



DATE: June 22, 2021

CATEGORY: Consent

DEPT.: Public Works

TITLE: **Santa Clara County Multi-Jurisdictional Program for Public Information 2021 Regarding Flood Risk**

RECOMMENDATION

Approve the Santa Clara County Multi-Jurisdictional Program for Public Information 2021 (Attachment 1 to the Council report), a program under the Community Rating System of the Federal Emergency Management Agency's National Flood Insurance Program.

BACKGROUND

In 1968, Congress created the Federal Emergency Management Agency (FEMA) National Flood Insurance Program (NFIP) to help provide a means for property owners to financially protect themselves from the floods associated with hurricanes, tropical storms, heavy rains, and other flood events. The NFIP offers flood insurance to homeowners, renters, and business owners if their community participates in the NFIP as standard homeowners insurance does not cover flooding. Participating communities agree to adopt and enforce ordinances that meet or exceed FEMA requirements to reduce the risk of flooding. City Code Chapter 8, Article IX: Drainage and Flood Control, contains the City's flood regulations, which meet FEMA requirements.

The NFIP Community Rating System (CRS) is a voluntary incentive program that recognizes communities for implementing floodplain management practices that exceed the Federal minimum requirements of the NFIP to provide protection from flooding. In exchange for a community's proactive efforts to reduce flood risk, policyholders can receive reduced flood insurance premiums for buildings in the community.

The City participates in the CRS program and is currently rated as a CRS Class 7 community, which gives policy holders a 15% discount on flood insurance rates. The total savings for Mountain View residents from CRS discounts is approximately \$60,000 per year.

To encourage each participating community to increase their efforts regarding flood risk, the CRS program includes an element known as the Program for Public Information (PPI). The intent is to encourage targeted outreach regarding flood hazards through a step-by-step coordinated approach to improve communication with citizens and provide information about flood hazards and flood safety. Although this could be done by one community individually, FEMA encourages communities with similar interests to work together to create a consistent message for a larger regional area.

The PPI is required to be reviewed, revised, and approved every five years. On October 27, 2015, the City approved the Santa Clara County Multi-Jurisdictional PPI 2015. The PPI was originally scheduled for review in 2020; however, FEMA provided an extension of the PPI to 2021 due to the COVID-19 pandemic.

Valley Water (formerly Santa Clara Valley Water District) offered to help coordinate a Countywide PPI tailored to the needs of Santa Clara County communities. Each participating community will get credit for the PPI towards the CRS rating. Adoption of the PPI will enable the City to retain its current rating.

ANALYSIS

The Santa Clara County Multi-Jurisdictional PPI 2021 is provided as Attachment 1 to this Council report. Fifteen (15) participating communities are covered by the document, which sets out a plan and messages for the communities in Santa Clara County. The City of Mountain View will use the PPI to inform development of our messages to the community-at-large, Special Flood Hazard Area (SFHA) communities, and messages to other target audiences.

The PPI includes key messages, existing public information efforts regarding flood risk (i.e., Red Cross, Community Emergency Response Training (CERT)), existing outlets used by local cities and agencies that could be used to deliver key messages (such as newsletters, social media), and other outreach programs in an effort to coordinate and more effectively communicate key messages for our area.

These key messages include:

1. Know your flood risk;
2. Insure your property for your flood hazard;
3. Protect people from the flood hazard;

4. Protect your property from the flood hazard;
5. Build responsibly;
6. Protect natural floodplain functions;
7. Develop an emergency plan;
8. Download disaster apps; and
9. Understand shallow flooding risks (i.e., do not drive through standing water).

Residents or property owners are encouraged to contact the City's Public Works Department, visit www.floodsmart.gov, or contact their insurance agent for additional information about flood risk.

On April 27, 2021, the PPI was approved by Valley Water's Board of Directors. Staff recommends that Council approve the Santa Clara County Multi-Jurisdictional PPI 2021.

FISCAL IMPACT

The City's participation in the NFIP and the CRS is managed by the Public Works Department and is funded through the Engineering Division's operating budget. No additional resources are required for the recommended actions.

ALTERNATIVES

1. Do not approve the Santa Clara County Multi-Jurisdictional PPI 2021.
2. Recommend amendments to the Santa Clara County Multi-Jurisdictional PPI 2021.
3. Provide other direction.

PUBLIC NOTICING – Agenda posting and a copy of the report to Valley Water.

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Attachment: 1. Santa Clara County Multi-Jurisdictional Program for Public
Information 2021 (PPI)