



SANTA CLARA VALLEY WATER DISTRICT

NON-AGENDA

July 15, 2022

Board Policy EL-7 Communication and Support to the Board
The BAOs shall inform and support the Board in its work.

Page		<u>CEO BULLETIN & NEWSLETTERS</u>
		CEO Bulletin: None
3		July 2022 Water Tracker
		<u>BOARD MEMBER REQUESTS & INFORMATIONAL ITEMS</u>
6		BMR/IBMR Weekly Reports: 07/14/22
7		Memo from Rachael Gibson, Chief, External Affairs Division, to Rick Callender, CEO, dated 06/24/22, regarding Annual Evaluation Report for FY22 (Year 1) for the 2021 Santa Clara County Multi-Jurisdictional Program for Public Information (PPI).
48		Memo from Bart Broome, Assistant Officer, State Government Relations, to Rachael Gibson, Chief, External Affairs, dated 07/08/22, regarding Congratulations Letter for the New Executive Director of the San Francisco Bay Regional Water Quality Control Board.
		<u>INCOMING BOARD CORRESPONDENCE</u>
52		Board Correspondence Weekly Report: 07/14/22
53		Email from Mike Culcasi, to the Board of Directors, dated 07/05/22, regarding Homeless Activity along Los Gatos Creek (C-22-0111).
56		Email from Bill Cowden, to the Board of Directors, dated 07/06/22, regarding Homeless Activity (C-22-0112).
57		Email from Laura Tognoli, to the Board of Directors, dated 07/06/22, regarding Homeless Activity along Los Gatos Creek (C-22-0113).
61		Letter from Erin Gil, President, Santa Clara County Farm Bureau, to Chair Pro Tem Varela, dated 07/07/22, regarding Request to Recognize Growers as Land-Use Stewards, Contributors to Groundwater Recharge (C-22-0114).
63		Email from Dorothy Metcalf, to Director Kremen, dated 07/07/22, regarding Adobe Creek (C-22-0115).
66		Email from J. Randall Toch, to Chair Pro Tem Varela, dated 07/07/22, regarding Access to Water by Private Well on Private Property (C-22-0116).
67		Email from Robert Burns, to the Board of Directors, dated 07/08/22, regarding Water Usage (C-22-0117).
		<u>OUTGOING BOARD CORRESPONDENCE</u>
72		Email from Nai Hsueh, to Robert Burns, dated 07/07/22, regarding Water Usage.
75		Email from Director Kremen, to Scott & Dorothy Metcalf, dated 07/07/22, regarding Adobe Creek (C-22-0104).
77		Email from Chair Pro Tem Varela and Director Estremera, to Ray Mueller, dated 07/08/22, regarding Water Quality, Flood Risk Reduction, and Social Justice Issues Surrounding Lake Cunningham (C-22-0107).

Board correspondence has been removed from the online posting of the Non-Agenda to protect personal contact information. Lengthy reports/attachments may also be removed due to file size limitations. Copies of board correspondence and/or reports/attachments are available by submitting a public records request to publicrecords@valleywater.org.

CEO BULLETIN

Outlook as of July 1, 2022

Based on continued drought conditions across California, imported water allocations remain low. The State Water Project allocation is at 5% of contract amount and the Central Valley Project allocation is zero. Both the State Water Project and U.S. Bureau of Reclamation have allocated Valley Water with emergency public health and safety water supplies. Santa Clara County continues to be in a water shortage emergency. Due to severe drought and increased reliance on imported water in the next 10 years while Anderson Reservoir storage is unavailable, meeting the Board of Directors call for 15% water use reduction relative to 2019 is essential. Valley Water Board of Directors approved an ordinance to enforce water waste restrictions on May 24, 2022, and Valley Water is now proceeding with an enforcement program.

Weather

- Rainfall in San José:
 - » Month of June, City of San José = 0 inches
 - » Rainfall year total = 8.35 inches or 59% of average to date (rainfall year is July 1 to June 30)
- San José average daily high temperature was 82.6 degrees Fahrenheit in June, which is higher than the five-year average for June (80.5 degrees Fahrenheit)

Local Reservoirs

- Total July 1 storage = 36,281 acre-feet

Reservoir Storage	All Ten Valley Water Reservoirs	All Reservoirs Except Anderson
Current storage as % of unrestricted capacity	22%	43%
Current storage as % of restricted capacity (1)	58%	55%
Current storage as % of the 20-year average for July 1	40%	77%

(1) Per the Federal Energy Regulatory Commission's order, the capacity of Anderson Reservoir was restricted to the deadpool storage of about 3,050 acre-feet. The total restricted capacity for all ten reservoirs is 62,592 acre-feet.

- Approximately 273 acre-feet of imported water delivered into Calero Reservoir during June 2022
- Total estimated releases to streams (local and imported water) during June were 3,170 acre-feet (based on preliminary hydrologic data)

Groundwater

- Groundwater levels in June have continued the typical pattern of summer decline, but greater than average declines are expected this year because of the drought. Water levels in most wells are lower than June 2021 and are expected to end this year lower than last year. The end of 2022 groundwater storage is projected to be in Stage 2 (Alert) of the Water Shortage Contingency Plan. Valley Water continues to plan for dry and rapidly evolving conditions

	Santa Clara Subbasin		Llagas Subbasin
	Santa Clara Plain	Coyote Valley	
June 2022 managed recharge estimate	3,500	1,200	2,000
YTD managed recharge estimate	19,400	5,500	10,500
YTD managed recharge as % of 5-year average	84%	74%	129%
May 2022 pumping estimate	6,300	900	2,900
YTD pumping estimate	26,400	4,200	10,400
YTD pumping as % of 5-year average	109%	103%	95%
Current index well groundwater levels compared to June 2021	10 Feet Higher	4 Feet Lower	3 Feet Lower

All volumes are in acre-feet. All data is for 2022 except where noted. YTD = Year-to-Date

Imported Water

WY 2022 Imported Water Allocations	Allocation	Allocation (acre-feet)	Additional Allocation
State Water Project	5%	5,000	Additional allocation of human health and safety water secured
Central Valley Project	-	-	Public health and safety water only
State-wide Reservoir Storage	Capacity	Current Storage (acre-feet)	Average for Date (as of 6/30/22)
Shasta Reservoir	39%	1,777,112	50%
Oroville Reservoir	49%	1,720,942	64%
San Luis Reservoir	39%	790,899	72%
Semitropic Groundwater Bank	Capacity	Current Storage (acre-feet)	Date of Data
	80%	281,561	5/31/22
Estimated SFPUC Deliveries	April (acre-feet)	2022 Total to Date (acre-feet)	Five-year annual average (acre-feet)
	4,213	17,411	48,700

Treated Water

- Below average demands of 9,003 acre-feet delivered in June
- This total is 80% of the five-year average for the month of June
- Year-to-date deliveries are 41,456 acre-feet or 93% of the five-year average

Conserved Water

- Saved 76,584 acre-feet in FY21 through Valley Water's long-term conservation program (baseline year is 1992)
- Long-term program goal is to save nearly 100,000 acre-feet by 2030 and 110,000 acre-feet by 2040
- On June 9, 2021, the Board called for a 15% reduction in water use compared to 2019 and for retailers, cities, and the County to implement local water restrictions. On May 24, 2022, the Board approved an ordinance to enforce outdoor water waste restrictions including no runoff, midday watering, watering after rainfall, or watering of non-functional turf more than two days a week
- The cumulative water savings since the water use reduction call in June 2021 through May 2022 is 3%

Recycled Water

- Estimated June 2022 production = 1,551 acre-feet
- Estimated year-to-date through June = 6,970 acre-feet or 98% of the five-year average
- Silicon Valley Advanced Water Purification Center produced an estimated 1.7 billion gallons (5,150 acre-feet) of purified water in 2021. Since the beginning of 2022, about 2,331 acre-feet of purified water has been produced. The purified water is blended with existing tertiary recycled water for South Bay Water Recycling Program customers

Alternative Sources

- As of December 10, 2019, Valley Water's wastewater contract right from Palo Alto/ Mountain View remains at 11,200 acre-feet/year

CONTACT US

To find out the latest information on Valley Water projects or to submit questions or comments, email info@valleywater.org or use our **Access Valley Water** customer request system at <https://deliver.com/2yukx>.



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BOARD MEMBER REQUESTS and Informational Items

Report Name: Board Member Requests

Request	Request Date	Director	BAO/Chief	Staff	Description	20 Days Due Date	Expected Completion Date	Disposition
I-22-0004	06/14/22	Hsueh	Baker	Gin	Director Hsueh requests staff to prepare a follow up email to Mr. Burns (original Correspondence C-22-0081 in May) regarding AMI and smart metering, since SJ Water received approval to deploy AMI, one of Mr. Burns' concerns.	07/04/22	07/14/2022	
I-22-0005	06/27/22	Estremera	Orellana	Hopper	At the 06/08/22 DIAHC meeting, staff was requested to provide the committee a comprehensive list of VW active agreements that are contracted with tribal communities.	07/17/22		
R-22-0006	06/28/22	Varela	Blank	Yerrapotu	Staff to follow up with Mr. Dean Stanford on his public comment made at the 6/28/2022 board meeting regarding his South Bay Shoreline Project park proposal.	07/18/22		



MEMORANDUM

FC 14 (02-08-19)

TO: Rick L. Callender, Esq.

FROM: Rachael Gibson

SUBJECT: Annual Evaluation Report for FY22 (Year 1)
for the 2021 Santa Clara County Multi-
Jurisdictional Program for Public Information
(PPI)

DATE: June 24, 2022

Valley Water continues to participate in the Federal Emergency Management Agency's (FEMA's) National Flood Insurance Program (NFIP) Community Rating System (CRS) program. The CRS is a voluntary incentive program that recognizes and encourages community floodplain management activities that exceed the minimum NFIP requirements.

As a result, flood insurance holders receive discounted premium rates to reflect the reduced flood risk resulting from the community actions meeting the three goals of the CRS:

1. Reduce flood damage to insurable property
2. Strengthen and support the insurance aspects of the NFIP
3. Encourage a comprehensive approach to floodplain management

Background

Valley Water's participation in the CRS program began in 1998. Since Valley Water is not a land-use agency, it is not considered an NFIP community and does not technically qualify to participate in the CRS program. However, in 1998, Valley Water staff worked with FEMA to create a "fictitious community" status for Valley Water. It is a unique designation; in fact, Valley Water is the only fictitious CRS community in the nation.

Valley Water's participation in the CRS program allows us to document qualifying flood risk reduction activities we perform throughout the county. CRS credits for those activities are then transferred to each CRS-participating community, earning residents in those areas discounts on their flood insurance premiums.

Under the CRS program guidelines, every 500 points a community earns translates to a 5% discount off flood insurance premiums for that community's residents and businesses. Of the 15 cities in Santa Clara County and the county itself, 11 communities currently participate in the CRS Program. Valley Water has a CRS rating of Class 7, which translates into a 15% discount, and serves as a baseline for Santa Clara County CRS participating communities. Most Santa Clara County CRS communities contribute additional points to Valley Water's baseline, earning enough to provide local flood policyholders with a 15% discount, while some get a 20% discount. The average flood policy premium in Santa Clara County is approximately \$1,000, meaning that participating communities save their flood insurance holders about \$150 to \$200 per year by documenting our flood risk reduction activities. Participation in the CRS Program generates an annual savings of approximately \$2M for policyholders in Santa Clara County.

The Program for Public Information (PPI) was introduced into the CRS program in 2013. The PPI encourages participating CRS communities to work with local stakeholders to design a program for community outreach on flood risk reduction that best fits local needs. Valley Water led the development of a PPI for all participating CRS communities in Santa Clara County, which resulted in the completion of the first Multi-Jurisdictional PPI adopted in 2015 (2015 PPI).

Program for Public Information Requirements

Under the CRS, the PPI must be updated every 5-years. Valley Water was the lead agency in developing the 2021 Santa Clara County Multi-Jurisdictional PPI (2021 PPI), a countywide collaboration outreach program to increase flood awareness. Valley Water Board of Directors adopted the

Multi-Jurisdictional PPI on April 27, 2021 and the other CRS participating communities' governing bodies adopted the 2021 PPI soon thereafter.

In addition to updating the PPI every five years, FEMA requires an Annual Evaluation Report on PPI efforts and requires the communities to share the annual report with their governing bodies. Attached is our submittal of the Annual Evaluation Report for Fiscal Year 22 (*Year 1*). Below are key highlights from this fiscal year.

Key Year-1 Valley Water Accomplishments in FY 2022

FY 2022 Flood Awareness Campaign: Valley Water's award-winning flood awareness campaign continues to be the backbone of the PPI. The messages originally chosen in 2015 remain relevant for Santa Clara County today. For FY 2022, the committee continued to increase efforts to encourage residents to prepare their personal/family emergency plans and be flood-ready.

Valley Water's FY22 Flood Awareness Campaign theme was "Flooding Can Happen During a Drought." Valley Water's message emphasized its commitment to reducing flood risks and protecting the community; however, our communities must also adapt and prepare by being aware of and preparing for flood hazards. The campaign lasted four months, cost \$200,000, and included Valley Water's monthly newsletters, news blogs, and social media profiles.

Educational paid advertising supplemented Valley Water's community outreach efforts. A series of formative research to understand target audiences, flood awareness levels, and explore what educational messages and images most appealed to them support the campaign.

