

# Annual Report for FY16

(July 2015 to June 2016)

## Santa Clara County Multi-Jurisdictional Program for Public Information 2015



September 12, 2016

## **Santa Clara County Multi-Jurisdictional Program for Public Information Annual Report for FY16 (July 2015 to June 2016)**

### **I. Introduction**

Ten cities, the un-incorporated County and Santa Clara Valley District (District) have been active participants in the Community Rating System (CRS) for almost 20 years. CRS is a voluntary program of FEMA's National Flood Insurance Program (NFIP) that allows participating communities to earn flood insurance premium discounts for their residents and businesses by agreeing to adopt and enforce an ordinance that meets or exceeds FEMA's requirement to reduce the risk of flooding. As the flood risk reduction agency for Santa Clara County, the District performs many outreach and maintenance activities that earn CRS points for the County's CRS participating communities. The total savings for Santa Clara County residents from CRS discounts is approximately \$2.5 million per year.

Changes in the *2013 CRS Users Manual* included the option to undertake a Program for Public Information (PPI) which is a method to customize your flood risk reduction outreach messages and increase CRS points. The District hosted the development of a Multi-Jurisdictional PPI so that all Santa Clara County's CRS participating communities could work together and benefit from this effort.

This report is the initial Annual Report to FEMA to document our PPI activities. As the first year, much of our work has focused on getting the initial approval of elected bodies that is required for each of the communities to qualify for the CRS points earned through the PPI; on setting up a shared accounting system to keep track of PPI activities and; on the extensive outreach program the District sponsors has continued.

The number of CRS points that will be earned by our efforts will be determined by the Insurance Services Office (ISO/ CRS Specialists) examiners. We estimate that we will earn between 280 and 340 points per agency for our Multi-Jurisdictional efforts. This estimate is based on filling in our 330 Outreach Projects Worksheet which is Attachment 1. Only the projects needed to earn the maximum amount of CRS points are listed, even though many more are carried out. The entire list of outreach projects can be supplied if it is needed.

Another important benefit is the close collaboration between city staffs throughout the County who work on flood protection to strengthen CRS programs and learn from one another about shared flood protection and land use issues. For the Santa Clara County 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. A sub-group of Shoreline communities worked on the appeal process. In other words, the CRS Users Group and the PPI effort provide a forum for professional development for the staff that works on CRS throughout the County.

The drought that has plagued California in the last 4 years has meant that people are not nearly as focused on flood protection issues as they are normally. This made finding stakeholders more challenging than it probably would have been. With persistence, we have recruited a thoughtful group of stakeholders and we thank them for their service. The drought also made citizens question the value of government spending taxpayer dollars on flood prevention messages when the need for water conservation was so crucial. On the other hand, there has been an increase in interest in climate change and sea level rise over the last few years. Climate Change related sea level rise and the associated increase in

flooding pose a significant issue here in a county that borders San Francisco Bay. This serves to increase participation by the local governments who see protecting their communities from expected climate change impacts such as increased flooding as crucial. Twelve agencies participated in this Multi-Jurisdictional PPI initially and 10 are continuing.

## II. PPI Development Process

The District convened a meeting of the CRS coordinators in November 2013 to explain the PPI process and gauge interest for developing a Multi-Jurisdictional PPI for Santa Clara County. Although the District offered to host the process and provided staffing, it was understood that each participating community would be required to (1) conduct the CRS Self-Assessment, (2) recruit a non-governmental 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 2014 to develop the PPI. Many of the meetings included staff and stakeholders from all of the participating communities where we discussed the PPI process, messages, the existing program and finally reviewed drafts of the PPI. A committee worked between the meetings to draft the PPI report and compose the long list of possible projects (Appendix A). Each community prepared report pages on their own flood risks based on the results of the CRS Self-Assessment. Finally the draft was submitted to FEMA for review before submitting to our elected officials for review. We found that review very helpful, as it allowed us to understand the requirements much better. Based on the review, the PPI was updated. That brings us to April 2015 when District Board of Directors approved the PPI. Table 1 shows dates of approval; eight have approved; 2 have the approval scheduled and Cupertino and the County of Santa Clara have decided to sit out for the year.

