Annual Evaluation Report for FY19 (Year 4)  
(July 2018 to June 2019)

Santa Clara County 2015 Multi-Jurisdictional Program for Public Information (PPI)

Revised to reflect updated logos for City of Sunnyvale and Valley Water

June 2019
I. INTRODUCTION

Ten cities and the Santa Clara Valley Water District (Valley Water) have been active participants in the National Flood Insurance Program’s (NFIP) Community Rating System (CRS) for almost 20 years. CRS is a voluntary program of the Federal Emergency Management Agency (FEMA) NFIP that allows participating communities to earn flood insurance premium discounts for their residents and businesses by agreeing to adopt and enforce practices that meet or exceed FEMA’s requirement to reduce the risk of flooding. As the flood risk reduction agency for Santa Clara County, Valley Water performs many flood-related outreach and maintenance activities that earn CRS points for the County’s CRS-participating communities. Flood insurance premiums for participating communities are reduced in 5% increments for every 500 CRS points earned. The total savings for Santa Clara County residents from CRS discounts last year was approximately $2.2 million.

The CRS Coordinator’s Manual, 2013 edition, included the option to undertake a Program for Public Information (PPI) which is a method to customize flood risk reduction outreach messages and increase CRS points. Valley Water hosted a meeting to facilitate the development of a Multi-Jurisdictional PPI in 2013 and 2014 so that all Santa Clara County CRS participating communities could work together and benefit from this activity. This PPI was finalized in April 2015. This Annual Evaluation Report (Report) is the fourth Report to document our PPI activities.

The number of CRS points that will be earned by the PPI are determined by FEMA’s auditors that are in the Insurance Services Office (ISO). We estimate that of the possible 350 points, we could earn up to 300 points per participating community for our PPI efforts. The complete list of outreach projects is included as Attachment 1 of this Report is Appendix A, listing all projects proposed in the 2015 PPI, with a “Project Accomplishments” column noting actions taken during the fourth year of the PPI, FY19.

One important benefit from our PPI work has been the close collaboration between city staff who work on flood protection throughout the County. Together, we continue to strengthen not only our individual CRS programs, but also the Santa Clara County CRS Users Group (CRS Users Group). We have learned from one another about shared floodplain management activities, including flood protection and land use issues. For the CRS Users Group, the PPI is our most important project. In addition to the PPI, the CRS Users Group also learned about new FEMA maps that are being updated to reflect coastal flooding in the San Francisco Bay area. A sub-group of shoreline communities worked together on improved maps as part of this process. The CRS Users Group and the PPI effort provided a forum for the advancement of flood protection issues throughout the County. Twelve agencies initially participated in this Multi-Jurisdictional PPI; nine have approved it. We will continue to actively encourage more participation.

II. PPI DEVELOPMENT PROCESS

Valley Water initiated the PPI process for Santa Clara County in November 2013. Valley Water hosted the process and provided staffing, while each participating community was required to: (1) conduct the CRS Self-Assessment; (2) recruit a non-governmental external stakeholder; (3) participate in the PPI Committee meetings; and (4) bring the PPI to their elected body for approval. With the enthusiastic support of the CRS coordinators, the PPI process was started.
A number of meetings were held in 2013 and 2014 to develop the PPI. A committee worked between the meetings to draft the PPI and compose the extensive list of possible projects (Attachment 1, which is Appendix A of the 2015 PPI). Table 1 shows dates of approval of the PPI by each participating agency as of June 2019. Nine agencies have approved; San Jose, Cupertino, and the County of Santa Clara are still pending approval.

### Table 1. Dates of PPI Approval

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<thead>
<tr>
<th>Agency</th>
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<th>Approved</th>
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<tr>
<td>City of Cupertino</td>
<td>Pending</td>
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<td>City of Mountain View</td>
<td>10/27/15</td>
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<td>6/8/15</td>
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<tr>
<td>City of Sunnyvale</td>
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<tr>
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</table>

### III. PPI ACCOMPLISHMENT FOR FY 2019

The PPI accomplishments for FY19 fall into three categories. The first was continuing to get the PPI approved by the governing bodies of the participating communities. The second was to continue to implement our tracking system to monitor the PPI projects. The third was carrying out an extensive outreach program for flood risk reduction.

**Elected Body Approval:** Including Valley Water, nine of the 12 participating agencies had the PPI approved by their governing body by the end of FY19. The approval dates are shown by city/agency in Table 1. The City of San Jose, City of Cupertino, and the County are each still pending approval.

**Accounting System:** Because the 2015 PPI included up to 12 agencies, tracking implementation became quite cumbersome compared to a single agency PPI. Valley Water continues to oversee the record-keeping to ensure consistency throughout the County. An electronic file-sharing system, Egnyte, was initially set-up with folders for each of the agencies to file documents related to the 83 potential outreach projects identified in the PPI, including a comprehensive spreadsheet showing which projects were accomplished in any given fiscal year, by community/agency. This spreadsheet, along with the Annual Evaluation Report, will be submitted with annual CRS recertifications. PPI-related projects carried out by Valley Water usually apply to the entire county. Cities carried out projects in addition, and they are shown on the composite spreadsheet which includes input from each city.
At the February 25, 2019 CRS Users Group Meeting, the committee discussed the status of the cities’ Egnyte usage. We discussed the benefits of using the system for tracking PPI outreach projects and also identified the benefits of restructuring the file system so that all CRS related documentation, including the 2015 PPI projects, could be tracked. The benefits are:

- **Information Share/Knowledge Transfer:** 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:** Central location for CRS-related documentation, organized to mirror the CRS Coordinator’s Manual (by community/activity/element). This will be helpful for both CRS annual recertifications and cycle verification visits/audits, as well as when a community experiences staff turnover.

**Summary of PPI Projects Accomplished in FY19**

Appendix A from 2015 PPI noting FY19 Project Accomplishments Worksheet (Attachment No. 1) is summarized as follows:

- Of the 49 Community at Large Outreach Projects (CAL OP) identified in the PPI, at least 48 were accomplished. Three Outreach Projects related to the Winter Preparedness briefing were eliminated because the briefing is not an outreach open to the public.
- For Outreach Projects in the Special Flood Hazard Area (SHFA OP), at least 20 of the 22 potential projects were accomplished.
- Of the 9 Targeted Audience Outreach Projects (TA OP) identified, 8 were accomplished.

These numbers go well beyond the requirements of the CRS Program, and we anticipate collecting the maximum number of points for our collective efforts in FY19.

**Outreach Program**

Valley Water’s campaign theme for the 2018-19 flood awareness campaign was “Climate Changed.” It launched shortly after the Fourth National Climate Assessment was published; there could not have been a better time to have this conversation. The federal report assessed intense extreme weather and climate-related events are becoming more frequent and will have catastrophic impacts on vulnerable communities, infrastructure, ecosystems and our economy. Extreme storm events could result in more frequent and severe flooding in our region. Valley Water’s message emphasized our commitment to reducing flood risks and protecting the community but acknowledging we cannot eliminate all risks. Thus, we must adapt and we must prepare. And it starts with being informed and aware of risks.

Our community outreach efforts were supplemented by an educational paid advertising campaign. This year, our advertising campaign was supplemented by a series of formative research to truly understand our target audience, its level of awareness, and explore what educational messages and images most appealed to the group.

The overall campaign cost was approximately $335,000 which included creative and production costs, a media buy of $201,000, the floodplain mailer production and distribution costs of $32,000 and a post-campaign survey.
The flood awareness paid advertisement campaign ran over a 5-month period from mid-November 2018 to mid-April 2019. The total cost of the paid advertisement campaign was $201,355. The paid media campaign served a total of 34,808,684 impressions, up from impressions in 2018 at 21,815,542.

Community 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 close to flood zones. In 2018, both Valley Water and City staff participated in 19 community events during which information on flood safety and emergency preparedness materials (including the floodplain mailer) were shared.

During the 2018-19 Fiscal Year, Valley Water gave 13 speaker’s bureau presentations with an emphasis on flood protection and flood safety to organizations and agencies that requested presentations. Three of these presentations were made at neighborhood association leadership groups and targeted to regions in vulnerable flood zones. The presentations focused on specific flood risks for these areas.

Advertising Campaign: The paid advertisements began in mid-November 2018 and ran through April 2019. In preparation for the campaign, as early as September 2018, Office of Communications staff led social media and digital communication efforts to convey flood safety messages including the use of Facebook, Twitter and blog posts, as well as Valley Water’s e-newsletter. A key strategy of the paid campaign was to incorporate key PPI messages in our ads as much as possible. These messages were derived from Valley Water’s annual Flood Plain Notification mailer, a publication distributed to residents in FEMA designated floodplains (Attachment 1 - Special Flood Hazard Area [SFHA] Outreach Projects [OP] 1 and 3).

Customer Target: The campaign was targeted to residents and commuters within Santa Clara County, and residents in areas in or near a Special Flood Hazard Area. These targeted areas were determined using zip codes from the floodplain mailer address list, which is based on published FEMA flood maps.

Media: The media breakdown was as follows:

a) Radio – 34 percent  
b) Print – 33 percent  
c) Online – 12 percent  
d) Outdoor – 13 percent  
e) Collateral (Floodplain Notification mailer) – 8 percent

Radio: (34 percent)

Scripts for the radio emphasized the campaign theme message of adapting and preparing for extreme weather because of climate change. Weather alerts were also produced to include short tips for taking action before or during a storm. These included key PPI messages such as making an emergency plan or getting sandbags. The weather alerts were tied to a forecast throughout the season and ran during weather and traffic segments.
The radio buy included 1,135 spots of both :15 weather alerts and :30 campaign spots in four languages: English (KBAY and KRTY), Spanish (KBRG), Vietnamese (KVNN Radio Saigon), and Chinese (Mandarin) (KSQQ). The weather alerts for the KRTY and KVNN buys were all bonus. The Pandora buy featured a banner ad along with the weather alerts and campaign spots running via mobile.

**Total Radio Ads:** 1,135 spots  
**Total Radio Impressions:** 7,690,142

**Print:** (33 percent)

The print buy utilized publications providing the greatest reach within each ethnic and general population. Community papers were also targeted to reach some of the smaller communities in different cities. Full or half page ads were placed in English (Mercury News, Metro Weekly News, Palo Alto Post, Morgan Hill Times, and Morgan Hill Life); Spanish (El Avisador and El Observador); Chinese (World Journal News; and Vietnamese (Cali Today).

Publications were weekly (El Avisador, El Observador, Cali Today, Metro Weekly News, and Morgan Hill Life); bi-weekly (Palo Alto Post and Morgan Hill Times); and daily (Mercury News and World Journal News), with a special edition of a yearly publication for Cali Today being placed in their Tet Magazine provided as bonus. The buy also included paid and bonus banner ads on El Observador and Cali Today's websites.

In addition, several cities published information through utility bill inserts.

**Total Print Ads:** 53  
**Total Print Impressions:** 10,501,141

**Online:** (12 percent)

The online buy included banner ads on Facebook, Comcast and Google AdWords in English, while the Adtaxi buy ran creative in all four languages. Facebook ads were delivered via the sites’ newsfeed for desktop and mobile to audiences in two groups – SCC home and business owners ages 30 and up, and SCC renters and business owners ages 19 and up. The targeting interests were weather alerts, flooding, emergency preparedness, and flood insurance. Google AdWords engaged audiences living in flood zones, utilizing keywords similar to the Facebook interests and behaviors. Ads for these buys were geo-targeted to zip codes in flood prone areas.

Comcast ads were aimed at both homeowners or renters. The banner ads running via Adtaxi featured creative with similar targeting used with Facebook /AdWords delivering ads on various websites (i.e. People, Fandango) within its network. This portion of the buy generated 7,120,730 impressions and 16,510 clicks.

**Total Online Sources:** Four platforms (Facebook, Google Adwords, Adtax, Comcast)  
**Total Online Impressions:** 7,120,730
Outdoor: (13 percent)

Outdoor ads consisted of center stages, or “wraps” on Valley Transit Authority’s (VTA) light rail cars as well as posters on VTA transit shelters.

Ads were placed on Center Stage lines that ran as close as possible to flood prone areas with creative featuring English ads. The transit shelters were placed in ten locations also in flood prone areas in the cities of San Jose, Palo Alto, Morgan Hill, and Santa Clara in English, Vietnamese, or Spanish. The media buy generated a total of 11,012,832 paid and 1,058,694 bonus impressions (due to ads remaining visible longer than anticipated).

Total Outdoor Ads: 16
Total Outdoor Impressions: 12,071,526

Digital Publications: (non-paid media)

Valley Water also uses its monthly newsletter, news blog and social media profiles to enhance flood awareness efforts before and during a forecasted storm as well as during the campaign season starting as early as September (to use National Preparedness Month to kick start the conversation). From September to April, we published six blog posts on flood preparedness efforts and resources, and highlighted flood safety topics in five of our monthly newsletters. This season, staff also created an instructional video that features Valley Water’s Flood Watch Tool, a map-based instrument that helps residents check on the status of local streams in historically vulnerable and flood-prone locations. This video is hosted on Valley Water’s Flood Ready pages, an online hub of flood safety resources.

During the length of the campaign and leading up to anticipated storm events, Valley Water posted flash flood warnings, and shared posts with key messages about flood safety, promoting the Flood Watch Tool throughout the winter. During the months of September through April, we featured 79 Facebook and 65 Twitter posts with flood safety messages.

Results:

Traffic to the flood protection resources page through the duration of campaign resulted in a total of 30,964-page views to both the flood protection resources and flood safety tip pages. During the campaign months, the flood protection resource page was the second most viewed page on the Valley Water’s website.

The flood protection resources page serves as a hub of flood safety information with icons leading to a series of related web pages including information on flood zone maps, signing up for emergency alerts, sandbags, reporting local flooding and safety tips. Of these subpages, the most accessed was the flood zone awareness page, which features a brief explanation for determining if your home is in a FEMA designated flood zone. It also features an instructional YouTube tutorial for using FEMA’s Map Service Center to identify one’s flood risk.
IV. 2019 SANTA CLARA COUNTY CRS USERS GROUP MEETINGS – MONITORING AND EVALUATING THE 2015 PPI

Santa Clara County CRS Users Group (CRS Users Group) meetings were held on February 25, 2019 and May 29, 2019 to gather communities’ input on project accomplished in FY19. Agenda and attendance sheets for each meeting are included as Attachments 2-5.

At the February 25th meeting, a draft PPI Annual Evaluation Report FY19 (Year 4) was distributed to the communities for their review and input.

As required by CRS, our February and May meetings were to monitor the implementation of the 2015 PPI outreach projects and to see if the desired outcomes were achieved, as well to determine if any changes to the PPI were needed. The Users Group agreed that our 2015 PPI messaging and projects would remain the same for the duration of the 2015 PPI, which sunsets in 2020.

We discussed lessons learned from our fourth year and which projects/messaging were important to continue, as well as strengthen. Attendance was good; staff from eleven agencies participated, as well as some external stakeholders and other interested parties.

At the February 25th meeting, Valley Water staff recapped the Santa Clara County CRS Users Group presentation made at the September 2018 Floodplain Management Association (FMA) Conference.

Valley Water Communications staff gave an overview of our 2018-2019 Flood Awareness Campaign, including the Floodplain Notification that was mailed in November 2018 to all addresses in the FEMA Special Flood Hazard Area (SFHA), as well as to City Managers, Public Works and Planning Directors, and city CRS staff in December 2018.

Valley Water gave a brief overview of our Map-Based Flood Watch Tool https://gis.valleywater.org/SCVWDFloodWatch/. This tool is very useful during flood events, and Valley Water encourages communities to utilize it.

The cities of Santa Clara and City of Mountain View shared their preliminary audit results. Under CRS Activity, 510 – Floodplain Management Planning, using the Santa Clara County’s Local Hazard Mitigation Plan (LHMP) as their documentation submittal, preliminary indications show each city receiving 280 points out of a possible 382 points. We discussed other cities utilizing the LHMP as either part of an upcoming cycle verification visit or processing a modification, if appropriate, if it could result in improving their CRS classifications.