Based on the research results, Valley Water's FY22 Annual Flood Awareness Campaign shifted from general digital and public space advertising to a series of direct mailings to the 52,000 homes and businesses in Santa Clara County. Valley Water sent three separate multilingual and targeted mailers to all homes and businesses in or near high-risk flood areas. The results of this targeted outreach model demonstrated an effective campaign that was less expensive than general advertising, yielding a savings of approximately \$150,000 with more robust results. In the future, direct mailings to the FEMA Significant Flood Hazard Areas (SFHA) seem to be an alternative outreach strategy for the flood awareness campaign rather than targeted advertising.

Valley Water also deployed a small-scale multilingual social media campaign with the slogan "Flooding can happen during a drought" on social media and web platforms, including Facebook, Instagram, Google Ads, El Observador, Cali Today, and News for Chinese. Digital ads targeted residents and commuters in or near the SFHA, using zip codes from published FEMA flood maps.

Education Outreach Program: Valley Water's Education Outreach includes year-round flood awareness messaging in every program presented to students. Valley Water's role as a flood protection agency is highlighted in all presentations so that participants in the Education Outreach Programs know that flood protection is one of Valley Water's core objectives in Santa Clara County. In FY 2022, staff provided 197 general program presentations with 4,801 attendees.

A dedicated flood-focused program is offered during the flood season, generally from October through April. Education Outreach has two flood-focused programs: "The Three Little Pigs and The Bad Weather Wolf" and "Watershed Maps." FY 2022, staff provided 47 flood-focused presentations to 986 attendees.

Other Outreach Initiatives: Due to the COVID-19 pandemic, countywide in-person community events in FY22 were postponed or canceled. Instead, Valley Water partnered with Second Harvest Food Bank of Silicon Valley to distribute 2,000 emergency preparedness starter kits of emergency supplies to underserved communities in October 2021.

The PPI Committee continued to promote the American Red Cross All-Hazard App, which monitors alerts for severe weather, including floods, and the [ValleyWater.org/floodready](https://valleywater.org/floodready), [Floodsmart.gov](https://floodsmart.gov) and [Ready.gov](https://ready.gov) websites.

R. Callender

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June 24, 2022

Conclusion

Overall, the CRS Users Group/PPI Committee successfully implemented the 2021 PPI in FY22. The 2021 PPI facilitated participating communities to mutually decide on which flood risk reduction messages are most appropriate moving forward and identified means by which messages are effectively delivered. The objectives of participating in the 2021 PPI continue to enhance the effectiveness of the flood risk messages to Santa Clara County residents, reduce flood risks, and earn valuable CRS credit points toward insurance premium discounts for CRS-participating communities.

The CRS Users Group and PPI Committee will continue their work efforts through FY23.

Please direct questions about the PPI Annual Evaluation Report to Don Rocha, External Affairs Deputy Administrative Officer at (408) 630-2338 or Sherilyn Tran, Office of Civic Engagement Unit Manager, at (408) 630- 2772.

DocuSigned by:



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Chief of External Affairs
External Affairs Division

Attachment: Annual Evaluation Report for FY22 (Year 1) for the 2021 Santa Clara County Multi-Jurisdictional Program for Public Information (PPI)

cc: D. Rocha, S. Tran, A. Fonseca, CRS File, Egnyte electronic filing system

RG:af

External Affairs\Office of Civic Engagement\CRS Program\62041023 Community Rating System (CRS)\CRS\PPI\PPI Annual Evaluation Reports\2021 PPI\2021 PPI Year 1 (FY22)\06-24-22 Memo to CEO from R. Gibson.docx

Santa Clara County Multi-Jurisdictional Program for Public Information 2021

Annual Evaluation Report for FY22

(Year 1: July 2021 to June 2022)



June 2022

Prepared by:

Santa Clara Valley Water District

and

County of Santa Clara CRS Participating Communities

I. INTRODUCTION

The Community Rating System (CRS) is a voluntary program of the Federal Emergency Management Agency's (FEMA) National Flood Insurance Program (NFIP). The CRS program allows communities to earn flood insurance premium discounts for their residents and businesses by implementing local mitigation, floodplain management, and outreach activities that exceed the minimum NFIP requirements to reduce the risk of flooding.

In Santa Clara County, 11 (eleven) communities have been active participants in the FEMA NFIP CRS for over 30 years.

The CRS participating communities are City of Cupertino, City of Gilroy, City of Los Altos, City of Milpitas, City of Morgan Hill, City of Mountain View, City of Palo Alto, City of San Jose, City of Santa Clara, City of Sunnyvale, and the Santa Clara Valley Water District (Valley Water).

CRS participating communities, along with their external non-governmental stakeholders, non-participating communities: *City of Saratoga, Town of Los Altos Hills, Town of Los Gatos, and County of Santa Clara* who opted to join the 2021 Program for Public Information (PPI), comprise the PPI Committee. The PPI Committee is listed in *Table 1. Members of the Santa Clara County Multi-Jurisdictional 2021 PPI Committee* of the 2021 PPI. (Attachment #1)

FEMA requires that each community participating in the PPI provide at least two representatives to the regional PPI Committee, with at least half of the representatives from outside the local government. Additionally, at least half of the representatives must attend all the meetings of the regional PPI Committee.

An important benefit of the PPI Committee's work is close collaboration between local public agency staff who work on flood protection throughout Santa Clara County. Together, PPI Committee members continue strengthening their individual CRS programs and ensuring communities can evaluate their flood programs against a nationally recognized benchmark.

The 2021 PPI Committee, along with the remaining non-participating communities (*City of Campbell and City of Monte Sereno*), and other interested parties, make up the Santa Clara County CRS Users Group.

The Santa Clara County CRS Users Group collaborates to ensure floodplain management activities provide enhanced public safety, reduced damage to property and public infrastructure, and avoidance of economic disruption and loss in Santa Clara County. Through the 5-year PPI development and the annual reporting process, members of the SC County CRS Users Group learn from one another about local floodplain management activities, including flood protection and land use issues. For both the Santa Clara County CRS Users Group and the PPI Committee, the PPI is one of the most impactful activities of the CRS Program.

Under the CRS program, flood insurance premium rates are discounted to reward CRS participating community actions that meet the three goals of the CRS: (1) reduce flood damage to insurable property; (2) strengthen and support the insurance aspects of the NFIP; and (3) encourage a comprehensive approach to floodplain management.

**Santa Clara County 2021 Multi-Jurisdictional Program for Public Information
Annual Evaluation Report for FY22 (Year 1: July 2021 to June 2022)**

Flood insurance premiums for participating CRS communities are reduced in 5% increments for every 500 CRS points earned. As of April 30, 2022, the total savings for Santa Clara County residents from CRS discounts is approximately \$2 million.

Valley Water is the lead flood risk reduction agency for Santa Clara County. Valley Water performs many flood preparedness outreach and stream stewardship/maintenance activities that earn CRS points for participating communities. Since Valley Water is not a land-use agency, the points Valley Water earns, as a fictitious community, provide a foundation upon which the CRS participating communities can build. FEMA approved this unique arrangement with Valley Water in 1998.

The *CRS Coordinator's Manual, 2013 Edition*, included the option to undertake a Program for Public Information (PPI) which is a method to customize flood risk and loss reduction outreach messages and increase CRS points. Each participant of the PPI Committee brings unique perspectives and suggestions that enhance the PPI. Each community must adopt the PPI through a formal vote by the community's governing body.

In 2013, Valley Water initiated and facilitated the effort to develop the first Multi-Jurisdictional PPI so that all Santa Clara County CRS participating communities could work together and benefit from this activity. Non-participating communities were also invited to participate in the development of the PPI. This work effort resulted in the 2015 Multi-Jurisdiction PPI (2015 PPI).

On April 14, 2015, Valley Water's Board adopted the 2015 PPI, which sunset in April 2020. Following Valley Water's lead, the other CRS participating communities' governing bodies adopted the 2015 PPI soon thereafter.

Under the CRS, the PPI must be updated every 5-years. Each subsequent year after adopting the PPI, the committee must submit an Annual Evaluation Report to FEMA describing the PPI implementation for the prior fiscal year. The PPI Committee must evaluate whether the flood risk reduction messages in the PPI are still relevant and adjust the PPI, if needed. The Annual Evaluation Report is shared with each participating community's governing body as an informational item.

As required, Annual Evaluation Reports for FY16 (Year 1) through FY19 (Year 4) for the 2015 PPI were prepared, sent to the governing body, and included in annual recertifications.

FY20 (Year 5), the PPI Committee was required to update the 2015 PPI. The Insurance Services Office (ISO), FEMA's CRS management contractor, exempted the committee from submitting an Annual Evaluation Report for FY20 (Year 5) as the committee focused on updating the 2015 PPI.

In February 2020, Valley Water hosted the start of the 5-year PPI process. Fifteen Santa Clara County communities worked together to update the 2015 PPI. These communities included the current eleven CRS participating communities as well as four non-participating communities that expressed interest in joining the CRS. Staff and external stakeholders from each community participated in developing the new PPI.

In March 2020, the Coronavirus (COVID-19) outbreak started. The California State Emergency Services Act, the Governor's Emergency Declaration related to the COVID-19 pandemic, the Governor's Executive Order N-29-20, and Order of the County of Santa Clara Public Health Officer dated March 16, 2020, went into effect.

**Santa Clara County 2021 Multi-Jurisdictional Program for Public Information
Annual Evaluation Report for FY22 (Year 1: July 2021 to June 2022)**

The COVID-19 pandemic caused far-reaching, unprecedented changes. Businesses and organizations faced economic and operational uncertainty across every industry and sector. The workforce impacts during COVID-19 caused delays beyond control, including the PPI Committee's ability to continue its work of updating the 2015 PPI. Many communities shifted priorities to respond to the public health crisis; therefore, FEMA provided an extension of completing the update to the 2015 PPI to early 2021.

The PPI Committee reconvened in October 2020 to resume the PPI update. Several virtual meetings followed until the PPI Committee completed the 2021 PPI in April 2021. The 2021 PPI was adopted by participating communities, as indicated in *Table 1. Dates 2021 PPI Adopted*.

II. 2021 PPI DEVELOPMENT PROCESS

Valley Water, along with the CRS participating and non-participating communities, initiated the 2021 PPI process in February 2020. The Santa Clara County 2021 Multi-Jurisdictional Program for Public Information document was completed in April 2021 (*refer to Section I. Introduction for COVID-19 related delays*).

Virtual meetings were held between 2020 and 2021 to develop the 2021 PPI. In addition to FEMA's six priority topic messages, three additional messages below were identified as important for Santa Clara County. See *Table 3 in the 2021 PPI: CRS Priority Messages* for the complete list.

- I. Encourage residents and workers to make a personal Family Emergency Plan.
- II. Ask residents to download disaster apps; and
- III. Urge drivers to slow down on wet roads and avoid driving through ponded water to reduce traffic accidents.

The PPI Committee worked between the meetings to draft the 2021 PPI and review the extensive list of outreach and flood response projects. (Attachment 2, *which is Appendix A of the 2021 PPI*)

Based on the PPI Committee's evaluation of the 2015 PPI, the consensus was that most of the 2015 PPI flood risk reduction messages were still relevant, so only minor edits were incorporated as needed. This became the basis for the 2021 PPI; therefore, no additional FEMA review was required, as the 2015 PPI already ensured its provisions were fully compliant with FEMA requirements.

The number of CRS points that the 2021 PPI activities will earn is determined by FEMA's CRS Specialist and Technical Reviewers in the Insurance Services Office (ISO). The PPI Committee estimates that of the possible 350 points, participating communities could earn up to 300+/- points per participating community for the PPI efforts.

Once Valley Water approved the 2021 PPI (5-Year Plan), the final document was provided to the PPI Committee to present to their government bodies for adoption and implementation. *Table 1. Dates of PPI Adoption* shows the 2021 PPI approval dates by agency (Community).

All 11 CRS participating communities have adopted the 2021 PPI as noted in *Table 1 Dates 2021 PPI Adopted* below. As non-participating communities are not in the CRS Program, they

**Santa Clara County 2021 Multi-Jurisdictional Program for Public Information
Annual Evaluation Report for FY22 (Year 1: July 2021 to June 2022)**

are not required to adopt the PPI. At this time, all non-participating communities have chosen not to adopt the 2021 PPI.

Table 1. Dates 2021 PPI Adopted

Agency (Community)	Date Presented	Adoption*
Santa Clara Valley Water District	4/27/21	X
City of Cupertino	8/17/21	X
City of Gilroy	7/01/21	X
City of Los Altos	7/13/21	X
Town of Los Altos Hills (<i>non-CRS community</i>)	Not required*	Not required*
Town of Los Gatos (<i>non-CRS community</i>)	Not required*	Not required*
City of Milpitas	5/18/21	X
City of Morgan Hill	6/16/21	X
City of Mountain View	6/22/21	X
City of Palo Alto	6/14/21	X
City of San Jose	11/16/21	X
City of Santa Clara	7/06/21	X
County of Santa Clara (<i>non-CRS community</i>)	Not required*	Not required*
City of Saratoga (<i>non-CRS community</i>)	Not required*	Not required*
City of Sunnyvale	6/29/21	X
Total Approved		11

**Non-CRS communities are encouraged to participate in PPI Committee activities and initiatives, but are not required to adopt the PPI, nor report out in the Annual Evaluation Reports.*

III. ANNUAL EVALUATION REPORTS

The 2021 PPI states that the PPI Committee will meet at least once yearly to evaluate the PPI and incorporate any needed revisions. This meeting is coordinated in conjunction with the ongoing CRS User's Group meetings, which occur at least twice a year.