*Table 1. Dates of PPI Approval*

Agency	Date of Approval	Yes	Scheduled But Not Approved	Not Scheduled
Santa Clara Valley District	4/14/15	X		
Cupertino	Sitting out of the PPI for a year			X
Gilroy	Scheduled for Fall 2016		X	
Los Altos	6/23/15	X		
Milpitas	1/19/16	X		
Morgan Hill	8/24/16	X		
Mountain View	10/27/15	X		
Palo Alto	6/8/15	X		
San Jose	Scheduled for Fall 2016		X	
Santa Clara, City	7/14/15	X		
Santa Clara, Unincorporated County	Not scheduled			X
Sunnyvale	6/23/15	X		
<b>Total Approved</b>		<b>8</b>		
<b>Approval Scheduled</b>			<b>2</b>	
<b>Total Sitting Out</b>				<b>2</b>

### III. PPI Accomplishments for 2016

The PPI accomplishments for FY16 fall into 3 categories. The first requirement is getting the PPI approved by the elected bodies of the 12 participating cities, county and District. The second was implementing an accounting system to keep track of all of the PPI projects. The third was carrying out an extensive outreach program for flood risk reduction.

*Elected Body Approval:* Eight of the 12 participating agencies were able to get the PPI approved by their elected body. The dates are shown by City/agency in Table 1. Two more cities have the approval scheduled for before their annual recertification. Two agencies, the City of Cupertino and the County of Santa Clara do not have staff resources for this effort at the moment.

*Implementation:* Because this Multi-Jurisdictional PPI includes up to 12 agencies, setting up the reporting for implementation is much more cumbersome than it would be for a single agency. The District hosted the record-keeping to ensure consistency throughout the County. A file sharing system was set up on a file-sharing service with folders for each of the agencies to file documents related to each of the 83 potential outreach projects. It also includes a spreadsheet for each of the agencies which they will submit with their annual recertification. This took more work than expected, because the first files-share system we tried did not have adequate capacity and another system had to be found. The District's spreadsheet is attached to this report. PPI related projects carried out by the District almost always apply to the entire county. Cities carried out projects in addition and they are shown on the composite spreadsheet which has a section for each city.

*Outreach Program:* Following a year of subdued flood safety messages due to the historic drought, the El Niño phenomenon during the winter of 2015-2016 provided an optimal opportunity to remind Santa Clara County residents of the threat of flooding even in severe dry conditions. The Santa Clara Valley District ramped up participation in community events and carried out a full-scale paid advertising campaign in mixed media outlets to convey the risk of flooding to residents of Santa Clara County.

#### *Community Events*

District communications staff actively participated in emergency preparedness fairs and community events during October through February. During that time staff attended nine community events to distribute flood safety information.

During October through March, the District gave 11 speaker's bureau presentations with an emphasis on flood protection and flood safety to organizations and agencies that requested presentations.

For the first time since the last El Niño event, the District hosted three free, hands-on sandbag demonstration workshops across the county to teach residents the proper placement of sandbags for optimum protection. The workshops also included a tutorial on filling your own sandbags.

In addition to these active community efforts, the District submits guest columns on behalf of board members to be placed in local newspapers. The District submitted three

winter-related columns that contained flood safety messages as well as PPI messages (in September, October, and December).

### *Advertising Campaign*

The flood awareness campaign ran over a four-month period, from November 2015 through March 2016. With a budget of \$290,000, the total cost of the paid advertisement campaign was \$278,708.43. Through media buy negotiations, additional ads worth \$124,481.33 were provided at no extra cost for a campaign worth \$403,189.76. 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 the District's annual Flood Plain Mailer, a publication distributed to residents in FEMA designated floodplains. The annual Flood Plain Mailer is designed with key flood-safety messages crafted to obtain the maximum number of CRS points. The flood awareness campaign included:

- 1) Customer Target: The campaign was targeted to residents and commuters within Santa Clara County. We also targeted publications in areas with historical flooding events, such as the Milpitas Post, Berryessa Sun, Morgan Hill Life and Palo Alto Weekly.
- 2) Media: The media breakdown was as follows:
  - a) Radio – 43 percent
  - b) Online – 21 percent
  - c) Print – 21 percent
  - d) Ethnic – 15 percent

Radio: Scripts for radio were drafted to include key PPI messages such as making an emergency plan and preparing for flooding by purchasing flood insurance. These messages ran for a total of nine weeks on the following mainstream English radio stations: KBAY, MIX 106.5, KRTY AND KLIV. The radio ads were translated in Spanish (KBRG - six weeks) and Chinese (KSQQ - eight weeks). In addition, the ads were also played on the music-streaming service Pandora, for a total of eight weeks.