Also, the cities Santa Clara and Mountain View shared their experiences using our electronic repository filing system, Egnyte, during their respective cycle verification visits. Both communities had positive experiences and believed that using Egnyte facilitated their audits. (Post meeting, we learned that both cities’ CRS classing rating improved).

Emergency preparedness starter kits were distributed to the county and all Santa Clara County cities. Valley Water reminded CRS communities that the kits are starter kits and not intended to replace comprehensive kits. Therefore, communities should remind the public that these are starter kits that are meant to be used as a starting point when developing comprehensive emergency kits.
Valley Water shared information on the Department of Water Resources (DWR) statewide agency coordination calls that kicked off on March 20, 2019. The calls will lead up to the 8th-annual 2019 California Flood Preparedness Week (CFPW) that will be held from October 19-26, 2019. We encouraged the CRS communities to participate this year and to forward the information to their communication teams. (After the Users Group Meeting, Valley Water requested DWR’s approval to extend the statewide agency coordination calls by inviting all Santa Clara County agencies. A meeting invite for the 6/18/19 call was sent out.)

We shared with the group Valley Water’s experience in participating on these calls, including the benefits of learning what CFPW is about, ways to participate, and resources for events. We discussed how Valley Water’s Education Outreach (EO) Program presented flood awareness programming in classrooms throughout the county from October 2017 to March 2018. The effort reached over 4,000 students in 176 classrooms, from 39 schools. The schools were located in 7 cities throughout the county: Campbell, Cupertino, Milpitas, San Jose, Morgan Hill, Santa Clara, and Saratoga, and were schools that had requested visits from EO for the 2017-18 school year.

All students were invited to enter Valley Water’s “Are You Flood Ready?” flood awareness coloring contest. Over 350 entries were received from 16 different schools. Winning entries were selected to represent each of Valley Water’s seven board members’ districts and prizes were awarded. The winning students received an emergency hand-crank radio, plus an emergency starter kit and a copy of “Chicken Little’s Flood Advice” (a book about a character that is always prepared for any emergency). Emergency starter kits, “Chicken Little’s Flood Advice” books and a copy of the Red Cross Emergency Contact Card were given to all students in the winning student’s classes. The teacher in the winning students’ classrooms received a back-pack full of emergency supplies to keep in the classroom.

The coloring contest entry sheets were then decoupaged into an artwork display that was exhibited in Valley Water’s headquarters lobby starting during the 2018 CFPW October 20-26, 2018 and running through the end of the flood season in April 2019.
At the May 29th meeting, Valley Water Office of Emergency Services shared information on our next scheduled Winter Preparedness Workshop, to be held on October 31, 2019. We also informed the meeting participants that this workshop qualifies for the Certified Floodplain Managers (CFMs) continuing education credits.

The City of Mountain View discussed the importance of emergency response coordination between CRS communities and their Office of Emergency Services. As was pointed out at the February 2019 meeting, activities like the County’s LHMP *(credited under Activity 510 – Floodplain Management Planning)* yield CRS points. Understanding the nexus between CRS and the people who perform activities for which the communities receive CRS credit is important. Maintaining open dialogue with staff is central in ensuring CRS requirements are being met and/or maintained. Valley Water also discussed our LHMP versus the County’s LHMP; we shared that we would be presenting Valley Water’s LHMP as part of our upcoming August 2019 audit submittal.

The consensus is that our PPI implementation is on target and that no changes are needed. Cities who have had the PPI approved by their elected officials reported receiving strong support. For cities that had not gotten the PPI approved yet, the major problem is still workload related. The Public Works Departments in our area continue to have a great deal of work due to the high development level with Silicon Valley’s current economic boom.

The PPI Annual Evaluation Report is required to be shared with each participating community’s governing body. Table 2 is a chart of how each community expects to communicate the report.
V. FUTURE MESSAGING

The messages that we originally chose are still relevant to Santa Clara County. We will continue to increase our efforts to encourage people to prepare personal/family emergency plans and be flood-ready. This will be incorporated into the flood preparedness outreach that is done every fall. We will also coordinate efforts with the Valley Water’s Education Outreach Program to continue promote flood preparedness in local schools with an emphasis on reaching students and families that were affected by the February 2017 floods and those in other flood zones throughout the county.

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

In support of our preparedness messaging, we will continue to promote the importance of having family emergency plans and emergency kits ready to go before an emergency event occurs. Emergency preparedness starter kits of emergency supplies have been distributed countywide as a give-away at various emergency preparedness fairs or events. To qualify for an emergency preparedness starter kit, each person will be asked to download an emergency alert App onto their cell phones. We will continue to promote the County’s ReadySCC App, as well as the American Red Cross Flood App. For people who do not have cell phones, they will be asked to demonstrate that they started to complete an American Red Cross Emergency Contact Card that was given to them.

**Targeted Outreach:** In FY20, the Education Outreach Program will distribute 750 emergency preparedness starter kits to educators throughout Santa Clara County. This action will serve as a continuation of our flood awareness education messaging.

Targeted student outreach will include distribution of the US Army COE “I am Flood Ready” flood preparedness activity book, as available, to the classrooms of the 750 above-mentioned educators.
The education curriculum will include grade-level appropriate flood preparedness activities and messaging.

VI. CONCLUSION

Overall, the CRS Users Group was successful in implementing the PPI in FY19. The PPI allowed participating communities to mutually decide which flood risk reduction messages are most appropriate and identified how those messages are delivered. The objectives of participating in the PPI are to enhance the effectiveness of the flood risk messages to residents, reduce flood risks within the county, and earn valuable CRS credit points when identified projects are implemented by communities. The CRS Users Group and the PPI will continue through FY20.

Attachments for submission to Valley Water Board, City Councils/Managers, and FEMA as part of 2019 Verification/Recertification Package, as required:

1. Appendix A from 2015 SC County Multi-Jurisdictional PPI noting FY19 Project Accomplishments
2. February 25, 2019 Santa Clara County CRS Users Group Meeting Agenda
3. February 25, 2019 Santa Clara County CRS Users Group Meeting Sign-in Sheet
4. May 29, 2019 Santa Clara County CRS Users Group Meeting Agenda
5. May 29, 2019 Santa Clara County CRS Users Group Meeting Sign-in Sheet
### Appendix A. Santa Clara County 2015 Multi-Jurisdictional PPI - 2019 Annual Evaluation Report (Year 4) Project Accomplishments Worksheet

**Global Changes:** District to Valley Water; emergency kit to emergency preparedness starter kits (these starter kits are NOT intended to replace comprehensive emergency kits; such should be communicated to public when being handed out); District Outreach Program to Valley Water Education Outreach Program; footnote #3 changed from "Each September" to "by each June."

<table>
<thead>
<tr>
<th>Target Audience</th>
<th>1 Message</th>
<th>2 Project(s) Proposed to Support the Messages</th>
<th>Assignment</th>
<th>3 Proposed Schedule</th>
<th>4 Stakeholder</th>
<th>CRS Community</th>
</tr>
</thead>
</table>
| Community At Large (CAL) | CAL OP #1. Flood messages mailed in and/or printed on Utility Bills. | City Public Works Dept. (PW) City CRS Coordinators Valley Water Communications (for South County Unincorporated areas) | October – March | Utility companies (water, electric, waste) | All | Valley Water: Offers and provides CRS participating communities artwork from our Annual Flood Awareness Campaign to use for any flood messaging that they include in their utility billing.  
Gilroy: The city periodically has utilized utility billing inserts to provide flood and NPDES-related materials, information and brochures to its citizens.
Milpitas: In February (SFHA areas) and June (all other areas) 2019, the city mailed out the “2018-2019 Public Advisory” informational SFHA brochure which includes flood preparedness messaging to all addresses in the city.
Mountain View: The city sent utility inserts between August – October 2018 to all billing addresses
Palo Alto: The city sent out two utility billing inserts to homeowners.
Gilroy: The city has posted flood and NPDES-related utility billing inserts on the city website.
Mountain View: Posted copy of utility insert on the city’s website - Flood Protection page.
Palo Alto: Utility bill inserts re: Flood Information/Winter Preparedness posted on city’s website. |}

<table>
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<tr>
<th>1 Message</th>
<th>2 Project(s) Proposed to Support the Messages</th>
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<td>Message: 1 - Know your flood hazard; 2 - Insure your property for the flood hazard; 3 - Protect people from the flood hazard; 4 - Protect your property from the hazard; 5 - Build responsibly; 6 - Protect natural floodplain functions</td>
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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


CAL OP = Community At Large Outreach Projects; SFHA OP = Special Flood Hazard Area Communities Outreach Projects; TA OP = Target Audiences Outreach Project

By each June, all deliverables need to be reported to Valley Water for tracking purposes.

* A stakeholder (agency, organization; or person other than the community staff) that supports the message. Stakeholders can be: an insurance company that publishes a brochure 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.

maker production and distribution costs of $42,000 and a post-campaign survey.

The flood awareness paid advertisement campaign ran over a 5-month period from mid-November 2018 to mid-April 2019. The total cost of the paid advertisement campaign was $520,355. The paid media campaign served a total of 34,808,604 impressions, up from impressions in 2018 at 21,815,342.

Valley Water’s annual Floodplain Mailer (FPM) is sent to all SC County parish in the FEMA flood zone. In FY12, the FPM was mailed out to 32,064 addresses between November 19 – 21, 2018 and to all Santa Clara County city/city Public Works and Planning Departments on December 14, 2018. The FPM is posted on our website.

Valley Water’s annual November 2018 Countywide Mailer (CWM) was sent between December 26-27, 2018 countywide to 729,929 addresses (USPS- ECPWSS - Extended/Enhanced Carrier Route Walking Sequence Saturation Postal Customer). The CWM includes flood protection and preparedness measures information, including FEMA map reading services, getting flood insurance, family emergency plans, downloading emergency preparedness app “Ready SCC,” and where to get sandbags.

Valley Water’s 2017-2018 Annual Report/2019 Calendar includes information regarding on-going efforts to protect people, homes, and business from flooding and protecting the environment throughout the county. This report was made available to the public through an online request form and was mailed out during the months of December 2018 and January 2019.

Los Altos: Outreach materials are displayed at Los Altos City Hall front counter and Los Altos library. An article titled “Flood Insurance Information Available” was published four times in the Los Altos Town Crier.

Milpitas: In February and June 2019, city mailed out "2018-2019 Public Advisory" informational SFHA brochure which includes flood preparedness messaging to all addresses in the city. The city’s annual newsletter “Connected” is mailed out citywide, which includes information on “Know Your Flood Risk”, May – July 2018 Volume VI.


Menlo Hill: The city’s citywide flood newsletter and city’s weekly newsletter/e-mail blast (called Weekly 411) sent out to subscribers during the months of September 2018, December 2018, January 2019, and February 2019 included messages about flood safety and emergency preparedness.

Palo Alto: The city’s utility bill inserts include this message.

Santa Clara: The city’s citywide “Inside Santa Clara” newsletter includes these messages and is sent to all addresses in city in fall each year.

http://apps2.valleywater.org/publication/flipbook/059_AnnualReport2018
http://apps2.valleywater.org/publication/flipbook/808_FloodAdvisory2018/
http://apps2.valleywater.org/publication/flipbook/809_AnnualReport2018
http://apps2.valleywater.org/publication/flipbook/807_FloodMailer2018/
http://apps2.valleywater.org/publication/flipbook/811_AnnualReport2018
http://apps2.valleywater.org/publication/flipbook/813_AnnualReport2018
http://apps2.valleywater.org/publication/flipbook/815_AnnualReport2018
http://apps2.valleywater.org/publication/flipbook/817_AnnualReport2018
http://apps2.valleywater.org/publication/flipbook/819_AnnualReport2018
http://apps2.valleywater.org/publication/flipbook/821_AnnualReport2018
http://apps2.valleywater.org/publication/flipbook/823_AnnualReport2018
http://apps2.valleywater.org/publication/flipbook/825_AnnualReport2018
http://apps2.valleywater.org/publication/flipbook/826_FloodAdvisory2018/
http://apps2.valleywater.org/publication/flipbook/827_AnnualReport2018
http://apps2.valleywater.org/publication/flipbook/829_AnnualReport2018
http://apps2.valleywater.org/publication/flipbook/830_FloodAdvisory2018/
http://apps2.valleywater.org/publication/flipbook/831_AnnualReport2018
http://apps2.valleywater.org/publication/flipbook/833_AnnualReport2018
http://apps2.valleywater.org/publication/flipbook/835_AnnualReport2018
http://apps2.valleywater.org/publication/flipbook/837_AnnualReport2018
http://apps2.valleywater.org/publication/flipbook/839_AnnualReport2018
http://apps2.valleywater.org/publication/flipbook/841_AnnualReport2018
http://apps2.valleywater.org/publication/flipbook/843_AnnualReport2018
http://apps2.valleywater.org/publication/flipbook/845_AnnualReport2018
http://apps2.valleywater.org/publication/flipbook/847_AnnualReport2018
http://apps2.valleywater.org/publication/flipbook/848_FloodMailer2018/
http://apps2.valleywater.org/publication/flipbook/849_AnnualReport2018
http://apps2.valleywater.org/publication/flipbook/851_AnnualReport2018
http://apps2.valleywater.org/publication/flipbook/853_AnnualReport2018
http://apps2.valleywater.org/publication/flipbook/855_AnnualReport2018
http://apps2.valleywater.org/publication/flipbook/856_FloodMailer2018/
http://apps2.valleywater.org/publication/flipbook/857_AnnualReport2018
http://apps2.valleywater.org/publication/flipbook/858_FloodAdvisory2018/
http://apps2.valleywater.org/publication/flipbook/859_AnnualReport2018
http://apps2.valleywater.org/publication/flipbook/861_AnnualReport2018
http://apps2.valleywater.org/publication/flipbook/863_AnnualReport2018

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## Community At Large (CAL)

The PPI Committee recognized that the entire community that lives and/or works in Santa Clara County is subject to impacts due to flooding. The CRSP typically focuses on residential flooding, but here, flooding of businesses and roads is also very important.

### Topics 4 & 6

**CAL OP #9: Do Not Dump** message is sent each year to all Santa Clara County residents in Valley Water’s CWM

**CAL OP #9: Do Not Dump** message includes “Do Not Dump” message. Valley Water has an extensive stewardship program. "Do Not Dump" message posted on construction/project sites with signs throughout the county. Link to CWM: https://www.valleywater.org/sites/default/files/2018%20Year%20in%20Review%20All%20County%20Mailer.pdf

**Gilroy:** The city has communicated “NO DUMP” messages thru utility inserts, mail-outs, community events and website posting. Los Altos: The City’s annual mailer and brochure provide information regarding flood program, with an emphasis on the “DO NOT DUMP” message. The city also communicates “DO NOT DUMP” message through litter mailer sent to property owners in the city’s Trash Management Area 1, which is characterized by higher trash levels.

**Morgan Hill:** The city’s website redirects to Valley Water’s Flood Ready landing page:

```
http://www.ci.morganhill.ca.us/department/engineering/flood-information/know-your-risk/
```

**Mountain View:** The city posted linked to Valley Water CWM on city website - Flood Protection page.

**Palos Verdes:** Valley Water’s CWM and city’s utility bill inserts are posted on city’s Flood Information/Preparedness webpage.

**Santa Clara:** The city posted the newsletter to city website.

### Topics 4 – 9

**July 2019:** The City of Sunnyvale Communication Division distributed a “Keep debris and trash out of our streams.”

**Santa Clara:** August 2019: Citywide newslette: “Don’t dump into streams”

**Morgan Hill:** August 2019: The citywide flood newsletter and city’s weekly newsletter/email blasts sent out during the months of September 2018, December 2018, January 2019, and February 2019 were posted on the city’s website.

**Mountain View:** City posted linked to Valley Water CWM on city website - Flood Protection page.

**Palos Verdes:** Valley Water’s CWM and city’s utility bill inserts are posted on city’s Flood Information/Preparedness webpage.

