<table>
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<tr>
<th>Date</th>
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This Program for Public Information Plan has benefited from the PPI Plan created for Pinellas County, Fl. by
Jones Edmunds & Associates, Inc.
324 S. Hyde Park Ave, Suite 250
Tampa, Florida 33606
and
McKiernan Consulting Services LLC
402 Columbia Dr.
Tampa, Florida 33606
dated
September 1, 2016
1.0 INTRODUCTION

The City of Simi Valley (City) is impacted by riverine and localized flooding in low lying areas. As such, the City has a number of ongoing outreach efforts with goals to increase flood hazard awareness and to motivate actions to reduce flood damage, encourage flood insurance coverage, and protect the natural functions of floodplains. Additionally, the County of Ventura has outreach centered on flood protection and awareness.

The PPI was introduced by the Federal Emergency Management Agency (FEMA) as a new planning tool to provide a step-by-step coordinated approach to flood hazard outreach, which the City followed in developing this PPI (Figure 1). The City initiated this Program for Public Information (PPI) Plan in 2019 to coordinate public information activities and develop activities that will lead to more effective programs.

![Figure 1 PPI Planning Process](image)

The City’s purpose in developing this plan is to improve communication with citizens, and to provide information about flood hazards, flood safety, flood insurance, and ways to protect property and natural floodplain functions to those who can benefit from it. Although this information is being effectively shared throughout the City, this program will better coordinate messages and materials, standardize the information being shared, and make it more accessible to City staff as well as the other local governments and agencies within the County.

2.0 PPI COMMITTEE

2.1 PPI COMMITTEE DESCRIPTION

The role of the PPI Committee is to provide input about target audiences, types and delivery of messages, and insight into ongoing efforts in the community. The City PPI committee has members from both inside and outside the local government. Staff from City Public Works, Emergency Services and the City Manager’s Office have been assigned by City Council resolution to work together with active members of the community, including representatives of the insurance industry to develop and implement this plan. (Figure 2). Formation of the committee and preparation of the PPI Document...
followed the steps outlined in the 2017 CRS Coordinators Manual, Section 330, Developing a Program for Public Information.

The PPI Committee must comply with the California Brown Act which regulates the noticing of public meetings and restricts the communication of committee members outside of those meetings. Therefore, the City staff members are not members of the committee, but are required by City Council resolution to attend all meetings and assist the PPI Committee. For the purposes of state law, the PPI Committee is composed of six (6) city residents who are non-city staff. However, for the purposes of CRS, the committee is composed of nine members; the six (6) city resident members noted above and three (3) city staff members. This complies with CRS criteria that at least half of the committee members are from outside the local government. See Figure 2 below for the current PPI Committee membership.

**Figure 2 PPI Committee Members, March 2019**

<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brent Siemer</td>
<td>City Staff, Deputy Public Works Director, Floodplain Manager &amp; CRS Coordinator</td>
</tr>
<tr>
<td>Randy White</td>
<td>City Staff, Emergency Services Manager</td>
</tr>
<tr>
<td>Samantha Argabrite</td>
<td>City Staff, Deputy City Manager, Public Information Officer</td>
</tr>
<tr>
<td>Kiran Khandare</td>
<td>City Resident, Neighborhood Council #1 Representative</td>
</tr>
<tr>
<td>Phil Englander</td>
<td>City Resident, Neighborhood Council #2 Representative</td>
</tr>
<tr>
<td>Janie Trice</td>
<td>City Resident, Neighborhood Council #3 Representative</td>
</tr>
<tr>
<td>Gloria Bowman</td>
<td>City Resident, Neighborhood Council #4 Representative</td>
</tr>
<tr>
<td>Tim Konig</td>
<td>City Resident, Farmers Insurance Agent</td>
</tr>
<tr>
<td>Mark Richardson</td>
<td>City Resident, Banking/Lending Representative</td>
</tr>
</tbody>
</table>

The Committee met twice during the initial development of this plan and will continue to meet annually to monitor and update the plan. The updated plan will then be forwarded to the City Council to receive and file. Every five years, the City Council will adopt a fully updated PPI (to ensure consistency with the current CRS Coordinators Manual.)

**2.2 PARTNERSHIP DEVELOPMENT STRATEGY**

The PPI Partnership Development Strategy is the PPI Committee’s plan for identifying and recruiting new committee members to improve upon and facilitate the long-term success of the PPI, and to coordinate with stakeholders to assist with outreach efforts. The Committee recognizes the importance of having extensive input and partners to ensure appropriate target audiences are receiving the best messages at the right time. One objective is to increase coordination with the Ventura County Watershed Protection District which has information relative to the County’s floodplain management efforts.

The second objective is to increase dissemination of time sensitive information. For example, Neighborhood Council representatives can help relay pertinent information,
such as the procedure for residents returning to their homes after a flood has occurred. Although the City’s Flood Response Preparations Package also includes numerous notifications for residents, adding another avenue to relay information will ensure more people are notified and will reinforce the messages. The Members of the PPI Committee will continue to compile a contact list and reach out to active members of the community.

3.0 PUBLIC INFORMATION NEEDS ASSESSMENT

Each year, the PPI committee considers the City’s potential flood problems, evaluates who needs to be informed about flood related topics, and reviews the inventory of projects that are already underway.

3.1 TARGET AREAS AND AUDIENCES

The City was established October 10, 1969. With over 128,000 residents, the City is currently the third largest city within Ventura County. A large portion of development within the City occurred prior to implementation of floodplain management and flood damage prevention requirements in 1991. Some of that development occurred in areas that are now classified as Special Flood Hazard Areas (SFHA) on the FEMA Flood Insurance Rate Maps (FIRM). Structures, such as homes and businesses, that were built prior to the adoption of the first FIRM are considered pre-FIRM and may not have been built above the base flood elevation (BFE).

Properties developed after FIRM adoption are required to be elevated by fill and removed from the SFHA prior to development. The City has not issued any building occupancy permits for any new structures within the SFHA since 1991.

However, the conversion of the FIRMs to digital products (D-FIRMs) resulted in minor changes to the D-FIRMs which removed some structures and added others into the SFHA. The structures added by the map modernization process are classified as post-FIRM. These structures were built to the BFE at the time of development, which may have changed after construction. Therefore, some post-FIRM properties may be subject to flood risk as well. The latest FIRMs show 2,225 acres of Special Flood Hazard Area within the city limits (Figure 3).

There are no repetitive loss properties within the City. These are properties for which two or more claims of more than $1,000 have been paid by the National Flood Insurance Program (NFIP) within any 10-year period since 1991. Many of the properties that do not fall into the SFHA and are in FIRM low-risk areas, where only a severe precipitation (500-year storm), may generate flooding.
3.1.1 PRIORITY AREAS

The City does not have any significant storm damage history to use as priority areas. Paid damage claims for the past 40 years (Appendix 5, 2018 Flood Insurance Coverage Assessment) is the next best source to identify priority areas. However, these claims have been minimal compared to the total premiums paid, and have shown no pattern. In contrast with the nation, 69% of all paid claims with the City for this same period have been for structures outside the SFHA (well over twice the national average).

Therefore, the priority areas for the City are:

1. Properties wholly or partially within the SFHA – These properties have the highest potential for damages in the following order:
   a. Properties with structures wholly or partially within the SFHA
   b. Properties with structure outside the SFHA given their proximity to the SFHA
   c. Properties with structures having an effective LOMA. These structures are often just at or just above the base flood elevation and are still at risk of flooding.

2. Properties wholly outside the SFHA – The extremely high number of NFIP claims paid outside the City’s SFHA suggest potential for damages in the following order:
   a. Properties with structures downslope from potential burn areas (due to mud and/or debris flow potential)
   b. Properties with structures in close proximity to the SFHA
   c. Properties with structures in close proximity to natural watercourses that could be easily obstructed with debris of any sort.
   d. Properties with an effective LOMR-Fill that rely on stormwater detention facilities to mitigate flood hazard.
3.1.2 PRIORITY AUDIENCES

Based on the flooding and development information described above, the Committee identified the residents and businesses within these areas as target audiences to whom projects should be directed. A list of potential target audiences is described in Table 1.

Table 1 Potential Priority Audiences

<table>
<thead>
<tr>
<th></th>
<th>Residents, Tenants and Businesses in the Special Flood Hazard Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>This audience should become aware of their high risk. Insurance is strongly recommended and often required.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Residents, Tenants and Businesses in moderate to low risk flood areas (Shaded X zones)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>This audience should understand that there is still a potential for flood damage and insurance is recommended. Nationwide, these areas submit over 20% of NFIP claims and receive one-third of disaster assistance for flooding.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Real Estate Professionals, Insurance Agents, and/or Lenders</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>These professionals are in contact with clients that are purchasing or renting properties. They will benefit from flood related outreach, and may relay information to their clients.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Architects, Contractors and Builders</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>This audience should be kept apprised of floodplain regulations and available City services to communicate information about flood risk to their clients.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Customers of City Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>There is an opportunity to inform people that are calling or visiting City offices, using the City's website or receiving utility bills.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>English Speakers of Other Languages (ESOL)</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Informational material should be made available in languages other than English to ensure the ESOL is informed about flooding.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>School District Students and Parents</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>Students will likely take the flood risk message home to parents.</td>
</tr>
</tbody>
</table>

3.2 ONGOING PUBLIC INFORMATION EFFORTS

The City and other governmental agencies have an array of ongoing flood-related public information activities. Each year, the PPI Committee evaluates the existing flood information and flood response outreach efforts that are being implemented throughout the County, including the PPI projects. The Committee may add, modify, or remove projects to the PPI as appropriate to ensure to ensure the community at large is receiving pertinent information and PPI messages are adequately reaching the identified target audiences. Sections 5 and 6 detail the efforts that have been incorporated into the City of
Simi Valley PPI. Appendix 2 contains the inventory of 2019 flood related outreach projects. The evaluation of these and future projects will be found in Appendix 4.

4.0 MESSAGES AND OUTCOMES

Outreach campaign messages must be accurate and concise to result in action and positive outcomes. The PPI Committee used the information from the public information needs assessment to develop specific topics, messages, and expected outcomes based on the NFIP CRS floodplain management topics. The Committee also identified three additional topics with messages and outcomes for flood information projects that are implemented throughout the year (Table 2). The City also has pre-scripted key messages that are disseminated before, during, and after a flood (Appendix 5). These messages are reviewed by the Committee annually and are relayed via flood warning and response outreach tools, which are detailed in the Flood Response Preparations Package (Appendix 5).

Table 2 PPI Messages & Outcomes

<table>
<thead>
<tr>
<th></th>
<th>Know your flood hazard</th>
<th>A2</th>
<th>Stay Connected</th>
<th>a2</th>
<th>Better prepared and informed residents and businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Insure your property for flood hazard</td>
<td>B1</td>
<td>Purchase flood insurance for your home, business, or rental.</td>
<td>b1</td>
<td>Increase in number of flood insurance policies.</td>
</tr>
<tr>
<td>3</td>
<td>Protect people from the hazard</td>
<td>C1</td>
<td>Stay Connected</td>
<td>c1</td>
<td>Reduce number of rescue calls</td>
</tr>
<tr>
<td>3</td>
<td>Protect people from the hazard</td>
<td>C2</td>
<td>Turn Around Don't Drown</td>
<td>c2</td>
<td>Reduce number of rescue calls</td>
</tr>
<tr>
<td>4</td>
<td>Protect your property from hazard</td>
<td>D1</td>
<td>Keep debris and trash out of the streets, streams, and ditches.</td>
<td>d1</td>
<td>Reduced localized flooding</td>
</tr>
<tr>
<td>4</td>
<td>Protect your property from hazard</td>
<td>D2</td>
<td>Clear storm drains to prevent flooding.</td>
<td>d2</td>
<td>Reduced localized flooding</td>
</tr>
<tr>
<td>4</td>
<td>Protect your property from hazard</td>
<td>D3</td>
<td>Elevate your equipment, such as water heaters, AC units, etc.</td>
<td>d3</td>
<td>Reduced property loss from flooding</td>
</tr>
<tr>
<td>5</td>
<td>Build responsibly</td>
<td>E1</td>
<td>Find out what permits are required.</td>
<td>e1</td>
<td>Increased compliance and reduced flood loss</td>
</tr>
<tr>
<td>5</td>
<td>Build responsibly</td>
<td>E2</td>
<td>Get required permits before you start any home repair, improvement, or construction</td>
<td>e2</td>
<td>Increased compliance and reduced flood loss</td>
</tr>
</tbody>
</table>
Table 2 PPI Messages & Outcomes (cont.)

<table>
<thead>
<tr>
<th>Topic</th>
<th>Priority Audience</th>
<th>Message</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Build responsibly</td>
<td>E3</td>
<td>Be aware of the substantial improvement rules.</td>
<td>e3 Increased compliance and reduced flood loss</td>
</tr>
<tr>
<td>Protect natural floodplain functions</td>
<td>F1</td>
<td>Drains to Arroyo Simi</td>
<td>f1 Improvement in water quality and natural storage capacity</td>
</tr>
<tr>
<td>Protect natural floodplain functions</td>
<td>F2</td>
<td>Use Low Impact Development (LID), such as rain barrels, bioretention systems, green roofs, pervious pavers, and vegetative buffers on your property</td>
<td>f2 Improvement in water quality and natural storage capacity</td>
</tr>
<tr>
<td>General preparedness</td>
<td>G1</td>
<td>Get a Plan</td>
<td>g1 Less damage and injury from a storm</td>
</tr>
<tr>
<td>General preparedness</td>
<td>G2</td>
<td>Prepare Ahead</td>
<td>g2 Less damage and injury from a storm</td>
</tr>
<tr>
<td>Flood Economics</td>
<td>H1</td>
<td>Find out how much flood damage could cost you.</td>
<td>h1 Increase in awareness of the expense of flooding.</td>
</tr>
<tr>
<td>Flood Economics</td>
<td>H2</td>
<td>Determine your loss potential at <a href="http://www.floodtools.com">www.floodtools.com</a></td>
<td>h2 Increase in number of flood insurance policies.</td>
</tr>
<tr>
<td>Understand flood insurance</td>
<td>I1</td>
<td>Simi Valley has a proactive Floodplain Management Program and participates in the NFIP CRS, you may get a discount on your flood insurance premium.</td>
<td>i1 More accurate policy ratings</td>
</tr>
<tr>
<td>Understand flood insurance</td>
<td>I2</td>
<td>Take advantage of a Preferred Risk policy</td>
<td>i2 More preferred risk policies</td>
</tr>
<tr>
<td>Understand flood insurance</td>
<td>I3</td>
<td>Check with your flood insurance agent to make sure your flood insurance policy is rated correctly and you are receiving the correct CRS discount.</td>
<td>i3 More accurate policy ratings</td>
</tr>
</tbody>
</table>

4.1 PUBLICITY AND DISSEMINATION OF MESSAGES

Today, most people are looking to the internet for information in lieu of traditional sources of information like newspapers or magazines. They are using search engines for specific information and social media threads for answers to posted questions and news. People have come to expect instant answers when they search for information. The internet is more popular than newspapers and radio as a news source, ranking just behind TV. Various communities within the CRS conduct citizen surveys to rank and rate a number of things, including how well the community performs at providing information.
Respondents indicate the extent to which they used various information sources about community issues, services and programs. Survey results often indicate that word of mouth, the community website, and newspaper (online or print) are the preferred ways to receive information. Social media has the greatest increase in use in recent years, while use of newspapers, radio, and television for information are on the decline.

