campaign kicks-off October 2024.	Adam Probolsky Paola Reyes	15 min 10 min
4.	Valley Water update of the Feasibility Study for Regionalizing CRS in Santa Clara County and the Santa Clara County Multi-Jurisdictional Floodplain Management Plan (FMP) (flood-focused)	Amy Fonseca	10 min
5.	CRS 2024 Cycle Group (San Jose and Valley Water) and Annual Recertification	Amy Fonseca	5 min
6.	California Flood Preparedness Week (October 2024) 1. The committee roster is shared w/CA DWR to include all communities to the CFPW meetings. 2. Please attend for good ideas, networking, and sharing resources (DWR has a lot of samples and other items). 3. Invite your Communications and OES staff to help promote flood-readiness. 4. Opportunity for DWR to report on your work and participation and vis-versa.	Amy Fonseca	5 min
7.	Complete Development of the 2021 Multi-Jurisdictional Program for Public Information (PPI) Annual Report, FY 24 (Year 3: July 2023 to June 2024) ▪ Reference the Activity 330 Outreach Project sheets *located here* https://fta.valleywater.org/fl/1a2Jh3wyoO as a starting 0oint to update Appendix A from 2021 SC County Multi-Jurisdictional PPI ▪ Update the FY24 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 31, 2024 (Friday)	Amy Fonseca	20 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

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Pending Action Items from the 3/26/24 CRS Users Group / PPI Committee Meeting

AGENDA ITEM #2: Review of Meeting Goals and Agenda / Agenda Item #3: Annual Review of CRS Communities Roster:

Action Item:

Review the CRS community roster within the next 2 weeks and ensure accurate information.
https://docs.google.com/spreadsheets/d/1ttp_t7c6-XXCfQ5urxqRJ-GxZDZ0jG6g/edit#gid=1135493871

AGENDA ITEM #5: Floodplain Management Plan (FMP) Update

Action Items:

Merna will meet with Emily Zedler to continue the conversation on hotspots.

Amy & Merna briefly met with Emily. It was determined that VW hotspots most likely differ from a community-identified hotspot/problem area. VW conducted hotspot outreach in FY24; we sent a community toolkit, materials, and signs to organizations in hotspot areas on 11/23 and 2/24. This will be reflected in the FY24 Annual Evaluation Report, and Paola Reyes will share details at the 5/29/24 PPI Committee Meeting.

You could build on VW's Field Information Team (FIT) hotspot GIS layer for communities wanting to do their own outreach to hotspot areas. https://tinyurl.com/scvwdfit.

AGENDA ITEM #6: Review 2021 PPI "Other New Initiatives"

Action Items:

Initiative #2: Identify the Chamber of Commerce or equivalent in each city and find ways to share information via websites, blogs, and newsletters. *This initiative will be re-evaluated next fiscal year.*

Who in each organization can help establish a connection with the Chamber of Commerce and downtown associations?

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

Valley Water has hotspot data; cities may maintain different hotspot data depending on need (e.g., trash hot spots).

- Valley Water has floodplain flood data; it's been provided to cities.
- Identify high-risk areas (e.g., libraries, parks, stores, etc.) to provide flood preparedness information.
- Valley Water maintains GIS layers with hotspot information. *https://data-valleywater.opendata.arcgis.com/*

We have flexibility with this initiative; we can get creative on how to address it. *See notes on Action Item #5 mentioned above.*

AGENDA ITEM #7: 2021 Multi-Jurisdictional Program for Public Information (PPI) Annual Evaluation Report

Action Item:

Review and update information in the "FY 2024 (Year 2 of the 2021 PPI)" column by the end of May 2024.
https://docs.google.com/document/d/1zYW25x_MB3lNnmTBV8CrlfgTE7zoEZKJ/edit

AGENDA ITEM # 8: Activity 350 – Flood Protection, c. flood protection website

Action Item:

Check flood protection resource web page links monthly to ensure active links; update the entire content annually.

