



DATE: October 27, 2015

CATEGORY: Consent

DEPT.: Public Works

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

RECOMMENDATION

Approve the Santa Clara County Multi-Jurisdictional Program for Public Information Regarding Flood Risk.

BACKGROUND

The City of Mountain View participates in the Federal Emergency Management Agency (FEMA) National Flood Insurance Program (NFIP).

Standard homeowners insurance does not cover flooding.

In 1968, Congress created the 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. 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's 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. These reduced premiums reflect the reduced flood risk resulting from community efforts toward achieving the three CRS goals:

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

The City participates in the CRS program and is currently rated as a CRS Class 8 community which gives policy holders a 10 percent discount on flood insurance rates.

FEMA recently updated the CRS program to encourage each participating community to increase their efforts regarding the three CRS goals. One of the new elements in the CRS program is 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. This could be done by one community individually; however, FEMA has been encouraging communities with similar interests to work together to create a consistent message for a larger regional area.

Santa Clara Valley Water District (SCVWD) offered to help coordinate a Santa Clara Countywide PPI tailored to the needs of Santa Clara County communities. Each participating city/county will get credit for the PPI towards the CRS rating.

ANALYSIS

The Santa Clara County Multi-Jurisdictional PPI Regarding Flood Risk 2015 is provided as Attachment 1. Ten (10) cities, Santa Clara County, and the SCVWD 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, target audiences, 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.

Key Messages:

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 a family emergency plan;
8. Download disaster apps; and
9. Understand shallow flooding – 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.

The City of Mountain View CRS rating currently benefits from outreach efforts by the SCVWD and the PPI will help the City coordinate future efforts.

FISCAL IMPACT

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

ALTERNATIVES

1. Do not approve Santa Clara County Multi-Jurisdictional PPI Regarding Flood Risk.

2. Recommend amendments to the Santa Clara County Multi-Jurisdictional PPI Regarding Flood Risk.

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

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JAS/3/CAM
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Attachment: 1. Santa Clara County Multi-Jurisdictional PPI Regarding Flood Risk
2015