

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

Target Audience	¹ Message	Outcome	Project(s) Proposed to Support the Messages	Assignment	² Proposed Schedule	³ Stakeholder	CRS Community	Project Accomplishments			
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.	<u>Topics 1, 2, 3, 4, 5, 6, 7, 8, & 9</u> Message: Know your flood risk and be prepared; buy flood insurance	Educate our community on flood protection and preparedness measures	CAL OP #1. Flood messages inserted in and/or printed on Utility Bills.	City Public Works Depts. (PWD) City CRS Coordinators District Communications (for South County Unincorporated areas)	October – March	Utility companies (water, electric, waste)	All	MV, PA, SC, Gilroy, MH included flood messages in their Utility bills.			
			CAL OP #2. Post Utility Bill messages on websites (Element 352 WEB1)								
			CAL OP #3. Winter Preparedness Briefing	District Field Operations	October				NOAA, Cities Emergency Managers & Public Works Directors, Santa Clara County OES, Cal Fire, CCC, DWR	All	Not Applicable
			CAL OP #4. Post "Winter Preparedness Briefing" notice and materials on website (Element 352 WEB1)		October – November						
			CAL OP #5. "Emergency Preparedness Workshop"	District Emergency Services	November						
	CAL OP #6. Post "Emergency Preparedness Workshop" notice and materials on website (Element 352 WEB1)	November – December									
	<u>Topics 1, 2, 3, 4, 5, 6, 7, 8, & 9</u> Message: Know your flood risk and be prepared; buy flood insurance. Flood Insurance will cover damage from flooding that most homeowner's policies don't cover	Educate our community on flood protection and preparedness measures	CAL OP #7. Develop newsletters with articles on flood protection and preparedness measures that urge residents and businesses to purchase flood insurance. These would include paper and electronic versions. These will be more extensive than messages included in utility bills. District's annual county-wide mailer (CWM) will include language on flood protection and preparedness measures. City of Sunnyvale will distribute yearly newsletter article called "Know how to be Flood Safe in Sunnyvale" (Element 352 WEB1 and 2)	City CRS Coordinators or Communications staff District Communications Gilroy Chamber of Commerce	October – March	Insurance agencies Gilroy Chamber of Commerce District Grantee Organizations	City of Morgan Hill Cupertino Sunnyvale Gilroy Chamber of Commerce	Starting in September, the water district began including flood safety information and encouraging residents to consider flood insurance in its monthly newsletter through March. The newsletter reaches over 21,000 residents county-wide and is shared on the web and district's social media sites monthly.			
			CAL OP #8. Post newsletters/articles/District's CWM on websites (Element 352 WEB1 and 2)					MV, PA, SC, MH, Gilroy Chamber of Commerce all included articles on flood safety in their community newsletters. All were posted on City or District Websites.			
	<u>Topics 4 & 6</u> Message: Keep debris and trash out of our streams. It's illegal to dump into streams	Cleaner streams and fewer dumping violations Fewer debris blockages during high-flow events	CAL OP #9. "Do Not Dump" message is sent each year to all Santa Clara County residents in the District's CWM	District Communications City of Sunnyvale	June/July 2015 (CWM)	Adopt-A-Creek Organizations District Grantee Organizations	All	Countywide Mailer (CWM) sent to all County parcels with "Do Not Dump" message. Water district has an extensive stewardship program. "Do not Dump" message posted on construction signs throughout the county.			
			CAL OP #10. Post "Do Not Dump" messages on website (Element 352 WEB1)					Construction signs are posted on the District's website. CWM posted.			
			CAL OP #11. "Illegal Dumping" - District Community Project Review Unit (CPRU) Water Resource Protection Ordinance No. 08-1 amending Ordinance No. 83-2	District CPRU Santa Clara Valley Urban Runoff Pollution Prevention Program	Year-Round	Adopt-A-Creek Organizations District Grantee Organizations	All	Ordinance in force			
			CAL OP #12. Post Water Resource Protection Ordinance on website (Element 352 WEB1)					Ordinance posted on website.			
			CAL OP #13. "No Dumping" signage on District project sites	District Watersheds Operations & Maint. Santa Clara Valley Urban Runoff Pollution Prevention Program	Year-Round	Santa Clara Valley Urban Runoff Pollution Prevention Program (all communities that drain to San Francisco Bay)	All	District Construction sign include message of "no dumping".			
			CAL OP #14. "Pollution Hotline 1-888-510-5151" to report all illegal dumping messages are included in Neighborhood Work Notices (target outreach – 6 points per topic)	District Communications Santa Clara Valley Urban Runoff Pollution Prevention Program	Year-Round	Santa Clara Valley Urban Runoff Pollution Prevention Program Watershed Watch Organization San Francisco Estuarine	All	Hotline receives messages 24/7- 365 days per year. Respond to message within 20 minutes and on-site within an hour if needed. Last year 117 incidents were reported on this system.			
			CAL OP #15. Post Project notices with "Pollution Hotline" on website (Element 352 WEB1)					N/A project Notices did not include the Hotline number this year.			