The evaluation will cover:

- Reviewing projects that were completed.
- Evaluation of progress toward outcomes.
- Recommendations on projects that have not been completed.
- Recommendations for new projects not previously identified.
- Target Audience changes; and
- Impact of the program during a real flood event if one has occurred.

The Annual Evaluation Report is prepared by the PPI Committee for submission with each CRS community's annual CRS recertification package (or schedule 5-year cycle visits). The report is then shared with each CRS participating community's governing body as an informational item.

**Santa Clara County 2021 Multi-Jurisdictional Program for Public Information
Annual Evaluation Report for FY22 (Year 1: July 2021 to June 2022)**

Section V. 2022 Santa Clara County CRS Users Group/PPI Committee Meetings – Monitoring and Evaluating the 2021 PPI of this report, summarizes the meetings held to develop the FY22 Annual Evaluation Report (Year 1 of the 2021 PPI).

Table 2 below shows how each community expects to share the FY22 Annual Evaluation Report with its governing body.

Table 2. How the 2021 PPI Annual Evaluation Report for FY22, Year 1 will be shared with Community's Governing Body

Community	Method for Sharing*
Santa Clara Valley Water District	Board Non-Agenda Item
City of Cupertino	Consent Item Council Agenda
City of Gilroy	Consent Calendar
City of Los Altos	Council Consent Calendar or Informational Staff Report
Town of Los Altos Hill (<i>non-CRS community</i>)	Not required
Town of Los Gatos (<i>non-CRS community</i>)	Not required
City of Milpitas	Memo to City Council
City of Morgan Hill	Council Consent Calendar
City of Mountain View	Council Weekly Update "Council Connection"
City of Palo Alto	Informational Staff Report
City of San Jose	Council Consent Calendar
City of Santa Clara	Council Consent Calendar
County of Santa Clara (<i>non-CRS community</i>)	Not required
City of Saratoga (<i>non-CRS community</i>)	Not required
City of Sunnyvale	City Manager's "Update Sunnyvale"

**Non-CRS communities are not required to share the 2021 PPI Annual Reports with their governing bodies.*

IV. 2021 PPI ACCOMPLISHMENTS FOR FY22

The PPI Committee identified three efforts needed from each CRS participating community for the 2021 PPI and to prepare and finalize subsequent Annual Evaluation Reports.

1. Governing bodies must adopt the 2021 PPI (*Table 1. Dates 2021 PPI Adopted*). The PPI Committee must prepare Annual Evaluation Reports and share the reports with its governing body as informational items.
2. For each fiscal year (*July 1 - June 30*) the communities must carry out and monitor the implementation of the outreach/flood response projects identified in *Attachment A CRS Creditable Outreach and Flood Response Projects by CRS Community of the 2021 PPI*. (Attachment 2)
3. The PPI Committee must review and consider the 'New Initiatives' identified in the 2021 PPI (*page 66*) for advancing flood risk reduction efforts.

Governing Bodies Approval: Including Valley Water, all 11 CRS participating communities' governing bodies adopted the 2021 PPI by the end of FY22. The approval dates are shown by agency (Community) in *Table 1. Dates of 2021 PPI Adopted* noted above.

**Santa Clara County 2021 Multi-Jurisdictional Program for Public Information
Annual Evaluation Report for FY22 (Year 1: July 2021 to June 2022)**

Tracking System: The 2021 PPI is multi-jurisdictional and includes 15 agencies (11 CRS participating communities and four non-participating communities). Tracking implementation is quite complex compared to a single-agency PPI. As the informal lead, Valley Water continues to oversee the record-keeping to ensure consistency throughout the county. An electronic file-sharing system, Egnyte, is set up with folders for each community to file and share documents related to the 109 potential outreach/flood response projects identified in the 2021 PPI, and all CRS-related documentation. This also includes a comprehensive spreadsheet tracking which projects were accomplished in any given fiscal year, by the individual communities. This spreadsheet, along with the Annual Evaluation Report, will be submitted with annual CRS recertifications or a part of scheduled 5-year cycle visits.

Insurance Services Office (ISO) assigns credit for Valley Water outreach/flood response projects to all Santa Clara County CRS participating communities' ratings. Some communities also choose to carry out and report on their own outreach/flood response projects, in addition to those of Valley Water. These projects are shown on the composite spreadsheet and include input from each agency.

The PPI Committee discussed the benefits of using the Egnyte shared-filing system for tracking the 2021 PPI outreach/flood response projects and all CRS-related documentation. The PPI Committee also discussed the importance of ensuring each agency uploads their CRS documentation regularly. These benefits are:

- **Information Share/Knowledge Transfer:** CRS participating communities can view each other's program documentation. When a community improves its CRS rating, another community can access the documents submitted to determine how the CRS credited activities helped improve the score.
- **Document Repository:** A central location for CRS-related documentation, organized to mirror the CRS Coordinator's Manual (by community/activity/element) proves helpful when a community experiences staff turnover.
- **Documentation Submittals:** CRS documents are organized and easy to share with the CRS Specialists conducting cycle visits and/or annual recertification.

Summary of PPI Projects Accomplished in FY22

The complete list of outreach/flood response projects is included as Attachment 2 of this Report, listing all projects proposed in the 2021 PPI, with a "Project Accomplishments" column noting actions taken during the first year of the PPI, FY22.

Audiences	Projects Accomplished	
Community at Large (CAL)	81 potential projects, 63 accomplished	
Residents and Businesses in the Special Flood Hazard Area (SFHA)	18 potential projects, 16 accomplished	
Messengers to Other Target Audiences (Organizations & Businesses Serving the Community)	10 potential projects, 10 were accomplished	
*Total Accomplished Projects		89 of 109

* **Note:** All projects carried out by CRS participating communities were accomplished in FY22.

Variance in the number of potential projects versus accomplished projects is due to no updates received from non-participating communities, which is not required for this report.

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These numbers go well beyond the minimum requirements of the CRS Program, and we anticipate all CRS participating communities will receive the maximum number of credits for our collective efforts in FY22.

It is important to note that most public events in 2020 through 2022 were heavily impacted or canceled due to shelter-in-place orders and the COVID-19 pandemic. Those events that were not canceled were often redesigned for virtual participation or smaller, socially distanced groups.

Valley Water's Outreach/Flood Response Projects

Annual Flood Awareness Campaign

Valley Water's FY22 Flood Awareness Campaign theme was "Flooding Can Happen During a Drought." It launched after the ¹Fourth National Climate Assessment was published; there could not have been a better time to have this conversation. The federal report assessed that intense extreme weather and climate-related events are becoming more frequent and will have catastrophic impacts on vulnerable communities, infrastructure, ecosystems, and our economy. Extreme storm events could result in more frequent and severe flooding in our region. Valley Water's message emphasized its commitment to reducing flood risks and protecting the community but acknowledging we cannot eliminate all risks. Thus, our communities must adapt and prepare; and it starts with being informed and aware of risks.

An educational paid advertising campaign supplemented Valley Water's community outreach effort. This year, its advertising campaign was supported by a series of formative research to understand target audiences, their awareness levels, and explore what educational messages and images most appealed to them.

The Flood Awareness Campaign lasted four months, from mid-November 2021 to February 2022. The paid advertisement campaign cost a total of \$200,000.

Valley Water's FY22 Annual Flood Awareness Campaign shifted from general digital and public space advertising to a series of direct mailings to the 52,000 homes and businesses in Santa Clara County's FEMA SFHA.

Valley Water sent three separate targeted mailers to all homes and businesses in or near a high-risk flood area, as designated by the FEMA SFHA. The mailers were multilingual (English, Spanish, Chinese, and Vietnamese) and are posted on Valley Water's website.

1. Annual Floodplain Mailer
54,790 mailed on December 13-14, 2021
4,450 delivered to cities/county (*Public Works and Planning Departments*) between December 2021 – February 1, 2022
2. Multilingual Postcards with 9 CRS tips and links to flood preparedness webpages
52,502 mailed on October 29, 2021
3. "You Live in a Flood Zone—Do You Know What to Do Before, During, and After a Flood?" Trifold.
54,790 mailed on January 11, 2022

¹ US Global Change Resource Program (USGCRP) has a legal mandate to conduct a state-of-the-science synthesis of climate impacts and trends across U.S. regions and sectors every four years, known as the National Climate Assessment (NCA).

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During FY22, Santa Clara County experienced a drought emergency. Valley Water's annual Floodplain Mailer reminded everyone that flooding can happen anytime it rains, and that climate change has made extreme weather the new normal. Drought conditions can harden the ground and increase run-off to streams and creeks during the first few days of heavy rain, increasing the risk of flooding. In addition, the flood mailer showcased Valley Water's ongoing flood protection projects in areas susceptible to flooding.

In FY22, the mailer featured QR codes, a magnet with important flood safety websites, a detachable emergency phone list, and photos of our most recent flood protection projects.

The direct mailing strategy was developed after the 2020-2021 post-Flood Awareness Campaign poll which indicated that only 29% of FEMA SFHA residents remembered receiving the annual Floodplain Mailer, while recollection of other broad advertising efforts hovered lower. The outreach shift from advertising to targeted mailings resulted in substantial savings while proving much more effective.

Valley Water also deployed a small-scale multilingual social media campaign, with the slogan "Flooding can happen during a drought," on social media and the web platforms including Facebook, Instagram, Google Ads, El Observador, Cali Today, and News for Chinese. The campaign launched in Winter FY22, starting with the season's first rains in December 2021 and continuing through January 2022. Digital ads targeted residents and commuters in or near the SFHA, using zip codes from published FEMA flood maps.

A key strategy for the paid campaign was incorporating all 2021 PPI messages in Valley Water ads. Staff crafted messages derived from Valley Water's annual Floodplain Mailer to residents in the SFHA. Additionally, the Valley Water Board of Directors shared posts on Nextdoor highlighting the "Flooding can happen during a drought" messaging and the nine CRS topics in Winter 2021. Valley Water posted a flood preparedness blog on its website in November 2021 and a digital copy of the Floodplain Mailer.

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Campaign Results

Facebook

Run Date	Language	CTR	Clicks	Impressions	CPC	CPM
1/14 – 2/24/22	English	0.24%	2,012	838,548	\$1.49	\$3.58
1/14 – 2/24/22	Spanish	0.31%	1,956	635,945	\$1.28	\$3.93
		0.27%	3,968	1,474,493	\$1.39	\$3.73

Instagram

Run Date	Language	CTR	Clicks	Impressions	CPC	CPM
1/14 – 2/24/22	English	0.07%	786	1,122,829	\$7.00	\$4.90
1/14 – 2/24/22	Spanish	0.08%	335	434,737	\$8.96	\$6.90
		0.07%	1,121	1,557,566	\$7.58	\$5.46

Google

Run Date	Language	CTR	Clicks	Impressions	CPC	CPM
1/14 – 2/24/22	English	0.05%	2,660	5,537,579	\$3.01	\$1.45
1/14 – 2/24/22	Spanish	0.09%	2,310	2,537,994	\$1.74	\$1.58
1/14 – 2/24/22	Chinese	0.07%	1,077	3,100,420	\$3.23	\$1.03
1/14 – 2/24/22	Vietnamese	0.03%	1,308	1,823,830	\$1.43	\$1.13
		0.06%	7,355	12,999,823	\$2.59	\$1.36

Nextdoor

Run Date	Language	CTR	Clicks	Impressions	CPC	CPM
1/14 – 2/25/22	English	0.16%	1,379	542,392	\$14.98	\$38.07
		0.16%	1,379	542,392	\$14.98	\$38.07

Valley Water also used its monthly newsletter, news blog, and social media profiles to enhance flood awareness efforts before and during forecasted storms starting as early as September. During the length of the campaign and leading up to anticipated storm events, Valley Water posted flash flood warnings, shared posts with critical messages about flood safety, and promoted the Flood Watch Tool throughout the winter.

Valley Water's flood protection resources page at ValleyWater.org/floodready serves as a hub of flood safety information with icons leading to a series of related web pages, including information on flood zone maps, signing up for emergency alerts, sandbags, reporting local flooding, and safety tips.

Of these subpages, the flood zone awareness page was the most accessed, which features a brief explanation for determining if a home is in a FEMA-designated flood zone. It also features an instructional YouTube tutorial for using FEMA's Map Service and a reminder that flooding can happen anytime it rains.

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All communities were requested to add a link redirecting visitors to ValleyWater.org/floodready, floodsmart.gov, and ready.gov from their respective flood protection resource pages or homepage. All Santa Clara County communities received hard copies of Valley Water's Floodplain Mailer.

Valley Water shared a "Flood Follows Drought 2021-22 Flood Awareness Campaign Media Toolkit" with the CRS communities. The toolkit provided links to the multilingual floodplain mailer, social media graphics, messages for all nine flood awareness tips (PPI CRS message topics), and blog posts for all Santa Clara County communities to use.