**Santa Clara:** The city posted the newsletter to city website.

**July 2019:** Valley Water: The FPM sent to all SC County parishes in the FEMA flood zone includes “Do Not Dump” message. Valley Water has an extensive stewardship program. "Do Not Dump" message posted on construction/project sites with signs throughout the county. Link to CWM:

```
https://www.valleywater.org/sites/default/files/2018%20Year%20in%20Review%20All%20County%20Mailer.pdf
```

**Gilroy:** The city has communicated “NO DUMP” messages thru utility inserts, mail-outs, community events and website posting.

**Los Altos:** The City’s annual mailer and brochure provide information regarding flood program, with an emphasis on the “DO NOT DUMP” message. The city also communicates “DO NOT DUMP” message through litter mailer sent to property owners in the city’s Trash Management Area 1, which is characterized by higher trash levels.

**Gilroy:** The city communicated “Do Not Dump” message posted on construction/project sites with signs throughout the county. Link to CWM:

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https://www.valleywater.org/sites/default/files/2018%20Year%20in%20Review%20All%20County%20Mailer.pdf
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**Santa Clara:** The city posted the newsletter to city website.

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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

2. **Flood Response Preparations (PRP):** Topic 7 – Develop a Family Emergency Plan; Topic 8 – Download disaster electronic Apps; Topic 9 – Understand shallow flooding risks – “Don’t drive through standing water.”

3. **CAL OP = Community At Large Outreach Projects; SFHA OP = Special Flood Hazard Area Communities Outreach Projects; TA OP = Target Audiences Outreach Project.

4. **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, FEMA brochure is used as an informational material; schools that implement outreach activities; a local newspaper; a neighborhood or civic association that sponsors and hosts a presentation by a community employee; a utility company that includes pertinent articles in its monthly bills; or presentations made by state or FEMA staff at a Risk Map meeting.
Appendix A. Santa Clara County 2015 Multi-Jurisdictional PPI - 2019 Annual Evaluation Report (Year 4) Project Accomplishments Worksheet

Global Changes: District to Valley Water; emergency kit to emergency preparedness starter kit (these starter kits are NOT intended to replace comprehensive emergency kits; such should be communicated to public when being handed out); District Outreach Program to Valley Water Education Outreach Program; footnote #3 changed from “Each September” to “By each June.”

|---|---|---|---|---|---|---|

NOTE: FY 18-19 Annual Report will not be available until September 2019

C.5 – Illicit Discharge Detection and Elimination

Water Resource Protection Ordinance Code Enforcement Program

To protect District owned public lands, the District (Valley Water) regulates non-District use of the agency’s property through the Water Resources Protection Ordinance. The Water Resources Protection Manual, which includes measures to protect the riparian corridor, is utilized for case development.

For FY 17-18, the Community Projects Review Unit’s Code Enforcement Program processed 136 cases. Of the 136 cases, encroachment violations accounted for 17% of the cases. Encroachments (unauthorized private use of District’s property) often occur on creekside or near-creekside lands and can have negative impacts on the stream environment due to increased erosion from irrigation and overland drainage, the potential for the introduction of pesticides into the creek, planting of non-native and invasive plant species in the riparian corridor, grading of creek banks, and dumping. The District has been protecting creekside public lands by remediating encroachments for over 40 years. Approximately 25% of the cases were for illegal dumping on District property, which is predominantly creekside. Dumped items consisted of materials such as soil, yard waste, and debris.

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


3 CAL OP = Community At Large Outreach Projects; SHPA OP = Special Flood Hazard Area Communities Outreach Projects; TA OP = Target Audiences Outreach Project

4 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 Mitigation meeting.
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CAL OF #12. Post Valley Water Resource Protection Ordinance on website (Element 32J WEB1)

C.7.c. Stormwater Pollution Prevention Education

District outreach/includes: Access Valley Water (http://www.valleywater.org/oppwp) is a way to send immediate requests, questions, complaints and compliments directly to the Santa Clara Valley Water District. Citizens can report water waste, trash or downed trees near a creek, graffiti, illegal dumping, or other problems near creeks, from a computer or from the Access Valley Water mobile app. Users can check on status and receive messages from the District as a request is processed. Issues reported to Access Valley Water that are found to be outside of District jurisdiction are forwarded to the appropriate government entity. Access Valley Water response time is typically five days or less.

Gilroy: The city has this message on its website, City Code Chapter 12.

Los Altos: The city website posting of “Help Prevent Neighborhood Flooding…” provides information on illegal dumping reporting. The city’s annual mailer and brochure provide information regarding the flood program with an emphasis on the “DO NOT DUMP” message and are posted on the city website. The city’s Municipal Code Section 6.32.030 Watercourse Protection prohibits “discharge into or connect any pipe or channel to a watercourse.”

Milpitas: In February and June 2019, the city mailed out the “2019-2019 Public Advisory” informational SPHA brochure which includes Do Not Dump messaging to all addresses in the city.

Morgan Hill: The city’s citywide flood newsletter included this message.

Palo Alto: “Illegal Dumping” is part of the city’s Municipal Code.

Santa Clara: The city has several city codes/charter on Illegal dumping.

Sunnyvale: The city posts Illegal Dumping message on website.


Gilroy: The city has this message on its website, City Code Chapter 27A.

Los Altos: The city’s Municipal Code Section 6.32.030 Watercourse Protection is accessible through the Municipal Code link on the city’s website.

Milpitas: The city’s Code Section R1-16-12 – Watercourse Protection is accessible through the Municipal Code.

https://library.municode.com/ca/milpitas/codes/code_of_ordinances?nodeId=TITXIZOPLAN_CH16STURRUPOCO_XI-16-12WAPM

Morgan Hill: The city has link to Valley Water’s “Permits for Working on Valley Water Land or Easement” on city’s Floodplain Management webpage. Valley Water’s webpage includes a link to the Water Resources Protection Ordinance.

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


3 CAL OF – Community At Large Outreach Projects; SPHA OP – Special Flood Hazard Area Communities Outreach Projects; TA OP – Target Audiences Outreach Project

4 By each June, all deliverables need to be reported to Valley Water for tracking purposes.

5 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 brochure 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 Forum meeting.

ATTACHMENT NO. 1
Palo Alto: Link to the city’s Municipal Code is on city’s Flood and Storm Drain webpage.
Santa Clara: City codes/charter’s are posted on city website.

| CAL OP #13 | Pollutants: Illegal dumping, Illegal dumping of hazardous wastes | Valleys, project sites | Year-Round | Santa Clara Valley Urban Runoff Pollution Prevention Program (all communities that drain to San Francisco Bay) | All | Palo Alto: No dumping signs are installed in all city storm drain catch basins.

| CAL OP #14 | Pollutants: Illegal dumping, Illegal dumping of hazardous wastes | Watersheds and Storm Drainage areas | Year-Round | Santa Clara Valley Urban Runoff Pollution Prevention Program Watershed Watch Organization San Francisco Estuarine Institute Oakland Museum | All | Valley Water: Projects sites throughout the county include “No Dumping” signage/message.

NOTE: FY 18-19 Annual Report will not be available until September 2020

C.5 – Illicit Discharge Detection and Elimination

Emergency Response Program

The District (Valley Water) addresses illicit connection/illegal dumping (IC/ID) incidents effectively through its hazardous materials “Emergency Response” (ER) Program. The District received and responded to a total of 111 emergency response reports throughout Santa Clara County during FY 17-18. This was 30 reports less than in FY 16-17. Of the 111 total incidents reported during the last fiscal year, 102 were within the jurisdiction of the San Francisco Bay Regional Water Quality Control Board (SFBRWQCB). 49 were actual or potential discharge events, and 75 required a field response by a team member or members for general investigation, source identification, multi-agency coordination, and clean up or evidence collection.

The District is one of the few-Santa Clara County Permitees that has 24-hour availability to conduct storm and stream water pollution investigations. District staff will, as needed, investigate, and collect evidence at a site that can later be transferred to the appropriate jurisdictional authority on the next business day. Jurisdictional authority could reside with a co-permittee, state, or federal agency. The District responded within target field response time 100% of the time for all incidents requiring urgent field response.

C.7.c. Stormwater Pollution Prevention Education

District outreach includes: The District Pollution Hotline (2-888-520-5515) www.valleymatc.org/Sewer/PollutionHotline.aspx receives and responds to emergency response reports throughout Santa Clara County. The District is one of the few-Santa Clara County Permittees that has 24-hour availability to conduct storm water pollution investigations. The District staff will, as needed, investigate and collect evidence at a site that can later be transferred to the appropriate jurisdictional authority during the next regularly scheduled
### Community At Large (CAL)

The PPI Committee recognized that the entire community that lives and/or works in Santa Clara County is subject to impacts due to flooding. The CRS typically focuses on residential flooding, but here, flooding of businesses and roads is also very important.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Message</th>
<th>Cleaners and fewer dumping violations</th>
<th>CAL OF #15, Post Project notices with “Pollution Hotline” on website (Element 352 WEB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>It’s illegal to dump into streams</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>Fewer debris blockages during high-flow events</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Year-Round

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Attendees</th>
<th>Information/knowledge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valley Water Communications</td>
<td>Attendees of community events who visit information booths</td>
<td>SCVWPPP</td>
</tr>
<tr>
<td>Valley Water: Creek Wise Property Program – Creek Wise brochures handed out at community fairs (target outreach – 6 points per topic)</td>
<td>Valley Water: The Pollution Hotline number is included in Valley Water’s FPM and is posted on the website.</td>
<td></td>
</tr>
<tr>
<td>Valley Water: Creek Wise Property Program – Creek Wise brochure on website (Element 352 WEB)</td>
<td>Valley Water: The Pollution Hotline number is included in Valley Water’s FPM and is posted on the website.</td>
<td></td>
</tr>
<tr>
<td>Palo Alto: Pollution Hot Line is posted on the city’s utility bills.</td>
<td>Palo Alto: “Pollution Hot Line” is posted on the city’s flood information webpage.</td>
<td></td>
</tr>
</tbody>
</table>

###SANFRANCISCO COUNTY FLOODING RESPONSE PLAN

- **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 responsibility; Topic 6 – Protect natural floodplain functions
- **Flood Response Preparations (FRP):** Topic 7 – Develop a Family Emergency Plan; Topic 8 – Download disaster electronic Apps; Topic 9 – Understand shallow flooding risks – “Don’t drive through standing water.”
- **CAL OP – Community At Large Outreach Projects:** SHPA OP – Special Flood Hazard Area Communities Outreach Projects; TA OP – Target Audiences Outreach Project
- **By each June, all deliverables need to be reported to Valley Water for tracking purposes.**

### Stakeholder

- 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 brochure on flood insurance, even if it is set out at City Hall; a local newspaper that publishes a flood or hurricane season supplement each year; FEMA, if, for example, a FEMA brochure is used as an informational material; schools that implement outreach activities; a local newspaper; a neighborhood or civic association that sponsors and hosts a presentation by a community employee; a utility company that includes pertinent articles in its monthly bills; or presentations made by state or FEMA staff at a Risk Map meeting.
### Appendix A. Santa Clara County 2015 Multi-Jurisdictional PPI - 2019 Annual Evaluation Report (Year 4) Project Accomplishments Worksheet

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<table>
<thead>
<tr>
<th>Project Code</th>
<th>Project Description</th>
<th>Year/Run</th>
<th>Community Organizations</th>
<th>All City of Santa Clara</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAL OP#158</td>
<td>Organize volunteers for creek clean-ups through Valley Water’s Adopt-A-Creek Program or organized city clean-ups, such as City of Santa Clara’s, Adopt-A-Spot Program</td>
<td>Valley Water Communications</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CAL OF #19</td>
<td>Post Valley Water’s Adopt a Creek Program and cities clean-up programs on website (Element 352 WEB2)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CAL OP#190</td>
<td>Organize volunteers for National River Cleanup Day and California Coastal Cleanup Day</td>
<td>Valley Water Communications</td>
<td>May 18, 2019 and September 2019 annually</td>
<td></td>
</tr>
</tbody>
</table>

**Community At Large (CAL)**

The PPI Committee recognized that the entire community that lives and/or works in Santa Clara County is.

- Topic 4 & 5: Action: Keep debris and trash out of our streams.
  - It’s illegal to dump into streams
- Topic 8: Action: Fewer dumping violations
  - Fewer debris muckages during high-flow events

- Topic 1: Action: Protect your flood hazard
  - Protect people from the flood hazard.
- Topic 2: Action: Protect your property for your flood hazard
  - Protect your property from the flood hazard.
- Topic 3: Action: Build responsibly
  - Build responsibly.
- Topic 4: Action: Protect natural floodplain functions
  - Protect natural floodplain functions.
- Topic 5: Action: Prevent flood damage and loss
  - Prevent flood damage and loss.
- Topic 6: Action: Protect natural floodplain functions
  - Protect natural floodplain functions.
- Topic 7: Action: Develop a Family Emergency Plan
  - Develop a Family Emergency Plan.
- Topic 8: Action: Download disaster electronic Apps
  - Download disaster electronic Apps.
- Topic 9: Action: Understand shallow flooding risks
  - Understand shallow flooding risks.
- Topic 10: Action: Don’t drive through standing water.
  - Don’t drive through standing water.

### Outreach Projects (OP)

- Topic 1: Action: Keep flood hazard.
- Topic 2: Action: Insure your property for your flood hazard.
- Topic 3: Action: Protect people from the flood hazard.
- Topic 4: Action: Protect your property from the flood hazard.
- Topic 5: Action: Build responsibly.
- Topic 8: Action: Download disaster electronic Apps.
- Topic 10: Action: Don’t drive through standing water.

1 Message Topics: Outreach Projects (OP): Topic 1 – Keep 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 flood hazard; Topic 5 – Build responsibly; Topic 6 – Protect natural floodplain functions.

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**ATTACHMENT NO. 1**
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| 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 |
| 3 | #21. Post volunteer information and results on website (Element 352 WEB1) |
| 4 | 2019 National River Cleanup Day was held on September 15, 2018. 45 clean-up sites; 1,931 volunteers removed approximately 56,808 lbs. of trash, including 8,542 recyclables; that’s equivalent to 107,424 grocery cartons lined up end to end. |
| 5 | California Cleanup Day was held on September 15, 2018. California Cleanup Day was held on September 15, 2018. The city posted National River Cleanup Day information in the City Manager Weekly Updates which is an email newsletter and posted on the city website. |
| 7 | Valley Water: Volunteer information and results posted on www.cleanupweek.org. Los Altos: The city posted National River Cleanup Day information in the City Manager Weekly Updates, which is an email newsletter, and posted on the City website. Milpitas: The city promoted volunteer opportunities in promotions and the city website which re-directs to www.cleanupweek.org. The link is called out as “52 cleanup sites” at: http://www.ci.milpitas.ca.gov/national-river-cleanup-day-5. |

Subject to impacts due to flooding. The CRS typically focuses on residential flooding, but here, flooding of businesses and roads is also very important.
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<table>
<thead>
<tr>
<th>CAL OP #32: Installation of trash booms</th>
<th>Palo Alto: River cleanup information posted on city’s social media and cleanbay.org.</th>
<th>Santa Clara: National River Cleanup event was posted on city’s website.</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of San Jose CRIS Coordinator</td>
<td>C.10 – Trash Load Reduction</td>
<td>A total of 4 trash booms (2 in San Jose: Lower Silver Creek, Thompson Creek; 2 in Palo Alto: Matadero Creek, Adobe Creek) installed prior to FY17-18. During FY17-18, the following amounts of trash were removed from each trash boom:</td>
</tr>
<tr>
<td>City of San Jose All Cities</td>
<td>- Matadero: 0.47 cubic yards on 12/9/17, and 0.035 cubic yards on 5/19/18</td>
<td>- Adobe: 0.21 cubic yards on 12/9/17, and 0.045 cubic yards on 5/19/18</td>
</tr>
</tbody>
</table>

### CAL OP #33: Stenciling storm drains "Do Not Dump - Flows Into Bay"

- City of San Jose CRIS Coordinator
- All Cities CRIS Coordinator

<table>
<thead>
<tr>
<th>City of San Jose CRIS Coordinator</th>
<th>City of San Jose All Cities</th>
<th>Valley Water: Inspects and maintains stenciled storm drains on all Valley Water property.</th>
</tr>
</thead>
</table>

**Il. Reporting – In the 2020 Annual Report, each Permittee shall (1) state how many municipally-maintained storm drain inlets it has; (2) certify that at least 80 percent of municipally-maintained storm drain inlet markings are legibly labeled with an appropriate stormwater pollution prevention message during the permit term; (3) include a picture of a labeled municipality-maintained inlet; and (4) certify that all privately-maintained streets had storm drain inlet markings verified prior to acceptance of the project and were required to maintain the storm drain inlet markings through the development maintenance entity.**

- Gírop: The city adds medallions at drainage inlet locations.