The PPI Committee may consider a local survey at some point in the future to determine the best possible methods to disseminate messages in routine and emergency situations. However, the PPI Committee does not have a budget for such surveys and must rely on the anecdotal experience of other CRS communities for now. Therefore, the Committee concluded that the most effective way to reach the community at large is through a combination of communication tools, including:

- City of Simi Valley Flood Information Website
- Informational materials displayed at static locations
- Staffed information booths with materials at publicly advertised events
- Direct mail to select target audiences

To conserve both environmental and financial resources, the use of print materials will be reduced, will contain succinct information, and direct residents to the flood information website for additional information. This combination of outreach methods will relay pertinent information to residents and businesses, including how they will be warned and the safety measures they should take during a flood and about the City regulation that prohibits dumping in waterways. This combination of communication tools will also publicize flood related services, including flood map information, property protection assistance, and flood insurance guidance to the entire community.

5.0 PPI PROJECTS

Based on the public information needs assessment (Section 3), the PPI Committee identified new, or improvements to existing, general flood information projects to increase flood awareness and motivate residents to take action. General outreach projects include:

1. Flood Information Brochures
2. Curb Placards
3. Annual Letter to Property Owners Within the SFHA
4. Informational Presentations to the Neighborhood Council
5. Information Booths at Community Events
6. Annual Flood Preparedness Week Proclamation

Media publications such as newspaper articles are tracked and included on the Activity 330 Outreach Projects Worksheet when they occur. These publications are irregular and normally only happen during higher rainfall year. It is not appropriate to rely on this reactive outreach for CRS credit. However, there are opportunities for the City to become
proactive through the local media. See Appendix 6 Flood Insurance Promotion Plan for outreach projects of this nature.

All of the PPI projects noted above are directly related to CRS activities and serve to publicize many flood related services offered by the City (Section 6). These projects will be disseminated in multiple ways to multiple audiences on an annual or more frequent basis. A comprehensive project sheet including a detailed project description, audience(s), topic(s), message(s), outcome(s), related CRS activities and services, schedule, project administrator, and stakeholder(s) for each of these PPI projects is in Appendix 3, Activity 330 (Public Outreach) Project Sheets.

The Committee also identified new, or improvements to existing, public information activities prepared in advance of the next flood. There are key messages that need to be disseminated before, during, and after a flood. The City’s flood response messages and the tools used to disseminate them are consolidated into a Flood Warning and Response Preparations Package (Appendix 5). The messages and dissemination tools in this package are centered on flood warning and response. They were prepared in advance, and will not be delivered until a flood is impending or occurs. The procedures for implementing the materials should be followed in accordance with the City’s Emergency Management Warning and Notification Standard Operations Guidance. The procedures and project materials are reviewed annually and updated as needed.

The following projects are included in the Flood Response Preparations Package:

- Press Release
- Media Alert
- Nixle
- Social Media
  - Facebook
  - NextDoor
  - Twitter

These tools will be used to disseminate select flood warning and response messages on an as-needed basis depending on the time and type of event.
## Activity 330 Outreach Projects Worksheet

<table>
<thead>
<tr>
<th>OP#</th>
<th>Outreach Projects</th>
<th>Points per Topic</th>
<th>Topics Covered</th>
<th>Times per Year</th>
<th>Multipliers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-1a</td>
<td>Simi Valley Library Display - English</td>
<td>1 1 1 1 1 1 1 1 1</td>
<td>1 9 9 y 3.6</td>
<td>1 9 9 9 3.6</td>
<td></td>
</tr>
<tr>
<td>1-1b</td>
<td>Simi Valley Library Display - Spanish</td>
<td>1 1 1 1 1 1 1 1 1</td>
<td>1 9 9 y 3.6</td>
<td>1 9 9 9 3.6</td>
<td></td>
</tr>
<tr>
<td>1-2a</td>
<td>City Hall Display - English</td>
<td>1 1 1 1 1 1 1 1 1</td>
<td>1 9 9 y 3.6</td>
<td>1 9 9 9 3.6</td>
<td></td>
</tr>
<tr>
<td>1-2b</td>
<td>City Hall Display - Spanish</td>
<td>1 1 1 1 1 1 1 1 1</td>
<td>1 9 9 y 3.6</td>
<td>1 9 9 9 3.6</td>
<td></td>
</tr>
<tr>
<td>1-3a</td>
<td>Senior Center Display - English</td>
<td>1 1 1 1 1 1 1 1 1</td>
<td>1 9 9 y 3.6</td>
<td>1 9 9 9 3.6</td>
<td></td>
</tr>
<tr>
<td>1-3b</td>
<td>Senior Center Display - Spanish</td>
<td>1 1 1 1 1 1 1 1 1</td>
<td>1 9 9 y 3.6</td>
<td>1 9 9 9 3.6</td>
<td></td>
</tr>
<tr>
<td>1-4a</td>
<td>Insurance Awareness Flyer - Insurance Agency Sponsored</td>
<td>1 1 1 1 1 1 1 1 1</td>
<td>1 7 7 y 2.8 y 2.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Curb Placards - Existing Citywide</td>
<td>2 1 1 1 1 1 1 1 1</td>
<td>1 1 2 y 0.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Annual SFHA Property Owner Letter</td>
<td>6 * 1 1 1 1 1 1 1</td>
<td>1 9 54 y 21.6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Annual Neighborhood Council Presentation</td>
<td>6 1 1 1 1 1 1 1 1</td>
<td>1 9 54 y 21.6 y 2.7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-1</td>
<td>Annual Information Booth - Living Green Expo</td>
<td>2 1 1 1 1 1 1 1 1</td>
<td>1 9 18 y 7.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-2</td>
<td>Annual Information Booth - Emergency Expo</td>
<td>2 1 1 1 1 1 1 1 1</td>
<td>1 9 18 y 7.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Annual California Flood Preparedness Week Presentation</td>
<td>2 1 1 1 1 1 1 1 1</td>
<td>1 2 4 y 1.6</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Max. Points** 211 84 4.0

**NOTE**: The insurance topic credit for the Activity 370 outreach projects listed in Appendix 6 Flood Insurance Promotion Plan are not included in the 330 Outreach Project Worksheet. A separate tally of those credits are shown in Appendix 6.
6.0 OUTREACH INITIATIVES

6.1 FLOOD INFORMATION WEBSITE

The City of Simi Valley Flood Information website was developed in 2013 as part of CRS recertification. The content includes City services and regulations. Static links are provided to the Ventura County Watershed Protection District website for real-time stream gage information.

The City has an opportunity to obtain additional CRS credit if its website were to become more robust rather than rely on links to county and FEMA sources. Additional credit would be provided if it included descriptions of the outreach projects listed in this PPI Plan.

6.2 FLOOD INFORMATION PHONE LINE

The City of Simi Valley designated a phone number for all flood information phone calls, 805-583-6786, which is displayed on the flood information website.

6.3 REAL ESTATE DISCLOSURE PROGRAM

State of California Civil Code Section 1103 requires sellers and their real estate agents to inform potential purchasers of properties within the SFHA of the hazard. However, the code is written loosely and only requires such notification if the seller or agent “has actual knowledge.” This discourages these parties from making inquiry to attain that knowledge which might harm the sale of the property.

There is a joint Real Estate Agents Disclosure Program between the County of Ventura County Coastal Association of Realtors. Real estate agents are in an ideal position to inform buyers whether a property is in a flood zone and if flood insurance is required. While this realtor association does not reach Simi Valley, some 30 miles inland, it may be worth identifying an association that does.

As a future project, the PPI Committee identified potential initiatives:

- Real Estate Disclosure and Flood Information Brochure
- Real Estate Disclosure and Flood Map Information Service Training

With input from representatives of a local realtor association, the City could develop a real estate-centered flood disclosure and information brochure with a fillable section for agents to enter the property’s flood hazard and insurance requirement information. A flyer could also be developed, distributed by the same realtor association, to publicize the brochure. Real estate agents would then advise house hunters about the flood hazard and provide the brochure to clients interested in purchasing properties located in the SFHA. Potential buyers would then be made aware of the flood hazard and the flood insurance purchase requirement.
6.4 FLOOD PROTECTION ASSISTANCE AND ADVISORY SERVICE

The City of Simi Valley Development Services staff provides one-on-one consultations, and site visits as appropriate, to advise inquirers about property protection measures, such as retrofitting techniques and drainage improvements. The objectives of including the City’s Flood Protection Assistance Advisory Program in this PPI are to:

- Increase awareness and use of the service
- Enhance mitigation information provided

This will increase the likelihood that residents will undertake activities to reduce the flood hazard to their property and, in turn, could decrease property loss due to flooding. Those most likely to experience flooding and benefit from this assistance include residents and businesses in repetitive loss areas.

Staff providing this service could discuss flood mitigation options and recommend discussing retrofit options further with their insurance agent. Staff could also urge inquirers to work closely with design professionals. Staff should also offer appropriate supplemental materials to inquirers.

The City’s Floodplain Manager or his representative will provide this service. The Deputy Public Works Director currently serves as the Floodplain Manager/CRS Coordinator and is a registered civil engineer and a Certified Floodplain Manager. Staff serving as a representative to the Floodplain Manager shall be a registered civil engineer with FEMA training in managing development within floodplains. The Floodplain Manager and representatives will maintain knowledge in structural and non-structural flood protection and mitigation measures, including flood insurance. Additional assistance can be provided by a combination of City offices to secure a range of expertise, such as a building official who knows retrofitting measures.

The advice provided will be provided one-on-one, i.e., by talking directly to the person making the inquiry, either face-to-face or over a telephone. The services will be publicized annually by a letter directed to all properties wholly and partially within the floodplain. Records of the service will be separately kept for both inquiries and on-site assistance.

6.5 FLOOD INSURANCE COVERAGE IMPROVEMENT AND IMPLEMENTATION PLAN

In addition to educating the public about flood protection, building flood control and mitigation projects, and regulating new development in the floodplain to protect people from the consequences of flooding, flood insurance can help protect the City’s residents and businesses. Although many of the PPI outreach projects have messages centered on flood insurance, there is a need to assess the level of flood insurance coverage in the City and develop a Coverage Improvement Plan and Coverage Implementation Plan to better target residents and businesses that would benefit from flood insurance. The plan includes specific projects that publicize the availability of flood insurance and its
importance as a preparedness measure. The flood insurance providers on the PPI Committee prepared Coverage Improvement (Appendix 5) and Coverage Implementation (Appendix 6) Plans which the PPI Committee reviewed. These flood insurance providers also serve as voluntary insurance advocates to the City to provide assistance and answer questions about flood insurance (Appendix 7).

6.6 WATERSHED MASTER PLANNING

Development of a Watershed Master Plan is a prerequisite for CRS Class 4. The plan has been prepared by Public Works staff; however, FEMA review of the draft plan took issue with Ventura County’s method of modeling hydrology. This same methodology is the basis for the mapping of the SFHA. Once this issue is settled, the plan will be submitted to FEMA for formal approval.

6.7 FLOODPLAIN MANAGEMENT PLANNING

Development of a Floodplain Management Plan is also prerequisite for CRS Class 4. This plan requires public involvement in its preparation and a series of public meetings prior to adoption. The PPI Committee will be invaluable in creating the plan for public outreach necessary for development of this plan. However, this plan is in suspense until the issues with the Watershed Master Plan are addressed.

6.8 NATURAL FUNCTIONS OPEN SPACE EDUCATIONAL MATERIALS

There are a number of parks and open space areas within the City that provide natural floodplain functions. The Arroyo Greenway Project along the Arroyo Simi provides a pedestrian and bicyclist friendly venue with interpretive displays to educate visitors about the importance of floodplains.

6.9 STREAM DUMPING REGULATION

The City has and enforces a regulation that prohibits dumping or disposal of debris in the drainage system. In addition to the placards attached to all catch basins on public streets, landscapers were identified as the target audiences to be notified about the regulation. Landscapers are in a position to prevent materials from getting into the City’s natural floodplains and drainage and conveyance systems. See Appendix 3 Activity 330 (Public Outreach) Project Sheet OP#2 Curb Placards.

6.10 EMERGENCY WARNINGS AND NOTIFICATIONS

The extent of the damage caused by a flood is related not just to its severity, but also the level of public awareness and preparedness, early warning systems, and dissemination of timely and effective information to the public. As such, the City’s efforts to reduce flood loss are focused on education and outreach, early warning systems, and distributing information that enables people and communities to respond when severe weather hits.
The City’s annual flood outreach informs the public about flood zones, how they will be warned and the safety measures they should take, should a flooding event occur. The most effective way to reach the community at large is through a combination of communication tools (Section 4.1). Therefore, this information is provided to the public throughout the year via the City’s website, social media and Nixel.

The City’s Emergency Management (EM) participates with the National Weather Service (NWS) alert system, an automated flood warning system, as its primary means of notification of impending flood. City EM staff evaluate each NWS notification and respond as appropriate, which may include notifying emergency management partners, the media, and/or residents via one or more of the County’s several notification avenues.

The City of Simi Valley Flood Warning and Response Preparations Package (Appendix 5) includes numerous messages and outreach projects that are prepared in advance, but not implemented until a flood is impending or occurs. The public will be warned via numerous Flood Warning and Response Preparations outreach projects, such as press releases, Nixel and social media.

7.0 PLAN ADOPTION

This initial PPI Plan was adopted by the City Council on April 22, 2019. See Appendix 9 City Council PPI Plan Adoption for the resolution of adoption.

8.0 ANNUAL EVALUATION AND UPDATES

The PPI Committee meets at least once per year to assess the implementation of the outreach projects. The Committee evaluates the PPI for the effectiveness of its projects, audiences, messages, and outcomes. The committee reviews each project identified the previous year and evaluates which projects need to be modified and may refine the messages as needed to increase the effectiveness to existing audiences or to reach new audiences. The PPI document is updated each year and the annual evaluation summary is included as an appendix in the document (Appendix 4).

Each year, the PPI Committee evaluates each project and the need for additional projects. The evaluation (Appendix 4) will then be submitted to the City Council as a review and file item. Every five (5) years, the PPI Committee will complete a thorough update of the plan for re-adoption by the City Council.
APPENDIX 1
PPI COMMITTEE MEETINGS

PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE
for the
National Flood Insurance Program Community Rating System

PPI Plan ASSESSMENT

WEDNESDAY, MARCH 6, 2019, 6:30 P.M.
CITY HALL COMMUNITY ROOM
2929 TAPO CANYON ROAD

AGENDA – MEETING #1

1. Call to Order/Welcome/Pledge of Allegiance

2. Introductions

3. Agenda Review

4. Correspondence

5. Public Statements/Comments
   This is the time allotted for public statements or comments on matters within the
   subject matter and jurisdiction of the Executive Board not on the agenda.
   Statements and comments are limited to no more than five (5) minutes per
   speaker.