Make sure to redirect to 1) valleywater.org/floodready, 2) floodsmart.gov, and 3) ready.gov.

AGENDA ITEM #9: Next meeting – Joint CRS Users Group/Program for Public Information (PPI) Committee meeting

Upcoming meeting in May 2024. A Doodle poll will be sent.

Upcoming Agenda Items:
- Valley Water's Communications Unit will provide an update on their flood preparedness campaign.
- Solicit ideas for next year's campaign.

Discuss promotional materials for future flood readiness campaigns. *Due to budget constraints, Valley Water's approach to giveaway items for community use will change starting in the October 2024 flood season.*

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Santa Clara County CRS Users Group / PPI Committee Meeting
Attendance Sheet
May 29, 2024 | 2:30 - 4:30pm | Zoom

Name	Agency
Robb Lampa	CA Department of Water Resources
Jenn Chu	City of Cupertino
Susana Ramirez	City of Gilroy
Brian Petrovic	City of Milpitas
Charlie Ha	City of Morgan Hill
Maria Angeles	City of Morgan Hill
Lauren Cody	City of Mountain View
Renee Gunn	City of Mountain View
Rajeev Hada	City of Palo Alto
Vivian Tom	City of San Jose
Brandon Coco	City of Santa Clara
Christian Tran	City of Santa Clara
Darrell Wong	County of Santa Clara
Lea Velasco	City of Sunnyvale
Amy Fonseca	Valley Water
Kristen Yasukawa	Valley Water
Merna Leal	Valley Water
Paola Reyes	Valley Water
Rene Moreno	Valley Water
Adam Probolsky	Valley Water Consultant, Probolsky Research

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

May 29, 2024 | 2:30 pm – 4:30 pm

Item #1: Introductions/ Roll Call/ Roster Updates

Item #2: Review of the Meeting Goals and Agenda

- Review pending "Action Items" from the committee's meeting on March 26, 2024.
  - Agenda Item #2: Review of Meeting Goals and Agenda / Agenda Item #3 – Annual Review of CRS Communities Roster – Reminder to update the CRS community roster.
  - Agenda Item #5: Floodplain Management Plan (FMP) Update – Valley 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. A GIS layer is available for agencies to use to conduct targeted outreach.
  - Agenda Item #6: Review 2021 PPI "Other New Initiatives" – Based on targeted outreach efforts utilizing hotspot information, initiative #4 (expand on outreach to "hot spot" flood-prone areas by hosting on-site or virtual events) is complete. Initiative #2: Identify the Chamber of Commerce or equivalent in each city and find ways to share information via websites, blogs, and newsletters. This initiative will be re-evaluated next fiscal year.
  - 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.
  - Giveaway Items: Starting in FY25, Valley Water will be limited on giveaway items due to budget constraints. For the October 2024 flood season, Valley Water has purchased first aid pocket kits that will be provided to all SC County agencies for their use. Valley Water will also order emergency starter kits that we will distribute throughout the county; emergency starter kits shared previously will no longer be available to communities.

Action Items:

- Review and update the CRS community roster, including additional staff positions outside the CRS coordinator (if needed).
  - CRS community roster link: https://docs.google.com/spreadsheets/d/1ttp_t7c6-XXCfQ5urxqRJ-GxZDZ0jG6g/edit#gid=1135493871
- Review and check links to ensure they direct to Valley Water's website.

Item #3: Flood Awareness Survey 2024 Results Presentation

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- Paola Reyes from Valley Water's Communications Unit shared a presentation providing an overview of the launch of Valley Water's Annual Flood Awareness Campaign (FY24).
- Adam Probolsky from Probolsky Research shared a presentation providing an overview of the 2024 Flood Awareness Survey Results.