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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

2. **Flood Response Preparations (FRP):** Topic 7 – Develop a Family Emergency Plan; Topic 8 – Download disaster electronic Apps; Topic 9 – Understand shallow flooding risks – “Don’t drive through standing water.”

3. **CAL OP = Community At Large Outreach Projects; SPA OP = Special Flood Hazard Area Communities Outreach Projects; TA OP = Target Audiences Outreach Project**

4. 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, 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 fat meeting.
Appendix A. Santa Clara County 2015 Multi-Jurisdictional PPI - 2019 Annual Evaluation Report (Year 4) Project Accomplishments Worksheet

Global Changes: District to Valley Water; emergency kit to emergency preparedness starter kits (these starter kits are NOT intended to replace comprehensive emergency kits; such should be communicated to public when being handed out); District’ Outreach Program to Valley Water; emergency kit to emergency preparedness starter kits (these starter kits are NOT intended to replace comprehensive emergency kits; such should be communicated to public when being handed out); District’ Outreach Program to Valley Water.

Los Altos: City storm drains are all stenciled or labeled with medallions (including the name of the creek that the inlet drains to) and the city aims to inspect, clean, and maintain each inlet annually.

Milpitas: The city places “No Dumping, Drains to Creek” medallions placed at public catch basins on an as-needed basis, and all new developments are required to label new or reconstructed storm drains.

Mountain View: This is a standard detail required on all construction projects in the city.

Palo Alto: “Do Not Dump” stenciling is installed on all storm drain inlets in the city.

Santa Clara: The city placed stencils on all storm drain inlets.

Sunnyvale: The city stencils “No Dumping! Flows to Bay!” on storm drains.

Community At Large (CAL)
The PPI Committee recognized that the entire community that lives and/or works in Santa Clara County is subject to impacts due to flooding. The CKS typically focuses on residential flooding, but here, flooding of businesses and roads is also very important.

Culverts and storm drain inlets are likely to block during high-flow events, causing flooding of neighborhoods and roads. The CAL OP #24 inserts into inlets to help keep storm drains open.

Global Changes: District to Valley Water; emergency kit to emergency preparedness starter kits (these starter kits are NOT intended to replace comprehensive emergency kits; such should be communicated to public when being handed out); District’ Outreach Program to Valley Water; emergency kit to emergency preparedness starter kits (these starter kits are NOT intended to replace comprehensive emergency kits; such should be communicated to public when being handed out); District’ Outreach Program to Valley Water.

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Santa Clara: The city placed stencils on all storm drain inlets.

Sunnyvale: The city stencils “No Dumping! Flows to Bay!” on storm drains.

Valley Water: Valley Water inspects and maintains drop inlet protection on all its property.

Information from Municipal Regional Permit NPDES Permit No.: CA612008

NOTE: FY 18-19 Annual Report will not be available until September 2019

Provision C.2 Municipal Operations

The District (Valley Water) owns and operates the storm water drainage systems at its facilities, which includes storm drains, catch basins, vegetated swales, open drainage ditches, utility trenches, and storm drain laterals. The District owns and maintains four corporation yards; one vehicle maintenance and parking facility (Corporation Yard) and three material storage facilities (Winfield Facilities, Brokaw Storage Yard, and Camden Storage Yard). Each District corporation yard has a site-specific Storm Water Pollution Prevention Plan (SWPPP).

Storm drains outside District facilities are owned and operated by the local (city or county) jurisdictions.

The District completed the following tasks:

1. Continued implementation of the storm drain inspection and cleaning program
2. Cleaned and reconstructed cinder block, screen, and gravel BMPs at the Corporation Yard and Winfield Facilities (checklist of 2018).

HIGHLIGHTS AND ACCOMPLISHMENTS

Pollution prevention and pollutant reduction has continued to be a focus of District staff discussions, including overall good housekeeping practices, proper BMP inspection and implementation, and the need to document follow-up actions based on Storm Water Pollution Prevention Plan (SWPPP) inspections. Storm drain inspections and cleaning work orders continue to be distributed via the District’s Communicate Preventive

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


OP = Community At Large Outreach Projects; SFHA OP = Special Flood Hazard Area Communities Outreach Projects; TA OP = Target Audiences Outreach Projects

By each June, all deliverables need to be reported to Valley Water for tracking purposes.

1. Stakeholder: Any agency, organization, or person (other than the community itself) that supports the message. Stakeholders can be: an insurance company that publishes a brochure 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 Mitigation meeting.
Appendix A. Santa Clara County 2015 Multi-Jurisdictional PPI - 2019 Annual Evaluation Report (Year 4) Project Accomplishments Worksheet

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Maintenance Program (MMP) maintenance work order software for the corporation yards. Each month, facility maintenance staff inspects all storm drains at their facility and have them cleaned as needed. Inspections were completed for all District corporation yards, and BMPs were implemented according to site specific SWPPPs.

District staff attended the SCVURPPP Municipal Operations Ad Hoc group. Please refer to the C.2 Municipal Operations section of the Program’s FY 17-18 Annual Report for a description of program and regional activities.

Los Altos: The city has one installed large trash capture device that is regularly maintained by the city’s maintenance division.

Milpitas: The city will have completed the installation of 167 trash capture devices by FY18-19.

Mountain View: The city requires inlet protection be installed on a site-specific basis.

Palo Alto: The city installed two large trash capture devices and stencils are installed on all catch basins.

Santa Clara: 146 new storm drain inlets are scheduled to be installed before June 30, 2019.

Sunnyvale: The city has three large trash capture devices at two separate locations. They also have multiple individual catch basin devices and require trash capture on all on-site storm drain inlets.

CAL OP #25. Hot Spot Assessment and Clean-ups

Valley Water: Information from Municipal Regional Permit NODs Permit No.: CAS612008 Order Number: R2-2015-0049 - FY 2017-2018 Annual Report

https://www.waterboards.ca.gov/sanfranciscobay/water_issues/programs/information/3497/2018_A0_Santa_California/index.html

NOTE: FY 18-19 Annual Report will not be available until September 2019

C.10.a – Trash Load Reduction – Trash Hot Spots Clean-up

The FY 17-18 cleanup data and volume of trash removed during each NRP-requited Trash Hot Spot cleanup during each fiscal year are listed on pages 20-9 and 10-10 of the report.

Gilroy: The city completed hotspot assessment per city’s state permit requirement for year 5 of permit.

Los Altos: The city continues active participation in SCVURPPP and continues conducting hot spot cleanups.

Milpitas: The city has 3 (three) creek hot spots which are cleaned twice/year.

Palo Alto: The city identifies hot spots every year and keeps logs of maintaining them. The city continues to actively participate in the SCVURPPP.

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


3 CAL OP = Community At Large Outreach Projects; SFA OP = Special Flood Hazard Area Communities Outreach Projects; TA OP = Target Audiences Outreach Project

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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 brochures on flood insurance, even if it is not set out at City Hall; a local newspaper that publishes a flood or hurricane season supplement each year; FEMA, if, for example, a FEMA brochure is used as an informational material; schools that implement outreach activities; a local newspaper; a neighborhood or civic association that sponsors and hosts a presentation by a community employee; a utility company that includes pertinent articles in its monthly bills; or presentations made by state or FEMA staff at a Risk-Map meeting.

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### Community At Large (CAL)

The PPI Committee recognized that the entire community that lives and works in Santa Clara County is subject to impacts due to flooding. The CRS typically focuses on residential flooding, but here, flooding of businesses and roads is also very important.

| Cleaner streams and fewer dumping violations | CAL OP #20: Send out yearly newsletter article discussing efforts to ready the storm drainage system for fall rains – clearing out storm drains, and discusses "No Dumping" that reaches all households in the City or County | City of Sunnyvale CRS Coordinator | Late Summer/ Fall | Sunnyvale All | Valley Water: Messages on storm drainage systems, including DO NOT DUMP is promoted on Valley Water’s annual FFM. Milpitas: the city has monthly street sweeping print advertising in local newspaper; letters to 9,000 households in Full Street Sweeping Program areas. Palo Alto: The city sends winter storm preparedness on utility insert every year. Santa Clara: The city’s "Inside Santa Clara" newsletter has message about storm drain and illegal dumping. Sunnyvale: the city’s Horizon Newsletter, Fall 2018 "How to be Flood Safe," is also posted on the City’s website: https://sunnyvale.ca.gov/civicax/filebank/blobdload.aspx?BlobID=23588

### Mainstream News

| Fewer debris blockages during high-flow events | CAL OP #27: Post newsletter article on efforts to ready storm drainage system for fall rains – cleaning out storm drains, and "No Dumping" on website (Element 352 Worth) | City of Sunnyvale CRS Coordinator | City of Sunnyvale CRS Coordinator | Late Summer/ Fall | Sunnyvale All | Valley Water: Newsletters and flyer posted on the website. Los Altos: The city’s website posting of "Storm Preparation in Los Altos" discusses efforts to get the drainage system ready for the storm season. The city posts information on the website about their efforts to prepare for storms and emergencies, including 1) conducting emergency operation drills with the police department and Santa Clara County Fire Department to set up an Emergency Operation Center in order to practice and prepare for storm and flood responses; 2) inspections and waterproofing of traffic signals, related equipment and preparing backup generators for signal outages; 3) trimming trees and removing dead trees, which can help to prevent debris blockages during rains; and 4) inspecting and cleaning debris from difficult to access storm water ditches. Milpitas: the city posts their citywide informational "SFHA brochure" on city website. The city also promotes winter preparedness through the city website: http://www.ci.milpitas.ca.gov/milpitas/departments/public-works/department-home-page/storm-home-page/

### Topics 1, 2, 3, 4, 7, 8 & 9

| Download disaster electronic materials | Increase in 'hits' on Apps and less stress during emergencies | CAL OP #28. Advertise Valley Water, County Public Health Department and American Red Cross Electronic Apps | City representatives, Valley Water Communications County Public Health Dept. | Year-Round | Community Organizations, including American Red Cross and | All | Valley Water: Emergency apps information is included in Valley Water’s annual FFM and CWM. Also advertised on the newsletter, Facebook and Twitter by Valley Water, City of Palo Alto, and City of Mountain View.

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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

2. **Flood Response Preparations (FRP):** Topic 7 – Develop a Family Emergency Plan; Topic 8 – Download disaster electronic Apps; Topic 9 – Understand shallow flooding risks – “Don’t drive through standing water.”

3. **CAL OP:** Community Hazards Area Outreach Projects: TA OP – Target Audiences Outreach Project

4. **Stakeholder:** presents hazard areas Outreach Projects to: City of Milpitas Emergencies Office; Santa Clara County Emergency Services Department; City of Sunnyvale; City of Santa Clara; City of San Jose; City of Palo Alto; City of Mountain View; City of Menlo Park; City of Los Altos; City of San Carlos

5. **By each June, all deliverables need to be reported to Valley Water for tracking purposes.

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ATTACHMENT NO. 1
### Appendix A. Santa Clara County 2015 Multi-Jurisdictional PPI - 2019 Annual Evaluation Report (Year 4) Project Accomplishments Worksheet

| Global Changes: District to Valley Water; emergency kit to emergency preparedness starter kits (these starter kits are NOT intended to replace comprehensive emergency kits; such should be communicated to public when being handed out); District Outreach Program to Valley Water Education Outreach Program; footnote #3 changed from "Each September" to "By each June."
| **Morgan Hill:** The city's citywide flood newsletter and city's weekly newsletter/e-mail blast sent out during the month of September 2018 included information about the ReadySCC and Red Cross Flood apps.
| **Mountain View:** The city handed out emergency preparedness starter kits and encouraged app downloads at Spanish Language Civic Leadership Academy, Spring Parade, Downtown Festival – Art de Carte, National Night Out, and Thursday Night Lives.
| **Palo Alto:** Information on Red Cross Apps and Alert SCC is on city's Winter Storm Preparedness Tips utility insert.
| **Santa Clara:** The city’s “Inside Santa Clara” newsletter has instructions to download Santa Clara County’s emergency preparedness app "ReadySCC."  

#### CAL OP #25: Post disaster apps information on website
(Elements 352 W391 and 2)

- **Santa Clara County:**
  - City of Gilroy Chamber of Commerce, and American Red Cross
  - City of Milpitas:
    - The Department’s Office of Emergency Services offers instructions on how to prepare for emergencies and where to get specific services.
  - City of Redwood City:
  - City of Morgan Hill:
    - The city's Fire Department's Office of Emergency Services offers instructions on how to prepare for emergencies and where to get specific services.
  - City of Mountain View:
  - City of Palo Alto:
  - City of Santa Clara:
    - The city's "Inside Santa Clara" newsletter has instructions to download Santa Clara County’s emergency preparedness app "ReadySCC."

#### CAL OP #30: Instruct people to download apps at personal preparedness trainings

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
2. **Flood Response Preparations (FRP):** Topic 7 — Develop a Family Emergency Plan; Topic 8 — Download disaster electronic Apps; Topic 9 — Understand shallow flooding risks — “Don’t drive through standing water.”
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**ATTACHMENT NO. 1**
### Community At Large (CAL)

The PPI Committee recognized that the entire community that lives and/or works in Santa Clara County is subject to impacts due to flooding. The CIC typically focuses on residential flooding, but here, flooding of businesses and roads is also very important.

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<thead>
<tr>
<th>Community At Large (CAL)</th>
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<th>Flood Response Preparations (FRP): Topic 7 – Develop a Family Emergency Plan; Topic 8 – Download disaster electronic Apps; Topic 9 – Understand shallow flooding risks – “Don’t drive through standing water.”</th>
<th><strong>todos</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>CAL OF #31: Post instruction on how to download apps. on websites and electronic newsletters (Element 322 WER)</td>
<td>Valley Water Communications City representatives</td>
<td>Milpitas: City’s Fire Department’s Office of Emergency Services offers instructions on how to prepare for emergencies and where to get specific services.</td>
<td><strong>todos</strong></td>
</tr>
<tr>
<td>CAL OF #32: Promote ALERT SCC - Santa Clara County Emergency Alert System</td>
<td>Cities CRS Coordinators Valley Water Communications</td>
<td>Morgan Hill: City staff instructed the attendees of the July 17, 2018, 13th Annual Youth Leadership Morgan Hill (YLMH) workshop to download the apps.</td>
<td><strong>todos</strong></td>
</tr>
<tr>
<td>Santa Clara County</td>
<td></td>
<td>Mountain View: The city handed out emergency preparedness starter kits and encouraged app downloads at Spanish Language Civic Leadership Academy, Spring Parade, Downtown Festival – Art a la Carte, National Night Out, and Thursday Night Lives.</td>
<td><strong>todos</strong></td>
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<td>Santa Clara: The city’s Community Emergency Response Team (CERT) training class instructs trainers to download ReadySCC and sign up for AlertSCC.</td>
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<td><strong>todos</strong></td>
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<tr>
<td>Sunnyvale: The city provides preparedness training/information at Farmer’s Market event, and instructed people to download emergency &amp; flood app.</td>
<td></td>
<td>Mountain View: The city’s Fire Department’s Office of Emergency Services offers instructions on how to prepare for emergencies and where to get specific services.</td>
<td><strong>todos</strong></td>
</tr>
<tr>
<td>Valley Water: Instructions on how to download AlertSCC, ReadySCC, and American Red Cross Flood Apps on Valley Water website at: <a href="https://www.valleywater.org/flooding-safety/flood-protection-resource-sign-up-for-emergency-alerts">https://www.valleywater.org/flooding-safety/flood-protection-resource-sign-up-for-emergency-alerts</a></td>
<td>Milpitas: The city’s Fire Department’s Office of Emergency Services offers instructions on how to prepare for emergencies and where to get specific services. <a href="http://www.ci.milpitas.ca.us/milpitas/departments/fireoffice.of.emergency.services">http://www.ci.milpitas.ca.us/milpitas/departments/fireoffice.of.emergency.services</a></td>
<td>Morgan Hill: The city’s sideyard flood newsletter and city’s weekly newsletter/e-mail blast sent out during the month of September 2018 included information about the ReadySCC and Red Cross Flood apps.</td>
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<tr>
<td>Santa Clara: The city’s “Inside Santa Clara” has instruction to download ReadySCC app. The newsletter is posted on city website, and the City website also has instructions to download ReadySCC on a separate page.</td>
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**ATTACHMENT NO. 1**
### Protect Schools

**Global Changes:** District to Valley Water; emergency kit to emergency preparedness starter kits (these starter kits are NOT intended to replace comprehensive emergency kits; such should be communicated to public when being handed out); District Outreach Program to Valley Water Education Outreach Program; footnote 3 changed from “Each September” to “By each June.”