The 2021-2022 post-Flood Awareness Campaign survey found:

- 59% recalled receiving mail with information about flood safety (29% in 2020-21).
- 76% are confident they have taken all necessary precautions to protect themselves from floods (64% in 2020-21).
- 61% rate the job Valley Water is doing at keeping them informed as excellent, good, or fair (32% in 2020-21).
- 10% increase in food zone awareness over last year (now at 50-60% awareness).
- 32% increase in recall of flood mailings vs. last year (now at 59% reach) with good recall amongst Spanish, Mandarin, and Vietnamese speakers.
- 58% of respondents clearly understood Valley Water's three main calls to action (find your risk, get flood insurance, develop a plan).
- 12% increase in respondents who believe they have taken all steps to be ready for a flood (now at 76%).
- 11% increase in respondents who have flood insurance (now at 51%).
- 100% of high-risk residents in mobile home parks are aware of our messaging.

The results above demonstrate an effective campaign that is less expensive than general advertising, yielding a savings of approximately \$150,000 with more robust results. In the future, direct mailings to the FEMA SFHA seem to be an alternative outreach strategy for the flood awareness campaign rather than targeted advertising.

Valley Water discussed the new targeted mail approach with the PPI Committee and the Insurance Services Office (ISO). All agreed with this strategy.

Valley Water Education Outreach Program

Valley Water's Education Outreach includes flood awareness messaging in every program presented year-round. A dedicated flood-focused program is offered from October through April, depending on the rainfall situation on any given year.

Valley Water's role as a flood protection agency is highlighted in all presentations, so that participants in the Education Outreach Programs know that flood protection is one of Valley Water's core objectives in Santa Clara County.

The following are the Education Outreach efforts from October 2021 – March 2022.

Valley Water Flood Awareness Messaging

Flood awareness messaging is included in classroom presentations, STEAM (*Science, Technology,*

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Engineering, Art, and Math) programs, libraries, camps, and Wonders of Water Wednesday, an after-school science program.

The following numbers represent the results of general flood protection messaging:

- 197 Presentations
- 4801 attendees
- 193 Educators

Flood-focused Programs

Education Outreach has two programs that focus on flood awareness and preparedness: “The Three Little Pigs and The Bad Weather Wolf” and “Watershed Maps”.

The following numbers represent the results of Flood-focused Programs:

- 47 Presentations
- 986 attendees
- 54 Educators

Community Events

Due to the COVID-19 pandemic, countywide community events in FY22 were postponed.

CRS Participating Communities Outreach/Flood Response Projects

The PPI Committee identified the outreach/flood response projects for each community. The implementation of these projects is reflected in the FY 2022 ‘Project Accomplishments’ column of Attachment 2.

**V. 2022 SANTA CLARA COUNTY CRS USERS GROUP/PPI COMMITTEE MEETINGS –
MONITORING AND EVALUATING THE 2021 PPI**

Santa Clara County CRS Users Group/PPI Committee meetings were held on March 10, 2022, and May 19, 2022. Agenda and attendance sheets for each meeting are included. (Attachments 3-6)

Attendance was good at both meetings and quorum was met with staff from the eleven CRS participating communities. Staff from some non-participating communities, external stakeholders, and other interested parties were also in attendance.

As required by CRS, the objective for the March and May meetings was to monitor the implementation of the 2021 PPI and to determine if the desired outcomes were achieved, as well to discuss if any changes to the 2021 PPI were needed to complete this Annual Evaluation Report. The PPI Committee agreed that the 2021 PPI messaging and projects would remain the same for the duration of the 2021 PPI, which sunsets in 2026.

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At the March 10, 2022 meeting, a draft Project Accomplishment PPI Annual Evaluation Report for FY22 was shared with the communities to review.

The PPI Committee:

- Assessed whether the desired outcomes of the 2021 PPI were achieved in FY22, and what, if anything, should be changed.
- Discussed which communities have adopted the 2021 PPI and that conformed/enacted copy of their agenda items related to submitting the 2021 PPI to their respective governing bodies should be uploaded into Egnyte and a copy sent to Valley Water.
- Provided instruction on how communities will submit updates to Appendix A of the 2021 PPI to Valley Water for consolidating report.
- Communities were informed that all updates were due by the next CRS Users Group Meeting or sooner.

An ISO CRS Specialist shared best practices for Verification Cycle Visits. The specialist also reviewed updated/new/modified prerequisites for CRS Classes 6, 8, and 9, per the Addendum to the 2017 CRS Coordinator's Manual (Edition 2021) which went into effect January 1, 2021.

Lastly, to comply with *CRS Activity 350 - Flood Protection Information, Element c). Flood Protection Website*, from the CRS Coordinator's Manual, CRS participating communities were reminded to ensure to review their flood information landing page *monthly*, to verify all links are valid and *annually*, to ensure content is still relevant and current.

At the May 19, 2022 meeting, the PPI Committee discussed the 2021 PPI Annual Evaluation Report for FY22, reminding the group that the report will be due during scheduled 5-year cycle visits (*for Cities of Gilroy and Morgan Hill*) or as part of communities' annual CRS recertification package which are due on August 1, 2022.

Valley Water Communications staff presented an overview of the 2021-2022 Flood Awareness Campaign, including the Floodplain Mailer that was mailed in December 2021 to all addresses in the FEMA Special Flood Hazard Area (SFHA), as well as to city/town/county managers, public works and planning directors, and the communities' CRS staff.

Additionally, Valley Water Communications staff also shared the FY22 post-campaign polling results with results. Valley and the PPI Committee determined that future flood awareness campaigns have an opportunity for expanded outreach to renters of both single-family homes and multi-family units, as well as providing localized historical flood information and outreach materials in public spaces.

Valley Water CRS staff shared information on the Department of Water Resources (DWR) statewide agency coordination calls scheduled to begin by July 2022. The DWR calls lead up to the 2022 California Flood Preparedness Week (CFPW) that is held annually each October (*specific dates for October 2022 to be announced*). We shared Valley Water's experience in participating on these calls, including the benefits of learning about CFPW, ways to participate, setting up lobby displays for the public, and how to access available resources for public events.

All communities were strongly encouraged to participate this year, including presenting a Resolution (*Valley Water's template available, upon request*) to their respective city councils to adopt CFPW, and to forward the information to their communication and emergency service teams.

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We also discussed Valley Water's plan to provide all communities with 'emergency starter kits' and 'flood event kits' for their use as plans to recommence booth support at various city-hosted events, safety fairs, etc. These resources will ensure our messaging and information on how to 'Get Flood Ready' is uniformed throughout the county.

The consensus of the PPI Committee is that our 2021 PPI implementation is on target and that no changes are needed. Cities who have had the PPI approved by their elected officials reported receiving strong support.

This Annual Evaluation Report is the first report for the 2021 PPI to document our outreach project activities.

VI. FUTURE MESSAGING – Other New Initiatives

The PPI committee identified several new initiatives:

1. Continue and expand the standardized flood message prepared for each community to include flood messages in utility bills yearly, including PG&E.
2. Expand on partnerships with local chambers of commerce to disseminate and share flood preparedness information.
3. Expand on outreach to the Asian and Latino communities who live in flood-prone areas.
4. Expand on outreach to "hot spot" flood-prone areas by hosting on-site or virtual events.
5. Expand on reaching local homeowners associations (HOA)s and apartment associations (*i.e., Executive Council of Homeowners [ECHO]*).
6. Expand on reaching residents in marginal and low-income communities through partnering with organizations that reach these communities (*i.e., Second Harvest Food Bank and others*).
7. Communities could pursue FEMA Matching Funds Grants for severe Repetitive Loss Areas.
8. Review and expand other public information activities, such as Flood Protection Assistance (Activity 360) and Flood Insurance Promotion (Activity 370).
9. Develop a region-wide Flood Response Preparations (FRP) messaging plan.

The messages that the PPI Committee originally chose are still relevant to Santa Clara County. The committee will continue to increase its efforts to encourage people to prepare personal/family emergency plans and be flood-ready. This will be incorporated into the flood preparedness outreach that is done every fall. The PPI Committee will also continue coordinating efforts with the Valley Water's Education Outreach Program to promote flood preparedness in local schools.

The PPI Committee recommends continued use of social media for messaging. Mobile usage among individuals has increased exponentially over the years and online platforms are rapidly adjusting to mobile-friendly standards. This provides an excellent opportunity to modernize campaign ad efforts by utilizing social media and digital advertising to increase exposure and reach a greater number of residents in Santa Clara County. Furthermore, these modern advertising methods allow for specialized demographic targeting to allow reaching a narrow and defined audience, improving the ability to effectively reach vulnerable populations.

In support of our preparedness messaging, the PPI Committee will continue to promote the importance of having family emergency plans and emergency kits ready to go before an emergency/flood event occurs.

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In October 2021, Valley Water partnered with Second Harvest Food Bank of Silicon Valley, to distribute 2,000 emergency preparedness starter kits of emergency supplies to underserved communities.

The PPI Committee will continue to promote the American Red Cross All-Hazard App which monitors alerts for severe weather, including floods, and the Floodsmart.gov and Ready.gov websites. The communities will distribute American Red Cross Emergency Contact Cards at events throughout the county.

VII. CONCLUSION

Overall, the CRS Users Group/PPI Committee successfully implemented the 2021 PPI in FY22. The 2021 PPI allowed participating communities to mutually decide which flood risk reduction messages are most appropriate and identified means by which messages are delivered. The objectives of participating in the 2021 PPI are to enhance the effectiveness of the flood risk messages to residents, reduce flood risks within the county, and earn valuable CRS credit points when identified projects are implemented by communities.

The CRS Users Group/PPI Committee will continue their work efforts through FY23.

Attachments for submission to Valley Water Board, City Councils/Managers, and FEMA as part of 2022 Verification/Recertification Package, as required:

1. Members of the Santa Clara County Multi-Jurisdictional 2021 PPI Committee
2. Appendix A from 2021 SC County Multi-Jurisdictional PPI noting FY22 Project Accomplishments
3. March 10, 2022 Santa Clara County CRS Users Group Meeting Agenda
4. March 10, 2022 Santa Clara County CRS Users Group Meeting Attendance Sheet
5. May 19, 2022 Santa Clara County CRS Users Group Meeting Agenda
6. May 19, 2022 Santa Clara County CRS Users Group Meeting Attendance Sheet

Table 1. Members of the Santa Clara County Multi-Jurisdictional 2021 PPI Committee

Community	Local Government Representative and Alternates	External Stakeholders
County of Santa Clara	Chris Freitas , Sr. Civil Engineer Neville R. Pereira , PE, Development Services Manager, Department of Planning and Development, Floodplain Manager	Marsha Hovey , CADRE Board Chair
Cupertino	Chad Mosley , Assistant Public Works Director/City Engineer, Public Works Department, Floodplain Manager Jennifer Chu , Senior Civil Engineer Public Works Department	Jim Oberhofer , Emergency Coordinator Cupertino ARES/RACES
Gilroy	Gary Heap , City Engineer Public Works Department Jorge Duran , Senior Civil Engineer, Floodplain Manager Public Works Department	Merna Leal , City of Gilroy resident
Los Altos	Steven Golden , Senior Planner, Floodplain Manager Andrea Trese , Associate Civil Engineer	Christopher Wilson , Operations Manager, Los Altos Suburban District, California Water Company
Los Altos Hill	Carl Cahill , City Manager, Floodplain Manager Nichol Bowersox , Public Works Director/ City Engineer Christine Hoffmann , Assistant Engineer (DPW)	Phil Witt , General Manager Purissima Hills Water District
Los Gatos	WooJae Kim , P.E, Town Engineer Parks and Public Works, Floodplain Manager	Annamaria Swardenski , Swardenski Consulting
Milpitas	Steven Erickson , City Engineer/Engineering Director, Floodplain Manager Kan Xu , Principal Civil Engineer, Engineering Land Development Section Brian Petrovic , Associate Civil Engineer Engineering Land Development Section Elizabeth Koo , Administrative Analyst, Engineering Land Development Section	Warren Wettenstein , Chairman of the Economic Development & Trade Commission and President of the Milpitas Chamber
Morgan Hill	Maria Angeles , Senior Civil Engineer, Floodplain Manager, CFM Charlie Ha , Supervising Civil Engineer Engineering & Utilities Department	Swanee Edwards , City of Morgan Hill resident
Mountain View	Renee Gunn , Senior Civil Engineer, Public Works Department Gabrielle Abdon , Assistant Engineer, CFM	Kevin Conant , PG&E
Palo Alto	Rajeev Hada , Project Engineer, CFM Public Works Department, Engineering Services Division, Floodplain Manager	Dan Melick , CERT Volunteer City of Palo Alto resident
San José	Arlene Lew , Principal Engineering Technician Vivian Tom , Senior Transportation Specialist Department of Public Works Development Services Division	Shari Carlet , City of San José resident, certified Floodplain Manager
Santa Clara	Evelyn Liang , Senior Civil Engineer Falguni Amin , Principal Engineer Public Works – Engineering	Kevin Moore , Retired City Council member
Saratoga	David Dorchich , PE, QSP/D, Associate Civil Engineer, Community Development Department, Floodplain Manager	Rebecca Gallardo , Real Estate Agent for Interio, a Berkshire Hathaway Affiliate, servicing all areas of the Bay Area
Sunnyvale	Tamara Davis , Senior Management Analyst	Jeff Holzman , Director, Real Estate District Development Google Agnes Veith , City of Sunnyvale resident
Valley Water	Trisha Howard , Program Administrator Paola Giles , Public Information Representative III Sherilyn Tran , Office of Civic Engagement Unit Manager	Nikki Rowe , American Red Cross