Item #4: Valley Water update of the Feasibility Study for Regionalizing CRS in Santa Clara County and the Santa Clara County Multi-Jurisdictional Floodplain Management Plan (FMP) (flood-focused)

- A draft of the Feasibility Study for regionalizing CRS was shared with the CRS Users Group and Valley Water management. Valley Water Management is still considering the ideas proposed in the plan and has requested ways to streamline the program's administration. Tetra Tech, Valley Water's consultant, continues to work on the study, and there have been no major changes since it was shared with the CRS Users Group.
- Valley Water is working on the flood-centric Multi-Jurisdictional Floodplain Management Plan and aims to provide an update soon. Tetra Tech is assisting in developing the floodplain management plan; they will reach out to Marlene Jacobs, ISO CRS Specialist, to review the 510 FMP checklists for both Valley Water and the City of San Jose (communities scheduled to be cycled in 2024) using the 2023/2024 (?) SC County Multi-Jurisdictional Hazard Mitigation Plan. The goal is to avoid duplicating efforts as the flood-centric FPM is developed.

Item #5: CRS 2024 Cycle Group (San Jose and Valley Water) and Annual Recertification

- If you completed the cycle last year, please upload the information to Egnyte. This will enable Valley Water to support future efforts in potential transition and provide examples for other cycling agencies.
- San Jose and Valley Water are scheduled to be cycled in November 2024. There have been no updates regarding the upcoming cycle. Valley Water can schedule a meeting with San Jose if they need our assistance/Valley Water documentation.
- Letters from ISO/FEMA for the annual recertifications should arrive soon. Valley Water will start gathering information for Activity 540; agencies requiring this and other Valley Water documentation for other activities should contact us.
- Final PPI Annual Evaluation Report should be ready to submit to ISO for recertification due on August 1, 2024 (*see Agenda Item #7*).
- **Action Item:**
  - If you do not receive a recertification letter or email from ISO by mid-June 2024, please contact Bradley Arkens @ Bradley.arkens@verisk.com for further information.
- **Question:**
  - Where can agencies upload their recertification files to Egnyte? Is there a specific folder? *All recertification documents should be uploaded to respective community folders. If there are any access or questions, please contact Valley Water.*

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Item #6: California Flood Preparedness Week (October 2024)

- In preparation for California Flood Preparedness Week, the Department of Water Resources (DWR) will begin planning the upcoming campaign. Partner meetings will start soon. Please ensure that the contact information in the CRS community roster is current, as it will be shared with DWR to send out meeting invitations.
- Valley Water will have its separate kickoff event, including a flood preparedness week resolution and outreach, in October 2024.

Item #7: Complete Development of the 2021 Multi-Jurisdictional Program for Public Information (PPI) Annual Evaluation Report, FY 24 (Year 3: July 2023 to June 2024)

- All agencies should review and update FY24 Project Accomplishments column as soon as possible. Valley Water is preparing the non-agenda item for the Valley Water Board (June 21, 2024) submitting the Annual Evaluation Report.
- Each community should specify how the PPI Annual Evaluation Report will be shared with its governing board. At the meeting, each community confirmed the method of sharing the annual report with its governing body, and the present communities noted no changes.
    - Note that the PPI Annual Evaluation Report only needs to be sent (*does not need to be adopted – only the PPI itself has to be adopted*) to their respective governing body before submitting the report as part of the recertification documentation submittal that's due on August 1, 2024.
    - Valley Water will provide the committee with the final PPI Annual Evaluation Report and our Board non-agenda item cover memo by June 21, 2024 (after 5:00 pm PST).
- If communities do not update the PPI Annual Evaluation Report, Valley Water will proceed with the report without community information.

Action Item:

- Deadline – May 31, 2024: Update the FY24 Project Accomplishments column for your community Google Link **NOTE: Update Input Here Only column; Do Not edit anything else**

- **Question:**
    - It was mentioned that Valley Water plans to take the report to the Valley Water Board on June 21, 2024. Will the report be available after that? Cupertino plans to present to the council in July and will need the report in late June. *The PPI Annual Report will be posted and sent to the CRS community group on June 21 (after 5:00 pm PST). If content is required before June 21, contact Valley Water for draft content.*

Agenda Item #8: Other Items

- Rob Lampa from DWR is preparing to send an invite to an upcoming webinar series.