6. Informational Presentation
   a. Community Rating System (CRS) Primer – Brent Siemer

7. New Business
   a. CRS Program for Public Information Plan – Plan Assessment
      i. Assess Community Public Information Needs
      ii. Identify Priority Areas (Section 3)
      iii. Assess Flood Insurance Coverage (Appendix 5)
iv. Determine Priority Audiences (Section 3)

v. Inventory Other Initiatives/Publicity/Surveys (Appendix 2)
   A. City of Simi Valley
   B. Other Public Agencies
      i. Ventura County Watershed Protection District
   C. Organizations
   D. Companies

8. Adjournment: Wednesday, March 6, 2019, 7:00 p.m.
# MEETING PARTICIPANT SIGN-IN LIST #1

**PROJECT NAME:** 2019-2020 CRS Program for Public Information (PPI) Committee - PPI Needs Assessment

**MEETING DATE:** Wednesday, March 6, 2019

**LOCATION:** City of Simi Valley Community Meeting Room

<table>
<thead>
<tr>
<th>Name</th>
<th>City Resident (Y/N)</th>
<th>Representing</th>
<th>Email</th>
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</thead>
<tbody>
<tr>
<td>Brent Siemer</td>
<td>Y</td>
<td>City of SV</td>
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<tr>
<td>Mark Richardson</td>
<td>Y</td>
<td>Mortgage Industry</td>
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<td>Teresa Jordan</td>
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<td>Gloria Bokman</td>
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<td>George Bourne</td>
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<td>Jim Arpadite</td>
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<td>Emily George</td>
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<td>Jim Koning</td>
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<td>Retired</td>
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<td>Darie Trice</td>
<td>Y</td>
<td>NC 3</td>
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<td>Christian</td>
<td>Y</td>
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<td>Sherril Range</td>
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<td>Randy White</td>
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<td>Pam Campeau</td>
<td>Y</td>
<td>NC 2</td>
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</table>
MEETING MINUTES

PROJECT NAME: 2018-1019 CRS Program for Public Information (PPI) Committee– PPI Needs Assessment

MEETING DATE: Wednesday, March 6, 2019

LOCATION: City of Simi Valley Community Meeting Room

DRAFT MINUTES

1. Call to Order/Welcome/Pledge of Allegiance

Deputy Public Works Director, Brent Siemer, called the meeting to order at 6:30 p.m., and confirmed a quorum was present.

<table>
<thead>
<tr>
<th>2019-20 Program for Public Information (PPI) Committee</th>
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</thead>
<tbody>
<tr>
<td>Neighborhood Councils (NC)</td>
</tr>
<tr>
<td>P Kiran Khandare* – NC #1</td>
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<tr>
<td>E Phil Englander* – NC #2</td>
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<tr>
<td>P Janie Trice* – NC #3</td>
</tr>
<tr>
<td>P Gloria Bowman* – NC #4</td>
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</tbody>
</table>

**Chamber of Commerce**

| P Tim Koning* |
| P Mark Richardson* |

**City Staff**

| P Brent Siemer* |
| P Samantha Argabrite* |
| P Randy White |

* indicates Simi Valley Resident

P = Present
E = Excused
A = Absent

Guests: Emily George, City of Simi Valley Counter Services Technician; George Bowman, Resident and Contractor; Teresa Jordan, Resident; and Ryan Ketcham, Moorpark College Journalism Student.

2. Introductions

All meeting participants and attendees gave a brief introduction.

3. Agenda Review

The agenda was approved as presented.
4. Correspondence

Brent Siemer reported correspondence was received from resident Teresa Jordan providing helpful clarifications for the Program for Public Information (PPI) Plan document. Brent Siemer prepared two letters in response to Teresa Jordan’s comments. The PPI Committee received copies of all correspondence via email.

5. Public Statements/Comments

No public statements/comments were made.

6. Informal Presentation

a. Community Rating System (CRS) Primer

Brent Siemer discussed the National Flood Insurance Program (NFIP) which establishes federally backed flood insurance, and is intended to protect properties from a 1% chance of flooding. Federal Insurance Rate Maps (FIRMs) were developed to show properties within the Special Flood Hazard Area (SFHA), and may be viewed online at https://msc.fema.gov/portal/home.

The CRS is under the umbrella of the NFIP, and pertains to the discount a community receives on federally backed flood insurance. By participating in specific CRS outreach projects, such as the PPI Committee, the City earns points to increase the CRS rating and provide additional insurance savings for the community.

7. New Business

a. CRS Program for Public Information Plan – Plan Assessment

i. Assess Community Public Information Needs

Brent Siemer shared that individuals who are in the SFHA and unaware they’re at risk for a flooding event (ex. renters, homes without a mortgage, homes purchased prior to the establishment of the FIRMs) would be the ones who would benefit most from receiving flood insurance and preparedness information.

ii. Identify Priority Areas (Section 3)

Brent Siemer indicated priority areas have historically been properties wholly or partially within the SFHA, however, the extremely high number of NFIP claims paid outside the City’s SFHA suggest additional areas are at risk.
iii. Assess Flood Insurance Coverage (Appendix 5)

Brent Siemer referred the Committee to review page 43 of the PPI Plan document. The City of Simi Valley has been paying out more in flood insurance premiums than they have received actual paid claims. The figures indicate the current flood zone in Simi Valley is too generous, and the City is working toward getting new FIRMs.

As of the week of February 25, 2019, Ventura County provided the City with a Geographical Information System layer that shows the structures within the City that may be at risk of flooding.

iv. Determine Priority Audiences (Section 3)

Brent Siemer presented a slide of target audiences, and showed the PPI Committee a copy of the current mailer sent to every property within the SFHA. Committee Members suggested simplifying the mailer to increase visual appeal. Brent Siemer suggested looking for a community stakeholder to sponsor, create and distribute the flyer for future mailings.

Janie Trice, NC#3 Committee Member, suggested providing information to architects, contracts and builders should be a higher priority since they're pulling permits and working directly with homeowners. Brent Siemer agreed the City could look into moving the flyers currently available at the Public Works Counter over to Building and Safety.

Gloria Bowman, NC #4 Committee Member, suggested sending information home with school children, and reaching out to the PTA President to pass along information to each PTA representative.

Kiran Khandare, NC #1 Committee Member, stated the schools send out a weekly PDF to parents with information, and he would ask his daughter’s school if they’d include flood preparedness messages in their email communications.

Samantha Argabrite, Deputy City Manager & PIO, confirmed a flood preparedness message could be included on water bills to Ventura County Waterworks District No. 8 customers, however, there would be an associated cost to consider.

v. Inventory Other Initiatives/Publicity/Surveys (Appendix 2)

Brent Siemer stated he is unaware of any other agency that is currently promoting a message regarding floods.
A. City of Simi Valley

B. Other Public Agencies
   i. Ventura County Watershed Protection District

C. Organizations

D. Companies

10. Adjournment: Wednesday, March 6 at 7:00 p.m.

   Deputy Public Works Director Brent Siemer adjourned the meeting at 7:22 p.m.
AGENDA – MEETING #2

1. Call to Order/Welcome/Pledge of Allegiance/Introductions

2. Agenda Review

3. Correspondence

4. Public Statements/Comments

   This is the time allotted for public statements or comments on matters within the subject matter and jurisdiction of the Executive Board not on the agenda. Statements and comments are limited to no more than five (5) minutes per speaker.

5. Informational Presentation

   a. PPI Plan Assessment Findings – Brent Siemer

6. New Business

   a. CRS Program for Public Information Plan – Plan Development

      i. Review Community Public Information Needs

      ii. Formulate Messages/Outcomes

         1. Standard CRS Topics

         2. Additional Topics

            a. General Preparedness

            b. Flood Economics

            c. Understand Flood Insurance
iii. Identify Outreach Projects to Convey the Messages

1. Flood Insurance Promotion Plan
2. Program for Public Information

b. Examine Other Public Information Initiatives.

c. Finalize the Program for Public Information Plan

7. Adjournment: Future date to be determined by PPI Committee.
# MEETING PARTICIPANT SIGN-IN LIST

**PROJECT NAME:** 2019-2020 CRS Program for Public Information (PPI) Committee – PPI Plan Development

**MEETING DATE:** Wednesday, March 6, 2019

**LOCATION:** City of Simi Valley Community Meeting Room

<table>
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MEETING MINUTES

PROJECT NAME: 2018-1019 CRS Program for Public Information (PPI) Committee– PPI Plan Development

MEETING DATE: Wednesday, March 6, 2019

LOCATION: City of Simi Valley Community Meeting Room

DRAFT MINUTES

1. Call to Order/Welcome/Pledge of Allegiance/Introductions

Deputy Public Works Director, Brent Siemer, called the meeting to order at 7:31 p.m., and confirmed a quorum was present.

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<thead>
<tr>
<th>Neighborhood Councils (NC)</th>
<th>Alternates</th>
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<tr>
<td>P  Kiran Khandare* – NC #1</td>
<td>E Shawne Brooks* – NC #1</td>
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Chamber of Commerce

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City Staff

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* indicates Simi Valley Resident

Guests: Emily George, City of Simi Valley Counter Services Technician; George Bowman, Resident and Contractor; Teresa Jordan, Resident; and Ryan Ketcham, Moorpark College Journalism Student.

2. Agenda Review

The agenda was approved as presented.

3. Correspondence

Brent Siemer reported correspondence was received from resident Teresa Jordan providing helpful clarifications for the Program for Public Information (PPI) Plan document. Brent Siemer prepared two letters in response to Teresa Jordan's comments. The PPI Committee received copies of all correspondence via email.
4. Public Statements/Comments

No public statements/comments were made.

5. Informal Presentation

a. PPI Plan Assessment Findings

Brent Siemer informed the PPI Committee that this meeting will be held annually as a PPI Plan evaluation. The PPI Plan will have to be updated every five years, and will require two separate meetings. The first meeting will allow the PPI Committee to provide PPI Plan content updates, and a second meeting to review the revised version of the PPI Plan.

6. New Business

b. CRS Program for Public Information Plan – Plan Development

i. Review Community Public Information Needs

Brent Siemer reiterated the Community Public Information Needs would be preparedness messages to the target audience. The target audience is individuals who are unaware they’re at risk and in the SFHA (ex. renters, homes without a mortgage, homes purchased prior to the establishment of the FIRMs).

ii. Formulate Messages/Outcomes

1. Standard CRS Topics

Brent Siemer informed the PPI Committee that the NFIP CRS required messages are as follows: know your flood hazard, insure your property for flood hazard, protect your property from hazard, build responsibly and protect natural floodplain functions.

2. Additional Topics

a. General Preparedness

Collaborate with the Community Emergency Response Team (CERT) Program to encourage residents to think about safety in general (ex. getting an emergency plan together).
b. Flood Economics

Provide information to residents advising them of the costs associated with flood loss vs, cost of insurance premiums.

c. Understanding Flood Insurance

Brent Siemer stated Simi Valley residents have paid far more in insurance premiums than they've received back in claims paid. PIO Samantha Argabrite highlighted the fact that people may have incurred damages from flooding but without flood insurance there would be no recovery for losses and no way for the City to know about the damage.

Committee Member Tim Koning also mentioned 69% of paid claims in the City are outside the SFHA. The goal of a flood insurance promotion is to make residents aware of this risks associated with flood hazards so they may make informed decisions about purchasing policies. A home is more likely to flood than it is to burn, which is part of the reason why flood insurance is purchased under a separate policy.

Committee Member Mark Richardson suggested that since 69% of paid claims have been outside the SFHA, then the PPI Committee may want to consider this group a high priority target audience.

iii. Identify Outreach Projects to Convey the Messages

1. Flood Insurance Promotion Plan

The definition of a flood is two or more properties inundated with water. A Flood Insurance Promotion Plan would encourage people to purchase and maintain flood insurance to assist in protecting themselves and their property.

The PPI Committee discussed various outreach methods including flood brochures, displays in City Hall, messages on water bills, working with Emergency Services Manager Randy White on general preparedness messages, social media, etc. that include the CRS required topics.
2. Program for Public Information

The PPI Committee reviewed the various outreach methods outlined in the PPI Plan including letters to target audience, participation in Flood Preparedness Week, posting slides on SVTV, FEMA ads in the local Cinemas, Nixel community message, City websites, Twitter, recruiting community stakeholders to sponsor messages, contests or create brochures. Committee Member Kiran Khandare suggested approaching schools with electronic message boards to see if they’d be willing to include flood preparedness messages on their boards. Alternate Jim Woods suggested providing Public Service Announcements to the Star and/or Acorn. Samantha Argabrite suggested collaborating with the Simi Valley H2O website to bring awareness to people concerned about water related issues. Randy White also reported the Nextdoor app has been used successfully for CERT recruitment, and may be a good tool to use as well.

City Staff will be working on outreach items for the Summer and will be communicating with the PPI Committee via email. The hope is to coincide all efforts with Flood Preparedness in October. Repetitive messages to residents are key.

**ACTION:** A motion to recommend the PPI Plan to the City Council for adoption was made by Janie Trice and seconded by Sherri Rangel.

  *PPI Committee vote:* 9 Ayes; 0 Noes; 0 Abstentions

  The motion passed.

7. Adjournment: Future date to be determined by PPI Committee.

Deputy Public Works Director Brent Siemer adjourned the meeting at 8:44 p.m.
APPENDIX 2
ONGOING OUTREACH AND FLOOD RESPONSE PROJECTS

2019-2020 Flood Information Outreach Projects

City Projects

1. Brochure Displays: City Hall, Senior Center & City Library
2. Storm Drain Marking Projects
3. Annual Flood Information SFHA Property Owner Flyer Mailing
4. Annual Targeted Outreach – Community Groups, HOAs, etc.
5. Annual Information Booths – Living Green & Emergency Preparedness Expos
6. Annual California Flood Preparedness Week Proclamation

Stakeholder Projects

1. Private Sector – The City has not been able to identify any flood information outreach projects being conducted by any private sector entity. The closest “match” are companies that participate in the City’s Emergency Expo each year. However, their messages are directed towards general products and nothing was noted that approaches a flood awareness message.

2. Media – The various media available to City residents is primarily directed towards news events. Occasionally, articles will include appropriate messages and those are tracked and recorded on the Activity 330 Worksheet. However, none of the media outlets conduct proactive flood awareness messaging on an annual basis.

3. Public Sector
   a. Ventura County Watershed Protection District (VCWPD) – The VCWPD conducts a CRS program; however, their outreach activities are directed solely to unincorporated areas of the county.
   b. Caltrans – The City has not discovered any outreach projects by this agency.
   c. Other Public Agencies – The City has not discovered any outreach projects or activities conducted by any other public agency.
APPENDIX 3
ACTIVITY 330 (PUBLIC OUTREACH) PROJECT SHEETS

OP#1 – Brochure Displays

Description:

The Floodplain Manager maintains a continual display of FEMA brochures are maintained in City Hall and the Senior Center in both English and Spanish. These documents are also available in the City Library and are included in their document index.

Topics and messages:

<table>
<thead>
<tr>
<th>Topic</th>
<th>Message</th>
<th>Outcome</th>
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</thead>
<tbody>
<tr>
<td>1 Know your flood hazard</td>
<td>A1 Find out your flood risk.</td>
<td>a1 Better prepared and informed residents and businesses</td>
</tr>
<tr>
<td>2 Insure your property for flood hazard</td>
<td>B1 Purchase flood insurance for your home, business, or rental.</td>
<td>b1 Increase in number of flood insurance policies.</td>
</tr>
<tr>
<td>3 Protect people from the hazard</td>
<td>C2 Turn Around Don't Drown</td>
<td>c2 Reduce number of rescue calls</td>
</tr>
<tr>
<td>4 Protect your property from hazard</td>
<td>D2 Clear storm drains to prevent flooding.</td>
<td>d2 Reduced localized flooding</td>
</tr>
<tr>
<td>5 Build responsibly</td>
<td>E1 Find out what permits are required.</td>
<td>e1 Increased compliance and reduced flood loss</td>
</tr>
<tr>
<td>6 Protect natural floodplain functions</td>
<td>F1 Drains to Arroyo Simi</td>
<td>f1 Improvement in water quality and natural storage capacity</td>
</tr>
</tbody>
</table>

Priority Area(s): 1 & 2

Priority Audience(s): 5

When: Continual Display

By Whom: Deputy Public Works Director/Floodplain Manager/CRS Coordinator
**OP#2 – Curb Placards**

**Description:**

The City Maintenance Division maintains placards on all public storm drain catch basins. The Floodplain Manager requires installation of these placards on all new storm drain catch basins constructed by private developers.