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

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						Institute Oakland Museum		
			CAL OP #16. Creek side Property Program – Creek Wise brochure handed out at community fairs (target outreach – 6 points per topic)	District Communications	Year-Round	Fair Sponsors Attendees of community events who visit information booths SCVURPPP	All	POSSIBLE FOCUS FOR COMING YEAR.
			CAL OP #17. Post Project Creek side Mailer on website (<i>Element 352 WEB1</i>)					N/A
			CAL OP#18. Organize volunteers for creek clean-ups through District's Adopt-A-Creek Program or organized city clean-ups, such as City of Santa Clara's, Adopt-A-Spot Program	District Communications City of Santa Clara CRS Coordinator	Year-Round	Community Organizations Residents Schools Businesses Creek Connections Action Group (CCAG)	All City of Santa Clara	Year round, 125 adopted sites which is increase of 12 sites over last year. Each org. does at least 2 clean ups per years. Sunnyvale, Mountain View, Palo Alto, Santa Clara and Milpitas all advertise the clean-ups.
			CAL OP #19. Post District's Adopt a Creek Program and cities clean-up programs on website (<i>Element 352 WEB1</i>)					Invites and results posted on the web.
			CAL OP#20. Organize volunteers for National River Cleanup Day and California Coastal Cleanup Day	District Communications City of San Jose	May 16, 2015 and September 2015		All	On National River CleanUp Day In Spring we had 48 clean-up sites across the county. 1,124 volunteers cleaned 61.25 miles of creeks and removed approx. 30,627 lbs of trash and over 3,000 lbs of recyclables On Coastal Cleanup Day in the fall: 1,829 volunteers cleaned 73.7 miles of 50,000 pounds of trash and 2,868 pounds of recyclables. Invites and results posted on the web.
			CAL OP #21. Post volunteer information and results on website (<i>Element 352 WEB1</i>)					
			CAL OP # 22. Installation of trash booms	All as required by SF Regional Board Multi-Jurisdictional Permit			All	There are 4 trash booms throughout the County that the District maintains. Palo Alto installed 2 of them.
			CAL OP #23. Stenciling storm drains "Do Not Dump - Flows Into Bay"	City of San Jose CRS Coordinator			All	Programs to stencil storm drains throughout the County. San Jose alone has over 10,000 storm drains.
			CAL OP #24. Inserts into inlets				All	N/A
			CAL OP #25. Hot Spot Assessment and Clean-ups				All	Approximately 60 hotspots of trash cleaned out. At 10% of trash was inventoried to understand composition.
			CAL OP #26. Send out yearly newsletter article discussing efforts to ready the storm drainage system for fall rains – cleaning out storm drains, and discusses "No Dumping" that reaches all households in the City or County	City of Sunnyvale CRS Coordinator Cities CRS Coordinators	Late Summer/ Fall		Sunnyvale All	Messages on storm drainage system included in two monthly water district newsletters. Also included in CWM. Morgan Hill sent out one page flier to all residents.
			CAL OP # 27. Post newsletter article on efforts to ready storm drainage system for fall rains – cleaning out storm drains, and "No	City Sunnyvale CRS Coordinator	Late Summer/ Fall		Sunnyvale All	Newsletters and flier posted on the web