**CAL OP #33:** Post ALERT SCC - Santa Clara County Emergency Alert System on Valley Water and cities websites
http://www.sccgov.org/sites/alerts/Pages/home.aspx (Element 352 WEB and WEBS)

**Milpitas:** The city’s Fire Department’s Office of Emergency Services offers instructions on how to prepare for emergencies and where to get specific services.

**Morgan Hill:** The city included information about the AlertSCC app in the city’s weekly newsletter/e-mail blast during the month of September 2018.

**Mountain View:** The city handed out emergency preparedness starter kits and encouraged app downloads at Spanish Language Civic Leadership Academy, Spring Parade, Downtown Festival – Art ala Carte, National Night Out, and Thursday Night Lives.

**Palo Alto:** Information on Alert SCC - Santa Clara County Emergency Alert System is included in the city’s utility insert.

**Santa Clara:** The city instructs people to sign up for AlertSCC at CERT classes.

**Sunnyvale:** The city promotes registration for AlertSCC on city website: https://sunnyvale.ca.gov/government/safety/emergency.htm

**Valley Water:** Sign-up info posted on Valley Water website at: https://www.valleywater.org/flooding/safety/flood-protection-resources/sign-up-for-emergency-alerts

**Gilroy:** The city posts ALERT SCC link on its website.

**Los Altos:** The city posts AlertSCC app information on the city website and in the City Manager Weekly Update online newsletter. The city’s website posting of “Calling on Los Altans to be Disaster Prepared” provides links to AlertSCC.org, Red Cross and FEMA apps, and it encourages the viewers to explore www.ready.gov for more information.

**Milpitas:** The city’s Fire Department’s Office of Emergency Services offers instructions on how to prepare for emergencies and where to get specific services.

**Flood Protection Resources:** http://www.ci.milpitas.ca.gov/milpitas/departments/frm/office-of-emergency-services

**Morgan Hill:** The city’s weekly newsletters/e-mail blasts during the month of September 2018 with information about the AlertSCC app was posted on the city’s website.

**Mountain View:** On the city’s website.

**Palo Alto:** Alert SCC Santa Clara County Emergency Alert System is posted on city’s Flood Information/Winter Preparedness webpage.

**Santa Clara:** The city posts information on how to sign up for AlertSCC on city website.

**Sunnyvale:** The city promotes AlertSCC on website: https://sunnyvale.ca.gov/government/safety/emergency.htm

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**Table:**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Develop a Family Emergency Plan; Be prepared for flood and other disasters</td>
</tr>
<tr>
<td>2</td>
<td>Increase in Family Emergency Plan and less stress during emergencies</td>
</tr>
<tr>
<td>3</td>
<td>CAL OP#34: Workshop/contest to promote developing family emergency plans; Reaching out to a celebrity to carry our message</td>
</tr>
<tr>
<td>4</td>
<td>Valley Water Communications and City representatives with assistance from Stakeholders</td>
</tr>
<tr>
<td>5</td>
<td>Year-Round</td>
</tr>
<tr>
<td>6</td>
<td>Schools: American Red Cross, Celebrity, TBD</td>
</tr>
<tr>
<td>7</td>
<td>FEMA California, Volunteers.org</td>
</tr>
<tr>
<td>8</td>
<td>All Valley Water: All students were invited to enter Valley Water’s “Are You Flood Ready?” flood awareness coloring contest. Over 300 entries were received from 16 different schools. Winning entries were selected to represent each of Valley Water’s seven board members’ districts and prizes were awarded. The winning students received an emergency hand-crank radio, plus an emergency starter kit and a copy of “Chicken Little’s Flood Risk-Map meeting.”</td>
</tr>
</tbody>
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3. **CAL OP • Community At Large Outreach Projects:** SHA OP • Special Flood Hazard Area Communities Outreach Projects; TA OP • Target Audiences Outreach Project

4. **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 brochure 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.”
More people know what to do in an emergency.

| Action | (a book about a character that is always prepared for any emergency). Emergency starter kits, “Chicken Little’s Flood Advice” books and a copy of the Red Cross Emergency Contact Card were given to all students in the winning student’s classes. The teacher in the winning students’ classrooms received a back-pack full of emergency supplies to keep in the classroom. The coloring contest entry sheets were then decoupled into an artwork display that was exhibited in Valley Water’s headquarters lobby starting during the 2018 CPFW October 20-26, 2018 and running through the end of the flood season in April 2019. Family Emergency Plan information is also included in Valley Water’s annual FPM and CWM. Los Altos: The city’s police conduct Community Emergency Response Team (CERT) training to residents. The city also promotes the PREPARE program by the Los Altos Community Foundation. The program provides training to Block Action Team Leaders for emergency preparedness, response, and recovery. The city offers complimentary Personal Emergency Preparedness courses taught by the SCC Fire Department personnel. City of Los Altos website posting of “Calling on Los Altans to Be Disaster Prepared” provides a link to sign up for this class. The city coordinated with local school district to offer a Family Preparedness Workshop on February 5, 2019. Milpitas: The city’s Fire Department’s Office of Emergency Services offers instructions on how to prepare for emergencies and where to go for workshops/classes. The city handed out Valley Water emergency preparedness starter kits at various community events and requested that residents complete an emergency plan with their family. Morgan Hill: The city declared September 2018 as “National Preparedness Month.” The city’s weekly newsletters are/mail blasts during the month of September 2018 included information on how to be prepared throughout the month. The city also hosted a Free Preparedness Seminar for the community on February 11, 2019. Mountain View: The city handed out emergency preparedness starter kits and encouraged app downloads at Spanish Language Civic Leadership Academy, Spring Parade, Downtown Festival – Art ala Carte, National Night Out, and Thursday Night Lives. Palo Alto: The city’s Emergency Services conducts an emergency preparedness workshop every year. Santa Clara: The city handed out Valley Water’s emergency preparedness starter kits at various community events requesting that residents complete an emergency plan with their family. | | |


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

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### Community At Large (CAL)

The PPI Committee recognized that the

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</tr>
<tr>
<td>37</td>
<td>Post message “What to Do…Before – Prepare a Family Emergency Plan…” on website</td>
<td>Valley Water Communications City representatives</td>
<td></td>
</tr>
<tr>
<td>352</td>
<td>CDC’s guide on recessing water use</td>
<td>Increase in Water’s Communications City representatives</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>FEMA’s guide on flooding and other hazards</td>
<td>Increase in Water’s Communications City representatives</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>EPA’s guide on reducing water use</td>
<td>Increase in Water’s Communications City representatives</td>
<td></td>
</tr>
<tr>
<td>34</td>
<td>DOE’s guide on increasing water use</td>
<td>Increase in Water’s Communications City representatives</td>
<td></td>
</tr>
</tbody>
</table>

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
   - CAL OP – Community At Large Outreach Projects; SHAK OP – Special Flood Hazard Area Communities Outreach Projects; TA OP = Target Audiences Outreach Project

### Outcomes

- By each June:
  - 3-Hour Personal Emergency Preparedness Class, free of charge.
  - City website posting of “Calling on Los Altos to be Disaster Prepared” provides a link to sign up for this class. The city’s website page encourages families to plan communication before flooding/emergencies and includes link to FEMA communication plan steps and template.
  - Milpitas: The city’s Fire Department’s Office of Emergency Services offers instructions on how to prepare for emergencies and where to go for workshops/classes.
  - Morgan Hill: The city’s Emergency Preparedness webpage has a link to the Department of Homeland Security’s Ready.gov website which contains a fillable family emergency communication plan. Emergency preparedness starter kits handed out at city events also included a copy of FEMA’s Family Emergency Plan template.
  - Mountain View: On the city’s website.
  - Palo Alto: Family emergency plan templates are posted on the city’s website.
  - Santa Clara: The city’s website has family emergency preparedness instructions and links to family emergency plan template on FEMA, CDC, and DHS websites.
  - Sunnyvale: The city promotes “developing a family emergency plan” on website.
  - City’s Flood Awareness outreach activities include presentations by a community employee or utility company that includes pertinent articles in its monthly bills; or presentations made by state or FEMA staff at a risk education meeting.
  - City’s Flood Awareness outreach activities include presentations by a community employee or utility company that includes pertinent articles in its monthly bills; or presentations made by state or FEMA staff at a risk education meeting.

Los Altos: In collaboration with SCC Fire, the city provides a once a month 3-Hour Personal Emergency Preparedness Class, free of charge. City website posting of “Calling on Los Altos to be Disaster Prepared” provides a link to sign up for this class. The city’s website page encourages families to plan communication before flooding/emergencies and includes link to FEMA communication plan steps and template.

Milpitas: The city’s Fire Department’s Office of Emergency Services offers instructions on how to prepare for emergencies and where to go for workshops/classes.

http://www.ci.milpitas.ca.gov/milpitas/departments/fire/office

Hill: The webpage has a link to Homeland Security’s Ready.gov that contains a family communication plan.

Emergency preparedness starter kits at city events also included a copy of FEMA’s Family Emergency Plan template.

Mountain View: On the city’s website.

Palo Alto: Family emergency plan templates are posted on the city’s website.

Santa Clara: The city’s website has family emergency preparedness instructions and links to family emergency plan template on FEMA, CDC, and DHS websites.

Sunnyvale: The city promotes “developing a family emergency plan” on website.


Valley water: Prepare a Family Emergency Plan message was included in Valley Water’s annual FFM and CHM.

Milpitas: The city’s Fire Department’s Office of Emergency Services offers instructions on how to prepare for emergencies and where to go for workshops/classes. In February and June 2019, the city mailed out “2018-2019 Public Advisory” informational SFHA brochure which included emergency preparation messaging and contact to all addresses in the city.

Morgan Hill: The city’s two classic flood newsletter and weekly newsletters/ e-mail blasts included this message during the months of September 2018 and December 2018. The city’s Emergency Preparedness webpage has a link to the Department of Homeland Security’s Ready.gov website that contains this message.

Mountain View: On the city’s website.

Santa Clara: The city’s “Inside Santa Clara” newsletter includes preparing a family emergency plan and promotes Valley Water’s Flood Ready webpage.

City of Sunnyvale’s website.

https://www.sunnyvale.ca.gov/property/floodprotection/default.htm
| More people know what to do in an emergency | Los Altos: City website page encourages families to plan communication before flooding/ emergencies and includes link to FEMA communication plan steps and template. 
Milpitas: The city’s Fire Department’s Office of Emergency Services offers instructions on how to prepare for emergencies and where to go for workshops/classes. 
http://www.ci.milpitas.ca.gov/milpitas/departments/fire/office-of-emergency-services In February and June 2019, the city mailed out “2018-2019 Public Advisors” informational SFHA brochure which includes emergency preparation messaging and contact to all addresses in the city. 
Morgan Hill: The city’s citywide flood newsletter and weekly newsletters/ e-mail blasts with this message were posted on the city’s website. 
Mountain View: On the city’s website. 
Palo Alto: Messages on what to do before emergency and on preparing a family emergency plan are posted on the city’s Flood Information/Winter Preparedness website. 
Santa Clara: The city’s website has messages to promote family emergency plan. The “Inside Santa Clara” newsletter also has family emergency plan and the newsletter is also posted on city website. 
| CAL OF #38. Promote the official site of the NFIP Floodsmart.gov for flood preparation and recovery messages | Valley Water Communications City CRS Coordinator and Communications staff | All | Valley Water: Federal Flood Insurance Program (Floodsmart.gov) information linked on Valley Water’s Flood Ready, Flood Protection Resources landing page website. Annual FMM and CMM also include Valley Water’s Flood Ready landing page which promotes Floodsmart.gov. 
Los Altos: The NFIP information and web link are posted on the city’s website. 
Milpitas: In February and June 2019, the city mailed out “2018-2019 Public Advisory” informational SFHA brochure which promotes the Floodsmart.gov website. 
Morgan Hill: The city’s citywide flood newsletter and city’s Flood Information webpage included a link to Floodsmart.gov. 
Mountain View: On the city’s website. 
Palo Alto: Information on Floodsmart.gov is on city’s utility insert. 
Santa Clara: City’s “Inside Santa Clara” newsletter promotes Floodsmart.gov website. 
Sunnyvale: City’s posts this on website: https://sunnyvale.ca.gov/property/floodprotection/flood.htm
| CAL OF #39. Post message “NFIP Floodsmart.gov Flood Preparation and Recovery...” on website | Valley Water Communications City CRS Coordinator and Communications staff | All | Valley Water: Federal Flood Insurance Program (Floodsmart.gov) posted on Valley Water’s website directing audience to Floodsmart.gov website. 
https://www.valleywater.org/floodready/flood.htm |
### Appendix A. Santa Clara County 2015 Multi-Jurisdictional PPI - 2019 Annual Evaluation Report (Year 4) Project Accomplishments Worksheet

**Global Changes:** District to Valley Water; emergency kit to emergency preparedness starter kits (these starter kits are NOT intended to replace comprehensive emergency kits; such should be communicated to public when being handed out); District’ Outreach Program to Valley Water Education Outreach Program; footnote #3 changed from "Each September" to "by each June.

| Topics 1, 3, & 4 | CAL OP #40: Sandbags available at various sites throughout county | Valley Water Vegetation Unit | November through April | All County residents | Santa Clara: The city’s wildfire promoter Floodsmart.gov, Milpitas: The city’s wildfire informational "SFHA brochure" posted on city website with link to the Floodsmart.gov website. Palo Alto: Information on Floodsmart.gov is posted on city’s Flood Information/Preparedness website. Los Altos: The city’s website has on Floodsmart.gov posted the city’s Floodplain Management webpage. 