Appendix A
CRS Creditable Outreach and Flood Response Projects by CRS Community
Santa Clara County Multi-Jurisdictional PPI 2021
FY 2022 (Year 1) Project Accomplishments by CRS Communities

Audience	¹ Message	Outcome	Project(s) Proposed to Support the Messages (XX denotes Community acronym, and Outreach Project #)	Assignment	² Schedule	³ Stakeholder	FY 2022 Project Accomplishments
							INPUT HERE ONLY
Community At Large (CAL) – <i>Multilingual Communities</i> – <i>Groups with Special Evacuation Needs</i> – <i>New Residents, Visitors and Tourists</i>	<u>Topic 1:</u> Know your flood hazard Message 1A - Know your flood risk Message 1B - Contact your floodplain manager to find out if your property is in a floodplain Message 1C - Check if your home or business is in a Special Flood Hazard Area <u>Topic 2:</u> Insure your property for your flood hazard Message 2A - Get flood insurance ahead of time Message 2B - Insure your property Message 2C - There is a 30-day waiting period for the policy to take place <u>Topic 3:</u> Protect people from the flood hazard Message 3A - Put your 3-day emergency kit together Message 3B - Follow evacuation orders Message 3C - Learn the best route to high ground <u>Topic 4:</u> Protect your property from the flood hazard Message 4A - Protect your property from the flood hazard Message 4B - Prepare your home Message 4C - Sandbags can offer protection against a foot or less of floodwater Message 4E - Get sandbags before a flood <u>Topic 5:</u> Build responsibility Message 5A - Build responsibly in floodplains Message 5B - Comply with development requirements Message 5C - Check with your local floodplain manager before you build <u>Topic 6:</u> Protect natural floodplain functions Message 6A - Keep creeks clean and flowing Message 6B - Keep debris and trash out of our streams Message 6C - Don't pollute, dump, or drain anything in creeks	Educate our community on flood protection and preparedness measures	(VW OP #01) Multi-language Countywide Mailer (CWM) to every postal address in Santa Clara County (Topics 1-5 and 7, 8)	Valley Water Communications	Each late October or November	All Santa Clara County CRS Communities	Valley Water's annual August 2021 Countywide Mailer (CWM) was sent between August 24 - August 27, 2021, countywide to 735,282 addresses (USPS ECRWSS' <i>Extended/Enhanced Carrier Route Walking Sequence Saturation Postal Customer</i>). The CWM includes flood protection and preparedness measures information, including FEMA map reading services, getting flood insurance, family emergency plans, downloading emergency preparedness app "Ready SCC," and where to get sandbags. Cupertino supports and promotes Valley Water's outreach projects. Gilroy: A utility bill insert was sent to every address in Gilroy in April 2022. Los Altos supports and promotes Valley Water's outreach efforts. Milpitas: A utility bill insert was sent to every address in Milpitas on 12/10/21. This was sent out in four languages (English, Spanish, Vietnamese and Chinese). Mountain View sent out Valley Water's Get Flood Ready flier as a utility billing insert to every City utility customer between 9/6/2021 and 10/25/2021. Palo Alto supports and promotes Valley Water's outreach project. The City of Santa Clara supports and promotes Valley Water's outreach efforts.

¹ **Message Topics:** Outreach Projects (OP): Topic 1 – Know your flood hazard; Topic 2 – Insure your property for your flood hazard; Topic 3 – Protect people from the flood hazard; Topic 4 – Protect your property from the hazard; Topic 5 – Build responsibly; Topic 6 – Protect natural floodplain functions; Topic 7 – Develop a Family Emergency Plan; Topic 8 – Download disaster Apps; Topic 9 – Understand shallow flooding risks – "Don't drive through standing water."
 Flood Response Preparations (FRP): What to Do Before, During and After a Flood/Storm

² Each September, all deliverables need to be reported to Valley Water for tracking purposes.

³ A **stakeholder** can be any agency, organization, or person (other than the community itself) that supports the message. Stakeholders can be: an insurance company that publishes a brochures on flood insurance, even if it is set out at City Hall; a local newspaper that publishes a flood or hurricane season supplement each year; FEMA, if, for example, a FEMA brochure is used as an informational material; schools that implement outreach activities; a local newspaper; a neighborhood or civic association that sponsors and hosts a presentation by a community employee; a utility company that includes pertinent articles in its monthly bills; or presentations made by state or FEMA staff at a Risk Map meeting.

Appendix A
CRS Creditable Outreach and Flood Response Projects by CRS Community
Santa Clara County Multi-Jurisdictional PPI 2021
FY 2022 (Year 1) Project Accomplishments by CRS Communities

Audience	¹ Message	Outcome	Project(s) Proposed to Support the Messages (XX denotes Community acronym, and Outreach Project #)	Assignment	² Schedule	³ Stakeholder	FY 2022 Project Accomplishments
							INPUT HERE ONLY
	<p><u>Topic 7:</u> Develop a Family Emergency Plan Message 7A: Develop an emergency plan</p> <p><u>Topic 8:</u> Download disaster Apps Message 8A - Download disaster emergency apps</p> <p><u>Topic 9:</u> Understand shallow flooding risks - don't drive through standing water Message 9A - Understand shallow flooding risks - don't drive through standing water FEMA's message: "Turn Around Don't Drown®."</p>		(VW OP #02) Distributes a soft copy of our Flood Safety Tips brochure for all SCC CRS communities' use (print hard copies to distribute at events and/or post of flood preparedness webpages) (Topics 1-9)	Valley Water Communications	Annually, November/December	All Santa Clara County CRS Communities	<p>Valley Water shared a "Flood Follows Drought 2021-22 Flood Awareness Campaign Media Toolkit" with the CRS communities in November 2021. The toolkit provided links to the multilingual floodplain mailer, social media graphics, messages for all nine flood awareness tips (PPI CRS message topics), and blog posts for all Santa Clara County communities to use.</p> <p>Cupertino distributes copies of Valley Water's Flood Safety Tips at various fairs/events (i.e., Earth Day Festival) and provides additional copies for the public on display at City Hall. Cupertino also has a direct link to Valley Water's annual mailer and Flood Ready webpage on the City's "Citizen Preparedness" webpage.</p> <p>Los Altos distributes brochures available at city hall, library, and community center. They are also distributed at community events (emergency training, wine stroll, etc.).</p> <p>Palo Alto promotes and distributes Valley Water's Flood Safety Tips at fairs and provides as an informational item on Utility inserts sent every year.</p> <p>The City of Santa Clara has hard copy brochures available at city hall and central library. Planning to distribute at yearly art & wine festival as well.</p>
			(CUP OP #03) Flood notice in the local newsletter, "The Cupertino Scene" (Topics 1-9)	City of Cupertino	Each October or November issue	N/A	Cupertino published the annual flood preparation article in the November 2021 issue of "The Cupertino Scene".
			(LA OP #04) Two (2) newspapers ads, in the Los Altos Town Crier (Topics 1-5)	City of Los Altos	Each fall	N/A	Los Altos published two newspaper ads titled "Assess Your Flood Risk and Flood Insurance Availability" on 10/20/21 and 10/27/21 in the Los Altos Town Crier.
			(LAH OP #05) The town's "Our Town" quarterly newsletter includes information on flood preparedness. The newsletter is mailed out town-wide and is also available online on the town's website (Topics TBD during cycle visit)	Town of Los Altos Hills	Each fall	N/A	Town of Los Altos Hills: No update available - non-CRS participating community.
			(LAH OP #06) The town distributes various flood preparedness and safety materials at events, including Valley Water's annual floodplain mailer and promotional item (e.g., emergency starter kits, Get Flood Ready Emergency Supply Checklist tote bags, etc.), FEMA flood insurance information, ReadySCC, and American Red Cross Flood apps, AlertSCC, sandbag guidelines, flood protection project-specific notices, FEMA NFIP materials, and preparedness activity/coloring books, etc.) to the public	Town of Los Altos Hills	Annually, spring and late summer	N/A	Town of Los Altos Hills: No update available - non-CRS participating community.
			(MIL OP #07) "Flood Public Advisory" brochure to community at large (Topics 1-6)	City of Milpitas	Each December or January	N/A	Milpitas: A utility bill insert was sent to every address in Milpitas on 12/10/21. This was sent out in four languages

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			(MH OP #08) Sends a citywide "Flood Report" brochure (Topics 1-9)	City of Morgan Hill	Annually, close to or during the start of the rainy season	N/A	(English, Vietnamese, Spanish, and Chinese). Morgan Hill mailed out citywide the "2021 Flood Report" brochure between 8/26/2021 and 9/2/2021.
			(MV OP #09) Sends "The View" citywide newsletter, Winter version, includes information on flood risk, flood safety, and the importance of buying flood insurance (Topics 1-9)	City of Mountain View	Fall newsletter edition	N/A	Mountain View published the Volume 2, 2021 edition of the View in September 2021 that featured information on flood awareness, flood insurance, and preparing for the winter storm.
			(MV OP #10) Mails a utility bill insert to all resident and businesses that contains information on flood risk, flood safety, and the importance of buying flood insurance (Topics 9)	City of Mountain View	Between July - September	N/A	Mountain View sent out Valley Water's Get Flood Ready flier as a utility billing insert to every City utility customer between 9/6/2021 and 10/25/2021.
			(PA OP #11) Sends the "Are You Ready for Winter Storms?" flier (aka utilities insert) to all residents and businesses in the City, along with their utility bills (Topics 1-9)	City of Palo Alto	Each Fall	N/A	Palo Alto sent "Are You Ready for Winter Storms?" fliers to all residents and businesses along with their utility bills in September 2021.
			(PA OP #12) Sends out utility announcement, "Anytime it can rain, it can flood. Don't get caught off-guard" (Topics 1, 2,3, 4, 5, 6, 7, & 9 – will pursue adding other topic)	City of Palo Alto	Each March/April	N/A	Palo Alto sent a utility announcement as an informational announcement on utility bills in March 2021.
			(PA OP #13) The city distributes various flood preparedness and safety documents, including FEMA NFIP materials for public/policyholders	City of Palo Alto	Year Round	N/A	Palo Alto distributes flood preparedness documents every year during the Earth Day event and Palo Alto's MSC Open House.
			(SC OP #14) Mails out a citywide newsletter for residents and businesses called "Inside Santa Clara" (Topics 1-9)	City of Santa Clara	Each fall	N/A	Santa Clara: Citywide newsletter was sent to residents and is available on the city website in November 2022.
		Educate our community on flood protection and preparedness measures Increase in 'hits' on Valley Water and communities Flood Protection Resources webpage — <i>These website projects are credited under Activity 350 – Flood Protection Information, element c). Flood protection website (WEB).</i>	(VW OP #15) Flood Ready webpage: Flood & Safety, Flood Protection Resources, includes floodplain and countywide mailers https://www.valleywater.org/floodready	Valley Water	Year Round	All Santa Clara County CRS Communities	Valley Water's flood protection resources landing page includes the most current version of the annual floodplain and countywide mailers. Cupertino's Flood Section under the "Citizen Preparedness" webpage has a link that redirects to Valley Water's Flood Ready landing page. Gilroy's "Flood Management" and "Emergency Preparedness" web pages link to Valley Water's Flood ready landing page. Los Altos' "Floodplain Management Information" web page links to Valley Water's Flood Ready web page. Palo Alto's "Flood Information and Winter Storm Preparedness" webpage redirects to Valley Water's Flood Ready landing page.