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			Dumping" on website (<i>Element 352 WEB1</i>)	Cities CRS Coordinators						
	<p><u>Topics 1,2,3,4,7, 8 & 9</u> : Download disaster electronic Apps <u>Messages</u>: Be prepared for flood and other disasters; Know how to access needed information quickly during an emergency</p>	<p>Increase in 'hits' on Apps and less stress during emergencies</p>	CAL OP #28. Advertise District, County Public Health Department and American Red Cross electronic Apps	<p>City representatives, District Communications County Public Health Dept. Gilroy Chamber of Commerce, and American Red Cross</p>	Year-Round	<p>Community Organizations, including American Red Cross and Gilroy Chamber of Commerce Residents who download the apps. Attendees of community events who visit information booths Teachers /students visited by District's School Outreach Program</p>	All	Apps posted on water district website and included in FPM and the CWM. Also advertised on Facebook, and Twitter by District, Palo Alto and Mountain View.		
CAL OP #29. Post disaster apps information on website (<i>Element 352 WEB1 and 2</i>)										
CAL OP #30. Instruct people to download apps at personal preparedness trainings										
CAL OP #31. Post instruction on how to download apps. on websites and electronic newsletters (<i>Element 352 WEB1</i>)										
CAL OP #32. Promote ALERT SCC - Santa Clara County Emergency Alert System										
			CAL OP #33. Post ALERT SCC - Santa Clara County Emergency Alert System on District and cities websites http://www.sccgov.org/sites/alertscc/Pages/home.aspx <i>(Element 352 WEB1 and WEB2)</i>	District Communications City representatives		Santa Clara County		<p>Promoted in the FPM & CWM. AlertSCC is an app for anyone who lives or works in Santa Clara County to get emergency warnings sent directly to their electronic devices. AlertSCC provides information in emergency situations like:</p> <ul style="list-style-type: none"> • Flooding, wildfires and subsequent evacuations • Public safety incidents, including crimes, that immediately affect your neighborhood • Post-disaster information about shelters, transportation, or supplies <p>Sign Up info posted on District website at: http://www.sccgov.org/sites/alertscc/Pages/home.aspx</p>		
	<p><u>Topic 7</u> : Develop a Family Emergency Plan <u>Messages</u>: Be prepared for flood and other disasters</p>	<p>Increase in Family Emergency Plan and less stress during emergencies More people know what to do in an emergency</p>	CAL OP#34. Workshop/contest to promote developing family Emergency Plans; Reaching out to a celebrity to carry our message	<p>District Communications and City representatives with assistance from Stakeholders</p>	Year-Round	<p>Schools American Red Cross Celebrity, TBD FEMA California Volunteers.org</p>	All	Family Emergency Plan information included in CWM and FPM. THIS ACTIVITY WILL BE HIGHLIGHTED AGAIN NEXT YEAR.		
CAL OP #35. Post Family Emergency Plan template form on website http://www.redcross.org/images/MEDIA_CustomProductCatalog/m12140360_ARC_Family_Disaster_Plan_Template_r083012.pdf?campname=internal_link_download&campname=family_disaster_plan_enq ish or http://www.californiavolunteers.org/familyplan/pdf/family_plan.pdf <i>(Element 352 WEB1 and 2)</i>										
CAL OP#36. Include message "What to Do....Before – Prepare a Family Emergency Plan...." in District's CWM			District Communications City representatives	October – March					All	Messages were included in the CWM and the FPM.
CAL OP #37. Post message "What to Do....Before – Prepare a Family Emergency Plan...." on website (<i>Element 352 WEB1 and 2</i>)			District Communications City representatives						All	FPM and CWM were posted on the District website.
			CAL OP#38. Promote the official site of the NFIP Floodsmart.gov for flood preparation and recovery messages	District Communications City CRS Coordinator and Communications staff			All	Linked on district's flood protection website as well as included in FPM and CWM.		