**Topics and messages:**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Message</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Protect natural floodplain functions</td>
<td>Drains to Arroyo Simi</td>
</tr>
</tbody>
</table>

**Priority Area(s):** 1 & 2

**Priority Audience(s):** 1, 2, 3, 4, 7

**When:** Continual Display

**By Whom:**

- **Existing Installations** – Public Works Maintenance Services

- **New Installations** - Deputy Public Works Director/Floodplain Manager/CRS Coordinator ensures that installation of placards on all new catch basins is required as a condition of approval for private development projects.
OP#3 – Annual Letter to Property Owners

Description:

The Floodplain Manager sends a letter to all property owners within the SFHA to provide succinct information on the CRS priority topics and publicity for flood related City services and regulations. The letter was written so readers can quickly grasp the main points and are directed to the flood information website and/or staff for additional information.

Topics and messages:

<table>
<thead>
<tr>
<th>Topic</th>
<th>Message</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Know your flood hazard</td>
<td>A1 Find out your flood risk.</td>
<td>a1 Better prepared and informed residents and</td>
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<td>6 Protect natural floodplain functions</td>
<td>F1 Drains to Arroyo Simi</td>
<td>f1 Improvement in water quality and natural</td>
</tr>
</tbody>
</table>

The annual letter also informs recipients of the following City services:
- Determination is specific properties/structures are in the SFHA
- On-site Flood protection services
- Channel and storm drain maintenance
- Illegal dumping enforcement
- Base Flood Elevation information
- Floodproofing and structure elevating information
- Substantial improvement standards information
- Grading permit information
- Procedures for property damage repair

Priority Area(s): 1 & 2

Priority Audience(s): 1, 2,3,4,7

When: Continual Display

By Whom: Deputy Public Works Director/Floodplain Manager/CRS Coordinator
ARE YOU PREPARED FOR A FLOOD IN YOUR NEIGHBORHOOD?

The City of Simi Valley participates in the National Flood Insurance Program (NFIP) and the Community Rating System (CRS), which currently provides a 15% discount on flood insurance premiums. The CRS is a voluntary part of the NFIP that recognizes local flood preparedness and awareness efforts that exceed the minimum standards of the NFIP. Our goals are to reduce flood losses, facilitate accurate insurance ratings, and promote the awareness of flood insurance. Our records indicate that you may own property within or close to a Special Flood Hazard Area (SFHA) as mapped by the Federal Emergency Management Agency.

- Recognize the natural and beneficial functions of floodplains to help reduce flooding. Floodplains are a natural component of the Ventura County environment. When flooding spreads out across the floodplain, its energy is dissipated, which results in lower flood flows downstream. Reduced erosion of the streambed and channel, deposition of sediments higher in the watershed, and improved groundwater recharge. Floodplains are scenic, valuable wildlife habitat, and are suitable for farming.
- Determine if your property is located in an area subject to flooding. The City can assist homeowners to determine if a property is in the floodplains. Contact Simi Valley Public Works at (805) 583-0786 or visit the City’s website for more information on these items. One-site flood protection assistance is also available by contacting the Floodplain Manager at (805) 583-0786.
- Purchase flood insurance. Flooding is not covered by a standard homeowner’s insurance policy. A separate flood insurance policy is required to cover damages incurred by flooding. Coverage is available for the building itself as well as for the contents of the building. Note that there is a 30-day waiting period before coverage goes into effect. More than 25 percent of NFIP claims are filed by properties located outside the 100-year floodplain, also known as the Special Flood Hazard Area (SFHA). Contact your insurance agent for more information.

What should you do when you are DURING a flood?
- Do not walk through flowing water. Drowning is the number one cause of flood deaths, mostly occurring during flash floods. Currents can be deceptive; just six inches of moving water can knock a person down. When walking in standing water, use a pole or stick to ensure the ground is solid underneath you and in front of you.
- Do not drive through a flooded area. More people drown in their cars during a flood than anywhere else. Do not drive around road barriers or through deep water. Roads and bridges may also be washed out, and swift currents can carry automobiles away.
- Look before you step. After a flood, the ground and floors are covered with debris, including broken glass and nails. Floors and stairs that have been covered with mud can be very slippery. Be careful when walking on these surfaces.
- Avoid low-lying areas. Seek shelter in the highest areas possible.

What should you do AFTER a flood?
- Listen to the radio for emergency instructions.
- Avoid driving if possible.
- Follow established procedures for property damage repairs. Questions about permits or contractor licensing may be addressed to the City of Simi Valley Building and Safety Division at (805) 583-0723.

Maintain drainage channels and pipes free of obstruction and debris. The City of Simi Valley performs cleansing and maintenance activities on the drainage channels and pipes within City easements and rights-of-way in accordance with an established schedule and other standard operating procedures. Residents are encouraged to assist in maintaining the drainage in their areas by removing or reporting obstructions (such as shopping carts, leaves, debris, trash, etc.). To report obstructions or illegal dumping or for questions regarding drainage system maintenance, please contact Public Works Maintenance at (805) 583-0400.
- Protect your property from the hazards of flooding. Various methods may be used to minimize flooding. If the floor level of your property is lower than the "Base Flood Elevation" (elevation of the 100-year flood, based on the FEMA maps), consider elevating your structure, if possible. Brochures discussing flood proofing and other mitigation measures are available in the Simi Valley Public Library, Senior Center, and City Hall.

What should you do BEFORE a flood?
- Prepare an evacuation plan. Before floodwaters hit, develop an evacuation plan among household members that includes identifying a meeting place outside of the house and an escape route out of the floodplain and away from floodwaters.
- Keep an emergency supply. Non-perishable food, water, batteries, flashlights, a manual can opener, and a battery-operated radio should be kept available.
- Meet improvement requirements. If the cost of reconstruction, additions, or other improvements to a building exceeds 50% of the building's market value, the building must meet the same construction requirements as a new building. Substantially-damaged buildings must also be brought up to the same standards. Please contact the Building and Safety Division at (805) 583-0723 for more information.
- Meet permitting requirements. To minimize damage to structures during flood events, the City and State have special requirements for construction of new structures and requirements for substantial improvements to existing structures in the floodplain. Contact the Simi Valley Public Works Department at (805) 583-0786 for further information prior to undertaking any grading or construction activity within the floodplain, or if you observe possible non-permitted construction or earth filling activities in the floodplain.
OP#4 – Targeted Outreach – Home Owners Association and/or Business Group

Description:

The CRS Coordinator contacts various homeowner associations that fall within the SFHA with an offer to make a flood awareness presentation. In addition, opportunities arise with various business groups (i.e. Chamber of Commerce, Kiwanis, Board of Realtors). If the HOA sponsors and hosts the meeting, they become a stakeholder.

Topics and messages:

<table>
<thead>
<tr>
<th>Topic</th>
<th>Message</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Know your flood hazard</td>
<td>A1 Find out your flood risk.</td>
<td>a1 Better prepared and informed residents and</td>
</tr>
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<td>2 Insure your property for flood hazard</td>
<td>B1 Purchase flood insurance for your</td>
<td>b1 Increase in number of flood insurance</td>
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<td>3 Protect people from the hazard</td>
<td>C2 Turn Around Don't Drown</td>
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<td>E1 Find out what permits are required.</td>
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<td>F1 Drains to Arroyo Simi</td>
<td>f1 Improvement in water quality and natural</td>
</tr>
</tbody>
</table>

Priority Area(s): 1

Priority Audience(s): 1,2

When: Once per year

By Whom: Deputy Public Works Director/Floodplain Manager/CRS Coordinator
OP#4 – Targeted Outreach – Neighborhood Councils

Description:

Every three years, the Floodplain Manager/CRS Coordinator makes a presentation to each of the four City Neighborhood Councils. This coincides with the 3-year terms of the appointed executive council members. There are up to 13 appointed executive members on each Neighborhood Council.

Each Neighborhood Council represents approximately 25% of the City’s population. Executive Council Members often go door-to-door to hand out flyers announcing specific items to be considered at their next meeting. These flyers could be delivered to various priority audiences in priority areas each year as the need arises.

Initially, presentations were made to all four Neighborhood Councils in the same year. However, a representative of each executive council now serves on the PPI Committee and can communicate these messages at any time during the year as the opportunity arises. Therefore, a single presentation by the Floodplain Manager/CRS Coordinator will be made each year to the Neighborhood Councils on a rotating basis.

Topics and messages:

<table>
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<td>f1 Improvement in water quality and natural</td>
</tr>
</tbody>
</table>

Priority Area(s): 1 & 2

Priority Audience(s): 1, 2

When: Once per year

By Whom: Deputy Public Works Director/Floodplain Manager/CRS Coordinator
**OP#5 – Annual Information Booth**

**Description:**

The Floodplain Manager staffs an information booth at two public events each year, the Living Green Expo and the Emergency Services Expo, both conducted at the Simi Town Center Mall. Contact is made with a variety of residents and business owners from the community. The booth includes a large full color map of the city watershed and SFHA; all of the City Hall brochures noted above in OP#1

Distribution of flood preparedness coloring books with crayons is focused on school age children and their parents. Children are encouraged to submit their completed drawings to the City so that they can be posted in City Hall.

**Topics and messages:**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Message</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Know your flood hazard</td>
<td>A1 Find out your flood risk.</td>
<td>a1 Better prepared and informed residents and businesses</td>
</tr>
<tr>
<td>2. Insure your property for flood hazard</td>
<td>B1 Purchase flood insurance for your property</td>
<td>b1 Increase in number of flood insurance policies</td>
</tr>
<tr>
<td>3. Protect people from the hazard</td>
<td>C2 Turn Around Don't Drown</td>
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</tr>
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<td>4. Protect your property from hazard</td>
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</tr>
</tbody>
</table>

**Priority Area(s):** 1 & 2

**Priority Audience(s):** 1, 2, 3, 4, 7

**When:** Emergency Services Expo (May), Living Green Expo (November)

**By Whom:** Deputy Public Works Director/Floodplain Manager/CRS Coordinator
**OP#6 – Annual California Flood Preparedness Week Proclamation**

**Description:**

Each year, the Floodplain Manager prepares a California Flood Preparedness Week Proclamation to be presented by the City Council. Normally, there are a number of community members in attendance for other matters and the meeting is televised. A staff member from either FEMA or the California Department of Water Resources is invited to receive the proclamation and make a short speech covering the following topics:

**Topics and messages:**

<table>
<thead>
<tr>
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</tr>
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<tr>
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</tr>
<tr>
<td>2</td>
<td>Insure your property for flood hazard</td>
<td>B1 Purchase flood insurance for your</td>
</tr>
</tbody>
</table>

**Priority Area(s):** 1 & 2

**Priority Audience(s):** 1, 2, 3, 4, 5, 7

**When:** California Flood Preparedness Week (3rd Week of November)

**By Whom:** Deputy Public Works Director/Floodplain Manager/CRS Coordinator
Whereas, the City of Simi Valley recognizes the significant public safety threat that flooding poses to the population, assets, and economy of our City; and

Whereas, as a result, portions of the City of Simi Valley are at risk of flooding and are exposed to over $1 billion in potential damage to buildings infrastructure and loss of productivity; and

Whereas, the City of Simi Valley participates in the National Flood Insurance Program administered by the Federal Emergency Management Agency (FEMA) to provide flood insurance for property owners and residents of the City; and

Whereas, the City of Simi Valley also participates in the Community Rating System, documenting that our floodplain management activities exceed minimum FEMA requirements, therefore reducing flood insurance premiums by 20%; and

Whereas, California Flood Preparedness Week will be held statewide during the week of October 20-26, 2018; and

Whereas, during California Flood Preparedness Week, local, State and Federal agencies across the state work together to inform the public about the dangers of flooding, how to prepare their homes and families for a flood, and how to plan for recovery.

Now, Therefore, the week of October 20-26, 2018 is hereby proclaimed

California Flood Preparedness Week

in the City of Simi Valley to express support for increased public awareness of flood threats and to encourage all residents and businesses to take action to understand how flooding threatens their community and to prepare appropriately.

Presented this 15th day of October, 2018.

Attest:

Robert O. Huber, Mayor
OP#7– Newspaper Articles (Item Tracked, but not included in overall credit score)

Description:

The Floodplain Manager monitors flood related articles in local and regional print media having relevance to CRS topics. This is primarily a record keeping activity as the treatment of these topics is inconsistent and affected by drought and storm. The CRS program does not currently schedule or plan for these articles. However, the City could pursue a more proactive effort in the future.

Topics that have been addressed in the past articles include many of those shown below.

Topics and messages:

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<td>3 Protect people from the hazard</td>
<td>C2 Turn Around Don't Drown</td>
<td>c2 Reduce number of rescue calls</td>
</tr>
<tr>
<td>4 General preparedness</td>
<td>G1 Get a Plan</td>
<td>g1 Less damage and injury from a storm</td>
</tr>
<tr>
<td>5 General preparedness</td>
<td>G2 Prepare Ahead</td>
<td>g2 Less damage and injury from a storm</td>
</tr>
<tr>
<td>6 Flood Economics</td>
<td>H1 Find out how much flood damage could</td>
<td>h1 Increase in awareness of the expense of</td>
</tr>
<tr>
<td>7 Understand flood insurance</td>
<td>I2 Take advantage of a Preferred Risk policy</td>
<td>i2 More preferred risk policies</td>
</tr>
<tr>
<td>8 Understand flood insurance</td>
<td>I3 Check with your flood insurance agent to make sure your flood insurance policy is rated correctly and</td>
<td>i3 More accurate policy ratings</td>
</tr>
</tbody>
</table>

Priority Area(s): 1 & 2

Priority Audience(s): 1,2,3,4,5,6,7

When: Continual Display

By Whom: Deputy Public Works Director/Floodplain Manager/CRS Coordinator
Editorial

Preparing for rainstorms and risk of flooding

Despite some rain and dramatic flash flooding this month, California remains in the grip of a severe drought.

Yet, relief seems to be near as forecasters confidently predict our state soon will receive a thorough drenching due to the El Niño weather pattern in the Pacific Ocean.

But this is no time to relax. Even as residents and businesses are being told to continue conserving water, officials are warning everyone to take steps in preparation for wet, destructive winter weather.

This week, Oct. 19-24, is 2015 California Flood Preparedness Week. This week’s slogan is “Be aware, be prepared and take action!”

State officials want you to make certain that you and your family are prepared for natural disasters including floods. Some important steps include these: develop a family emergency plan, have a household inventory, have copies of essential documents and have an emergency supply kit you can grab and take with you quickly.

Because many areas of California are vulnerable to various types of flooding — from coastal flooding to localized stormwater flooding to flash flooding — Ventura County officials suggest residents and property owners go online to venturacounty.ca.gov to find out more about the risks and precautionary steps.