**Sandbags for Hazards:** Protect people and property from flood hazards. |
<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CAL OP #40: Sandbags available at various sites throughout county</td>
<td>Valley Water Vegetation Unit City of Palo Alto Public Works</td>
<td>November through April</td>
<td>All County residents Community organizations (SF Creek JPA, Boys Scouts, etc.)</td>
<td>Santa Clara: The city’s website Floodsafe.org</td>
</tr>
<tr>
<td>CAL OP #41: Post sandbag information on website, including how to use sandbags, sandbagging workshops, view availability, etc. (Element 352 Series 2)</td>
<td>Valley Water Communications</td>
<td>Year-Round</td>
<td>Valley Water: Published SC County map of sandbag locations in “Prepare for Winter Storms – Are You Flood Ready? Be FloodSafe with sandbags”, flyer, annual FPM and CWM. Gilroy: The city has various sandbag sites located throughout the city. Los Altos: The city prepares sandbag station(s) for complimentary sandbags. Milpitas: The city has two (2) sandbag stations offering complimentary sandbags. Santa Clara: The city’s Floodsafe.org webpage. Mountain View: Sandbags available at city’s Municipal Operations Center; how to links on website. Los Altos: The city and Valley Water have various sandbag site locations throughout the city. Santa Clara: The city provides sandbags at city’s Corporation Yard. Sunnyvale: The city has sandbags available at the city’s Corporation Yard. Valley Water: Sandbag distribution sites map/logo “Prepare for Winter Storms – Are You Flood Ready? Be FloodSafe with sandbags”, webcams for certain sandbag sites, and sandbagging techniques video for correct positioning and tips are posted on Valley Water’s website. <a href="https://www.valleywater.org/floodsafety/sandbags">https://www.valleywater.org/floodsafety/sandbags</a>. Gilroy: City posts sandbag information using social media. Los Altos: The city provides information on website on how to prepare for storms and emergencies (e.g. How to get and use free sandbags, tree maintenance, disposal of leaf litter, debris removal, preparing an emergency kit). Milpitas: Sandbag station locations posted on city website and referral bulletin on KMLP-15. <a href="http://www.ci.milpitas.ca.gov/milpitas-sandbag-stations/">http://www.ci.milpitas.ca.gov/milpitas-sandbag-stations/</a> Morgan Hill: The city’s December 2, 2018 weekly newsletter/e-mail blast had Storm Safety and Preparedness tips which included information on the locations of sandbag stations. The city’s citywide flood newsletter also included this information.</td>
<td></td>
</tr>
</tbody>
</table>

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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
3. CAL OP = Community At Large Outreach Projects; SFHA OP = Special Flood Hazard Area Communities Outreach Projects; TA OP = Target Audiences Outreach Project
4. A stakeholder is any agency, organization, or person (other than the community itself) that supports the message. Stakeholders can be: an insurance company that publishes a brochure 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 Mitigation meeting.

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### Appendix A. Santa Clara County 2015 Multi-Jurisdictional PPI - 2019 Annual Evaluation Report (Year 4) Project Accomplishments Worksheet

**Global Changes:** District to Valley Water; emergency kit to emergency preparedness starter kits (these starter kits are NOT intended to replace comprehensive emergency kits; such should be communicated to public when being handed out); District Outreach Program to Valley Water Education Outreach Program; footnote #3 changed from “Each September” to “By each June.”

<table>
<thead>
<tr>
<th>#</th>
<th>Topic</th>
<th>Deliverables</th>
<th>Key Results</th>
<th>Key Outcomes</th>
<th>Key Lessons Learned</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Topic 1 – Know your flood hazard; Understand shallow flooding risks</td>
<td>CAL OPP #42. Permanent street signage (2 signs/City/year); each City will determine best location for signage and will install them. “Subject to flooding” (Cities to coordinate common standard message design)</td>
<td>Fewer accidents and rescues</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Topic 2 – Insure your property for your flood hazard</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Topic 3 – Protect people from the flood hazard</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Topic 4 – Protect your property from the hazard</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Topic 5 – Build responsibly; Topic 6 – Protect natural floodplain functions</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Topic 7 – Develop a Family Emergency Plan; Topic 8 – Download disaster electronic Apps; Topic 9 – Understand shallow flooding risks – “Don’t drive through standing water.”</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Topic 10 – Natural disaster preparedness</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Table Notes:**

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.

2. **Flood Response Preparations (FRP):** Topic 7 – Develop a Family Emergency Plan; Topic 8 – Download disaster electronic Apps; Topic 9 – Understand shallow flooding risks – “Don’t drive through standing water.”

3. **CAL OPP – Community At Large Outreach Projects:** SFHA OPP – Special Flood Hazard Area Communities Outreach Projects; TA OPP – Target Audiences Outreach Project.

4. **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 not set out at City Hall; a local newspaper that publishes a flood or hurricane season supplement each year; FEMA, if, for example, a FEMA brochure is used as an informational material; schools that implement outreach activities; a local newspaper; a neighborhood or civic association that sponsors and hosts a presentation by a community employee; a utility company that includes pertinent articles in its monthly bills; or presentations made by state or FEMA staff at a Risk Map meeting.

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1. Mountain View: How to links
2. Santa Clara: City’s website has sandbag information.
3. Sunnyvale: City’s website has sandbag information: https://www.sunnyvale.ca.gov/news/displaynews.htm?NewsID=310&TargetID=1
4. Mountain View: How to links
5. Palo Alto: City installed two signs.
6. Sunnyvale: City has installed "Road Flood Areas" in valley Water’s CWM.
7. Palo Alto: Message “What to do after storm and turn around don’t driven” is on city’s utility insert.
8. Santa Clara: City’s “Inside Santa Clara” newsletter has this message.

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Community At Large (CAL)
The PPI Committee recognized that the entire community that lives and/or works in Santa Clara County is subject to impacts due to flooding. The CKS typically focuses on residential flooding, but here, flooding of businesses and roads is also very important.

<table>
<thead>
<tr>
<th>Topic</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Message</td>
<td>Know your flood risk and be prepared; buy flood insurance</td>
<td>Educate our community on flood protection and preparedness measures</td>
<td>Increase in &quot;hits&quot; on Valley Water and sites Flood Protection Resources pages and improve Valley Water's Flood Awareness Campaign results</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**CAL OP #46:** Promote City’s online "Flood Zone Lookup" tool on Website (Element JS2 WEB1 and J)

**City of Palo Alto Public Works**

**City of Palo Alto**

<table>
<thead>
<tr>
<th>City</th>
<th>Palo Alto</th>
<th>Palo Alto</th>
<th>Palo Alto</th>
</tr>
</thead>
<tbody>
<tr>
<td>Palo Alto: Information on shallow flooding risks are posted city’s Flood Information website.</td>
<td>Santa Clara: City posts shallow water hazard message posted to city’s Twitter account.</td>
<td>Valley Water: Promotes FEMA’s Flood Map Service Center on our website and is included in FIM which is also posted on Valley Water’s website. <a href="http://www.valleywater.org/floodsheet/is-your-home-in-a-flood-zone">http://www.valleywater.org/floodsheet/is-your-home-in-a-flood-zone</a></td>
<td>City of Milpitas: Has a &quot;Know your flood risk&quot; webpage where the public can look up various flooding risks throughout the city. <a href="http://www.ci.milpitas.ca.gov/Milpitas/departments/engineering/flood-informations/know-your-risk">http://www.ci.milpitas.ca.gov/Milpitas/departments/engineering/flood-informations/know-your-risk</a></td>
</tr>
</tbody>
</table>

**City of Palo Alto**

- City’s Flood Awareness Campaign, including radio and bus ads. For this year, we are preparing to have radio ads ready to place, but we’ll only place them if/when there are major storm systems in the forecast.
- Valley Water Communications
  - City of San Jose: City’s Flood Awareness Campaign
  - City of San Jose: Flood Communication
  - City of San Jose: Flood Awareness
  - City of San Jose: Flood Response

**October-Appearance**

**FEMA Radio Stations**

**Valley Transportation Authority**

**American Red Cross**

**All**

**Valley Water:** The theme for the 2018-19 flood awareness campaign was “Climate Changed.” It launched shortly after the Fourth National Climate Assessment was published. The federal report assessed intense extreme weather and climate-related events are becoming more frequent and will have catastrophic impacts on vulnerable communities, infrastructure, ecosystems and our economy. Extreme storm events could result in more frequent and severe flooding in our region. Valley Water’s message emphasized our commitment to reducing flood risks and protecting the community but acknowledging we cannot eliminate all risks. Thus, we must adapt and we must prepare. And it starts with being informed and aware of risks.

Community outreach efforts were supplemented by an educational paid advertising campaign. This year, our advertising campaign was supplemented by a series of formative research to truly understand our target audience, its level of awareness, and explore what educational messages and images most appealed to the group.

The overall campaign cost was approximately $335,000 which included creative and production costs, a media buy of $201,000, the floodplain maker production and distribution costs of $32,000 and a post-campaign survey.

The flood awareness paid advertisement campaign ran over a 5-month period from mid-November 2018 to mid-April 2019. The total cost of the paid advertisement campaign was $201,355. The media paid campaign served a total of 34,808,684 impressions, up from impressions in 2018 at 21,835,925.

**GISP:** Emergency Radio Station AM560.

### Notes:

1. **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
2. **Flood Response Preparations (FRP):**
   - Topic 7: Develop a Family Emergency Plan
   - Topic 8: Download disaster electronic Apps
   - Topic 9: Understand shallow flooding risks — “Don’t drive through standing water.”
3. **CAL OP = Community At Large Outreach Projects**
   - SHIA OP = Special Flood Hazard Area Communities Outreach Projects
   - TA OP = Target Audiences Outreach Project
4. **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 brochure on flood insurance; even if it is set out at City Hall; a local newspaper that publishes a flood or hurricane season supplement each year; FEMA, IF, for example; a FEMA brochure is used as an informational material; schools that implement outreach activities; a local newspaper; a neighborhood or civic association that sponsors and hosts a presentation by a community employee; a utility company that includes pertinent articles in its monthly bills; or presentations made by state or FEMA staff at a Risk Map meeting.
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<table>
<thead>
<tr>
<th>CAL OP #48, Post Flood Awareness Campaign elements on Valley Water website (Element 352 WEB1 and 2)</th>
<th>Valley Water Communications</th>
<th>Year-Round</th>
<th>Facebook, Twitter, Google+, LinkedIn, Instagram, etc.</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Altos: Outreach materials were displayed at City Hall front counter and Library. An ad article titled “Flood Insurance Information Available” was published four times in the Los Altos Town Crier, providing flood awareness information and promoting flood insurance. City’s website encourages emergency planning. The city’s website promotes Community Emergency Response Team (CERT) academy training, which is hosted by Police Department for residents. The city’s website also promotes emergency preparation by the Los Altos Community Foundation and training of Block Action Team Leaders for emergency preparedness, response, and recovery. The city provides information on its website on how to prepare for storms and emergencies (e.g. How to get and use free sandbags, tree maintenance, dispose of leaf litter, debris removal, prepare an emergency kit). The city provides contact &amp; 24-hours number on city’s website for reporting storm-related hazards. The city’s weekly newsletter email included 20 issues with content on flood information, insurance, and/or emergency preparations. Morgan Hill: City’s Floodplain Management webpage included a link to Valley Water’s Flooding &amp; Safety webpage. Mountain View: City’s issued Red Cross Month Proclamation for March 2019. Palo Alto: The city’s Emergency Services promotes campaign on hazards including flood awareness.</td>
<td>Valley Water: Advertising Campaign - The paid advertisements began in mid-November 2018 and ran through April 2019. In preparation for the campaign, as early as September 2018, Office of Communications staff led social media and digital communication efforts to convey flood safety messages including the use of Facebook, Twitter and blog posts, as well as Valley Water’s e-newsletter. A key strategy of the paid campaign was to incorporate key PPI messages in our ads as much as possible. These messages were derived from Valley Water’s annual Flood Plain Notification mailer, a publication distributed to residents in FEMA-designated floodplains. <a href="https://valleywaternews.org/">https://valleywaternews.org/</a></td>
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</tbody>
</table>

### Topics

1. **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


3. **Actions:**
   - **CAL OP = Community At Large Outreach Projects:** SHSA OP = Special Flood Hazard Area Communities Outreach Projects; TA OP = Target Audiences Outreach Project
   - By each June, all deliverables need to be reported to Valley Water for tracking purposes.

4. **Stakeholder:** Interactions with the community staff that supports the message. Stakeholders can be: an insurance company that publishes a brochure on flood insurance, even if it is set out at City Hall; a local newspaper that publishes a flood or hurricane season supplement each year; FEMA, IF, for example, a FEMA brochure is used as an informational material; schools that implement outreach activities; a local newspaper; a neighborhood or civic association that sponsors and hosts a presentation by a community employee; a utility company that includes pertinent articles in its monthly bills; or presentations made by state or FEMA staff at a Risk-Map meeting.

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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


3. Actions:
   - **CAL OP = Community At Large Outreach Projects:** SHSA OP = Special Flood Hazard Area Communities Outreach Projects; TA OP = Target Audiences Outreach Project
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<table>
<thead>
<tr>
<th>Cal OP 5B. Distribute flood prevention materials at fairs</th>
<th>Fair Sponsors</th>
<th></th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Cal OP 5X1. Social Media Messaging (such as Facebook, Twitter, LinkedIn, Instagram, etc.)</th>
<th>Fair Sponsors</th>
<th>Residents who share posts</th>
</tr>
</thead>
</table>

1. Provides information on website on how to prepare for storms and emergencies (e.g., how to get and use sandbags, tree maintenance, dispose of leaf litter, debris removal, prepare an emergency kit). City of Los Altos provides contact & after-hours number on city website for reporting storm-related hazards. The city’s weekly newsletter email included 20 issues with content on flood information, insurance, and/or emergency preparations.

2. Milpitas: The city’s Fire Department’s Office of Emergency Services offers instructions on how to prepare for flood emergencies and where to go for workshops/classes. The site also has a link to Valley Water’s webpage: http://www.ci.milpitas.ca.gov/milpitas/departments/fire/office.


4. Palo Alto: Link to flood messages on social media is also provided on city’s Flood Information webpage. Santa Clara: The city has Flood Awareness material set out at City Hall and city library.

5. Valley Water: Staff made a concerted effort to actively participate in community events, including community festivals and emergency preparedness affairs, particularly in communities and neighborhoods in or close to flood zones. In 2018, both Valley Water and City staff participated in 19 community events during which information on flood safety and emergency preparedness materials (including the floodplain marker) were shared.


8. Morgan Hill: The city handed out emergency preparedness starter kits at the August 30, 2018 Summer Fun in the Park and at the July 17, 2018 13th Annual Youth Leadership Morgan Hill (YLMH) workshop.

9. Palo Alto: The city distributed Water Valley Water’s emergency preparedness starter kits on Earth Day and at the City of Palo Alto MSC Fair.

10. Santa Clara: The city distributed flood emergency preparedness starter kits at Art & Wine Festival in September 2018 and another community event.

11. Sunnyvale: The city distributed family emergency preparedness starter kits at Farmer’s Market events.


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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

2. **Flood Response Preparations (FRP):** Topic 7 – Develop a Family Emergency Plan; Topic 8 – Download disaster electronic Apps; Topic 9 – Understand shallow flooding risks – “Don’t drive through standing water.”

3. **By each June, all deliverables need to be reported to Valley Water for tracking purposes.**

4. **Stakeholder:** community outreach project (not just the community staff) that supports the message. Stakeholders can be: an insurance company that publishes a brochure on flood insurance, even if it is not 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 Mitigation meeting.

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ATTACHMENT NO. 1
### Appendix A. Santa Clara County 2015 Multi-Jurisdictional PPI - 2019 Annual Evaluation Report (Year 4) Project Accomplishments Worksheet

**Global Changes:** District to Valley Water; emergency kit to emergency preparedness starter kits (these starter kits are NOT intended to replace comprehensive emergency kits; such should be communicated to public when being handed out); District' Outreach Program to Valley Water, Education Outreach Program; footnote 3 changed from "Each September" to "By each June".

| CAL OP #52, Post social media messages on websites (Element J1U W081 and 2) | Facebook, Twitter, Google, LinkedIn, Instagram, etc. | Los Altos: The city and the Los Altos Police social media posted 20 messages about flooding or emergency preparation in FY 18-19. The city’s social media messaging encouraged download of the AlertSCC app and promoted several emergency training programs and drills.

Palo Alto: Public Safety Social Media link is posted on the city’s utility insert.

Santa Clara: The city posted social media message with topics on protect people and property from the hazard (Topics 3 & 4).

Sunnyvale: The city posted information about flood insurance on Facebook — January 2019.

| CAL OP #53, Staffing booths at fairs | Valley Water Communications; Cities Communications | Year-round | Fair Sponsor Residents who attend booths All | Valley Water: See above-noted response to CAL OP #47, #48, and #49.

Gilroy: The city’s website posts flood awareness campaign information.

Los Altos: The city and Los Altos Police social media posted 20 messages about flooding or emergency preparation in FY 18-19. The Los Altos social media messaging encouraged download of the AlertSCC app and promoted several emergency training programs and drills.