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			CAL OP #39. Post message "NFIP Floodsmart.gov Flood Preparation and Recovery...." on website https://www.floodsmart.gov/floodsmart/pages/preparation_recovery_before_a_flood.jsp (Element 352 WEB1 and 2)	District Communications City CRS Coordinator and Communications staff			All	Posted on District website.
	<u>Topics 1, 3, & 4</u> <u>Messages:</u> Protect people and property from flood hazards	Less damage due to the floods; improve sandbag distribution	CAL OP #40. Sandbags available at various site throughout county CAL OP #41. Post sandbag information on website, including How to Use Sandbags, sandbag webcams to view availability, etc. (Element 352 WEB1 and 2)	District Vegetation Unit City of Palo Alto Public Works District Communications	November through April Year-Round	All County residents Community organizations (SF Creek JPA, Boys Scouts, etc.)	All	Published county map of sandbag locations in Winter Prep flier and posted on website. Revamped Sandbag guide for correct positioning and tips. Posted on website.
	<u>Topics 1 & 9:</u> Know your flood hazard; Understand shallow flooding risks <u>Messages:</u> Drive slowly; Avoid shallow moving water; 2 ft. water moves vehicles; FEMA's message: "Turn Around Don't Drown®." Drown®."	Fewer accidents and rescues	CAL OP #42. Permanent street signage (2 signs/City/year); each City will determine best location for signage and will install them. "Subject to Flooding" (Cities to coordinate common standard message design) CAL OP#43. Include message "What to Do...After – Turn Around Don't Drown®" in District's CWM CAL OP #44. Post message "What to Do...After – Turn Around Don't Drown®" on website (Element 352 WEB1 and 2) CAL OP #45. Post shallow flooding risks information on websites (Element 352 WEB1 and 2) CAL OP #46. Promote City's online "Flood Zone Lookup" tool on Website (Element 352 WEB1 and 2)	Cities PWD County Planning Gilroy Chamber of Commerce District Communications City representatives District Communications City representatives District Communications Cities Communications City of Palo Alto Public Works	Year-Round	FEMA Caltrans Gilroy Chamber of Commerce American Red Cross Residents and people who work in county	All All All City of Palo Alto	Palo Alto and Santa Clara put up two signs Included Message on CWM and FPM Messages posted on website Risk of Driving through standing water is included in FPM which is posted on District website Palo Alto promoted their "Flood Zone Lookup Tool".
	<u>Topics 1, 2, 3, 4, 5, 6, 7, 8, & 9</u> <u>Message:</u> Know your flood risk and be prepared; buy flood insurance	Educate our community on flood protection and preparedness measures Increase in 'hits' on District and cities Flood Protection Resources pages and improve District's Flood Campaign results	CAL OP #47. Flood Awareness Campaign, including radio and bus ads. For this year, we are preparing to have radio ads ready to place, but we'll only place them if/when there are major storm systems in the forecast CAL OP #48. Post Flood Awareness Campaign elements on District website (Element 352 WEB1 and 2) CAL OP #49. Post Flood Awareness Campaign information on websites (Element 352 WEB1 and 2) CAL OP 50. Distribute flood prevention materials at fairs CAL OP #51. Social Media Messaging (such as Facebook, Twitter, LinkedIn, Instagram, etc.)	District Communications Cities Communications District Communications Cities Communications District Communications Cities Communications District Communications Cities Communications	October-April Year-Round Year-Round	FEMA Radio Stations Valley Transportation Authority American Red Cross Facebook, Twitter, Google+, LinkedIn, Instagram, etc. Fair Sponsors Fair Sponsors Residents who share posts Facebook, Twitter, Google, LinkedIn, Instagram, etc.	All All	Radio spots ran in four mainstream English stations targeting and a Spanish and Chinese language stations. Over the course of 4 months 2,595 spots ran. From the months of Sept. through March, the water district featured 11 Facebook and 15 Twitter posts with the flood safety message "Know your flood risk; buy flood insurance." These posts included links to the Flood Awareness campaign elements on our district website. Mountain View declared <i>Red Cross Month</i> in March. Staff also gave 11 speaker's bureau presentations with an emphasis on flood protection and flood safety to organizations and agencies that requested presentations during these months. These posts included links to the Flood Awareness campaign elements on our district website. During the months of October through March, staff attended nine community events to distribute flood safety information and flood prevention materials. From the months of Sept. through March, the water district featured 11 Facebook and 15 Twitter posts with the flood safety message "Know your flood risk; buy flood insurance." These posts included links to the Flood Awareness campaign elements on our district website.