“"One of the first priorities is to know whether your property is in an identified zone of heavy flood risk or significant debris flows."

1. One of the first priorities is to know whether your property is in an identified zone of heavy flood risk or significant debris flows.

2. Know your hazard.

3. Insure (nothing ungodly about).

4. Protect People.

5. Protect Property.


7. Natural floodplain function.
APPENDIX 4
ANNUAL PROJECT EVALUATIONS

2018-2019 Project Status & Recommendations

Project Status

1. Brochure Displays: City Hall, Senior Center & City Library **COMPLETED**

2. Storm Drain Marking Projects **COMPLETED**

3. Annual Flood Information SFHA Property Owner Flyer Mailing **COMPLETED**

4. Annual Targeted Outreach
   a. Neighborhood Councils **COMPLETED**
   b. Canyon Village HOA **COMPLETED**
   c. Newspaper Articles Re: Flooding – **none at this time**

5. Annual Information Booths
   a. Living Green Expo **COMPLETED**
   b. Emergency Preparedness Expo **COMPLETED**

6. Annual California Flood Preparedness Week Proclamation **COMPLETED**

Recommendations

1. Brochures -

2. Marking -

3. Annual Letter -

4. Targeted Outreach -

5. Information Booths -

6. Proclamation –

7. Potential New Projects
   a. Staff should research and evaluate proactive media outreach opportunities including: Op Ed article in the Acorn, use of the website crawler, a more
robust and maintained flood website, messaging on water bills, 30-second advertisements at the Studio Movie Grill, etc.

Annual project evaluations (until the 5-year update) will be included here and will also be sent to the City Council to review and file.
APPENDIX 5
2018 FLOOD INSURANCE COVERAGE ASSESSMENT
(ACTIVITY 370 – CRS STEP 2)

Many people are not aware that flood insurance is available, and many of those who are aware do not see a need to insure their property. As a method of protecting people from the consequences of flooding, promoting flood insurance should be as much a community responsibility as building flood control projects or regulating new development in the floodplain. The Community Rating System (CRS) provides the City of Simi Valley with a special opportunity to promote the availability of flood insurance and its importance as a preparedness measure.

The Flood Insurance Coverage Assessment identifies a community’s current level of coverage and shortcomings. The CRS assessment process follows these steps:

1. Collect Flood Insurance Information.

In order to determine the level of flood insurance coverage within the City of Simi Valley, the March 31, 2018 insurance policy data provided by the California Department of Water Resources was used. This data includes:

- Figure 1 - City of Simi Valley Flood Insurance Overview
- Figure 2 - City of Simi Valley Flood Insurance Coverage by Occupancy
- Figure 3 - City of Simi Valley Flood Insurance Coverage by Zone

2. Determine Level of Flood Insurance Coverage

Our Geographical Information System (GIS) analysis is currently based on the effective Federal Emergency Management Agency (FEMA) Digital Flood Insurance Rate Map (DFIRM) shapefile and the Ventura County Assessor’s database. The presence of a building was indicated by an improvement valuation in the database for any parcel wholly or partially within the Special Flood Hazard Area (SFHA). Thus, there are an estimated 3,209 buildings located within the SFHA within the City of Simi Valley.

With 1,449 policies in force within the SFHA, the average flood insurance coverage rate is approximately 45%. For more detailed level of flood insurance coverage by zone, please refer to Table 1 below.

The mix of residential, business and contents-only renter policies is unknown. However, the average policy values are all very close to $250,000 which is the maximum residential coverage amount. Unless the City can access and analyze a database of actual policies, it is impossible to know the percent of coverage for residential vs. business vs. contents-only renter. Please refer to Table 2 below.
3. Prepare the Document

Process Followed

City staff began this process with the intent of learning where flood insurance policies were concentrated and what would need to be done to try and increase the awareness of the importance of protecting property with flood insurance. We began by obtaining the most recent Insurance Zone and Insurance Occupancy sheets. The numbers generated in Table 1 were calculated from this information. City staff then proceeded to analyze the information provided on these sheets.

Summary Data

Table 1: Current Level of Flood Insurance Coverage (3-31-18)

<table>
<thead>
<tr>
<th>Flood Hazard Zone</th>
<th>Policies in Force</th>
<th>Premiums in Force</th>
<th>Average Premium</th>
<th>Number of Structures</th>
<th>% Flood Insurance Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AE Zones</td>
<td>258</td>
<td>$ 293,129</td>
<td>$ 1,136</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A Zones</td>
<td>14</td>
<td>$ 25,955</td>
<td>$ 1,854</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AO Zones</td>
<td>1,042</td>
<td>$ 888,358</td>
<td>$ 853</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AH Zones</td>
<td>135</td>
<td>$ 114,951</td>
<td>$ 851</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>1,449</strong></td>
<td><strong>$1,322,393</strong></td>
<td><strong>3,209</strong></td>
<td><strong>45.2%</strong></td>
<td></td>
</tr>
<tr>
<td>B,C &amp; X Zone</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard</td>
<td>105</td>
<td>$ 63,297</td>
<td>$ 603</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preferred</td>
<td>230</td>
<td>$ 83,838</td>
<td>$ 365</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>335</strong></td>
<td><strong>$147,135</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>1,784</strong></td>
<td><strong>$1,469,528</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 2: Average Flood Insurance Policy Coverage (3-31-18)

<table>
<thead>
<tr>
<th>Flood Hazard Zone</th>
<th>Policies in Force</th>
<th>Insurance in Force</th>
<th>Average Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td>AE Zones</td>
<td>258</td>
<td>$ 53,045,100</td>
<td>$ 205,601</td>
</tr>
<tr>
<td>A Zones</td>
<td>14</td>
<td>$ 3,348,000</td>
<td>$ 239,143</td>
</tr>
<tr>
<td>AO Zones</td>
<td>1,042</td>
<td>$ 243,761,500</td>
<td>$ 233,936</td>
</tr>
<tr>
<td>AH Zones</td>
<td>135</td>
<td>$ 32,006,000</td>
<td>$ 237,081</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>1,449</strong></td>
<td><strong>$332,160,600</strong></td>
<td></td>
</tr>
<tr>
<td>B,C &amp; X Zone</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard</td>
<td>105</td>
<td>$ 33,964,100</td>
<td>$ 323,468</td>
</tr>
<tr>
<td>Preferred</td>
<td>230</td>
<td>$ 58,856,000</td>
<td>$ 255,896</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>335</strong></td>
<td><strong>$92,820,100</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>1,784</strong></td>
<td><strong>$424,980,700</strong></td>
<td></td>
</tr>
</tbody>
</table>
### Table 3a: Trends in NFIP Issued Coverage - Policies

<table>
<thead>
<tr>
<th>Flood Hazard Zone</th>
<th>Policies in Force</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2012</td>
</tr>
<tr>
<td>AE Zones</td>
<td>282</td>
</tr>
<tr>
<td>A Zones</td>
<td>178</td>
</tr>
<tr>
<td>AO Zones</td>
<td>992</td>
</tr>
<tr>
<td>AH Zones</td>
<td>145</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>1,597</td>
</tr>
<tr>
<td>B,C &amp; X Zone</td>
<td></td>
</tr>
<tr>
<td>Standard</td>
<td>40</td>
</tr>
<tr>
<td>Preferred</td>
<td>242</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>282</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td>1,879</td>
</tr>
</tbody>
</table>

### Table 3b: Trends in NFIP Issued Coverage - Insurance

<table>
<thead>
<tr>
<th>Flood Hazard Zone</th>
<th>Flood Insurance in Force</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2012</td>
</tr>
<tr>
<td>All SFHA Zones</td>
<td>374.8</td>
</tr>
<tr>
<td>B,C &amp; X Zones</td>
<td>88.7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>463.5</td>
</tr>
</tbody>
</table>

### Table 4: NFIP Policy Change Statistics

<table>
<thead>
<tr>
<th></th>
<th>06/10/2014</th>
<th>09/13/2016</th>
<th>10/03/2016</th>
<th>09/20/2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Policies</td>
<td>1,896</td>
<td>2,140</td>
<td>2,335</td>
<td>1,571</td>
</tr>
<tr>
<td>SFHA</td>
<td>1,612</td>
<td>1,557</td>
<td>1,238</td>
<td></td>
</tr>
<tr>
<td>STD/AR/A99</td>
<td>33</td>
<td>136</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>PRP</td>
<td>251</td>
<td>642</td>
<td>333</td>
<td></td>
</tr>
<tr>
<td>Premium</td>
<td>$2,110,445</td>
<td>$1,653,369</td>
<td>$1,648,857</td>
<td></td>
</tr>
<tr>
<td>Average Premium</td>
<td>$1,113</td>
<td>$773</td>
<td>$706</td>
<td></td>
</tr>
<tr>
<td>Coverage</td>
<td></td>
<td></td>
<td></td>
<td>$423,776</td>
</tr>
</tbody>
</table>

**Sources:**
- FEMA CRS “What-If” Statement
- NFIP Policies Report

### Table 5: NFIP Policy Damage Claims Paid (1979 thru 2018)*

<table>
<thead>
<tr>
<th></th>
<th>Policies in Force</th>
<th>Total Premiums ($M)</th>
<th>Total Number of Losses</th>
<th>Average Annual Payments</th>
<th>Total Payments ($M)</th>
<th>Total Payment to Total Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>4,117,936</td>
<td>$8,399</td>
<td>2,376,095</td>
<td>$204,856,945</td>
<td>$68,153</td>
<td>$8.11</td>
</tr>
<tr>
<td>California</td>
<td>427,330</td>
<td>$340</td>
<td>48,031</td>
<td>$17,022,778</td>
<td>$574</td>
<td>$1.68</td>
</tr>
<tr>
<td>Ventura County</td>
<td>1,529</td>
<td>n.a.</td>
<td>705</td>
<td>$241,853</td>
<td>$9.92</td>
<td>n.a.</td>
</tr>
<tr>
<td>Simi Valley</td>
<td>1,757</td>
<td>$26.5</td>
<td>81</td>
<td>$2,850</td>
<td>$0.11</td>
<td>$0.005</td>
</tr>
</tbody>
</table>

**Sources:**
- [http://www.disastercenter.com/flood/Fldloos.htm](http://www.disastercenter.com/flood/Fldloos.htm),
- [https://bsa.nfipstat.fema.gov/reports/1040.htm](https://bsa.nfipstat.fema.gov/reports/1040.htm)
Summary of Current Coverage

There are well over 400 Letters of Map Amendment (LOMA) issued to parcels within the SFHA. If those structures are removed from the database, the 1,449 policies on an estimated 2,800 buildings increases the percentage of coverage to 52%. While an improvement, this still means that nearly half of the buildings within the SFHA are definitely uninsured.

Tables 3a and 3b reveal a troubling trend in insurance coverage. Until 2014, the number of insurance policies was staying relatively stable. This would reflect National Flood Insurance Program (NFIP) policy to allow buyers to retain preferred rates on their new homes. Homes existing prior to the SFHA Flood Insurance Rate Maps (pre-FIRM) continue to pay far less than the full-risk rate. However, two significant events occurred in 2016; the threat of Godzilla and Biggart-Waters.

“Experts warn of a Godzilla El Nino Storms that will Rock the West” was just one of many such headlines during the spring of 2016. And people responded to the risk and voluntarily purchased flood insurance. However, the threat evaporated and it is possible that the significant downtick in policies may be by jaded citizens who no longer trust the experts.

Congress passed the Biggert-Waters Flood Insurance Reform Act of 2012 which began rolling back the preferential treatment of pre-FIRM structures. This put a lid on voluntary purchase of flood insurance, but also threatened fixed-income homeowners with increasing policy premiums that they could no longer pay. Congress later passed the Homeowner Flood Insurance Affordability Act of 2014 (HFIAA), which rolled back some of the changes implemented under BW-12 and recognized additional affordability challenges associated with increased premiums required by the BW-12 implementation. However, this legislation opened the door to privatization of the flood insurance industry.

The significant reduction in policies may also be attributed to the lower rates offered by private industry that is not required to support the NFIP program. Unfortunately, these policies have cherry picked the lowest risk structures (note the drop in Preferred Policies, Table 3a), leaving the higher risk subsidized structures to the government.

Issues

The City of Simi Valley is **significantly** overpaying for flood insurance. Over the past 41 years, the community of Simi Valley has paid an estimated $26.5 million in flood insurance premiums and has had only $111,357 in paid insurance claims.

- Simi Valley has received 1/2 penny for every $1 dollar in premiums paid
  - California has received $1.68 for every dollar paid in premiums
  - The National average is $8.11 received for every dollar paid in premiums

- It is not because we are in an arid region:
  - Ventura County has a similar number of NFIP policies
  - But has received $9.9 million in claims payments since 1978
  - An average of $242,000 every year
85 times the amount of payment received by Simi Valley.

- Insurance coverage and rainfall differences cannot account for this!

- **Simi Valley is overpaying premiums by at least $350,000 per year**
  - Every LOMR-Fill has proven the FIRM includes too many structures within the SFHA
  - Recent LOMR-Fill applications have laid the basis for removing over 500 parcels from the SFHA

### Recommendations

The current FIRMs are inaccurate and the City does not have an adequate count of structures within the SFHA. These projects can help to resolve those issues:

- Develop a GIS layer depicting all structures within each zone of the SFHA. This information should also include building type (residential, business, etc.)
- Follow up this Flood insurance coverage assessment with development and implementation of a Coverage Improvement Plan
- Continue to improve the Community Rating System (CRS) to maximize flood insurance premium discounts and encourage greater insurance coverage
- Maintain annual direct mailings to property owners within the SFHA
- Continue working with FEMA on a City-wide update to the Flood Insurance Study and Flood Insurance Rate Maps

### 4. Submit to the Governing Body

This assessment was originally attached to a memo submitted by the CRS Coordinator to the City Council on August 7, 2018. It has been since modified to include Table 5 and the “Issues” and “Recommendations” sections.