Palo Alto: Link to social media messages for city are provided on Flood Information webpage.

Santa Clara: Posted the message posted on city website.

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**Special Flood Hazard Area (SFHA) Communities**

<table>
<thead>
<tr>
<th>Topics 4, 5 &amp; 6</th>
<th>Message; Keep debris and trash out of our streams. It’s illegal to dump into streams</th>
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**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


**SFHA OP #1.** “Do Not Dump” message is sent each year to all SFHA residents county-wide in Valley Water’s annual Floodplain Mailer (FPM) (target outreach – 6 points per topic)

**Valley Water Communications**

October/November annually

**FEMA SCVURPPP All**

**Valley Water:** The annual FMA includes message of "Keep Creeks Clean and Flowing.”

Gilroy: The city has communicated "NO DUMP" messages through utility inserts, mail-outs, community events, and website posting.

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4. **SFHA OP #2.** Staffing booths at fairs

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**Global Changes:** District to Valley Water: emergency kit to emergency preparedness starter kits (these starter kits are NOT intended to replace comprehensive emergency kits; such should be communicated to public when being handed out); District Outreach Program to Valley Water Education Outreach Program; footnote #3 changed from "Each September" to "By each June">

<table>
<thead>
<tr>
<th>City</th>
<th>Topics</th>
<th>Message: Protect your family and property from flooding</th>
<th>SFHA OP #3</th>
<th>SFHA DP #2</th>
<th>Valley Water Communications</th>
<th>Year-Round</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Altos</td>
<td>Protect</td>
<td>The city’s annual mailer and brochure provide information regarding flood program with an emphasis on “Do Not Dump” message. The city also communicates “Do Not Dump” message through litter Palmer sent to property owners in the city’s Trash Management Area 1, which is characterized by higher trash level.</td>
<td>SFHA OP #3, Floodplain Mailer on website (Element A12, VB2 and Z)</td>
<td>Valley Water Communications</td>
<td>Year-Round</td>
<td>All</td>
<td></td>
</tr>
<tr>
<td>Milpitas</td>
<td>Insure</td>
<td>City posts “2018-2019 Public Advisory” informational SFHA brochure which includes Do Not Dump messaging to all addresses in the city.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Morgan Hill</td>
<td>Protect</td>
<td>City’s citywide flood newsletter included this message.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Palo Alto</td>
<td>Protect</td>
<td>City’s “Do Not Dump” message is posted on city’s utility insert.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Santa Clara</td>
<td>Protect</td>
<td>City’s “Inside Santa Clara” newsletter includes DO NOT DUMP message.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>City</th>
<th>Topics</th>
<th>Message: Educate our community on flood protection and preparedness measures</th>
<th>SFHA OP #8</th>
<th>SFHA DP #2</th>
<th>Valley Water Communications</th>
<th>October - November</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gilroy</td>
<td>Insure</td>
<td>City has posted flood and NFDES related messages on the city website.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Los Altos</td>
<td>Protect</td>
<td>City has posted the SFHA mailer and brochure on the city website.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
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<td>Insure</td>
<td>City posts “2018-2019 Public Advisory” informational SFHA brochure on city website which include Do Not Dump messaging.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Morgan Hill</td>
<td>Insure</td>
<td>City’s citywide flood newsletter was posted on the city’s Floodplain Management webpage.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mountain View</td>
<td>Protect</td>
<td>City’s flood preparedness outreach program includes:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Palo Alto</td>
<td>Insure</td>
<td>Winter Storm Preparedness Utility Insert is posted on city’s website.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Santa Clara</td>
<td>Protect</td>
<td>City’s “Inside Santa Clara” newsletter is posted on city website.</td>
<td></td>
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<tr>
<td>Milpitas</td>
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<td>City’s citywide flood newsletter included this message.</td>
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<td></td>
<td></td>
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<td></td>
</tr>
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</table>

### Note:

- **SFHA** = Special Flood Hazard Area
- **OP** = Outreach Projects
- **DP** = Deliverables Project
- **FRP** = Flood Response Preparations
- **PA** = Preparedness Assistance
- **TA** = Target Audience
- **SFHA OP = Special Flood Hazard Area Outreach Projects**
- **ТА OP = Target Audiences Outreach Project**

**By each June, all deliverables need to be reported to Valley Water for tracking purposes.**

**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 not set out at City Hall; a local newspaper that publishes a flood or hurricane season supplement each year; FEMA, if, for example, a FEMA brochure is used as an informational material; schools that implement outreach activities; a local newspaper; a neighborhood or civic association that sponsors and hosts a presentation by a community employee; a utility company that includes pertinent articles in its monthly bills; or presentations made by state or FEMA staff at a Risk Map meeting.**

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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
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**Special Flood Hazard Area (SFHA) Communities**
The PPI Committee identified several geographic areas that are particularly prone to flooding.

<table>
<thead>
<tr>
<th>Message Topics: Outreach Projects (OP): Topic 1 – Know your flood hazard; Topic 2 – Insure your property for the 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</th>
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<tr>
<td>SFHA OP 4: Post Floodplain Mailer on website (Element 352 WEB1 and 2)</td>
</tr>
<tr>
<td><strong>Valley Water</strong> Communications City of Palo Alto CRS Coordinator Cities CRS Coordinators</td>
</tr>
<tr>
<td>Keep families safe</td>
</tr>
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3 **CAL OP – Community At Large Outreach Projects:** SFHA OP + Special Flood Hazard Area Communities Outreach Projects; TA OP + Target Audience Outreach Project.
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5 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 brochure 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 Mitigation meeting.
http://www.ci.milpitas.ca.gov/milpitas/departments/engineering/flood-information/know-your-hazard/

Morgan Hill: City’s Floodplain Management webpage included a link to the Valley Water’s website with ALERT System Real-Time Data.

Palo Alto: Information on real time creek water surface elevation is posted on city’s website.

Santa Clara: City’s website has a link to Valley Water’s ALERT system real time data.

| SFHA OP #1 - Post cards sent to floodplain residents; this is in addition to the Valley Water’s Annual PFM. City of Sunnyvale sends out postcards annually that includes a link to flood insurance agent referrals. | City of San Jose City of Sunnyvale CRS Coordinator | Need dates from communities | City of San Jose City of Sunnyvale City of Gilroy County of Santa Clara | Milpitas: In February and June 2019, mailed out “2018-2019 Public Advisory” informational SFHA brochure which includes flood preparedness messaging to all addresses in the city. Sunnyvale: City sends postcards to residents in the city’s floodplain. |
| SFHA OP #2 - Post cards on website (Element 352 WEB1 and 2) | City of Sunnyvale CRS Coordinator | Sunnyvale | Sunnyvale | Milpitas: City posts “2018-2019 Public Advisory” informational SFHA brochure on city website. City of Milpitas citywide residential newsletter “Connected” editions in May 2018 with “be prepared, buy flood insurance” messages are posted on city website. In February 2019, the city mailed out citywide informational “SFHA brochure” (to all residents and businesses) that also included this message and is posted to the city’s website. Another mailer went out this fiscal year, in June 2019. http://www.ci.milpitas.ca.gov/dep/Departments/Engineering/Flood-Information/ | Sunnyvale | Sunnyvale: Mailing out SFHA brochure information to the city’s website, which mirrors the postcard. https://sunnyvale.ca.gov/property/floodprotection/flood.htm |
| SFHA OP #5 - City of Sunnyvale sends out postcards annually that offers flood protection assistance site visits. | Sunnyvale CRS Coordinator | Sunnyvale | Sunnyvale | Sunnyvale: Flood insurance information is posted on the city’s website. https://sunnyvale.ca.gov/property/floodprotection/flood.htm |
| SFHA OP #6 - Post cards on website (Element 352 WEB1 and 2) | Valley Water Communications | Year-Round | Schools | All | Valley Water: Several of Valley Water’s Education Outreach Program (Water Education Outreach) materials are made available at various preparedness fairs/events. Valley Water’s Education Outreach Program provides services countywide. Valley Water’s Education Outreach Program promoted emergency/flood preparedness. An “Are You Flood Ready?” coloring contest was successfully launched throughout several elementary schools in the county. The Education Outreach Program invited over 4,000 students to participate in Valley Water’s “Are You Flood Ready?” flood awareness coloring contest. Over 150 entries were received from 16 different schools. Winning entries were selected to represent each of Valley Water’s seven board members’ districts and prizes were awarded. The coloring contest entry sheets were then decomposed into an artwork display that was exhibited in Valley Water’s headquarters lobby starting during the 2018 CPFW October 20-26, 2018 and running through the end of the flood season in April 2019. |
| SFHA OP #7 - Post School Outreach Program materials on website (Element 352 WEB1) | Valley Water Communications | Year-Round | All | Valley Water: Education Outreach Program materials are posted on our Learning Center for teachers & students landing page at: https://www.valleywater.org/learning-center/for-teachers-students |
## Appendix A. Santa Clara County 2015 Multi-Jurisdictional PPI - 2019 Annual Evaluation Report (Year 4) Project Accomplishments Worksheet

**Global Changes:** District to Valley Water; emergency kit to emergency preparedness starter kits (these starter kits are NOT intended to replace comprehensive emergency kits; such should be communicated to public when being handed out); District’ Outreach Program to Valley Water Education Outreach Program; footnote #3 changed from “Each September” to “By each June.”

| Topic | Message | Increase in the number of inquiries for purchasing flood insurance | SFHA OP #1. “Do You Need Flood Insurance” message is sent each year to all SFHA residents in the Valley Water’s annual FPM | Valley Water Communications | October/November 2015 | Senders | Real Estate Brokers Flood insurance customers | SFHA #1. | All | Valley Water: Annual FPM includes message of flood insurance and the National Flood Insurance Program, Floodsmart.gov. This message is also in our CWM and “Prepare for Winter Storms – Are You Flood Ready? Be FloodSafe with sandbags” flyer.

Los Altos: The city’s annual mailer and brochure provide information regarding flood program and flood insurance requirements.

Milpitas: The city’s citywide residential newsletter “Connected” edition in May 2018 mailed with “be prepared; buy flood insurance” messages. In February and June 2019, the city mailed out “2018-2019 Public Advisory” informational SFHA brochure which includes flood preparedness messaging to all addresses in the city.

Morgan Hill: The city’s citywide flood newsletter included “Insure Your Property” message.

Palo Alto: Aside from Valley Water sending messages, the city also sends letters to lenders and real estate brokers every year and “Do You Need Flood Insurance?” message is included in the city’s Utility Bill Insert.

Santa Clara: The city’s “Inside Santa Clara” Fall 2018 newsletter includes the message “Insure your Property for Flood” and is sent to all addresses in the city.

Valleymap: The city’s “Inside Santa Clara” Fall 2018 newsletter includes the message “Insure Your Property for Flood” and is sent to all addresses in the city.

**Topics 1, 2, 4, 5, 7, 8, 9**

**Message:** Know your flood risk and be prepared; buy flood insurance

**Increase in the number of inquiries for purchasing flood insurance**

**SFHA OP #1.** “Do You Need Flood Insurance” message is sent each year to all SFHA residents in the Valley Water’s annual FPM

| Topics 1, 2, 4, 5, and 7 | Message: Flood Insurance will cover damage from flooding that most homeowner’s policies don’t cover. Standard homeowner or commercial policies will not cover damage to structures or contents caused by natural flooding. Flood insurance is the only sure way to be reimbursed for some of your flood losses. | Increase in number of flood insurance policies in the SFHAs and in the county in general | SFHA OP #1. Post Floodplain Mailer on website (Element 152 WEB1) | Year-Round | SFHA OP #1. Post Floodplain Mailer on website (Element 152 WEB1) |

| Topics | Message | Increase in the number of flood insurance policies in the SFHAs and in the county in general | SFHA OP #1. Post Floodplain Mailer on website (Element 152 WEB1) | Valley Water: The FPM is posted on the Valley Water’s website under the Flood Protection Resources landing page. | http://apps2.valleywater.org/publication/flipbook/809_FloodMailer2018/mobile/index.html | Los Altos: The city has posted the SFHA mailer and brochure on the city website.

Milpitas: The city posts the “2018-2019 Public Advisory” informational SFHA brochure on the city’s website:

http://www.ci.milpitas.ca.gov/milpitas/departments/engineering/floodinformation/

Morgan Hill: The city’s citywide flood newsletter was posted on the city’s Floodplain Management webpage.

Mountain View: CWM posted on city website.

Palo Alto: City’s Utility Bill Insert includes all flood awareness messages which is posted on city website. City’s Flood Information/Winter Preparedness website has additional messages on flood awareness aside from the Utility Bill Insert.

Santa Clara: City’s “Inside Santa Clara” newsletter is posted on city website.

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<tr>
<th>Topic</th>
<th>Description</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Know your flood hazard</td>
<td>Message: A FIRMette is a full-scale section of a FEMA Flood Insurance Rate Map (FIRM) that you create. Increase in the number of inquiries from prospective buyers asking about.</td>
</tr>
<tr>
<td>2</td>
<td>Insure your property for your flood hazard</td>
<td>Message: A FIRMette is a full-scale section of a FEMA Flood Insurance Rate Map (FIRM) that you create. Increase in the number of inquiries from prospective buyers asking about.</td>
</tr>
<tr>
<td>3</td>
<td>Protect people from the flood hazard</td>
<td>Message: A FIRMette is a full-scale section of a FEMA Flood Insurance Rate Map (FIRM) that you create. Increase in the number of inquiries from prospective buyers asking about.</td>
</tr>
<tr>
<td>4</td>
<td>Protect your property from the hazard</td>
<td>Message: A FIRMette is a full-scale section of a FEMA Flood Insurance Rate Map (FIRM) that you create. Increase in the number of inquiries from prospective buyers asking about.</td>
</tr>
<tr>
<td>5</td>
<td>Build responsibility</td>
<td>Message: A FIRMette is a full-scale section of a FEMA Flood Insurance Rate Map (FIRM) that you create. Increase in the number of inquiries from prospective buyers asking about.</td>
</tr>
<tr>
<td>6</td>
<td>Protect natural floodplain functions</td>
<td>Message: A FIRMette is a full-scale section of a FEMA Flood Insurance Rate Map (FIRM) that you create. Increase in the number of inquiries from prospective buyers asking about.</td>
</tr>
<tr>
<td>7</td>
<td>Flood Response Preparations (FRP)</td>
<td>Message: A FIRMette is a full-scale section of a FEMA Flood Insurance Rate Map (FIRM) that you create. Increase in the number of inquiries from prospective buyers asking about.</td>
</tr>
<tr>
<td>8</td>
<td>Develop a Family Emergency Plan</td>
<td>Message: A FIRMette is a full-scale section of a FEMA Flood Insurance Rate Map (FIRM) that you create. Increase in the number of inquiries from prospective buyers asking about.</td>
</tr>
<tr>
<td>9</td>
<td>Download disaster electronic Apps</td>
<td>Message: A FIRMette is a full-scale section of a FEMA Flood Insurance Rate Map (FIRM) that you create. Increase in the number of inquiries from prospective buyers asking about.</td>
</tr>
<tr>
<td>10</td>
<td>Understand shallow flooding risks</td>
<td>Message: A FIRMette is a full-scale section of a FEMA Flood Insurance Rate Map (FIRM) that you create. Increase in the number of inquiries from prospective buyers asking about.</td>
</tr>
<tr>
<td>11</td>
<td>“Don’t drive through standing water.”</td>
<td>Message: A FIRMette is a full-scale section of a FEMA Flood Insurance Rate Map (FIRM) that you create. Increase in the number of inquiries from prospective buyers asking about.</td>
</tr>
</tbody>
</table>

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 responsibility; Topic 6 – Protect natural floodplain functions; Flood Response Preparations (FRP): Topic 7 – Develop a Family Emergency Plan; Topic 8 – Download disaster electronic Apps; Topic 9 – Understand shallow flooding risks; “Don’t drive through standing water.”