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			CAL OP #52. Post social media messages on websites (<i>Element 352 WEB1 and 2</i>)					Social media posts included links to the Flood Awareness campaign elements on our district website.	
			CAL OP #53. Staffing booths at fairs	District Communications Cities Communications	Year-Round	Fair Sponsor Residents who attend booths	All	During the months of October through March, staff attended nine community events to distribute flood safety information and flood prevention materials.	
Special Flood Hazard Area (SFHA) Communities The PPI Committee identified several geographic areas that are particularly prone to flooding.	<u>Topics 4 & 6</u> Message: Keep debris and trash out of our streams. It's illegal to dump into streams	Cleaner streams and fewer dumping violations	SFHA OP #1. "Do Not Dump" message is sent each year to all SFHA residents county-wide in the District's annual Floodplain Mailer (FPM) (2014 FPM reached 71,000 residents & businesses) (target outreach – 6 points per topic)	District Communications	October/ November 2015	FEMA SCVURPPP	All	District's annual flood plain mailer sent to over 48,000 homes in the county in November. An electronic version was posted on the district's flood protection resources website. Includes "Do Not Dump" Message and how to protect your family.	
		Less flooding damage due to debris build-up	SFHA OP #2. Post Floodplain Mailer on website (<i>Element 352 WEB1 and 2</i>)	District Communications	Year-Round		All	FPM posted on website	
	<u>Topics 3 & 5</u> Message: Protect your family and property from flooding	Educate our community on flood protection and preparedness measures	SFHA OP #3. "What to Do – Protect Your Family and Property from Flooding" message is sent each year to all SFHA residents in the District's annual FPM	District Communications	October - November		All	District's annual flood plain mailer sent to over 48,000 homes in the county in November. An electronic version was posted on the district's flood protection resources website. Includes message of protecting your family against floods.	
		Reduce number of claims	SFHA OP #4. Post Floodplain Mailer on website (<i>Element 352 WEB1 and 2</i>)		Year-Round				
	Keep families safe	SFHA OP #5. Maintain the ALERT System	SFHA OP #6. ALERT System – Post real-time gauge information on website so users can see current water levels, and where available, flood height predictions (<i>Element 352 WEB3</i>)	District Communications City of Palo Alto CRS Coordinator Cities CRS Coordinators	Year-Round peaks time October - April	County of Santa Clara	All	ALERT System was maintained and expanded to include an app. All Alert information is available on the District's website.	
		SFHA OP #7. Post cards sent to floodplain residents; this is in addition to the District's Annual FPM. City of Sunnyvale sends out postcards annually that includes a link to flood insurance agent referrals.	SFHA OP #8. Post postcards on website (<i>Element 352 WEB1 and 2</i>)	City of San José City of Sunnyvale CRS Coordinator City of Gilroy County of Santa Clara	Need dates from communities			FEMA Lenders Real Estate Brokers Silicon Valley Realtors Association	City of San José City of Sunnyvale City of Gilroy County of Santa Clara
				SFHA OP #9. City of Sunnyvale sends out postcards annually that offers flood protection assistance site visits.	City of Sunnyvale CRS Coordinator			Sunnyvale	Sunnyvale and Gilroy posted on their websites.
				SFHA OP #10. Post postcards that offers flood protection assistance site visits on website (<i>Element 352 WEB1 and 2</i>)	Sunnyvale CRS Coordinator			Sunnyvale	City of Sunnyvale sends out a postcard that offers flood protection assistance site visits. Message was posted on the Sunnyvale website.
				SHA OP #11. Inserts into District's School Outreach Program material	District Communications	Year-Round	Schools Students/Parents	All	THIS IS A FOCUS FOR NEXT YEAR.
				SFHA OP #12. Post School Outreach Program materials on website (<i>Element 352 WEB1</i>)	District Communications	Year-Round		All	All of our outreach materials are posted on our website at http://www.valleywater.org/Programs/TeachersStudents.aspx
		<u>Topics 1, 2, 3, 4, 5, 6, 7, 8, & 9</u> Message: Know your flood risk and be prepared; buy flood insurance	Increase in the number of inquiries for purchasing flood insurance	SFHA OP #13. "Do You Need Flood Insurance" message is sent each year to all SFHA residents in the District's annual FPM	District Communications	October/ November 2015	Lenders Real Estate Brokers Flood insurance customers	All	District's annual flood plain mailer sent to over 48,000 homes in the county in November. PLAN TO INCREASE OUTREACH TO REAL ESTATE AND FLOOD INSURANCE BROKERS NEXT YEAR.
		<u>Topics 1, 2, 3, 4, 5, and 7</u> Message: Flood Insurance will cover damage from flooding that most homeowner's policies don't covers.	Increase in number of flood insurance policies in the SFHAs and in the county in general	SFHA OP #14. Post Floodplain Mailer on website (<i>Element 352 WEB1</i>)		Year-Round			. An electronic version was posted on the district's flood protection resources website.