### 5. Reassess

This flood insurance assessment will be re-assessed in five (5) years or with the next CRS verification/cycle visit. Updated flood insurance data will be requested from the ISO/CRS Specialist prior to the cycle visit and used to revise this document. The revised assessment will then be submitted via a memo to the City Council.
### Figure 1: City of Simi Valley Flood Insurance Overview

**Insurance Overview**  
As of 03/31/2018

<table>
<thead>
<tr>
<th>Community: SIMI VALLEY, CITY OF</th>
<th>State: CALIFORNIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>County: VENTURA COUNTY</td>
<td>CID: 060421</td>
</tr>
</tbody>
</table>

#### Total by Community

<table>
<thead>
<tr>
<th></th>
<th>Total Number of Policies:</th>
<th>Total Premiums:</th>
<th>Insurance in Force:</th>
<th>Total Number of Closed Paid Losses:</th>
<th>$ of Closed Paid Losses:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Number of Policies</td>
<td>1,784</td>
<td>$1,464,528</td>
<td>$462,221,500</td>
<td>32</td>
<td>$116,840</td>
</tr>
</tbody>
</table>

#### Group Flood Insurance

<table>
<thead>
<tr>
<th>Total Number of Policies:</th>
<th>Total Premiums:</th>
<th>Insurance in Force:</th>
<th>Total Number of Closed Paid Losses:</th>
<th>$ of Closed Paid Losses:</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>$0</td>
<td>$0</td>
<td>0</td>
<td>$0</td>
</tr>
</tbody>
</table>

#### Post Firm Minus Rated Policies

<table>
<thead>
<tr>
<th>Total Number of Minus Rated Policies:</th>
<th>A Zone Minus Rated Policies:</th>
<th>V Zone Minus Rated Policies:</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>10</td>
<td>0</td>
</tr>
</tbody>
</table>

#### Manufactured Homes

<table>
<thead>
<tr>
<th>Total Number of Policies:</th>
<th>Total Number of Closed Paid Losses:</th>
<th>$ of Closed Paid Losses:</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>0</td>
<td>$0</td>
</tr>
</tbody>
</table>

#### ICC

<table>
<thead>
<tr>
<th>Total Number of ICC Closed Paid Losses:</th>
<th>$ of ICC Closed Paid Losses:</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>$0</td>
</tr>
</tbody>
</table>

**Number of Properties by Community:** 1316

#### Substantial Damage Losses

Number of Substantial Damage Closed Paid Losses: 0
Figure 2: City of Simi Valley Flood Insurance Coverage by Occupancy  
Insurance Occupancy  
As of 03/31/2018

<table>
<thead>
<tr>
<th>Community: SIMI VALLEY, CITY OF</th>
<th>State: CALIFORNIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>County: VENTURA COUNTY</td>
<td>CID: 060421</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Policies in Force</th>
<th>Premium</th>
<th>Insurance in Force</th>
<th>Number of Closed Paid Losses</th>
<th>$ of Closed Paid Losses</th>
<th>Adjustment Expense</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Family</td>
<td>1,328</td>
<td>$989,728</td>
<td>$341,585,900</td>
<td>30</td>
<td>$108,333.17</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$11,720.00</td>
</tr>
<tr>
<td>2-4 Family</td>
<td>73</td>
<td>$52,286</td>
<td>$14,174,100</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$0.00</td>
</tr>
<tr>
<td>All Other Residential</td>
<td>266</td>
<td>$156,821</td>
<td>$49,855,600</td>
<td>1</td>
<td>$1,352.00</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$180.00</td>
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<tr>
<td>Non Residential</td>
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<td>$265,693</td>
<td>$56,605,900</td>
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<td>$7,155.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$500.00</td>
</tr>
<tr>
<td>Total</td>
<td>1,784</td>
<td>$1,464,528</td>
<td>$462,221,500</td>
<td>32</td>
<td>$116,840.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$12,400.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Policies in Force</th>
<th>Premium</th>
<th>Insurance in Force</th>
<th>Number of Closed Paid Losses</th>
<th>$ of Closed Paid Losses</th>
<th>Adjustment Expense</th>
</tr>
</thead>
<tbody>
<tr>
<td>Condo</td>
<td>378</td>
<td>$213,088</td>
<td>$68,980,900</td>
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<td>$0.00</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$0.00</td>
</tr>
<tr>
<td>Non Condo</td>
<td>1,406</td>
<td>$1,251,440</td>
<td>$393,240,600</td>
<td>32</td>
<td>$116,840.17</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$12,400.00</td>
</tr>
<tr>
<td>Total</td>
<td>1,784</td>
<td>$1,464,528</td>
<td>$462,221,500</td>
<td>32</td>
<td>$116,840.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$12,400.00</td>
</tr>
</tbody>
</table>
### Figure 3: City of Simi Valley Flood Insurance Coverage by Flood Zone

**Insurance Zone**  
As of 03/31/2018

<table>
<thead>
<tr>
<th>Community: SIMI VALLEY, CITY OF</th>
<th>State: CALIFORNIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>County: VENTURA COUNTY</td>
<td>CID: 060421</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Zone Type</th>
<th>Policies in Force</th>
<th>Premium</th>
<th>Insurance in Force</th>
<th>Number of Closed Paid Losses</th>
<th>$ of Closed Paid Losses</th>
<th>Adjustment Expense</th>
</tr>
</thead>
<tbody>
<tr>
<td>A01-30 &amp; AE Zones</td>
<td>258</td>
<td>$293,129</td>
<td>$57,950,800</td>
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<td>$15,484.41</td>
<td>$1,075.00</td>
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<td>A Zones</td>
<td>14</td>
<td>$25,955</td>
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<td>$16,658.82</td>
<td>$2,350.00</td>
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<tr>
<td>AO Zones</td>
<td>1,042</td>
<td>$883,358</td>
<td>$259,664,800</td>
<td>4</td>
<td>$7,759.79</td>
<td>$1,700.00</td>
</tr>
<tr>
<td>AH Zones</td>
<td>135</td>
<td>$114,951</td>
<td>$32,326,700</td>
<td>0</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>AR Zones</td>
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<td>$0.00</td>
</tr>
<tr>
<td>V01-30 &amp; VE Zones</td>
<td>0</td>
<td>$0</td>
<td>$0</td>
<td>0</td>
<td>$0.00</td>
<td>$0.00</td>
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<tr>
<td>V Zones</td>
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<td>$0</td>
<td>$0</td>
<td>0</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>D Zones</td>
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<td>$0</td>
<td>$0</td>
<td>0</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>B, C &amp; X Zone</td>
<td>Standard</td>
<td>105</td>
<td>$63,297</td>
<td>$35,130,200</td>
<td>4</td>
<td>$19,497.27</td>
</tr>
<tr>
<td></td>
<td>Preferred</td>
<td>230</td>
<td>$83,838</td>
<td>$73,801,000</td>
<td>8</td>
<td>$44,931.19</td>
</tr>
<tr>
<td>Total</td>
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<td>$1,464,528</td>
<td>$462,221,500</td>
<td>26</td>
<td>$104,329.00</td>
<td>$11,075.00</td>
</tr>
</tbody>
</table>
APPENDIX 6 FLOOD INSURANCE PROMOTION PLAN
(ACTIVITY 370)

Background

In 1999, the City of Simi Valley joined the Community Rating System (CRS) Program as a Class 9 community. CRS is a component of the National Flood Insurance Program (NFIP) which provides reductions to flood insurance premiums for residents and businesses within participating communities. The reductions are based on community floodplain management programs, including public information activities. To keep those discounts, communities must continue to implement their programs and provide status reports to the NFIP each year.

Since entrance into the CRS Program, the City has provided flood-related information to its residents and businesses. Over the years, the City has expanded this outreach to include, among other items, a community brochure that is mailed annually to all property owners within the Special Flood Hazard Zone (SFHA).

The City is currently preparing a Program for Public Information (PPI) Plan to be adopted by the City Council in April, 2019. This Flood Insurance Promotion Plan will be incorporated into and included with the PPI Plan.

Flood insurance is an important mitigation tool for residents and businesses and the CRS program establishing a new activity (Activity 370 - Flood Insurance Promotion) to address this need. While the purchase of flood insurance is clearly advisable and typically required by lenders in the SFHA, it is also important for properties outside those areas. Approximately 25% of all national flood claims are for properties located outside the SFHA. While within the City of Simi Valley, this increases to over 69% of all flood claims paid. Clearly, implementation of this activity in accordance with the CRS Coordinator’s Manual not only encourages homeowners to protect their assets but it also earns points in the CRS program.

On May 1, 2018, the City of Simi Valley earned a Class 6 in the CRS program. This rating places it among the top 25% of communities in the nation. As a result of its Class 6 designation, the City’s residents and businesses within the SFHA enjoy a 20% reduction in their flood insurance premiums. Altogether, the CRS program saves the community’s residents and business an average $140 per policy, equal to $325,000 per year.

Staff estimates that this Flood Insurance Promotion Plan could earn up to 105 additional CRS points for Activity 370, Flood Insurance Promotion.

Flood Insurance Promotion Committee

The PPI Committee is also serving as its Flood Insurance Promotion Committee. It is comprised of both key staff members from pertinent departments as well as community stakeholders representing pertinent professions and constituents within the City of Simi
Valley. The insurance industry representatives on the PPI Committee assisted the CRS Coordinator in preparing the draft Flood Insurance Promotion Plan. See Figure 2 (PPI Committee Members, March 2019) for the complete description of committee membership.

To meet the CRS requirements for both Activity 330 (Outreach Projects) and 370 (Flood Insurance Promotion), the PPI Committee includes at a minimum:

- Six public members (all City residents)
  - Four Neighborhood Council representatives
  - One insurance profession representative
  - One banking/lending representative

- Three City staff assigned to the Committee
  - Floodplain Management representative
  - Emergency Services representative
  - Public Information Officer representative

**Flood Insurance Promotion**

One of the most effective ways to get a message across is to have a flood insurance promotion tailored to targeted audiences and repeated by different sources. This activity credits a similar approach to improve flood insurance coverage in a community. This activity provides CRS credit for a three stage process that allows communities to assess their own needs and receive credit for improving their coverage:

**Flood insurance coverage assessment (FIA).** This credit is provided for assessing the community’s current level of coverage and identifying shortcomings. The maximum credit for FIA is 15 points. (*See Appendix 5*)

**Coverage improvement plan (CP).** The plan is prepared by a committee that has representation from local insurance agents. The maximum credit for CP is 15 points.

**Implementation of the coverage improvement plan (CPI).** CPI credit is provided for the third step in the flood insurance promotion process – implementing the plan to improve coverage. The maximum credit for this element is 60 points.

**FLOOD INSURANCE COVERAGE ASSESSMENT (FIA), See Appendix 5**

The most recent (2018) Flood Insurance Coverage Assessment is found in Appendix 5 of the PPI Plan. The basic findings of that Assessment are:

- With 1,449 policies in force for an estimated 3,209 structures within the SFHA, the average flood insurance coverage rate is approximately 45%.
• A significant reduction in the total number of NFIP policies suggests “cherry picking” by private insurance companies as the total insured coverage has not decreased.

Recommendations in the (2018) Flood Insurance Coverage Assessment include:

• Develop a GIS layer depicting all structures within each zone of the SFHA. This information should also include building type (residential, business, etc.)

• Follow up this Flood insurance coverage assessment with development and implementation of a Coverage Improvement Plan

• Continue to improve the Community Rating System (CRS) to maximize flood insurance premium discounts and encourage greater insurance coverage

• Maintain annual direct mailings to property owners within the SFHA

• Continue working with FEMA on a City-wide update to the Flood Insurance Study and Flood Insurance Rate Maps

**COVERAGE IMPROVEMENT PLAN (CP)**

The intent of the Coverage Improvement Plan is to identify the most effective ways to increase flood insurance policy coverage city-wide. Various outreach projects have been identified and will be implemented to promote an increase of flood insurance coverage and the results will be evaluated annually by the PPI Committee in order to make continual improvements in coverage.

**NOTE:** Before putting in place this coverage improvement plan, an inventory of other outreaches was taken from the City’s PPI Plan. A list of these outreaches is found in Appendix 2, Ongoing Outreach and Flood Response Projects.

To meet the requirements of the CRS program, the following steps were taken:

Step 1 - Required Flood Insurance Coverage Assessment (FIA) credit. See Appendix 5

Step 2 - Plan prepared by a committee of specific representation including one or more representatives from a local insurance agency. See Section 2.0 PPI Committee

Step 3 - The committee must prepare and recommend a coverage improvement plan.
  • List of the committee members of and their affiliations. See PPI Plan Section 2.0 PPI Committee Description
  • Current activities by state and local agencies and insurance companies being implemented within the community to promote flood insurance. See Appendix 2 Ongoing Outreach and Flood Response Projects.
• Desired outcomes and priorities for coverage improvement.  
  See Formulation of Messages below.

• A description of each project designed to increase coverage, who will do it, and when it will be done.  
  See Coverage Improvement Projects below

• At least one project must demonstrate community’s elected leadership.  
  See Coverage Improvement Projects CPI-1B and CPI-2 below

• The process that will be followed to monitor and evaluate the projects.  
  See Section 8 Annual Evaluation and Updates of the PPI Plan.

• A copy of the draft plan was sent to the FEMA Regional Office’s flood insurance liaison.  
  Sent by email to Ms. Edith Lohmann on January 7, 2019.

Step 4 – Governing body adoption
  This coverage improvement plan was included as Appendix 6 in the PPI Plan which was submitted to and adopted by the City Council on April 8, 2019. See Appendix 9 City Council PPI Plan Adoption.

Step 5 - Preparation of an annual evaluation report  
  See PPI Plan Section 8, Annual Evaluation and Updates. As this is the initial plan adoption, the first evaluation is not anticipated until the spring of 2020.

Step 6 - The plan will be updated on a five-year cycle  
  See PPI Plan Section 8 Annual Evaluation and Updates

Formulation of Coverage Improvement Messages

The PPI Committee has determined that the following messages and outcomes should be incorporated in the Flood Insurance Promotion Plan. Both messages have equal priority.

<table>
<thead>
<tr>
<th>Messages</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPI-M1. Purchase flood insurance</td>
<td>CPI-M1a. Increased number of new policies issued</td>
</tr>
<tr>
<td>CPI-M2. Maintain flood insurance</td>
<td>CPI-M2a. Reduced number of policies dropped</td>
</tr>
</tbody>
</table>

These messages and their projects have been incorporated into the PPI Plan as follows:

• Annual Outreach Messages – See Table 2 PPI Messages & Outcomes
• Flood Response Projects – See Appendix 8 Flood Response Preparations (FRP) Package, Section 2.0 Flood Response Outreach Messages

Coverage Improvement Projects to Convey Coverage Improvement Messages

<table>
<thead>
<tr>
<th>Activity #</th>
<th>CPI-1A</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OP Description</strong></td>
<td>Social Media - Water Bill Message</td>
</tr>
<tr>
<td><strong>Message</strong></td>
<td>CPI-1</td>
</tr>
<tr>
<td></td>
<td>&quot;It's Flood Preparedness Week. Do you have flood insurance? Call 805-583-6786 for assistance.&quot;</td>
</tr>
<tr>
<td><strong>Target Audience</strong></td>
<td>All City Residents</td>
</tr>
<tr>
<td><strong>Outcome</strong></td>
<td>1,2</td>
</tr>
<tr>
<td><strong>Assignment</strong></td>
<td>CRS Coordinator &amp; City PIO</td>
</tr>
<tr>
<td><strong>Schedule</strong></td>
<td>Coincide with CA Flood Preparedness Week</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Activity #</th>
<th>CPI-1B</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OP Description</strong></td>
<td>Social Media - Mayor's Op Ed in the Simi Valley Acorn</td>
</tr>
<tr>
<td><strong>Message</strong></td>
<td>CPI-1 &amp; CPI-2</td>
</tr>
<tr>
<td></td>
<td>&quot;It's Flood Preparedness Week. Do you have flood insurance? Should you keep your flood insurance? Call 805-583-6786 for assistance.&quot;</td>
</tr>
<tr>
<td><strong>Target Audience</strong></td>
<td>All City Residents</td>
</tr>
<tr>
<td><strong>Outcome</strong></td>
<td>CPI-1 &amp; CPI-2</td>
</tr>
<tr>
<td><strong>Assignment</strong></td>
<td>CRS Coordinator, City PIO, Mayor</td>
</tr>
<tr>
<td><strong>Schedule</strong></td>
<td>Coincide with CA Flood Preparedness Week</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Activity #</th>
<th>CPI-2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OP Description</strong></td>
<td>Stakeholder Sponsored Meeting with the City Councilmember</td>
</tr>
<tr>
<td><strong>Target Audience</strong></td>
<td>All City Residents</td>
</tr>
<tr>
<td><strong>Message</strong></td>
<td>CPI-1 &amp; CPI-2</td>
</tr>
<tr>
<td></td>
<td>&quot;It's Flood Preparedness Week. Do you have flood insurance? Should you keep your flood insurance? Staff is here to answer your questions or you can call 805-583-6786 for assistance.&quot;</td>
</tr>
<tr>
<td><strong>Outcome</strong></td>
<td>1,2</td>
</tr>
<tr>
<td><strong>Assignment</strong></td>
<td>CRS Coordinator</td>
</tr>
<tr>
<td><strong>Schedule</strong></td>
<td>Coincide with CA Flood Preparedness Week</td>
</tr>
</tbody>
</table>

NOTE: The insurance topic credit for the Activity 370 outreach projects listed above have been removed from the 330 Outreach Project Worksheet.
Examination of Other Public Information Initiatives

There are a number of CRS Activities that a given additional credit when they are included in the community’s program for public information. This section describes each of those activities and whether the City’s PPI Plan includes those activities.