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		<p><i>not credited under Activity 330</i></p> <p><i>Note: To receive any WEB credit, the community's website must meet the following criteria:</i></p> <p><i>The community must check the website's links at least monthly, and fix those that are no longer accurate. At least annually, the community must review the content to ensure that it is still current and pertinent</i></p>	<p>(ALL OP #16) All communities' website flood protection resources webpage includes language that contains the three additional PPI priority messages noted below:</p> <ol style="list-style-type: none"> 7. Develop an emergency plan 8. Download disaster apps 9. Understand shallow flooding risks—don't drive through standing water 	All Santa Clara County Communities	Year Round	N/A	<p>Valley Water's flood protection resources landing page includes the top 6 CRS priority topic messages, as well as the 3 additional messages identified in the 2021 PPI (page 45).</p> <p>Cupertino's Flood Section under the "Citizen Preparedness" webpage includes the CRS 9 topics.</p> <p>Gilroy's "Emergency Preparedness" webpage includes the CRS 9 topics. Additionally, several posts on Email Express and social media were shared with this messaging.</p> <p>Morgan Hill's "Flood Information, Floodplain Management" webpage includes a link to the "2021 Flood Report" that includes the CRS 9 topics.</p> <p>Palo Alto's utility insert includes all three additional PPI priority messages, and the Flood Information and Winter Storm Preparedness website has a link to the utility insert which shows the three additional PPI.</p> <p>City of Santa Clara's "Flood Protection Information" webpage includes resources for preparedness.</p>
			(SCC OP #17) Hosts a "Storm and Flood Information and Resources" webpage available for all residents in the county, includes re-directing to www.floodsmart.gov https://www.sccgov.org/sites/opa/Pages/storm.aspx	Santa Clara County Office of Public Affairs	Year Round	N/A	Santa Clara County: No update available - non-CRS participating community
			(SCC OP #18) Hosts a "Flood Safety Information" webpage, includes re-directing to www.vallewater.org/floodready https://cpd.sccgov.org/flood-safety-information	Santa Clara County Consumer Protection Division	Year Round	N/A	Santa Clara County: No update available - non-CRS participating community
			(SCC OP #19) Hosts a "Be a Prepared Community Member" webpage that includes emergency preparedness information https://emergencymanagement.sccgov.org/be-prepared-community-member	Santa Clara County Office of Emergency Management	Year Round	N/A	Santa Clara County: No update available - non-CRS participating community
			(SCC OP #20) Hosts a "People with Access and Functional Needs (AFN)" webpage https://emergencymanagement.sccgov.org/people-access-and-functional-needs-afn	Santa Clara County Office of Emergency Management	Year Round	N/A	Santa Clara County: No update available - non-CRS participating community

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			(CUP OP#21) Hosts a "Citizen Preparedness" webpage that includes emergency preparedness information, includes re-directing to Valley Water's www.valleywater.org/floodready webpage https://www.cupertino.org/residents/community-services-programs/emergency-services/citizen-preparedness	City of Cupertino Office of Emergency Services	Year Round	N/A	Cupertino continues to maintain the Flood Section under the "Citizen Preparedness" webpage, including a link that redirects to Valley Water's Flood Ready webpage.
			(GIL OP #22) The city hosts an "Emergency Preparedness" webpage Emergency Preparedness Gilroy, CA - Official Website (cityofgilroy.org) (listed in Appendix B)	City of Gilroy Fire Department	Year Round	N/A	Gilroy continues to maintain an "Emergency Preparedness" webpage, including a link that redirects to Valley Water's Flood Ready landing page, the National Weather Service webpage, and the City's Flood Management webpage. The Emergency Preparedness webpage is reviewed once a month and updated as needed.
			(LA OP #23) The city's Public Works Department hosts a "Flood Zone Information" webpage on its website (listed in Appendix B) https://www.losaltosca.gov/publicworks/page/flood-zone-information	City of Los Altos Public Works Department	Year Round	N/A	Los Altos: The webpage is updated as needed. The webpage has been updated and new URL is: https://www.losaltosca.gov/publicworks/page/floodplain-management-information
			(LAH OP #24) The town hosts a "Flood information" webpage on the town's website. This webpage includes information on the PPI nine topics, including a supporting message. The webpage redirects to the following key resource websites: www.valleywater.org/floodready , www.floodsmart.org , www.ready.gov , and www.weather.gov	Town of Los Altos Hills	Year Round	N/A	Town of Los Altos Hills: No update available - non-CRS participating community
			(LG OP #25) The town's website encourages residents and businesses to purchase flood insurance and redirects visitors to www.floodsmart.gov	Town of Los Gatos	Year Round	N/A	Town of Los Gatos: No update available - non-CRS participating community
			(MIL OP #26) The city's website has a "Flood Information" webpage that contains information on several of the PPI message topics; the webpage also redirects to Valley Water, FEMA, NOAA, www.floodsmart.gov , www.ready.gov , and USGS webpages The city's website also has a "Important Flood Hazard Information" webpage that contains information on several of the PPI message topics; the webpage also redirects to Valley Water, FEMA, NOAA, www.floodsmart.gov (listed in Appendix B) https://www.ci.milpitas.ca.gov/milpitas/departments/engineering/flood-information/	City of Milpitas Engineering Department	Year Round	N/A	Milpitas: On-going. Link: https://www.ci.milpitas.ca.gov/milpitas/departments/engineering/flood-information/
			(MH OP #27) The city's website has a "Flood Information, Floodplain Management" webpage that contains city's flooding information which redirects to their Floodplain Management page and includes a link to the city's annual "Flood Report." The webpage redirects Valley Water's flood ready webpage and also contains FEMA flood information http://www.morgan-hill.ca.gov/747/Flood-Information Floodplain Management City of Morgan Hill, CA - Official Website	City of Morgan Hill Engineering Land Development	Year Round	N/A	Morgan Hill's "Flood Information, Floodplain Management" webpage includes a link to the "2021 Flood Report" brochure.

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			(MH OP #28) The city's website has an "Emergency Preparedness" webpage (listed in Appendix B) http://www.morgan-hill.ca.gov/133/Emergency-Preparedness	City of Morgan Hill Police Department	Year Round	N/A	Morgan Hill continues to maintain its "Emergency Preparedness" webpage. In February 2021, a link to the City's Office of Emergency Services' (OES) "Do 1 Thing" emergency preparedness campaign was added to the "Emergency Preparedness" webpage. The "Do 1 Thing" is a 12-month program with a goal of assisting the community to be better prepared for emergencies and disasters.
			(MV OP #29) Hosts a "Flood Protection and Insurance Information" webpage on its website (listed in Appendix B) www.mountainview.gov/depts/pw/flood_protection.asp	City of Mountain View Public Works Department	Year Round	N/A	Mountain View continues to maintain its flood protection webpage.sa
			(PA OP #30) Hosts a "Floodplain Management" webpage (listed in Appendix B) https://www.cityofpaloalto.org/gov/depts/pwd/stormwater/floodzones.asp	City of Palo Alto Public Works Department	Year Round	N/A	Palo Alto has a "Floodplain Management" webpage that has all relevant information regarding flood plain management topics.
			(PA OP #31) Hosts a "Flood Safety Tips" webpage www.cityofpaloalto.org/storms/flood_safe_11-16.cdr (cityofpaloalto.org)	City of Palo Alto Public Works Department	Year Round	N/A	Palo Alto's "Flood Information and Winter Storm Preparedness Webpage" has links to the "Flood Safety Tips" flier.
			(PA OP #32) Hosts a "Creek Monitor" webpage (listed in Appendix B) https://www.cityofpaloalto.org/gov/depts/pwd/creek_monitor/default.asp	City of Palo Alto Public Works Department	Year Round	N/A	Palo Alto hosts a real time creek monitor webpage that warns residents of imminent danger of flooding.
			(PA OP #33) Hosts a "Flood Information and Winter Storm Preparedness" webpage which contains useful information for flood readiness (listed in Appendix B) https://www.cityofpaloalto.org/services/public_safety/flood_information_winter_storms/default.asp	City of Palo Alto Office of Emergency Services	Year Round	N/A	Palo Alto's "Flood Information and Winter Storm Preparedness" website has useful information on flood preparedness for before storm, during storm and after storm.
			(SJ OP #34) The city's webpages includes a "Flood Hazard Zones" webpage which includes information of flood preparedness https://www.sanjoseca.gov/your-government/departments/public-works/development-services/floodplain-management	City of San Jose Public Works, Development Services	Year Round	N/A	San Jose: Website includes flood zone and flood smart information
			(SC OP #35) The city's "Flood Protection Information" webpage contains valuable information on flood related topics https://www.santacruz.ca.gov/our-city/departments-g-2/public-works/engineering/flood-protection (also listed in Appendix B)	City of Santa Clara	Year Round	N/A	Santa Clara: Website is updated and maintains flood topic information
			(SAR OP #36) The city's website encourages residents/businesses to purchase flood insurance and redirects visitors to www.floodsmart.gov	City of Saratoga	Year Round	N/A	Saratoga: No update available - non-CRS participating community
			(SAR OP #37) The city has a "Staying Safe, Winter Storms" webpage. They have also linked the city's Winter Storms webpage to Valley Water's Flood Ready webpage https://www.saratoga.ca.us/218/Winter-Storms	City of Saratoga	Year Round	N/A	Saratoga: No update available - non-CRS participating community
			(SUN OP #38) The city has a "Flood Protection" webpage Sunnyvale, CA - Flood Protection (listed in Appendix B)	City of Sunnyvale	Year Round	N/A	Sunnyvale: The City continues to maintain its flood protection website.

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	Topics 1-9 and supporting messages Flood Awareness Media Campaign, including social media	Educate our community on flood protection and preparedness measures	(VW OP #39) Conducts a flood awareness media campaign, reaching the community at large, including our multilingual community. Many of the Santa Clara County CRS Communities recognize Valley Water's Flood Awareness Campaign and link it on their community's flood information web page and redirect to Valley Water's Flood Ready webpage (Topics 1-9) <i>Campaign features social media videos and postings on various platforms (i.e. Facebook, Twitter, Instagram, Nextdoor, etc.), digital banners, newspaper advertorials, radio ads, billboards, utility bill inserts for communities to use, communities redirect to ValleyWater.org/FloodReady and television/mobile ads targeting residents who live in flood-prone areas and multilingual ethnic communities</i>	Valley Water Communications	Annually, for the duration of the rainy season, typically from November to April	All Santa Clara County CRS Communities	<p>Valley Water: In addition to social media outreach, in lieu of a Flood Awareness Campaign, Valley Water mailed out 3 targeted pieces to addresses in the SFHA. All outreach projects included the 9 CRS topics and were multilingual.</p> <ol style="list-style-type: none"> 1. FPM – 60,790 were printed; 4,450 were given to the cities/county (Public Works and Planning Departments) between December 2021 – February 1, 2022; 54,790 were mailed on December 13-14, 2021; The FPM is posted on Valley Water's website 2. Postcard – 55,000 were printed; 52,502 were mailed on 10/29/21 (need soft copy of postcard) 3. "You Live in a Flood Zone – Do You Know What to Do Before, During, and After a Flood?" trifold: 54,790 mailed on January 11, 2022 <p>We received the results of the 2021-22 Flood Awareness Probolsky Poll. The results below point to an effective campaign that was less expensive than general advertising, yielding a savings of about \$150,000 with stronger results. Going forward, direct mailings to the FEMA SFHA seem to be a good outreach strategy for the flood awareness campaign vs. targeted advertising.</p> <p>Some highlights:</p> <ul style="list-style-type: none"> • 28% increase in those who believe that Valley Water is doing an excellent job in keeping them informed of a flood (now 87% believe we do an excellent, good or fair job). • 10% increase in food zone awareness over last year (now at 50-60% awareness). • 32% increase in recall of flood mailings vs. last year (now at 59% reach) with good recall amongst Spanish, Mandarin and Vietnamese speakers. • 58% of respondents clearly understood our 3 main calls to action (find your risk, get flood insurance, develop a plan). • 12% increase in respondents who believe they have taken all steps to be ready for a flood (now at 76%). • 11% increase in respondents who have flood insurance (now at 51%). • 64% Believe home is prepared for a flood (100% of Chinese, 75% of Vietnamese believe they are ready). • 100% of high-risk residents in mobile home parks are aware of our messaging.

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							<ul style="list-style-type: none"> Very good results amongst Asian respondents on all areas of polling. <p>Areas for growth:</p> <ul style="list-style-type: none"> We have an opportunity for future outreach to renters of both single-family homes and multi-family units. <p>Los Altos included an insert provided by Valley Water to all residents and businesses via a refuse collection bill insert in October and December 2021.</p>
			(VW OP #40) As part of the flood awareness campaign, a 'Get Flood Ready, Social Media and Web Resources Guide' is provided to all cities/county in Santa Clara County for their use as part of their outreach efforts	Valley Water	Upon the completion of the annual FPM	All Santa Clara County CRS Communities	<p>Valley Water: Provided all cities/county its social media and web resources guide in November 2021.</p> <p>Cupertino posted a series of social media posts during Flood Preparedness Week in October 2021 using Valley Water's guide.</p> <p>Los Altos has included links to the flood awareness campaign web resources in electronic newsletters during FY2022.</p> <p>Palo Alto has Valley Water's Flood Awareness Campaign linked on the City's Flood Information and Winter Storm Preparedness website.</p> <p>City of Santa Clara has posted social media posts for flood awareness week in Fall 2021.</p>
			(SCC OP #41) Shares Valley Water's digital social media resource links during the flood season. The "Floods Follow Fires. Are you Ready?" and "Got Sandbags" messages redirect to Valley Water's website. Messages are used on social media, short form newsletter, short form email, web, and Nextdoor	Santa Clara County Office of Emergency Management	Year Round	N/A	Santa Clara County: No update available - non-CRS participating community
			(CUP OP #42) Recognizes the robust social media campaign led by Valley Water and has linked the city's main flood preparation webpage to Valley Water's Flood Ready webpage	City of Cupertino	Year Round	N/A	Cupertino continues to maintain the Flood Section under the "Citizen Preparedness" webpage, including a link that redirects to Valley Water's Flood Ready webpage.
			(GIL OP #43) The city recognizes Valley Water's Flood Awareness Campaign and has linked the city's main flood webpage to Valley Water's Flood Ready webpage	City of Gilroy	Year Round	N/A	Gilroy: The "Emergency Preparedness" and Public Works "Flood Management" webpage both link to Valley Water's Flood Ready webpage.
			(LAH OP #44) The town recognizes Valley Water's Flood Awareness Campaign and has linked the town's main flood webpage to Valley Water's Flood Ready webpage	Town of Los Altos Hills	Year Round	N/A	Town of Los Altos Hills: No update available - non-CRS participating community

