PPI Committee
Meeting #1

PPI Plan Assessment
Agenda

• PPI Plan Overview (Informational)

• PPI Plan Assessment - Assess Community Public Information Needs (Section 3)
  – Identify Priority Areas (Section 3)
  – Flood Insurance Coverage (Appendix 5)
  – Determine Priority Audiences (Section 3)
  – Inventory Other Initiatives, Publicity & Surveys (Page 58, Appendix 2)
PPI Plan Overview

- NFIP in Summary
- Community Rating System (CRS)
- CRS Outreach Projects
- PPI Committee
NFIP in Summary

For Federally Backed Flood Insurance

Community Floodplain Management Ordinance Required

Protection from 1% Chance (100-year) Storm Events

Flood Insurance Rate Maps (FIRM)
NFIP in Summary

Floodplain Management Ordinance

ORDINANCE NO. 1268

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF SIMI VALLEY REPEALING ORDINANCE NO. 760 (TITLE 7, CHAPTER 5 OF THE SIMI VALLEY MUNICIPAL CODE) IN ITS ENTIRETY AND APPROVING A FLOOD DAMAGE PREVENTION ORDINANCE FOR THE CITY OF SIMI VALLEY

WHEREAS, the City Council of the City of Simi Valley adopted a Flood Damage Prevention Ordinance, Ordinance No. 760, which became effective on September 12, 1991; and

WHEREAS, adoption of the Flood Damage Prevention Ordinance was a prerequisite to the City’s entry into the National Flood Insurance Program (NFIP) on September 27, 1991; and
NFIP in Summary
Community Rating System (CRS)

4 Categories

• Public Information
• Mapping and Regulations
• Flood Damage Reduction
• Warning and Response

19 Areas of Activity

Record Keeping, Map Information, Outreach Projects, Hazard Disclosure, Flood Protection Information, Flood Protection Assistance, Open Space Preservation, Higher Regulatory Standards, Flood Data Maintenance, Stormwater Management, Repetitive Loss Management, Drainage System Maintenance
Community Rating System (CRS)
Community Rating System (CRS)
Community Rating System (CRS)

City Entered CRS Program in 1999 - Class 9
Flood Insurance Premium Discount = 5%

Program Expanded in 2009 - Class 7
Flood Insurance Premium Discount = 15%

Program Again Expanded in 2018 - Class 6
Flood Insurance Premium Discount = 20%

2018 Annual Flood Insurance Savings = $325,000
# CRS Outreach Activities Overview

## 330 Outreach Projects Worksheet

### July 1, 2018 through June 30, 2019

**Community:** City Valley

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>OP#1-1</td>
<td>Simi Valley Library Display - English</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>12</td>
<td>6</td>
<td>6</td>
<td>2.4</td>
<td>1.8</td>
<td>12</td>
</tr>
<tr>
<td>OP#1-2</td>
<td>Simi Valley Library Display - Spanish</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>6</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>OP#2-1</td>
<td>City Hall Display - English</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>6</td>
<td>6</td>
<td>2.4</td>
<td>1.8</td>
<td>18</td>
</tr>
<tr>
<td>OP#2-2</td>
<td>City Hall Display - Spanish</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>6</td>
<td>6</td>
<td>2.4</td>
<td>1.8</td>
<td>18</td>
</tr>
<tr>
<td>OP#3-1</td>
<td>Senior Center Display - English</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>6</td>
<td>6</td>
<td>2.4</td>
<td>1.8</td>
<td>18</td>
</tr>
<tr>
<td>OP#3-2</td>
<td>Senior Center Display - Spanish</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>6</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>CP#42</td>
<td>Curb Stenciling - Entire Citywide</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0.6</td>
<td>0.6</td>
<td>0.6</td>
</tr>
<tr>
<td>CP#43</td>
<td>Annual SPHA Property Owner Letter</td>
<td>6</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>36</td>
<td>36</td>
<td>14.4</td>
<td>10.8</td>
<td>36</td>
</tr>
<tr>
<td>OP#44</td>
<td>Annual Targeted Outreach - Neighborhood Council #1, Nov, 14, 2018</td>
<td>6</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>36</td>
<td>36</td>
<td>14.4</td>
<td>10.8</td>
<td>36</td>
</tr>
<tr>
<td>OP#45</td>
<td>Annual Targeted Outreach - Neighborhood Council #2, Nov, 13, 2018</td>
<td>6</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>36</td>
<td>36</td>
<td>14.4</td>
<td>10.8</td>
<td>36</td>
</tr>
<tr>
<td>OP#46</td>
<td>Annual Targeted Outreach - Neighborhood Council #3, Nov, 15, 2018</td>
<td>6</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>36</td>
<td>36</td>
<td>14.4</td>
<td>10.8</td>
<td>36</td>
</tr>
<tr>
<td>OP#47</td>
<td>Annual Targeted Outreach - Neighborhood Council #4, Nov, 20, 2018</td>
<td>6</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>36</td>
<td>36</td>
<td>14.4</td>
<td>10.8</td>
<td>36</td>
</tr>
<tr>
<td>OP#48</td>
<td>Annual Targeted Outreach - TBD (HDA, Business Group, Etc.)</td>
<td>6</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>6</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>OP#49</td>
<td>Annual Information Booth - Living Green Expo, November 3, 2018</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>12</td>
<td>12</td>
<td>4.8</td>
<td>3.6</td>
<td>12</td>
</tr>
<tr>
<td>OP#50</td>
<td>Annual Information Booth - Emergency Expo, Play</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>6</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>OP#51</td>
<td>Annual California Food Preparedness Week Presentation</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>4</td>
<td>1.6</td>
<td>1.2</td>
<td>4</td>
</tr>
<tr>
<td>OP#52</td>
<td>Regional Newspaper - Flood Related Article (as they arise)</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>OP#53</td>
<td>Local Newspaper - Flood Related Article (as they arise)</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
</tbody>
</table>