Online: The campaign included online banner ads and for the first time, sponsored content. Banner ads came in a variety of sizes and were displayed on MercuryNews.com, NBCBayArea.com, SFGate.com and BayAreaParent.com (for one month during Phase I). Banner ads included brief messages to convey the possibility of flooding during a drought. As part of a media buy package, email blasts were distributed among email subscribers of Mercury News, NBC Bay Area and SF Gate. The email blasts included a brief flood safety message featuring Charles Chicken Little and linked to the District flood protection resources page.

For the first time, the flood awareness campaign included advertisements in the form of sponsored content. This consisted of crafting an approximately 500-600 word article to be displayed on the media outlet's website listed as an article, with the disclaimer that it was sponsored by the District. This was an excellent opportunity to present the safety messages on the flood plain mailer and distribute PPI messages as well. Sponsored content was included in the Mercury News, NBC Bay Area and SF Gate websites. In addition, the sponsored content ads allowed for social media sharing on platforms like Twitter and Facebook.

Print: The flood awareness campaign had a total of four versions of print ads that ran in a variety of print publications such as the Mercury News and its affiliate local community newspapers, as well as other neighborhood based publications, such as the Almaden and Evergreen Times.

The first phase of the campaign included flood-safety tips from Charles Chicken Little and also alluded to past damage in our county as a result of El Niño-driven storms. The second phase of the campaign included more images of past El Niño-induced flood damage, and an emphasis on being prepared with flood insurance, a key PPI/CRS -points earning message.

Print advertisements ran in the Mercury News (broad Bay Area audience) for eight weeks. In smaller community and neighborhood publications, the ads ran for an average of 6 weeks throughout both phases of the campaign.

Ethnic Media: Campaign advertisements were translated in Spanish, Chinese and Vietnamese and ran in the corresponding language publications: El Observador, Thang Mo, Vietnam Daily and World Journal. El Observador, a Spanish publication, also posted a small banner on its website as part of a media buy package. Over a fifth of the budget was allocated to ethnic media, which made up 15 percent of the overall media buy.

Social Media: The District also utilized its Twitter and Facebook profiles to disseminate information on being prepared for an emergency as well as being flood-safe. During the length of the campaign and leading up to anticipated storm events, the District posted flash flood warnings, and shared posts with key messages about flood safety. During the months of September through March, we featured 11 Facebook and 15 Twitter posts with flood safety messages.

A text messaging system was also used to distribute safety tips during or before anticipated storms. Four messages were distributed during the months of January and March, two months with strong storms. Over 900 residents received these text alerts advising residents to avoid driving through flood waters, to purchase flood insurance, and to clean gutters and drain channels to prevent local flooding.

Results: Total campaign impressions were calculated at over 24 million; with a cost of \$11.32 per thousand impressions. Based on a thorough report from the media buyer (see table 1 below), the email blasts and sponsored content yielded a strong click through rate of at least .32 percent (sponsored content), and as high as 9 percent click through rate (email). The average industry click rate for any kind of online ad format and placement is about 17 percent. Click through rates improved during the second phase of the campaign, after early March storms took place, with sponsored content earning a 1.01 percent click through rate and email blasts garnering up to 11.25 percent. Overall, the click through rate improved for all online ad placements during the second phase of the campaign with more than half of ad placements performing above the average rate.

#### IV. Stakeholder Meetings for 2016

Two PPI stakeholder meetings were planned so that the first could be used to gather people's input on how the PPI had worked over the last year and the second could be used to receive comments and approve the PPI Annual Report.

The first PPI Stakeholder Meeting was held on April 20, 2016. The purpose of the first meeting was to provide input for the Annual Report. This included reviewing the progress to date; a demonstration of the file-sharing system as well as a presentation on the extensive outreach program that the District carried out during the 2015-16 flood season. We discussed lessons learned from our first year and what was important to continue and strengthen. Attendance was excellent; staff from 10 agencies attended and stakeholders from 9 agencies.