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			(LG OP #45) Recognizes Valley Water's Flood Awareness Campaign and has linked the Town's main flood webpage to Valley Water's Flood Ready webpage	Town of Los Gatos	Year Round	N/A	Town of Los Gatos: No update available - non-CRS participating community
			(MV OP #46) The city does a social media notification about storm preparation for winter storms ahead of time. The notification directs residents to their "Flood Protection and Insurance Information" webpage. The city has also linked the city's webpage to Valley Water's Flood Ready webpage	City of Mountain View	Year Round	N/A	Mountain View shared a Facebook post in October 2021 regarding preparing for the upcoming rain. A post regarding flood preparedness was featured in our email distribution "City Hall Connection" in celebration of Flood Preparedness Week in October 2021.
			(SC FRP #47) City publishes social media posts, on Facebook, Twitter, and other platforms, focused on safety The city has prepared a pre-flood plan (FRP) for public information projects that will be implemented before, during, and after a storm/flood, as well as identifying who is responsible for posting these messages, what type of events they apply to, what social media platforms to post to and how often	City of Santa Clara Office of Emergency Services	During the storm season	N/A	Santa Clara: Information was posted on social media for flood awareness week led by city streets division
			(SJ OP #48) Recognizes Valley Water's Flood Awareness Campaign and has linked the city's main flood webpage to Valley Water's Flood Ready webpage. Keeps Valley Water's floodplain mailer static location at City Hall for residents to pick-up and is also distributed at various events throughout the year	City of San Jose	Year Round	N/A	San Jose: Floodplain mailer available at City Hall and website linked to Valley Water's Flood Ready webpage.
			(SAR OP #49) Recognizes Valley Water's Flood Awareness Campaign and has linked the city's main flood webpage to Valley Water's Flood Ready webpage	City of Saratoga	Year Round	N/A	Saratoga: No update available - non-CRS participating community
			(SAR OP #50) The city does a social media notification about storm preparation for winter storms ahead of time	City of Saratoga	Year Round	N/A	Saratoga: No update available - non-CRS participating community
			(SUN OP #51) The city actively posts flood safety and preparedness messaging through social media platforms (i.e., Facebook and Twitter)	City of Sunnyvale Environmental Services	During the rainy season (October – March)	N/A	Sunnyvale: City staff posted information to Facebook regarding keeping the storm drain clear to prevent clogging.
Topics 1-9 and supporting messages	Community Events – Distribute flood preparedness materials to the community	Educate our community on flood protection and preparedness measures Increase in 'hits' on Valley Water and cities Flood Protection Resources pages and improve Valley Water's Flood Campaign results Residents less stress during emergencies and	(VW OP #52) Copies of Valley Water's multilingual floodplain mailer is made available to all Santa Clara County CRS Communities to disseminate at various events, including keeping the mailer static in lobby areas for visitors to pick-up. Valley Water attends various communities' events/fairs throughout the county and disseminates flood readiness materials, including various FEMA flood-related publications and Valley Water flood ready materials (Topics 1–9)	Valley Water	Annually, September - May	All Santa Clara County CRS Communities	Valley Water's multilingual (English, Spanish, Chinese, and Vietnamese) annual FPM were provided to all Santa Clara County city/county Public Works and Planning Departments between December 2021 - February 1, 2022. The FPM is posted on our website. 60,790 FPMs were printed; 54,790 were mailed to addresses in the SFHA on December 13-14, 2021; 4,450 provided to the cities/county (Public Works and Planning Departments) between December 2021 - February 1, 2022; and remaining copies were used as needed by Valley Water CRS, Communications and Government Relations staff.

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		better prepared before a flood event					<p>Cupertino distributes copies of Valley Water's Floodplain Mailer at various fairs/events and provides additional copies for the public on display at City Hall.</p> <p>Los Altos has mailer available at city hall and public library. During FY2022, events were limited due to COVID-19.</p> <p>Palo Alto distributes Valley Water's multi-language floodplain mailer during fairs during Earth Day event and Palo Alto's Open House every year.</p> <p>Santa Clara: Fliers and additional information are currently at city hall and public library.</p>
			(CUP OP #53) Distributes flood readiness outreach materials at various events/facilities	City of Cupertino	Year Round, as needed	N/A	Cupertino distributes copies of Valley Water's Floodplain Mailer and other promotional items provided by Valley Water at various fairs/events and provides additional copies of the mailer for the public on display at City Hall.
			(GIL OP #54) Participates in two fair/events: Gilroy Garlic Festival (GF) and city's Public Works Week Community Open House (PWWCOH)	City of Gilroy	End of July (GF) Typically, in May (PWWCOH)	N/A	Gilroy: There was no Garlic Festival or Public Works Week Community Open House in 2021, so no materials were distributed.
			(LAH OP #55) Hosts two events - Earth Day (ED) and the Town Picnic (TP)	Town of Los Altos Hills	Annually, Spring (ED) and late Summer (TP)	N/A	Town of Los Altos Hills: No update available - non-CRS participating community
			(MIL OP #56) Distributes FEMA flood-related publications at various events	City of Milpitas	Year Round	N/A	Milpitas: Ongoing. Distributed at the most recent event "Holiday Magic" which was held in December 2021.
			(MV OP #57) The city participates Mountain View Art & Wine Festival (MVA&WF) and Thursday Night Live (TNL) and distributes flood preparedness information	City of Mountain View	Each September (MVA&WF) Months of June/July (TNL)	Valley Water	Mountain View: Due to COVID restrictions these events did not happen or were modified from the previous years. Therefore, we were not able to distribute the materials. If COVID restrictions allow, we plan to resume attendance and distribution of materials in future years.
			(PA OP #58) Staff hosts a flood readiness table at city's annual Earth Day (ED) event and at the city Municipal Corporation Open House (MCOH). Upon request, the city also participates in other fairs and promotes flood readiness, including Creekwise mailer/brochure	City of Palo Alto	Each April (ED) and July (MCOH)	Can vary depending on requests made to City to support fairs	Palo Alto hosts a flood readiness table at the Earth Day Event and City Municipal Corporation Open House. The City distributes flood readiness fliers during the event.
			(SJ OP #59) Staff hosts and participates in the 'Building Permits and Home Safety Open House.' The city's also hosts 'Pumpkins in the Park' event which Valley Water staff participates in and promotes flood preparedness	City of San Jose	Each May and October	Valley Water	San Jose: City hosts annual Building and Home Safety open house. However, this year's event is on hold due to COVID-19 pandemic.

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							<p>Cupertino's Flood Section under the "Citizen Preparedness" webpage has a link to Valley Water's Floodplain Mailer. The City also includes the "Do Not Dump" messaging in The Cupertino Scene's annual flood preparedness article.</p> <p>Palo Alto has Valley Water's CWM and FPM linked on the City's Flood Information and Winter Storm Preparedness website.</p> <p>Valley Water's Operations & Maintenance continues its practice of placing "Do Not Dump" signs on waterways/channels.</p> <p>Valley Water's project notices lists the pollution hotline number. https://www.valleywater.org/project-updates/your-neighborhood</p> <p>Palo Alto installs Storm Drain Stenciling/Medallion on all public right of way catch basin and inlets.</p> <p>City of Santa Clara: Stenciling/Medallion installed on public catch basins/inlets.</p> <p>Santa Clara County: No update available - non-CRS participating community.</p> <p>Sunnyvale: The City still produces the Horizon newsletter and includes a "Do Not Dump" message.</p> <p>Valley Water mark's each inlet with a "No Dumping! Flows to Bay" message on Valley Water properties.</p> <p>Gilroy requires all new storm inlets and catch basins to include a stencil or medallion with no dumping, flows to creek/waterway language for development projects.</p> <p>Morgan Hill requires all storm drain inlets and catch basins within the project area of development applications to be stenciled with prohibitive language (such as: "NO DUMPING – DRAINS TO CREEK") and/or graphical icons to discourage illegal dumping.</p> <p>Cupertino includes the "Do Not Dump" messaging in The Cupertino Scene's annual flood preparedness article.</p>
			(VW OP #66) "Do Not Dump" signs placed by waterways/channels	Valley Water O&M	Year Round	N/A	
			(VW OP #67) Lists Pollution Hotline number in all Project Notices	Valley Water Communications	Year Round	N/A	
			(SCC OP #68) Storm Drain Stenciling/Medallion Program	Santa Clara County	Year Round	All Santa Clara County CRS Communities	
			(SUN OP #69) The city's "Horizon" newsletter, includes Do Not Dump messaging	City of Sunnyvale	Annually, fall	N/A	
			<p>(ALL OP #70) Developments that are modifying or constructing new catch basins/storm drains/inlets are required, per the below-noted permits, to stencil the "No Dumping! Flows to Bay." In addition, some of these cities require all bid documents for capital projects which are modifying or constructing new catch basins, and require the contractors to install the same stencil. The program is also highlighted on cities' websites.</p> <ul style="list-style-type: none"> South County municipalities are subject to the statewide "Phase II" NPDES Permit North County municipalities are subject to the SF Bay Municipal Regional Stormwater NPDES Permit 	All	Year Round	N/A	
			(CUP OP #71) The city's annual flood notice in the local newsletter, 'The Cupertino Scene,' contains dumping is illegal messaging and how to report	City of Cupertino	Annually, October - November	N/A	

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							INPUT HERE ONLY
			(CUP OP #72) Participates in clean-up events: the annual National River Clean-up Day (NRCD) and Coastal Clean-Up Day (CCD). They coordinate with Valley Water on both these clean-up efforts. The city also participates in Valley Water's Adopt-a-Creek Program	City of Cupertino	Each May (NRCD) and September (CCD)	Volunteers Valley Water Stream Stewardship	Cupertino participated in Coastal Clean-Up Day on 9/18/21 at Calabazas Creek. Cupertino also helped to advertise and support Valley Water's "virtual" cleanups (cleaning up your own neighborhood) every Saturday in May 2021.
			(LAH OP #73) The town participates in annual clean-up events: National River Clean-up Day (each May) and Coastal Clean-up Day (each September) and coordinates volunteers. They coordinate with Valley Water on both these clean-up efforts. The town also participates in Valley Water's Adopt-a-Creek Program	Town of Los Altos Hills	Each May (NRCD) and September (CCD)	Volunteers Valley Water Stream Stewardship	Town of Los Altos Hills: No update available - non-CRS participating community.
			(MIL OP #74) "Flood Public Advisory" brochure contains dumping is illegal messaging and how to report	City of Milpitas	Each December or January	N/A	Milpitas: The City's flood advisory utility bill insert has information about illegal dumping and how to report it.
			(MIL OP #75) Participates in annual clean-up events: National River Clean-up Day (NRCD) and Coastal Clean-Up Day (CCD). They coordinate with Valley Water on both these clean-up efforts. The city also participates in Valley Water's Adopt-a-Creek Program	City of Milpitas	Each May (NRCD) and September (CCD)	Volunteers Valley Water Stream Stewardship	Milpitas: CCD held as a hybrid in-person group and individual led in September 2021. NRCD is planned for May 2022 with two cleanup locations.
			(MH OP #76) "Flood Report" contains message on keeping debris and trash out of streams – Do Not Dump messaging	City of Morgan Hill	Annually, close to or during the start of the rainy season	N/A	Morgan Hill's "2021 Flood Report" brochure contained the messages "Keep debris and trash out of our streams" and "It's illegal to dump into our creeks".
			(PA OP #77) "Are You Ready for Winter Storms?" utilities insert contains the Do Not Dump and report illegal dumping messages	City of Palo Alto	Each fall	N/A	Palo Alto includes Do Not Dump and Report Illegal Messages on City's utility insert.
			(PA OP #78) Utility bill insert includes a "Utility Announcement on Flood Safety Tips," including Protect natural floodplains - keep rain gutters and drainage channels free of debris	City of Palo Alto	Annually, March-April	N/A	Palo Alto includes Protect Natural Floodplains-keep rain gutters and creeks free of debris messages on flood safety tips sent as Utility Announcement and the flier sent as an attachment on utility bills every year.
			(PA OP #79) Participates in annual clean-up events: National River Clean-up Day (NRCD) and Coastal Clean-Up Day (CCD). They coordinate with Valley Water on both these clean-up efforts. Additionally, the city participates in Valley Water's Adopt-a-Creek Program	City of Palo Alto	Each May (NRCD) and September (CCD)	Volunteers Valley Water Stream Stewardship	Palo Alto participates every year during National River Clean-up Day on Matadero and Adobe Creek. Palo Alto also participates in the multi-jurisdictional effort on creek clean-up of San Francisquito Creek.
			(PA OP #80) Clean-ups of trash booms located in Matadero Creek and Adobe Creek are done annually on an as-needed basis. The city also assesses its hot spots and cleans up the local drainage system on an ongoing basis and part of its operations and maintenance	City of Palo Alto	Annually, as needed	N/A	Palo Alto City staff clean-ups trash booms on Matadero Creek and Adobe Creek, assess hot spots and clean ups on an ongoing basis on the entire City's storm drain network system.
			(SUN OP #81) "Horizon" newsletter includes a "Know How to Be FloodSafe" article that promotes the Do Not Dump message	City of Sunnyvale	Each October, Fall Edition	N/A	Sunnyvale: The City still includes a "flood Safe" message in the fall Horizon.
Residents and Businesses in the	Topic 1: Know your flood hazard Message 1A - Know your flood risk Message 1B - Contact your floodplain manager to find out if your property is in a floodplain	Residents/businesses in the SFHA are aware they're in the SFHA and prepare before floods	(VW OP #82) Multi-language floodplain mailer (FPM) to all residents and businesses within the SFHA in Santa Clara County (Topics 1–9)	Valley Water	Each November/ December	All	Valley Water's multi-language (English, Spanish, Chinese, and Vietnamese) FY 21-22 FPM was sent to all SC County parcels in the FEMA SFHA; 54,790 FPMs were mailed on December 13-14, 2021.