Activity 340 DFH (Disclosure of Flood Hazard) – No CRS Credit: Disclosure of flood hazards by real estate agents is not consistent. Most wait for the issuance of the Notice of Hazards D report that is generally produced 2 weeks into escrow. A county-wide ordinance only requires notice by real estate agents of known hazards, which encourages ignorance of the issue.

Activity 340 REB (Real Estate Agents’ Brochure) – No CRS Credit: The real estate community is too large, not centrally located and does not solely represent Simi Valley. It would be extremely difficult to gain participation by all agents, let alone insure that the brochures are made available to every potential buyer and/or seller of property within the SFHA.

Activity 350 WEB1 (Flood Protection Website) – No CRS Credit: The City’s Flood Insurance website is not actively managed. While messages could be posted, they would quickly become static and ignored. This should be revisited once activity management is restored.

Activity 360 PPA (Property Protection Advice) – See Section 6.4 Flood Protection Assistance and Advisory Service

Activity 360 PPV (Property Advice Provided After a Site Visit) – See Section 6.4 Flood Protection Assistance and Advisory Service

Activity 360 FAA (Financial Assistance) – No CRS Credit: The City has no repetitive loss properties and a negligible claim history. Therefore, few if any property owners are interested in mitigation. It is not cost effective for the City to maintain financial assistance expertise, especially for the lack of hands-on experience to implement such assistance.

Activity 370 CPI (Coverage Improvement Plan Implementation) – The Activity 370 Worksheet included below outlines the plan for implementation of the projects listed above. Implementation will be verified during the annual CRS recertification process. Their efficacy in achieving the desired outcomes will be evaluated by the PPI Committee each year.

Activity 540 SDR (Stream Dumping Regulations) – See Appendix 3 Activity 330 (Public Outreach) Project Sheet OP#3 Annual Letter to Property Owners for publicity of regulations prohibiting dumping into the City’s storm drain system.
Implementation, Monitoring and Evaluation (CPI)

The various entities listed in Table 7 will begin implementation of the projects included in the coverage improvement plan. The CRS Coordinator will develop the projects as well as monitor their results. He/she will record inputs from PPI Committee members and suggestions from other City staff and stakeholders participating in the activities. That input will be communicated to committee members for consideration and evaluation.

The PPI Committee will meet at least once each year to review the implementation of these projects and initiatives. This meeting will coincide with that for the overall PPI Plan. At that time, the status of the projects will be explained and progress toward the outcomes will be discussed. The Committee will recommend to the appropriate City staff and stakeholders who implement projects whether the projects should be changed or discontinued. The outcomes and revisions will be compiled in a report and submitted, if requested, as part of the City’s annual recertification package to the Community Rating System.

At each verification cycle, the plan will be updated, using data from the updated assessment. This update will be sent to the flood insurance liaison in the FEMA Region 9 Office prior to it being submitted for adoption by the City Council.

Adoption

This document became effective when the PPI Plan was adopted by the City of Simi Valley City Council on April 22, 2019.

Technical Assistance (See Appendix 7)

The City is committed to providing technical assistance pertaining to advising people who have questions about flood insurance. City staff will continue to participate in training to remain current on flood insurance issues. The Deputy Public Works Director with the responsibility for Floodplain Management and CRS Coordination is also a Certified Floodplain Manager. This technical assistance is being advertised through the City’s website and annual letter to residents, tenants and owners of property within the SFHA.
### Activity 370 Worksheet

#### Flood Insurance Promotion Worksheet

<table>
<thead>
<tr>
<th>CPI#</th>
<th>Outreach Projects</th>
<th>A. Points per Topic</th>
<th>B. Number of times project is delivered</th>
<th>CPI ( i ) = ( A \times B \times 2 )</th>
<th>Multipliers</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPI#1A</td>
<td>Social Media - Water Bill Message</td>
<td>12</td>
<td>1</td>
<td>24</td>
<td>Y</td>
</tr>
<tr>
<td>CPI#1B</td>
<td>Social Media - Mayor’s Op Ed in the Simi Valley Acorn during CA Flood Preparedness Week</td>
<td>12</td>
<td>1</td>
<td>24</td>
<td>Y</td>
</tr>
<tr>
<td>CPI#2</td>
<td>HOA Sponsored Presentation with Attendance by a City Councilmember</td>
<td>12</td>
<td>1</td>
<td>24</td>
<td>Y</td>
</tr>
<tr>
<td>CPI#3</td>
<td></td>
<td>0</td>
<td></td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>CPI#4</td>
<td></td>
<td>0</td>
<td></td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>CPI#5</td>
<td></td>
<td>0</td>
<td></td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

\[
\text{CPI} = \sum (\text{CPI} + \text{PPI} + \text{STK}) = 60
\]

\[
\sum \text{CPI}: 72 \quad \sum \text{PPI}: 28.8 \quad \sum \text{STK}: 7.2 \quad 108.0
\]
APPENDIX 7
FLOOD INSURANCE TECHNICAL ASSISTANCE

Technical Assistance

The City is committed to providing technical assistance pertaining to advising people who have questions about flood insurance. City staff will continue to participate in training to remain current on flood insurance issues. The Deputy Public Works Director with the responsibility for Floodplain Management and CRS Coordination is also a Certified Floodplain Manager. This technical assistance will be advertised through the City’s website and annual Mayor’s letter to residents, tenants and owners of property within the SFHA.
APPENDIX 8
FLOOD RESPONSE PREPARATIONS (FRP) PACKAGE

CITY OF SIMI VALLEY DEPARTMENT OF PUBLIC WORKS
City of Simi Valley Program for Public Information
Flood Warning & Response Preparations (FWRP) Outreach Package

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1.0 OVERVIEW

The City of Simi Valley has a library of pre-scripted messages to be implemented prior to an impending flood, and during and after the flood event. These messages are intended to notify the public when flooding is predicted to occur, its expected severity, and appropriate response actions (e.g., evacuation routes, protective actions). These messages are conveyed via several flood response outreach tools to notify the public using a variety of methods before, during and after an event.

The City’s Emergency Operations Plan and the Public Information Officer Handbook, provide detailed instructions for copying and distributing the flood response messages and outreach projects (Figure 1). Section 2 of this document lists the messages to convey to the public before, during and after a flooding event. Section 3 describes the outreach tools in place to convey these messages.

Figure 1 Excerpt from Simi Valley Public Information Officer Handbook - Media Advisories Procedure
2.0 FLOOD RESPONSE OUTREACH MESSAGES

Pre-Scripted Sample Emergency Messages

The City of Simi Valley has a library of pre-scripted messages to be referenced for flooding and dam failures. The sample messages are oriented for **pre-impact, impact and post impact phases**, as appropriate. These messages are intended to notify the public when these hazards are predicted to occur, their expected severity, and appropriate response actions.

3.0 FLOOD RESPONSE MESSAGE DISSEMINATION

Local Alerting and Warning Procedures

ALERTING AND WARNING is the process of alerting governmental forces and the general public to the threat of imminent extraordinary danger. Dependent upon the nature of the threat and the population group at risk, warning can originate at any level of government.

Success in saving lives and property is dependent upon timely dissemination of warning and emergency information to persons in threatened areas. Local government is responsible for warning the populace of the jurisdiction.

There are various systems in place, described below, whereby an alert or warning may originate or be disseminated. This section outlines the receipt of warning and alerting and notification by the City of Simi Valley and methods for warning the public if there is a major emergency, especially one requiring evacuation.

Local Warning Systems

All warning systems will be coordinated through the Police Department Watch Commander or Incident Commander and the City of Simi Valley’s City Manager/EOC Director. The following persons are authorized to activate the warning systems:

- Incident Commander
- Watch Commander
- EOC Director (when EOC is activated)
Table 1 Messages – Impending (Pre-Impact)

<table>
<thead>
<tr>
<th>Topic</th>
<th>CURRENT FRP Message</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Know your flood hazard</td>
<td>This is the Simi Valley Office of Emergency Services. The National Weather Service has issued a [type] Warning for the City of Simi Valley. Dangerous flooding conditions are expected [location].</td>
<td>Better prepared and informed residents and businesses</td>
</tr>
<tr>
<td>1 Know your flood hazard</td>
<td>Stay tuned to local television and radio stations for traffic advisories, reports of flooding or other critical information. You may sign up for emergency alerts at VCAalert.com and Nixle.com. You can also receive flood related information from vcemergency.com.</td>
<td>Increased compliance and reduced flood loss</td>
</tr>
<tr>
<td>3 Protect people from the hazard</td>
<td>If your plan is to travel out of the local area and you can leave at this point, you should go now. If you are remaining in the area, be ready to evacuate immediately.</td>
<td>Less damage and injury from a storm</td>
</tr>
<tr>
<td>3 Protect people from the hazard</td>
<td>If you are on the road, do not drive or walk through storm waters. Driving or walking through floodwaters is dangerous.</td>
<td>Less damage and injury from a storm</td>
</tr>
<tr>
<td>4 Protect your property from the hazard</td>
<td>Please report blocked drainage inlets, storm drains and channels to the City at [website/phone number]. Please keep debris and trash out of the streets, streams, and ditches.</td>
<td>Reduced localized flooding</td>
</tr>
<tr>
<td>4 Protect your property from the hazard</td>
<td>Sandbags will be available to City residents [Date/Time] at [Locations].</td>
<td>Reduced property loss from flooding</td>
</tr>
</tbody>
</table>
Table 1 Messages – **Impending** (Pre-Impact) (Cont.)

<table>
<thead>
<tr>
<th>Topic</th>
<th>Prospective NEW FRP Messages</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Know your flood hazard</td>
<td>Dangerous flooding conditions are expected in the area of [neighborhood or municipality] near the [water course]. Stay tuned or visit website for up to date flood hazard info.</td>
<td>Better prepared and informed residents and businesses</td>
</tr>
<tr>
<td>3 Protect people from the hazard</td>
<td>Be ready to leave.</td>
<td>Less damage and injury from a storm</td>
</tr>
<tr>
<td>3 Protect people from the hazard</td>
<td>Residents can call (805) 583-6100 to report issues or for more information.</td>
<td>Reduced property loss from flooding</td>
</tr>
<tr>
<td>3 Protect people from the hazard</td>
<td>Turn Around, Don't Drown. Driving or walking through floodwaters is dangerous.</td>
<td>Reduce number of rescue calls</td>
</tr>
<tr>
<td>4 Protect property from the hazard</td>
<td>Keep debris and trash out of the streets, streams, and ditches.</td>
<td>Reduced property loss from flooding</td>
</tr>
<tr>
<td>4 Protect property from the hazard</td>
<td>Bring in all large yard items; i.e. furniture, bar-b-que grills.</td>
<td>Reduced property loss from flooding</td>
</tr>
<tr>
<td>8 General preparedness</td>
<td>Closely monitor the progress of the storm and have your family's disaster preparedness plans in place.</td>
<td>Better prepared and informed residents and businesses</td>
</tr>
</tbody>
</table>
Table 2 Messages – **During (Impact)**

<table>
<thead>
<tr>
<th>Topic</th>
<th>CURRENT FRP Message</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1  Know your flood hazard</td>
<td>This is the Simi Valley Office of Emergency Services with an emergency message. The National Weather Service has issued a flood watch [Flashflood Watch] for your area. Dangerous flooding conditions are now occurring in [location].</td>
<td>Better prepared and informed residents and businesses</td>
</tr>
<tr>
<td>1  Know your flood hazard</td>
<td>Stay tuned to local television and radio stations for traffic advisories, reports of flooding or other critical information. You may sign up for emergency alerts at VCAalert.com and Nixle.com. You can also receive flood related information from vcemergency.com.</td>
<td>Better prepared and informed residents and businesses</td>
</tr>
<tr>
<td>3  Protect people from the hazard</td>
<td>Residents in affected areas are advised to stay indoors if their home is safe. Do not go into any room if water has submerged electrical outlets of cords. If you are on the road, do not drive or walk through storm waters. Driving or walking through floodwaters is dangerous. Be especially cautious at night, when it is harder to see possible flood dangers.</td>
<td>Less damage and injury from a storm</td>
</tr>
<tr>
<td>3  Protect people from the hazard</td>
<td>Avoid contact with flood waters if possible. Those who do come into contact with flood waters should thoroughly rinse any exposed body parts with soap and sanitized or disinfected water.</td>
<td>Less damage and injury from a storm</td>
</tr>
<tr>
<td>4  Protect your property from the hazard</td>
<td>Please report blocked drainage inlets, storm drains and channels to the City at [website/phone number]. Please keep debris and trash out of the streets, streams, and ditches.</td>
<td>Reduced localized flooding</td>
</tr>
</tbody>
</table>
Table 2 Messages – *During* (Impact) (Cont.)