The general consensus is that our PPI implementation is off to a good start. Getting 12 elected bodies to approve anything is a huge task. Cities who had gotten the PPI approved by their elected officials reported receiving strong support. For cities that had not gotten the PPI approved yet, the major problem was workload. The Public Works Departments in our area have a great deal of work to do now because of the high development level that is going along with the Silicon Valley's current economic boom. Three of the remaining cities have the PPI approval scheduled before their yearly verification and one city has decided that it makes better sense for them to sit out of the PPI process this year due to workload.

The messages that we chose originally are still relevant to Santa Clara County. In particular, we hope to increase our efforts to get people to prepare their personal emergency plans. An effort will be incorporated in the flood readiness outreach that is done every fall.

Another recommendation of the PPI Committee is to increase the use of social media for messaging. People are using their phones more and more to get information, so the more we can use banner ads, sponsored articles, etc, the better. The PPI Committee was pleased to see all the outreach in different media that the District had done the year before. The meeting attendees shared that they had seen various messages throughout the season on different media.

During the July 20, 2016 PPI Stakeholders Meeting, most of our time was spent going over the "Project Accomplishment" column of Appendix A (See Attachment 2) line-by-line and discussing things we would like to include in the coming year. Appendix A was *The Multi-Jurisdictional PPI Worksheet for Santa Clara County*. FEMA advised us to include any projects in our PPI Worksheet that *we might work on*, not just the ones *we expected to work on* because only listed projects are eligible for the PPI multiplier. By adding another column for what actually got accomplished, Attachment 2 becomes the detailed version of our PPI Annual Report. Of the 83 projects listed originally in our PPI, we made progress on 74 of them.

In addition to the work accomplished last year through the District's extensive outreach campaign and numerous newsletters by the Cities, there are three categories we plan to improve this coming year; promoting emergency plans, communicating with Realtors, and having a more active speaker's bureau.

To promote Family Emergency Plans, a mini-starter kit of emergency supplies has been developed as a give away at emergency preparedness fairs or events. In order to qualify for

the mini-kit, each person will have to demonstrate they've started their personal Family Emergency Plan. We also plan to have a photo contest related to family emergency plans, including emergency kits.

These activities go back to the PPI Committee's original message that people need to be encouraged to prepare for emergencies before an event occurs.

Cities and the District often speak at local clubs like Rotary or Neighborhood Associations. We want to encourage including the messages of the PPI in these presentations. The District will develop presentation materials that everyone in the PPI program can use.

Realtors are an important audience for flood insurance messages, because they provide information to people in the process of buying a house. Plan to work with the local Realtors Association to make a presentation at their meeting and encourage them to distribute information on flood insurance.

The PPI Annual Report needs to be shared with each participation community's elected body. Table 2 is a chart of how each expects to communicate the report.

*Table 2. How PPI Annual Report will be shared with Elected Officials*

	<b>Community</b>	<b>Method for Sharing</b>
1	Santa Clara Valley District	Non Agenda Memo
2	Gilroy	Consent Calendar
3	Los Altos	Council Weekly Update
4	Milpitas	Monthly Report to Council
5	Mountain View	Council Weekly Update
6	Morgan Hill	City Manager's Weekly Update
7	Palo Alto	Informational Staff Report
8	San Jose	City Manager's Weekly Report
9	Santa Clara, City	Friday Update to Council
10	Sunnyvale	City Manager's Bi-Weekly Report

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Attachments for submission to City Councils and District Board:

1. Activity 330 Outreach Projects Worksheet
2. Appendix A from PPI with accomplishments column added

Attachments for submission to FEMA as part of 2016 Recertification Package:

1. Activity 330 Outreach Project Worksheet
2. Appendix A from PPI with accomplishments column added
3. Agenda for April 20, 2016 Stakeholder Meeting
4. Sign-in Sheet for April 20, 2016 Stakeholder Meeting
5. Agenda for July 20, 2016 Stakeholder Meeting
6. Sign-in Sheet for July 20, 2016 Stakeholder Meeting