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	Standard homeowner or commercial policies will not cover damage to structures or contents caused by natural flooding. Flood insurance is the only sure way to be reimbursed for some of your flood losses	Prospective buyers understand flood risks	SFHA OP #15. Mail out mailer(s) regarding flood insurance and elevation certificates	City of Milpitas CRS Coordinator City of Los Altos CRS Coordinator Cities CRS Coordinators	Fall	Realtors Prospective Residents in flood plains	City of Milpitas City of Los Altos	Milpitas and Los Altos sent mailer regarding flood insurance and elevation certificates.
			SFHA OP #16. Post mailers on website (<i>Element 352 WEB1</i>)	City of Milpitas	Fall		City of Milpitas	Messages were posted on City websites
			SHA OP #13. Mailer (<i>brochure published by insurance company</i>) sent to all real estate agents and lenders (<i>can be set out at City Hall</i>) – requirement to purchase flood insurance and discount.	City of Sunnyvale City of San Jose City of Palo Alto	Need dates from communities	Lenders, real estate agents or boards, developers/contractors and appraisers ; organizations or agencies that serve communities at risk for flooding include PG&E, American Red Cross, Community Emergency Response Teams (CERT), neighborhood associations, schools, churches, hospitals and museums.	City of Sunnyvale City of San Jose City of Palo Alto	Sunnyvale and Palo Alto have one-page newsletter which is sent to all real estate agents and set out for pick-up at City Hall. Milpitas purchases brochures from FEMA.
	<u>Topic 1</u> : Know your flood hazard <u>Message</u> : A FIRMette is a full-scale section of a FEMA Flood Insurance Rate Map (FIRM) that you create online. A FIRM indicates if property is in a Special Hazard Flood Area	Increase in the number of inquiries from prospective buyers asking about the flood designation of property	SFHA OP #17. Presentation and training to realtors at Realtor’s Association Meetings and/or write-up in realty association newsletters	District Communications City representatives Alain Pinel Realtors	October - April	Insurance companies Lenders Brokers Alain Pinel Realtors and other realty companies Residents who access FEMA Map Service Center Silicon Valley Realtors Association	All	Plan to work on next year N/A this year
			SFHA OP #18. Post training presentation on website (<i>Element 352 WEB1</i>)	District Communications City representatives	Year-Round			N/A this year
			SFHA OP #19. Publicize FEMA’s Flood Map Service Center website	District Communications City representatives	Year-Round	FEMA Realtors Lenders Brokers Residents who access FEMA Map Service Center	All	Through the FPM sent to all parcels in the floodplain.
			SFHA OP #20. Post link to FEMA’s Flood Map Service Center on website (https://msc.fema.gov/portal) (<i>Element 352 WEB1</i>)					Posted on the District website.
	<u>Topics 3, 4, & 5</u> <u>Message</u> : Retrofit or elevate your home/building to reduce future flood damage. Contact your local planning department to determine what steps should be taken to protect your property. Contact Public Works CRS Coordinator to find out if grant assistance is available	Increase in inquires on retrofitting measures. Decrease the number of repairs and elevations without permits. Increase number of repairs with permits Increase number of elevation certificates on file, and structures repaired with permits; decrease the number of repetitive loss increase homes	SFHA OP #21. Annual letters mailed to repetitive loss properties and real estate agencies	San Jose Palo Alto Sunnyvale Morgan Hill		Real Estate Agencies	San Jose Palo Alto Sunnyvale Morgan Hill	Each City sent out letters to repetitive loss parcels as required by FEMA.
								Not Appropriate to post due to privacy concerns.
	Messengers to Other Target Audiences (TA)	<u>Topics 1, 2, 3, 4, 5, 6, 7, 8, & 9</u> <u>Message</u> : Know your flood risk and be prepared; buy flood insurance	Educate our community on flood protection and preparedness measures	TA OP #1. Have American Red Cross include the topic of flood protection in their presentations. Have engineers accompany American Red Cross to community meetings (2/city/year)	American Red Cross	Year-Round	American Red Cross Neighborhood Associations Service Clubs (e.g. Notary, Kiwanas, etc.)	All

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 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 Each September, all deliverables need to be reported to District for tracking purposes.

