



City Council Agenda Report

Meeting Date: August 27, 2024

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Approved By: Gabriel Engeland

Subject: Santa Clara County Multi-Jurisdictional Program for Public Information (PPI) Annual Report (FY24 - Year 3)

COUNCIL PRIORITY AREA

- Business Communities
- Circulation Safety and Efficiency
- Environmental Sustainability
- Housing
- Neighborhood Safety Infrastructure
- General Government

RECOMMENDATION

Review and accept the Santa Clara County Multi-Jurisdictional Program for Public Information Annual Report for Fiscal Year 2024 (Year 3)

FISCAL IMPACT

None

ENVIRONMENTAL REVIEW

Exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15061 (b)(3) of the CEQA Guidelines ("Common Sense Exemption") because it can be seen with certainty that there is no possibility the activity may result in significant impact on the environment.

BACKGROUND

National Flood Insurance Program (NFIP)- Community Rating System

The Community Rating System (CRS) is a voluntary program administered by FEMA that allows communities to earn flood insurance premium discounts through the National Flood Insurance Program (NFIP) for residents and businesses by promoting flood risk reduction practices, floodplain management, and encouraging the purchase of flood insurance. These flood risk reduction practices go above and beyond the normal enforcement of floodplain regulations. Through participation in the CRS, Los Altos earns points for implementing various flood risk management activities, and in turn, property owners within the City are eligible for discounted flood insurance premium rates.

Santa Clara Valley Water District (Valley Water) – Program for Public Information (PPI)

The PPI is a committee-based coordinated approach to flood hazard community outreach efforts. The PPI is primarily organized and led by Valley Water and includes 11 participating agencies within Santa Clara County. The PPI was developed jointly but requires individual approval by each community's elected body for that community to receive CRS points for its implementation. Participation in the PPI is a major component of the public outreach effort for which Los Altos earns points for its CRS rating. According to FEMA, the PPI led by Valley Water is one of the first multi-jurisdictional PPIs to be completed, and it involves the largest number of participating communities to date.

5-Year PPI Update

Under CRS program requirements, the PPI must be updated every five years. Most recently, Valley Water's Board approved the updated PPI on April 27, 2021. On July 13, 2021, the City Council adopted the PPI for the City of Los Altos. Each year, the CRS communities must reconvene to evaluate whether the flood risk reduction messages are still appropriate and adjust the PPI, as needed. Additionally, Valley Water, in collaboration with participating PPI agencies, must submit an annual report describing the PPI implementation (the report is provided as Attachment 1 to this staff report).

DISCUSSION/ANALYSIS

In October 2021, the City of Los Altos completed its mandated five-year audit administered by FEMA through the Insurance Services Office (ISO) which reviewed all the local CRS recognized activities. Prior to the audit, the City implemented CRS activities leading to a Class 8 CRS rating, giving residents a 10% discount on insurance premiums. With the adoption of the 2021 Santa Clara County Multi-Jurisdictional PPI and the incorporation of additional CRS activities, the City received additional points to bolster its rating to a Class 7, resulting in a 15% discount on insurance premiums for residents issued or renewed on or after April 1, 2023.

The FY24 Annual Report is the third annual report for the 2021 Santa Clara County Multi-Jurisdictional PPI (see Attachment 1). The report includes background information on how the PPI was developed by the participants, the preparation of the annual evaluation, the PPI accomplishments for FY24, and new initiatives. Appendix A of the Annual Report lists all the projects proposed in the 2021 PPI, with a column titled "Project Accomplishments" noting actions taken during the third year of the PPI (FY24). The most extensive outreach project was the Valley Water's Annual Flood Awareness Campaign, for which the City of Los Altos gets CRS credit for since it targets our community. Specific city activities include: making brochures available in public buildings; including flood information and links to Valley Water Flood Awareness and FEMA information on the city's website; publishing two newspaper ads in the Town Crier titled "Assess Your Flood Risk and Flood Insurance Availability"; sending letters targeted to property owners in special flood hazard areas; coordinating with Mission Trail to send out a Valley Water flood awareness bill insert (no cost to city); and participating in PPI coordination meetings.

ATTACHMENTS

1. Santa Clara County Multi-Jurisdictional Program for Public Information Annual Evaluation Report for FY24