**Number of Potential OP projects:** 12  
**Notes:** c330 x 1.50 = 500 = Implementation OP project 12  
<table>
<thead>
<tr>
<th>CP</th>
<th>PPR</th>
<th>STP</th>
<th>STP</th>
<th>Multiples</th>
</tr>
</thead>
<tbody>
<tr>
<td>200</td>
<td>80</td>
<td>60</td>
<td>340</td>
<td></td>
</tr>
</tbody>
</table>
CRS Outreach Projects

APPENDIX 2 - 2019-2020 Flood Information Outreach Projects

City Projects

• Brochure Displays
• Storm Drain Marking Projects
• Annual Flood Information SFHA Property Owner Flyer Mailing
• Annual Targeted Outreach – Neighborhood Councils, Canyon Village HOA, Newspaper Articles
• Annual Information Booths – Living Green & Emergency Expos
• Annual California Flood Preparedness Week Proclamation
PPI Committee

• 4 Neighborhood Councils Representatives

• 2 Simi Valley Chamber of Commerce Representatives
  • Insurance
  • Banking/Lending

• Staff Support
  • Floodplain Management
  • Public Information Officer
  • Emergency Services Manager
New Business
Community Public Information Needs (Section 3)

- Identify Priority Areas
- Flood Insurance Coverage
- Priority Audiences
- Inventory of Other Public Information Efforts
Identify Priority Areas (Section 3)

1. Properties wholly or partially within the SFHA
   These properties have the highest potential for damages

2. Properties wholly outside the SFHA
   The extremely high number of NFIP claims paid outside the City’s SFHA suggest these areas are at risk
Assess Flood Insurance Coverage (Appendix 5)

Recommendations

• Develop a GIS layer depicting all structures within each zone of the SFHA
• Development and Implementation of a Coverage Improvement Plan
• Continue to improve the Community Rating System
• Maintain annual direct mailings to property owners within the SFHA
• City-wide update to the Flood Insurance Study and Flood Insurance Rate Maps
Determine Priority Audiences
(Section 3)

1. Residents, Tenants and Businesses in the SFHA
2. Residents, Tenants and Businesses outside the SFHA
3. Real Estate Professionals, Insurance Agents, and/or Lenders
4. Architects, Contractors and Builders
5. Customers of City Services
6. Non-English Speakers
7. School District Students and Parents
Inventory Other Initiatives, Publicity & Surveys (Appendix 2)

Stakeholder Activities

- Private Sector
- Media
- Public Sector
  - VCWPD
  - Caltrans
  - Other
PPI Committee
Meeting #1

Adjourn to Meeting #2, Plan Development