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

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

Target Audience	¹ Message	Outcome	Project(s) Proposed to Support the Messages	Assignment	² Proposed Schedule	³ Stakeholder	CRS Community	Project Accomplishments
Lenders, real estate agencies or boards, developers/contractors and appraisers all serve as a messenger to people who are at risk of flooding as they provide their respective business service. In addition, organizations or agencies that serve communities at risk for flooding include PG&E, the American Red Cross, and Community Emergency Response Teams (CERT), neighborhood associations, schools, churches, hospitals and museums.	<p><u>Topic 2:</u> Insure your property for your flood hazard <u>Message:</u> Standard homeowner or commercial policies will not cover damage to structures or contents caused by natural flooding. Flood insurance is the only sure way to be reimbursed for some of your flood losses. A discount on your flood insurance premium is available. Flood insurance is also available for renters and commercial properties. There is a mandatory 30-day waiting period for flood insurance to become effective.</p> <p><u>Message:</u> A discount is available. Flood insurance is also available for renters and commercial properties. There is a mandatory 30-day waiting period for flood insurance to become effective</p>	Increase the number of real estate agents who will advise their clients that they are interested in a home that's in a floodplain area	TA OP #2. Post presentations on website (<i>Element 352 WEB1</i>)	All Sunnyvale Jose Palo Alto		Chamber of Commerce Silicon Valley Realtors Association American Red Cross Neighborhood Associations Service Clubs (e.g. Notary, Kiwanas, etc.) Chamber of Commerce Silicon Valley Realtors Association	All Sunnyvale San Jose Palo Alto	N/A this year. Possible focus for coming year. District has template available for any City to use.
			TA OP #3. Annual mailer targeted towards real estate agents and lenders with this message	City of Sunnyvale CRS Coordinator City of San Jose CRS Coordinators Cities CRS Coordinators	Late Summer/ Fall		City of Sunnyvale City of San Jose All	Sunnyvale and Palo Alto have one-page newsletter which is sent to all real estate agents and set out for pick-up at City Hall. Milpitas purchases brochures from FEMA. Posted on City websites.
			TA OP #4. Post annual mailer targeted towards real estate agents and lenders on website (<i>Element 352 WEB1</i>)					
	<p><u>Topics 1, 2, 3, 4, 5, 6, 7, 8, & 9</u> <u>Message:</u> Know your flood risk and be prepared; buy flood insurance</p>	Improve SFHA disclosure during real estate process	TA OP #5. Include flood protection and preparedness messages in newsletters of organizations or agencies that serve communities at risk for flooding; District and City staff would draft messages for insertion into newsletters.	All City of Sunnyvale City of San Jose City of Palo Alto			All	Starting in September, the water district began including flood safety information in its monthly newsletter through March. The newsletter reaches over 21,000 residents county-wide and is shared on the web and district's social media sites monthly. Utility bill inserts. See CAL OP #1 and #2. All monthly newsletters posted on District website.
			TA OP #6. Post newsletters on websites (<i>Element 352 WEB1</i>)				All	Floodplain Mailer sent to 71,000 addresses.
			TA OP#7 Floodplain mailer sent to all parcels in the county in the floodplain.	District Communications				
	Educate our community on flood protection and preparedness measures		TA OP# 8. Speaker's Bureau of staff from CRS Communities to talk at events organized by various community groups. The goal is for each CRS Community to speak at a minimum of 2 events per year or more.	City representatives Community Organizations	October-April		All	N/A for this year. Possible focus for coming year. District will prepare template presentation that all cities can use.
			TA OP#9. Post Speaker's Bureau presentation on website and/or share on social media.					

References

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

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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