2 CAL OP = Community At Large Outreach Projects; SFHA OP = Special Flood Hazard Area Communities Outreach Projects; TA OP = Target Audience Outreach Project

3 By each June, all deliverables need to be reported to Valley Water for tracking purposes.

4 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 brochure 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.
### Special Flood Hazard Area (SFHA) Communities

The PPI Committee identified several geographic areas that are particularly prone to flooding.

<table>
<thead>
<tr>
<th>Topics</th>
<th>Aims</th>
<th>KSAP</th>
<th>Stakeholders</th>
</tr>
</thead>
</table>
| 1. Know your flood hazard; 2. Insure your property for your flood hazard; 3. Protect people from the flood hazard; 4. Protect your property from the hazard; 5. Build responsibly; 6. Protect natural floodplain functions | Reduce flood damage to properties and businesses; Increase inquires on retrofitting measures; Decrease the number of repairs and elevations without | SFHA OP #22. Annual letters mailed to repetitive loss properties and real estate agencies; Valley Water’s annual FPM also includes a message regarding repairs or improvements; greater than 50 percent of a structure’s value need to meet NFIP requirements and the message that special permits are required. | City of San Jose City of Palo Alto City of Sunnyvale City of Morgan Hill Real Estate Agencies City of San Jose City of Palo Alto City of Sunnyvale City of Morgan Hill Los Altos: City does not have any repetitive loss properties. | Morgan Hill: City sent out letters to repetitive loss parcels as required by FEMA.

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

2 FMP = Flood Mitigation Project; OP = Outreach Project; SFHA = Special Flood Hazard Area; KSAP = Key Stakeholder Action Project; TAP = Target Audience outreach Project

3 By each June, all deliverables need to be reported to Valley Water for tracking purposes.

4 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 brochure on flood insurance, even if it is set out at City Hall; a local newspaper that publishes a flood or hurricane season supplement each year; FEMA, if, for example, a FEMA brochure is used as an informational material; schools that implement outreach activities; a local newspaper; a neighborhood or civic association that sponsors and hosts a presentation by a community employee; a utility company that includes pertinent articles in its monthly bills; or presentations made by state or FEMA staff at a Risk Map meeting.
### Appendix A. Santa Clara County 2015 Multi-Jurisdictional PPI - 2019 Annual Evaluation Report (Year 4) Project Accomplishments Worksheet

**Global Changes**: District to Valley Water; emergency kit to emergency preparedness starter kits (these starter kits are NOT intended to replace comprehensive emergency kits; such should be communicated to public when being handed out); District' Outreach Program to Valley Water Education Outreach Program; footnote #3 changed from "Each September" to "By each June".

**Messengers to Other Target Audiences (TA)**

<table>
<thead>
<tr>
<th>Topics</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>TA #1</td>
<td>Protect</td>
<td>number of repairs with permits</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>TA #2</td>
<td>Educate our community on flood protection and preparedness measures</td>
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<tr>
<td>TA #3</td>
<td>Increase the number of repairs with permits; decrease the number of repetitive loss increase homes</td>
<td></td>
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</tr>
<tr>
<td>TA #4</td>
<td>Have American Red Cross include the topic of flood protection in their presentations. Have engineers accompany American Red Cross to community meetings (2/City/year)</td>
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<tr>
<td>TA #5</td>
<td>Present flood awareness messages (e.g. 2/City/year)</td>
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<tr>
<td>TA #6</td>
<td>Annually market targeted towards real estate agents and lenders with this message</td>
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</table>

**Permits**: Increase number of repairs with permits

- **Increase number of elevation certificates on file, and structures repaired with permits; decrease the number of repetitive loss increase homes**

**Palo Alto**: Annual letters are mailed by the city to repetitive properties and real estate agencies.

Santa Clara: City does not have repetitive loss properties.

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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
2. **Flood Response Preparations (FRP)**: Topic 7 – Develop a Family Emergency Plan; Topic 8 – Download disaster electronic Apps; Topic 9 – Understand shallow flooding risks – “Don’t drive through standing water.”
3. **CAL OP – Community At Large Outreach Projects**: PHHA OP – Special Flood Hazard Area Communities Outreach Projects; TA OP – Target Audiences Outreach Project
4. **Footnote**: By each June, all deliverables need to be reported to Valley Water for tracking purposes.
5. **Stakeholders**: Stakeholders 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 brochure 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, 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.
### Project Accomplishments Worksheet

**Global Changes:** District to Valley Water; emergency kit to emergency preparedness starter kits (these starter kits are NOT intended to replace comprehensive emergency kits; such should be communicated to public when being handed out); District Outreach Program to Valley Water Education Outreach Program; footnote #3 changed from “Each September” to “By each June”.

| Topics 1, 2, 4, 5, 6, 7, & 8 | TA OP #4: Post annual mailer targeted towards real estate agents and lenders on website (Element 352 WEB2) | Milpitas: The city posts "2018-2019 Public Advisory” informational SFHA brochure on city website: http://www.ci.milpitas.ca.gov/milpitas/departments/engineering/flood- information/
Palo Alto: Annual letters mailed to lenders and real estate agents is posted on city’s Flood Information website. |
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Additional: Know your flood risk and be prepared, buy flood insurance</td>
<td>Improve SFHA outreach during real estate process TA OP #45. Include flood protection and preparedness messages in newsletters of organizations or agencies that serve communities at risk for flooding; Valley Water and City staff would draft messages for insertion into newsletters</td>
<td>All City of Sunnyvale City of San Jose City of Palo Alto Valley Water: Annual FPM and CMW are posted on our website. Additionally, all monthly news articles, including neighborhood work notices are also posted on our website. Many of the news articles are shared on the web and Valley Water’s social media sites including through our Valley Water News blog, Twitter, Facebook, Nextdoor.</td>
</tr>
<tr>
<td>Increase in number of people in the SFHAs and in the county in general</td>
<td>TA OP #46. Post newsletters on websites (Element 352 WEB2)</td>
<td>Sunnyvale: The city’s Horizon Newsletter (Fall 2018) included flood protection and preparedness messaging. <a href="http://sunnyvale.ca.gov/civicax/filebank/blobdload.aspx?BlobID=25941">http://sunnyvale.ca.gov/civicax/filebank/blobdload.aspx?BlobID=25941</a>. Additionally, the City Manager included information about the Flood Zone Program – Multi-Jurisdictional Program for Public Information in his September 2018 &quot;Update Sunnyvale” message to residents.</td>
</tr>
</tbody>
</table>

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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
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Appendix A. Santa Clara County 2015 Multi-Jurisdictional PPI - 2019 Annual Evaluation Report (Year 4) Project Accomplishments Worksheet

Global Changes: District to Valley Water; emergency kit to emergency preparedness starter kits (these starter kits are NOT intended to replace comprehensive emergency kits; such should be communicated to public when being handed out); District Outreach Program to Valley Water Education Outreach Program; footnote #3 changed from “Each September” to “By each June.”

<table>
<thead>
<tr>
<th>TA OP#7</th>
<th>Countywide mailer to all residents – language on purchasing flood insurance</th>
<th>Valley Water Communications</th>
<th>All</th>
<th>Valley Water: Mail out our annual FPM to all residents in FEMA designated flood zone. Additionally, the we send out an annual CWM that also contains this messaging. Milpitas: In February and June 2019, the city mailed out “2018-2019 Public Advisory” informational SHFA brochure which includes flood insurance messaging to all addresses in the city.</th>
</tr>
</thead>
<tbody>
<tr>
<td>TA OP#8</td>
<td>Speaker’s Bureau of staff from CRS Communities to talk at events organized by various community groups. The goal is for each CRS Community to speak at a minimum of 2 events per year or more.</td>
<td>City representatives Community Organizations</td>
<td>October-April</td>
<td>All</td>
</tr>
<tr>
<td>TA OP#9</td>
<td>First speaker’s Bureau presentation on website and/or share on social media.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

References
1. Washington Multi Jurisdictional PPI
2. Snohomish County, City of Monroe, City of Sultan Multi-Jurisdictional Program for Public Information 2013
3. Flood Futures Report

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
3 CAL OP = Community At Large Outreach Projects; SHFA OP = Special Flood Hazard Area Communities Outreach Projects; TA OP = Target Audiences Outreach Project
4 By each June, all deliverables need to be reported to Valley Water for tracking purposes.
5 Stakeholders 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 not set out at City Hall; a local newspaper that publishes a flood or hurricane season supplement each year; FEMA, if, for example, a FEMIA 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 bill; or presentations made by state or FEMA staff at a Risk Mitigation meeting.

ATTACHMENT NO. 1
Agenda

Santa Clara County CRS Users Group Meeting
Monday, February 25, 2019 | 2:00 PM – 4:00 PM
Santa Clara Valley Water District | Administration Building | Conference Room B-108
5750 Almaden Expressway, San Jose, CA 95118

Directions: https://www.valleywater.org/directions-santa-clara-valley-water-district-offices

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

Desired Outcome: Gather communities’ input on how the PPI worked over the past year; plan and choose / confirm PPI messages

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>1.</td>
<td>Introductions <em>(be sure to complete the sign-in sheet)</em> (All)</td>
</tr>
<tr>
<td></td>
<td>a. interested parties</td>
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<tr>
<td>2.</td>
<td>Recap – CRS Users Group Workshop – September, 2018 FMA Conference (Emily Zedler)</td>
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<tr>
<td>3.</td>
<td>- Review of 2018 / 2019 Flood Awareness Campaign / Floodplain Notification (Gina Adriano)</td>
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<td>- Presentations to Community Groups</td>
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<tr>
<td>4.</td>
<td>Santa Clara / Mountain View Audits Using Egnyte (Evelyn Liang / Gabrielle Abdon)</td>
</tr>
<tr>
<td>5.</td>
<td>Distribution of Emergency Preparedness Starter Kits (Merna Leal)</td>
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<tr>
<td>6.</td>
<td>Floodplain Management Planning (Activity 510) (Merna Leal / Leslie Stobbe)</td>
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<td></td>
<td>a. Milpitas Floodplain Management Plan</td>
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<td>7.</td>
<td>PPI Annual Evaluation Report for FY19 (Year 4) (All)</td>
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<tr>
<td></td>
<td>a. Using PPI Annual Evaluation FY18 (Year 3), Appendix A Table, to populate FY19 data</td>
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<tr>
<td></td>
<td>b. Communities to complete Appendix A Worksheet prior to meeting</td>
</tr>
<tr>
<td>8.</td>
<td>Adjourn</td>
</tr>
</tbody>
</table>

For questions, please contact Merna Leal at (408) 630-2610 or mleal@valleywater.org

The call-in number and the passcode are in the Outlook meeting invite.

Next Meeting:
Mark Your Calendars – May 29, 2019 | Administration Building | conference room B-108 | 2:00 PM – 4:00 PM
Purpose: Finalize PPI Annual Evaluation Report for FY19 (Year 4), which must be completed & presented to governing bodies prior to August 1, 2019 (annual recertification due date)

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.”
# Santa Clara County CRS Users Group

Meeting Monday, February 25, 2019
SCVWD - Administration Building - Conference Room B-108 2:00 PM - 4:00 PM

## Sign-In Sheet

<table>
<thead>
<tr>
<th>Community Represented</th>
<th>Print Name</th>
<th>Signature</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCVWD</td>
<td>Maria Lee</td>
<td></td>
</tr>
<tr>
<td>Valley Water</td>
<td>Gina Adriano</td>
<td></td>
</tr>
<tr>
<td>Sunnyvale</td>
<td>Samara Davis</td>
<td></td>
</tr>
<tr>
<td>Milpitas</td>
<td>Leslie Stobbe</td>
<td></td>
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<tr>
<td>PALO ALTO</td>
<td>Rajeel Hada</td>
<td></td>
</tr>
<tr>
<td>City &amp; Mountain View</td>
<td>Renee Gunn</td>
<td></td>
</tr>
<tr>
<td>City of Santa Clara</td>
<td>Evelyn Liang</td>
<td></td>
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<tr>
<td>City of Cupertino</td>
<td>Winnie Pagan</td>
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<tr>
<td>City of Morgan Hill</td>
<td>Maria Angeles</td>
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<tr>
<td>City of Los Altos</td>
<td>Steve Golden</td>
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<tr>
<td>Valley Water</td>
<td>Emily Zedler</td>
<td></td>
</tr>
</tbody>
</table>

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Phone Participation:
1. Art Lee, City of San Jose
2. Jacqueline Salome, City of Mountain View
3. Dawn Andre, Sacramento County
4. Jennifer St, Sunnyvale
Agenda

Santa Clara County CRS Users Group
Wednesday, May 29, 2019 | 2:00 PM – 4:00 PM
Santa Clara Valley Water District | Administration Building | Conference Room B-108
5750 Almaden Expressway, San Jose, CA 95118

Directions: [https://www.valleywater.org/directions-santa-clara-valley-water-district-offices](https://www.valleywater.org/directions-santa-clara-valley-water-district-offices)

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

**Desired Outcome:** Gather communities’ input on how the PPI worked over the past year; plan and choose / confirm PPI messages

1. **Introductions** *(be sure to complete the sign-in sheet to document communities’ required participation)*
   a. Interested Parties

2. **Emergency Response Coordination Activity 510 – Floodplain Management Planning**
   a. County Office of Emergency Services – Local Hazard Mitigation Plan
   b. Valley Water Local Hazard Mitigation Plan

   (Jacqueline Solomon, City of Mountain View)

3. **Annual Evaluation Report for FY19 (Year 4)**
   a. Using Annual Evaluation FY18 (Year 3), Appendix A Table, to populate FY19 data
   b. Communities to complete Appendix A Worksheet

   Finalized document presented to governing bodies will be requested as part of annual recertification due 8/1/19

4. Adjourn

For questions, please contact Merna Leal at (408) 630-2610 or mleal@valleywater.org

**Teleconference Access Code:** # 1-877-336-1831 | Participant Code: 1615094#

Next Meeting:

*Mark Your Calendars* – TBD | Early 2020

**Purpose:** Discuss PPI Annual Evaluation Report for FY20 (Year 5), which must be completed before August 1, 2020 *(annual recertification due date)* and begin to review/discuss update due of the Santa Clara County Multi-Jurisdictional Program for Public Information 2015 *(see below-noted Excerpt)*

Excerpt from 2017 CRS Coordinator’s Manual:

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

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

The Program for Public Information update will be reviewed for CRS credit according to the Coordinator’s Manual currently in effect, not the version used when the community originally requested this credit. The update can qualify as the annual evaluation report for the year it was prepared. The updated Program for Public Information must be adopted following the same process as adoption of the original document.”
Santa Clara County CRS Users Group  
Meeting Wednesday, May 29, 2019  
SCVWD - Administration Building - Conference Room B-108 2:00 PM - 4:00 PM

### Sign-In Sheet

<table>
<thead>
<tr>
<th>Community Represented</th>
<th>Print Name</th>
<th>Signature</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCVWD-DES</td>
<td>Cindy Martinez</td>
<td></td>
</tr>
<tr>
<td>City of Mountain View</td>
<td>Perez Bun</td>
<td></td>
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<tr>
<td>City of Morgan Hill</td>
<td>Maria Angeles</td>
<td></td>
</tr>
<tr>
<td>City of Mountain View</td>
<td>Jacqueline Solomon</td>
<td></td>
</tr>
<tr>
<td>City of Sunnyvale</td>
<td>Tamara Davis</td>
<td></td>
</tr>
<tr>
<td>SCVWD</td>
<td>Donna Germano</td>
<td></td>
</tr>
<tr>
<td>SCCD/Recom</td>
<td>Lovey Tom</td>
<td></td>
</tr>
<tr>
<td>Valley Water</td>
<td>Gina Adriano</td>
<td></td>
</tr>
<tr>
<td>Valley Water</td>
<td>Merna Lead</td>
<td></td>
</tr>
<tr>
<td>Santa Clara County</td>
<td>Eric Gourmones</td>
<td></td>
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<tr>
<td>City of Milpitas</td>
<td>Brian Dong</td>
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<td>City of Palo Alto</td>
<td>Racerod Hocala</td>
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<tr>
<td>City of Los Altos</td>
<td>Steven Golden</td>
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