PPI Committee

Meeting #2

PPI Plan Development
Agenda

• Review Community Public Information Needs (Informational Meeting #1 Review)

• PPI Plan Development (New Business)
  1. Formulate Messages/Outcomes
  2. Identify Outreach Projects to Convey the Messages
  3. Examine Other Public Information Initiatives
  4. Finalize the PPI Plan
  5. Recommend Adoption of Final Draft
Review of Community Public Information Needs from Meeting #1

- **Priority Areas** (Section 3)
- **Flood Insurance Coverage** (Appendix 5)
- **Priority Audiences** (Section 3)
- **Inventory Other Initiatives, Publicity & Surveys** (Page 58, Appendix 2)
New Business
Formulate Messages/Outcomes

Standard CRS Topics (Section 4)

1. Know your flood hazard
2. Insure your property for flood hazard
3. Protect people from the hazard
4. Protect your property from hazard
5. Build Responsibly
6. Protect natural floodplain functions
Formulate Messages/Outcomes

Additional Topics (Section 4)

7. General Preparedness
8. Flood Economics
9. Understand Flood Insurance
Formulate Messages/Outcomes

Flood Insurance Promotion Plan Topics
(Page 54)

✔ Purchase Flood Insurance

✔ Maintain Flood Insurance
Identify Outreach Projects to Convey the Messages

• Program for Public Information
  (Section 5 & Appendix 3)

• Flood Insurance Promotion Plan
  (Appendix 6)
Identify Outreach Projects to Convey the Messages

Maintain Existing Public Outreach Activities

- Brochure Displays
- Storm Drain Marking Projects
- SFHA Property Owner Flood Information Mailing
- Targeted Outreach – Neighborhood Council, HOA
- Information Booths – Living Green/Emergency Expos
- California Flood Preparedness Week Proclamation
Identify Outreach Projects to Convey the Messages

Flood Insurance Promotion Plan Options

• Water Bill Message
• Mayor’s Op Ed in the Simi Valley Acorn
• HOA Meeting with Councilmember
• Government Channel Advertisement
• Cinema Pre-Movie Advertisement

Note: Activity 370 Insurance topic replaces Activity 330 Outreach Projects SFHA letter and HOA presentation
Identify Outreach Projects to Convey the Messages

FEMA Flood Insurance TV Spots
- [https://www.adsoftheworld.com/media/film/fema_flood](https://www.adsoftheworld.com/media/film/fema_flood) - Preparing today reduces the effects of a natural disaster, September 2010, 11 sec.
- [https://www.ispot.tv/ad/7VoD/fema-disaster-preparedness-emergency-kits](https://www.ispot.tv/ad/7VoD/fema-disaster-preparedness-emergency-kits) - Ready.gov, 33 seconds
- [https://www.ispot.tv/ad/7kWx/fema-national-flood-insurance-program-flood-insurance#](https://www.ispot.tv/ad/7kWx/fema-national-flood-insurance-program-flood-insurance#) - buy flood insurance, 28 seconds
- [https://www.ispot.tv/ad/7D9Z/fema-the-house](https://www.ispot.tv/ad/7D9Z/fema-the-house) - Protect what matters, 59 seconds
- [https://www.youtube.com/watch?v=wqrYO3_yQTw](https://www.youtube.com/watch?v=wqrYO3_yQTw) – The Perfect Plan. Winging it is not a plan, 30 seconds
- [https://www.youtube.com/watch?v=Bzilt-ntn3M](https://www.youtube.com/watch?v=Bzilt-ntn3M) – Don’t wait. Communicate. Make your emergency plan, 60 seconds

Kid Oriented
- [https://www.youtube.com/watch?v=kXw1feTnkU4](https://www.youtube.com/watch?v=kXw1feTnkU4) – The Disaster Dodgers, Severe Weather, 7 min. 22 sec
Examine Other Public Information Initiative Opportunities

Activity 340 – Hazard Disclosure

Activity 350 – Flood Protection Information

Activity 360 – Flood Protection Assistance

Activity 370 Flood Insurance Promotion

Activity 540 – Drainage System Maintenance
Finalize the Program for Public Information Plan

1. Identify Errors and Omissions

2. Items to Add, Subtract, Change

3. Other Items

4. Vote for Recommendation to the City Council for Adoption of the Final Draft PPI Plan
Community Rating System (CRS)

Next Steps

Class 5 Modification Request

Additional Annual Insurance Premium Savings
$80,0000+/-

If Modification is approved, Effective October 1, 2019
PPI Committee
Meeting #1

Adjourn to Annual Evaluation Meeting
Spring 2020 – Date TBD