



AGENDA REPORT SUMMARY

Meeting Date: September 20, 2022

Subject 2021 Santa Clara County Multi-Jurisdictional Program for Public Information (PPI) Annual Report (FY22 - Year 1)

Prepared by: Steve Golden, Interim Planning Services Manager/Floodplain Administrator

Reviewed by: Nick Zornes, Development Services Director

Approved by: Gabriel Engeland, City Manager

Attachment(s):

1. Santa Clara County Multi-Jurisdictional Program for Public Information Annual Evaluation Report for FY22

Initiated by:

Development Services Division/Floodplain Administrator

Previous Council Consideration:

July 13, 2021 – Council Adoption of the 2021 Santa Clara County Multi-Jurisdiction Program for Public Information

Fiscal Impact:

None

Environmental Review:

Not applicable

Policy Question(s) for Council Consideration:

None

Summary:

- The Program for Public Information (PPI) is a program under the National Flood Insurance Program's Community Rating System (CRS) which contributes to the city's rating. The Federal Emergency Management Agency requires the elected body of each community to approve the PPI to receive credit for having a plan pursuant to the CRS guidelines and receive an annual report on PPI efforts and requires the community to share the annual report with their governing body.

City Manager

GE

Reviewed By:

City Attorney

JH

Finance Director

SN



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- Accept FY22 (Year 1) Annual Report for the 2021 Santa Clara County Multi-Jurisdictional Program for Public Information

Staff Recommendation:

Move to receive the 2021 Santa Clara County Multi-Jurisdictional Program for Public Information Annual Report (FY22-Year 1)

Purpose

Accept the 2021 Santa Clara County Multi-Jurisdictional Program for Public Information Annual Report (FY22-Year 1) so the City will continue to receive credit under the National Flood Insurance Program’s Community Rating System program.

Background

The CRS is a voluntary program that allows communities to earn flood insurance premium discounts for residents and businesses by promoting flood risk reduction practices, floodplain management, and encourage buying flood insurance. These activities go above and beyond the normal enforcement of floodplain regulations and the community earn various points for different activities. There are CRS Class ratings that are assigned at 500-point increments, and each improvement in class rating nets an additional 5% discount for property owners paying flood insurance premiums. The PPI is a committee-based localized and coordinated approach to flood hazard community outreach efforts, which is primarily being organized and lead by the Santa Clara Valley Water District (“Valley Water”). The PPI is a major component of the public outreach effort that Los Altos earn points for having some of the activities implemented locally or at the County level. The total savings in flood premium discounts for Santa Clara County residents from the CRS program (11 participating agencies) is approximately \$2.37 million per year¹. The PPI was reviewed by the Federal Emergency Management Agency (FEMA) to make sure its provisions fully comply with their requirements prior to approval by any participating agency’s governing body. FEMA informed the participating agencies that this is one of the first multi-jurisdictional PPI to be completed, and it involves the largest number of participating communities to date.

Every five years, CRS communities must update the PPI. The 2021 Santa Clara County Multi-Jurisdictional Program for Public Information represents the Five-Year Plan. The PPI was developed jointly, but it must be individually approved by each community’s elected body for that community to receive CRS points for its implementation. Valley Water’s Board approved the PPI on April 27, 2021. On July 13, 2021, the City Council adopted the PPI for the city of Los Altos.

¹ Last reviewed in 2021.



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Under the CRS requirements, 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, a report to FEMA must be submitted annually describing the PPI implementation, and the report is shared with each participating community governing body.

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 in detail all the local CRS recognized activities. Prior to the audit, the CRS activities contributed to the city's Class 8 rating, giving residents a 10% discount on insurance premiums. With the adoption of the 2021 Santa Clara County Multi-Jurisdictional Program for Public Information (PPI) and the incorporation of city recognized CRS activities, the city received additional points along with other activities to improve its rating to a Class 7 which will give residents a 15% discount on insurance premiums issued or renewed on or after April 1, 2023.

The FY22 Annual Report is the first annual report for the 2021 Santa Clara County Multi-Jurisdictional Program for Public Information (PPI) Annual Report (Attached). The report includes background information on how the PPI was developed by the participants, the preparation of the annual evaluation, the PPI accomplishments for FY22, and new initiatives. With regard to projects accomplished in FY22, Attachment 2 of the Annual Report lists all the projects proposed in the 2021 PPI (titled "Appendix A CRS Creditable Outreach and Flood Response Project by CRS Community"), with a column titled "Project Accomplishments" noting actions taken during the first year of the PPI (FY22). The most extensive outreach project was the Valley Water's Annual Flood Awareness Campaign, 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"; coordinating with Mission Trail to send out a Valley Water flood awareness bill insert (no cost to city); and participating in PPI coordination meetings. It should be noted and recognized that as described in the report the establishment of the five-year PPI was delayed and some outreach activities such as community events were canceled altogether as related to COVID-19 pandemic impacts and workforce augmentation.

Recommendation

Receive the 2021 Santa Clara County Multi-Jurisdictional Program for Public Information Annual Report (FY22-Year 1).