<table>
<thead>
<tr>
<th>Topic</th>
<th>Prospective NEW FRP Message</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Know your flood hazard</td>
<td>The area of [Description] is flooded. Please use caution. Stay inside.</td>
<td>Reduce number of rescue calls</td>
</tr>
<tr>
<td>1 Know your flood hazard</td>
<td>Motorists are urged to use care when driving through flooded areas, and to follow posted detour signs</td>
<td>Reduce number of rescue calls</td>
</tr>
<tr>
<td>1 Know your flood hazard</td>
<td>Updates will continue to be posted on the City of Simi Valley website, and on Nixel</td>
<td>Better prepared and informed residents and businesses</td>
</tr>
<tr>
<td>3 Protect people from the hazard</td>
<td>Avoid rapidly-flowing water. Only 6 inches of fast-flowing water can sweep you off your feet.</td>
<td>Less damage and injury from a storm</td>
</tr>
<tr>
<td>3 Protect people from the hazard</td>
<td>Residents in affected areas are advised to stay indoors if their home is safe.</td>
<td>Reduce number of rescue calls</td>
</tr>
<tr>
<td>3 Protect people from the hazard</td>
<td>Be especially cautious at night, when it is harder to see possible flood dangers.</td>
<td>Less damage and injury from a storm</td>
</tr>
<tr>
<td>3 Protect people from the hazard</td>
<td>Residents can call (805) 583-6100 to report issues or for more information.</td>
<td>Reduced property loss from flooding</td>
</tr>
<tr>
<td>8 General preparedness</td>
<td>If an area is barricaded, there is a reason. Find an alternate route.</td>
<td>Reduce number of rescue calls</td>
</tr>
</tbody>
</table>
### Table 3 Messages – **After** (Post-Impact)

<table>
<thead>
<tr>
<th>Topic</th>
<th>FRP Message</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Know your flood hazard</td>
<td>This is the Simi Valley Office of Emergency Services with important flood recovery information. [Name of roads or areas] are still experiencing flooding conditions from yesterday's storm. You may go to vcemergnecy.com or simivalley.org/emergencyinfo for up to date flood recovery information.</td>
<td>Better prepared and informed residents and businesses</td>
</tr>
<tr>
<td>1 Know your flood hazard</td>
<td>Stay tuned to local television and radio stations for traffic advisories, reports of flooding or other critical information. You may sign up for emergency alerts at VCAalert.com and Nixle.com. You can also receive flood related information from vcemergency.com.</td>
<td>Better prepared and informed residents and businesses</td>
</tr>
<tr>
<td>3 Protect people from the hazard</td>
<td>Some areas remain evacuated. Follow reentry orders and avoid flooded areas. Stay out of standing water or structures until authorities advise it is safe</td>
<td>Reduce number of rescue calls</td>
</tr>
<tr>
<td>3 Protect people from the hazard</td>
<td>[Emergency shelters remain opened at [locations] for residents whose homes were flooded during the storm.</td>
<td>Reduce number of rescue calls</td>
</tr>
<tr>
<td>4 Protect your property from the hazard</td>
<td>If you have access to your home or business, and it is flooded, remove wet contents promptly to prevent mold. Wet carpeting, furniture, bedding and other items holding moisture can develop mold within 24 to 48 hours. Click here for more information: <a href="https://www.floodsmart.gov/">https://www.floodsmart.gov/</a>.</td>
<td>Better prepared and informed residents and businesses</td>
</tr>
<tr>
<td>5 Build responsibly</td>
<td>Get required permits before you start any home repair, improvement, or construction.</td>
<td>Better prepared and informed residents and businesses</td>
</tr>
</tbody>
</table>
Table 3 Messages – **After** (Post-Impact) (Cont.)

<table>
<thead>
<tr>
<th>Topic</th>
<th>FRP Message</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 Protect natural floodplain functions</td>
<td>Please report blocked drainage inlets, storm drains and channels to the City at [website/phone number]. Please keep debris and trash out of the streets, streams, and ditches.</td>
<td>Reduced localized flooding</td>
</tr>
<tr>
<td>9 Flood Economics</td>
<td>Make a List of Damaged Contents and take photos or video of the damage to document your losses for your insurance claim before you move any debris or remove damaged belongings.</td>
<td>Better prepared and informed residents and businesses</td>
</tr>
<tr>
<td>9 Flood Economics</td>
<td>Look out for price gouging. It is illegal for anyone to sell necessary goods or services at higher than normal prices during a state of emergency.</td>
<td>Better prepared and informed residents and businesses</td>
</tr>
<tr>
<td>10 Understand flood insurance</td>
<td>File your insurance claims promptly. There are short and firm deadlines for submitting them.</td>
<td>Better prepared and informed residents and businesses</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Topic</th>
<th>Prospective NEW FRP Message</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Protect people from the hazard</td>
<td>City officials are urging residents to avoid driving through high water</td>
<td>Reduce number of rescue calls</td>
</tr>
<tr>
<td>3 Protect people from the hazard</td>
<td>Residents can call (805) 583-6100 to report issues.</td>
<td>Reduced localized flooding</td>
</tr>
<tr>
<td>4 Protect your property from the hazard</td>
<td>City emergency crews are being dispatched to areas affected by the heavy rain event that occurred [time].</td>
<td>Better prepared and informed residents and businesses</td>
</tr>
<tr>
<td>5 Build responsibly</td>
<td>Build back safer and stronger. <a href="https://www.fema.gov/media-library/assets/documents/29837">Source</a></td>
<td>Better prepared and informed residents and businesses</td>
</tr>
</tbody>
</table>
Table 3 Messages – After (Post-Impact) (Cont.)

<table>
<thead>
<tr>
<th>Topic</th>
<th>Prospective NEW FRP Message</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 Build responsibly</td>
<td>Find out what permits are required.</td>
<td>Better prepared and informed residents and businesses</td>
</tr>
<tr>
<td>8 General preparedness</td>
<td>Residents with power should stay tuned to local television and radio stations for critical updates.</td>
<td>Better prepared and informed residents and businesses</td>
</tr>
<tr>
<td>Topic</td>
<td>FRP Message</td>
<td>Outcomes</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-----------------------------------------------</td>
</tr>
<tr>
<td>1 Know your flood hazard</td>
<td>This is (identify presenter). The flooding situation continues in parts of the City of Simi Valley and may worsen. For your safety, a mandatory evacuation has been issued for your area.</td>
<td>Less damage and injury from a storm</td>
</tr>
<tr>
<td>3 Protect people from the hazard</td>
<td>Be sure to take essential items medicine, special foods, personal items, baby supplies, clothing, money, and valuable papers but do not overload your car. Secure your home before you leave. Be sure to check on any neighbors who may need assistance.</td>
<td>Less damage and injury from a storm, Reduce number of rescue calls</td>
</tr>
<tr>
<td>3 Protect people from the hazard</td>
<td>If you cannot stay with relatives or friends outside of the evacuated area, go to (one of) the Red Cross shelter(s) at</td>
<td>Less damage and injury from a storm</td>
</tr>
<tr>
<td>4 Protect your property from the hazard</td>
<td>Pets will not be allowed in Red Cross shelters. If you cannot make arrangements for someone outside the evacuated area to take care of your pet, (give instructions)</td>
<td>Better prepared and informed residents and businesses</td>
</tr>
<tr>
<td>4 Protect your property from the hazard</td>
<td>Do not allow your pet to run loose. If you cannot make arrangements for your large animals, (give instructions)</td>
<td>Better prepared and informed residents and businesses</td>
</tr>
<tr>
<td>3 Protect people from the hazard</td>
<td>If you have no means of transportation or if you are physically unable to evacuate on your own, ask a neighbor to assist you or call.</td>
<td>Reduce number of rescue calls</td>
</tr>
<tr>
<td>3 Protect people from the hazard</td>
<td>If you know of someone who is unable to understand, see, or hear this message, please tell them about it.</td>
<td>Reduce number of rescue calls</td>
</tr>
<tr>
<td>Topic</td>
<td>FRP Message</td>
<td>Outcomes</td>
</tr>
<tr>
<td>-----------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>------------------------------------------------</td>
</tr>
<tr>
<td>8 General preparedness</td>
<td>Thank you for your cooperation and your courtesy to others. Repeat complete message.</td>
<td>Less damage and injury from a storm</td>
</tr>
<tr>
<td>8 General preparedness</td>
<td>For more information go to <a href="http://www.vcemergency.com">www.vcemergency.com</a>.</td>
<td>Less damage and injury from a storm</td>
</tr>
</tbody>
</table>
Table 5a Messages – Mud/Debris Flow Voluntary Evacuation

<table>
<thead>
<tr>
<th>Topic</th>
<th>FRP Message</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Know your flood hazard</td>
<td>This is an important message from [Agency]. The National Weather Service is forecasting rain beginning Thursday evening through Friday night. Rainfall totals may have the potential to cause mud and debris flow in the [Location]. As a precaution, your residence is being placed under a VOLUNTARY EVACUATION ORDER beginning on [Date/Time]. A voluntary evacuation order means the threat to lives is NOT YET IMMINENT however the potential for rapidly changing conditions to develop into a serious threat does exist. Residents are strongly advised to prepare to leave their homes until the threat has subsided. For additional information please call the incident hotline at 805-465-6650 or visit our website at <a href="http://www.vcemergency.com">www.vcemergency.com</a>. Thank you for your cooperation.</td>
<td>Better prepared and informed residents and businesses</td>
</tr>
</tbody>
</table>
Table 5b Messages – Mud/Debris Flow Mandatory Evacuation

<table>
<thead>
<tr>
<th>Topic</th>
<th>FRP Message</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Know your flood hazard</td>
<td>This is an emergency message from the [Agency]. Your [Location] is now under a MANDATORY EVACUATION ORDER due to imminent danger of a flood and/or debris flows. Please evacuate the area immediately. Please proceed with caution when exiting your home. A Red Cross Shelter has been setup at [Location]. For additional informational please call the emergency hotline at 805-583-6100 or visit <a href="http://www.vcemergency.com">www.vcemergency.com</a></td>
<td>Less damage and injury from a storm</td>
</tr>
<tr>
<td><strong>Table 6 Flood Response Message Dissemination Tools</strong></td>
<td></td>
<td></td>
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<tr>
<td><strong>Mobile Emergency Vehicle Sirens and Loudspeakers</strong></td>
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<tr>
<td>The primary warning system for the City of Simi Valley will be mobile emergency vehicle sirens and loudspeakers. Vehicles will be dispatched to specific locations and assignments made as directed by the Watch Commander or Incident Commander. For large area evacuations, helicopters could provide low-level flights using PA systems. All areas of the jurisdiction are accessible by vehicle.</td>
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</tr>
<tr>
<td><strong>Emergency Alerting System (EAS)</strong></td>
<td></td>
<td></td>
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<tr>
<td>Access to EAS for local emergency events of concern to a significant segment of the population of Ventura County is through the Sheriff’s Communications Center or the Watch Commander.</td>
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<td></td>
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<tr>
<td><strong>Wireless Emergency Alert (WEA)</strong></td>
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<tr>
<td>WEA is a public safety system that allows customers who own certain wireless phones and other compatible mobile devices to receive geographically-targeted, text-like messages alerting them of imminent threats to safety in their area. WEA enables government officials to target emergency alerts to specific geographic areas – eastern Ventura County, for example. Access to WEA for local emergency events is through the Sheriff’s OES or the VCSO Watch Commander.</td>
<td></td>
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<tr>
<td><strong>Automated Notification System (VCAlert)</strong></td>
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<tr>
<td>The City’s Office of Emergency Services utilizes the Countywide implementation of VCAlert that is is capable of calling mobile and landline phones, SMS devices (texts) and email and delivering pre-recorded messages. The system can be directed to call a specific geographic location. This permits the notification of the areas impacted by an emergency only. Activation Procedure: Contact the Emergency Services Manager or the Emergency Services Coordinator to activate this system. If unavailable, contact the VCSO Watch Commander. VCOES can also operate VCAlert.</td>
<td></td>
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</tr>
<tr>
<td><strong>City Emergency Public Information Website</strong></td>
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<tr>
<td>The City’s Office of Emergency Services, in coordination with the City Manager’s Office maintains an Emergency Public Information website. The website is located at: www/simivalley.org/emergencyinfo The EOC PIO is generally responsible for updating this webpage.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>VC Operational Area Website - vcemergency.com</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Ventura County Operational Area operates a regional emergency information website located at <a href="http://www.vcemergency.com">www.vcemergency.com</a>. The EOC submits relevant Simi Valley incident information to the Operational Area EOC for posting to this website.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Press Releases</strong></td>
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<tr>
<td>The EOC/DOC’s will directly issue press releases to all media outlets, as dictated by the incident.</td>
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<tr>
<td><strong>Social Media – Nixle</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Simi Valley Police Department utilizes Nixle to issue public advisory, warning and general messages to its subscribers. Contact the Watch Commander to utilize this messaging system.</td>
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</tr>
</tbody>
</table>
Table 6 **Flood Response Message Dissemination Tools** (Cont.)

<table>
<thead>
<tr>
<th><strong>Social Media – Nixle</strong></th>
<th>The Simi Valley Police Department utilizes Nixle to issue public advisory, warning and general messages to its subscribers. Contact the Watch Commander to utilize this messaging system.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Social Media</strong></td>
<td>The City of Simi Valley and Police Department each operate Facebook, Twitter, and Next Door. Activation Procedure: Contact the SVPD Watch Commander, or Emergency Services Manager or the Emergency Services Coordinator to activate these systems.</td>
</tr>
<tr>
<td><strong>Cable TV</strong></td>
<td>The City has an agreement with Spectrum to provide the public with alerting and notification of various disaster situations. This system includes break into all TVS that are a part of this cable system. The City’s Cable Channel 10 will provide directions to the citizens via scrolled information. This includes a “leader” that will scroll across any TV station that is turned on directing viewers to tune to their local cable channel for more information.</td>
</tr>
<tr>
<td><strong>Low-Power Local Radio Station (WNHI 810)</strong></td>
<td>The entire City is within range of WNHI 810 SIMI VALLEY. WNHI 810 SIMI VALLEY is a 10-watts station and playback is from a digital recording chip. During emergencies, this station will provide information to Simi Valley residents. Activation procedures: The PIO may activate this system by proceeding to the Police Communications Center and following the detailed procedures manual located at the transmitter.</td>
</tr>
<tr>
<td><strong>Supporting Warning systems</strong></td>
<td>Local TV and radio, along with Community Emergency Response Team members, Department volunteers, Law Enforcement Officers, Explorers and Reserve Officers and issuing door-to-door warnings to citizens in the threat area.</td>
</tr>
</tbody>
</table>
APPENDIX 9
CITY COUNCIL PPI PLAN APPROVAL

RESOLUTION NO. 2019-14

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SIMI VALLEY ADOPTING A PROGRAM FOR PUBLIC INFORMATION PLAN TO BE A PART OF THE CITY NATIONAL FLOOD INSURANCE PROGRAM ACTIVITIES

WHEREAS, the City of Simi Valley (City) entered the National Flood Insurance Program (NFIP) in 1991; and

WHEREAS, the City joined the NFIP Community Rating System (CRS) in 1999; and

WHEREAS, the City is currently a CRS Class 6 rated community affording the community a 20% discount on flood insurance premiums with an annual savings of over $325,000; and

WHEREAS, the City’s CRS activities include a Program for Public Information (PPI) which earns 200 points that can be multiplied by the adoption of a PPI Plan; and

WHEREAS, the City Council established the PPI Committee by resolution on January 14, 2019, and tasked that committee with developing a PPI Plan; and

WHEREAS, The PPI Committee convened on March 6, 2019, to develop the PPI Plan and does recommend adoption of that plan by the City Council.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF SIMI VALLEY DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. The City Council does hereby adopt the Program for Public Information Plan (PPI Plan) dated March 6, 2019, attached to the April 22, 2019 City Council staff report as Exhibit 1 and incorporated herein by reference, to be part of the City’s participation in the Community Rating System.

SECTION 2. The PPI Committee shall meet annually to assess the implementation of the PPI Plan and shall submit an evaluation report to the City Council. Every five years, the PPI Committee shall prepare a full update of the PPI Plan for adoption by the City Council.

[CONTINUED ON FOLLOWING PAGE]
SECTION 3. The City Clerk shall certify to the adoption of this resolution and shall cause a certified copy to be filed in the Office of the City Clerk.

PASSED and ADOPTED this 22nd day of April 2019.

Attest:

Ky Spangler, City Clerk

Keith Mashburn, Mayor of the City of Simi Valley, California

Approved as to Form:

Lonnie J. Eldridge, City Attorney

Approved as to Content:

Brian Paul Gabler, Interim City Manager

Ronald K. Fuchiwaki
Public Works Director

[I hereby certify that the foregoing is a true and correct copy of the original]

Date 4-26-19

Julia Bretz
Office of the City Clerk
APPENDIX 10
PPI PLAN ANNUAL EVALUATIONS

CITY COUNCIL MINUTE ORDER

DATE:

(The first evaluation of the PPI Plan will not occur until late spring 2020.)