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							INPUT HERE ONLY
Special Flood Hazard Area (SFHA) <i>– Low Lying Areas, Along Rivers and Creeks</i> <i>– Coastal Communities at Risk for Sea Level Rise/Tsunamis</i> <i>– Repetitive Loss (RL) Areas</i>	Message 1C - Check if your home or business is in a Special Flood Hazard Area <u>Topic 2:</u> Insure your property for your flood hazard Message 2A - Get flood insurance ahead of time Message 2B - Insure your property Message 2C - There is a 30-day waiting period for the policy to take place	Increase in number of flood insurance policies in the SFHAs and RLAs in the county in general Prospective buyers understand flood risks	(CUP OP #83) Flood notice in the local newsletter, The Cupertino Scene, which reaches residents and businesses in the SFHA (Topics 1-9)	City of Cupertino	Each October or November issue	N/A	Los Altos supports this effort.
	<u>Topic 3:</u> Protect people from the flood hazard Message 3A - Put your 3-day emergency kit together Message 3B - Follow evacuation orders Message 3C - Learn the best route to high ground	Increase number of elevation certificates on file, and structures repaired with permits; decrease the number of repetitive loss increase homes	(LA OP #84) Letter, along with a "Are You Prepared for a Flood in Your Neighborhood?" brochure to property owners in the SFHA (Topics 1-8)	City of Los Altos	Annually, each fall	N/A	Los Altos: A utility bill insert was sent out to all residential customers in October and all commercial customers in December via Mission Trail (Refuse Collection partner). A letter to all SFHA property owners will be sent during FY2022.
	<u>Topic 4:</u> Protect your property from the flood hazard Message 4A - Protect your property from the flood hazard Message 4B - Prepare your home Message 4C - Sandbags can offer protection against a foot or less of floodwater Message 4E - Get sandbags before a flood	Increase in the number of flood insurance policies with contents coverage	(LAH OP #85) The town's "Our Town" quarterly newsletter includes information on flood preparedness. The newsletter is mailed out town-wide and is also available online on the town's website (<i>Topics TBD during cycle visit</i>)	Town of Los Altos Hills	Each fall	N/A	Town of Los Altos Hills: No update available - non-CRS participating community.
	<u>Topic 5:</u> Build responsibility Message 5A - Build responsibly in floodplains Message 5B - Comply with development requirements Message 5C - Check with your local floodplain manager before you build		(MIL OP #86) "Flood Public Advisory" brochure to residents and businesses within SFHA (Topics 1-6)	City of Milpitas	Each December or January	N/A	Milpitas: A utility bill insert was sent to every address in Milpitas on 12/10/21. This was sent in four languages (English, Vietnamese, Spanish and Chinese).
	<u>Topic 6:</u> Protect natural floodplain functions Message 6A - Keep creeks clean and flowing Message 6B - Keep debris and trash out of our streams Message 6C - Don't pollute, dump, or drain anything in creeks		(MH OP #87) Sends a citywide "Flood Report" brochure, including to those in the SFHA (Topics 1-9)	City of Morgan Hill	Annually, close to or during the start of the rainy season	N/A	Morgan Hill's "2021 Flood Report" brochure was sent out citywide.
	<u>Topic 7:</u> Develop a Family Emergency Plan Message 7A: Develop an emergency plan		(MV OP #88) Sends "The View" citywide newsletter, Winter version, includes information on flood risk, flood safety, and the importance of buying flood insurance (Topics 1-9)	City of Mountain View	Fall newsletter edition	N/A	Mountain View published the Volume 2, 2021 edition of the View in September 2021 that featured information on flood awareness, flood insurance, and preparing for the winter storm.
	<u>Topic 8:</u> Download disaster Apps Message 8A - Download disaster emergency apps		(MV OP #89) Mails a utility bill insert to all resident and businesses that contains information on flood risk, flood safety, and the importance of buying flood insurance (Topics 9)	City of Mountain View	Between July - September	N/A	Mountain View sent out Valley Water's Get Flood Ready flier as a utility billing insert to every City utility customer between 9/6/2021 and 10/25/2021.
	<u>Topic 9:</u> Understand shallow flooding risks - don't drive through standing water Message 9A - Understand shallow flooding risks - don't drive through standing water FEMA's message: "Turn Around Don't Drown*."		(PA OP #90) Sends the "Are You Ready for Winter Storms?" flier (<i>aka utilities mailer</i>) to all residents and businesses in the city, including to those in the SFHA, along with their utility bills (Topics 1-9)	City of Palo Alto	Each fall	N/A	Palo Alto sent "Are You Ready for Winter Storms?" flier as utility inserts during fall of 2021.
			(PA OP #91) Sends out utility announcement, "Anytime it can rain, it can flood. Don't get caught off-guard" (Topics 1, 2, 3, 4, 5, 6, 7, & 9 - <i>will pursue adding other topic</i>)	City of Palo Alto	Each March/April	N/A	Palo Alto sent flood safety tips as a utility announcement in March 2021.
			(SC OP #92) Mails out a citywide, including all addresses in the SFHA, newsletter for residents and businesses called "Inside Santa Clara" (Topics 1-9)	City of Santa Clara	Each fall	N/A	Santa Clara: Newsletter was sent on November 1, 2021, and available on City website.

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							Project Accomplishments
							INPUT HERE ONLY
	Topic 2: Insure your property for your flood hazard Message 2A – Get flood insurance ahead of time Message 2B – Insure your property Message 2C – There is a 30-day waiting period for the policy to take place	Increase in number of flood insurance policies in the SFHAs, RLAs, and in the county in general Prospective buyers understand flood risks Increase in the number of flood insurance policies with contents coverage	(SUN OP #93) Sends two (2) mailers and one (1) "Horizon" newsletter article "Know How to Be Flood Safe" that promotes flood safety and flood preparedness messaging targeted to all residents and businesses within the SFHA (Topics 2 and 4)	City of Sunnyvale	Each fall around October	N/A	Sunnyvale: The City still sends out mailers to targeted residents and a flood safe newsletter article.
			(SUN OP #94) Sends mailer to all those in the SFHA (Topics 1-4, and 7)	City of Sunnyvale	Each October	N/A	Sunnyvale: The City still sends out these mailers. The mailers were sent October 2021.
			(SCC OP #95) Sends letters to the properties in the unincorporated section in the areas of the county's mapped repetitive loss areas	Santa Clara County	Annually, each fall	N/A	Santa Clara County: No update available - non-CRS participating community.
			(CUP OP #96) Continues to send a letter to former repetitive loss properties	City of Cupertino	Annually, mid-year	N/A	Cupertino continues to send out an annual letter to former repetitive loss properties.
			(MH OP #97) Sends a notice to repetitive loss (RL) areas as required by FEMA	City of Morgan Hill	Annually, each summer	N/A	Morgan Hill sent letters to properties in the City's mapped repetitive loss areas in July 2021.
			(PA OP #98) Sends letters to the properties in the city's mapped repetitive loss areas, highlighting flood safety tips	City of Palo Alto	Annually, typically August - September	N/A	Palo Alto sent letters to properties in the City's mapped repetitive loss areas, highlighting flood safety tips in August 2021.
			(SJ OP #99) Sends letters to the properties in the city's mapped repetitive loss areas	City of San Jose	Annually, each typically between September - December	N/A	San Jose: Letters sent to general repetitive loss property areas in March 2022.
Messengers to Other Target Audiences (Organizations & Businesses Serving the Community)	Topic 1: Know your flood hazard Message 1A - Know your flood risk Message 1B - Contact your floodplain manager to find out if your property is in a floodplain Message 1C - Check if your home or business is in a Special Flood Hazard Area Topic 2: Insure your property for your flood hazard Message 2A - Get flood insurance ahead of time Message 2B - Insure your property Message 2C - There is a 30-day waiting period for the policy to take place Topic 3: Protect people from the flood hazard Message 3A - Put your 3-day emergency kit together Message 3B - Follow evacuation orders Message 3C - Learn the best route to high ground Topic 4: Protect your property from the flood hazard Message 4A - Protect your property from the flood hazard Message 4B - Prepare your home	Educate our community on flood protection and preparedness measures by working and coordinating with groups who serve as messengers, to people who are at risk of flooding, as they provide their respective business service	(VW OP #100) Administers a "Let's Talk Water" Speakers Bureau Program that customizes presentations to update groups on specific issues provide updates on Valley Water projects, including flood protection projects and to educate residents on existing flood risks as well as provide resources and tips to be flood ready. https://www.valleywater.org/learning-center/lets-talk-water-speakers-bureau	Valley Water Communications Unit	On a project-specific basis or as requested	Could vary from year-to-year Kiwanis Rotary Clubs Homeowners and Neighborhood Associations Forum Groups Association of Realtors	Valley Water's 'Let's Talk Water' Speakers Bureau Program is active and available to the community. General presentations discuss Valley Water's flood protection, including flood preparedness and awareness, and our creeks and ecosystems. Customized presentations for groups on specific issues are also available.
			(VW OP #101) Participates in booth duty support at various events and fairs throughout the county, including Valley Water Capital project meetings or other events, as requested by various organizations	Valley Water Office of Government Relations	Annually. During the flood season (starting in September – May)	All Santa Clara County CRS Communities	Valley Water did not undertake booth support during FY22 due to the COVID-19 pandemic.
			(VW OP #102) Partner with local Second Harvest Food Bank with distributing FEMA and Valley Water flood preparedness materials, including promotional item(s) as available	Valley Water CRS Program	In October (during CFPW)	Second Harvest Food Bank of Silicon Valley	Valley Water partnered with Second Harvest Food Bank (SHFB) of Silicon Valley in October 2021. 2,000 'Get Flood Ready' emergency starter kit donations were distributed by SHFB on behalf of all Santa Clara County CRS communities.

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	<p>Message 4C - Sandbags can offer protection against a foot or less of floodwater</p> <p>Message 4E - Get sandbags before a flood</p> <p><u>Topic 5:</u> Build responsibility</p> <p>Message 5A - Build responsibly in floodplains</p> <p>Message 5B - Comply with development requirements</p> <p>Message 5C - Check with your local floodplain manager before you build</p> <p><u>Topic 6:</u> Protect natural floodplain functions</p> <p>Message 6A - Keep creeks clean and flowing</p> <p>Message 6B - Keep debris and trash out of our streams</p> <p>Message 6C - Don't pollute, dump, or drain anything in creeks</p> <p><u>Topic 7:</u> Develop a Family Emergency Plan</p> <p>Message 7A: Develop an emergency plan</p> <p><u>Topic 8:</u> Download disaster Apps</p> <p>Message 8A - Download disaster emergency apps</p> <p><u>Topic 9:</u> Understand shallow flooding risks – don't drive through standing water</p> <p>Message 9A - Understand shallow flooding risks - don't drive through standing water</p> <p>FEMA's message: "Turn Around Don't Drown"."</p>		<p>(ALL OP #103) Other New Initiatives <i>(as noted in the PPI document)</i></p> <ol style="list-style-type: none"> 1. Continue and expand the standardized flood message prepared for each community to include flood messages in utility bills each year, including PG&E. 2. Expand on partnerships with local chambers of commerce to disseminate and share flood preparedness information. 3. Expand on outreach to the Asian and Latino communities who live in flood prone areas. 4. Expand on outreach to "hot spot" flood prone areas by hosting on-site or virtual events. 5. Expand on reaching local homeowners associations (HOAs) and apartment associations (<i>i.e. Executive Council of Homeowners [ECHO]</i>). 6. Expand on reaching residents in marginal and low-income communities through partnering with organizations that reach these communities. (<i>i.e. Second Harvest Food Bank and others</i>). 7. Communities could pursue FEMA Matching Funds Grants for severe Repetitive Loss Areas. 8. Review and expand other public information activities, such as Flood Protection Assistance (Activity 360) and Flood Insurance Promotion (Activity 370). 9. Develop a region-wide Flood Response <i>Preparations (FRP)</i> messaging plan. <p>(CUP OP #104) The city provides a Winter Preparedness notification informing contractors that during the winter season, they need to winterize their project(s) site as certain soil disturbance activities are not allowed during the rainy season</p> <p>(MIL OP#105) On a project-specific basis, the city provides contractors a Winter Preparedness notification that informs them that during the winter season, they need to winterize their project(s) site. Certain soil disturbance activities are not allowed during the rainy season</p>	All	TBD	TBD	<p>Valley Water, as the lead agency for the Santa Clara County CRS Group/PPI Committee, included the 'New Initiative' topic for discussion on its August 2021, March 10, 2022, and May 19, 2022 meeting agendas.</p> <p>The following new initiatives were accomplished in FY22:</p> <ol style="list-style-type: none"> 1). Valley Water continues to offer assistance to all communities for standardizing flood messaging to include as a utility bill insert. 5). Valley Water's 'Let's Talk Water: Speakers Bureau Program offers presentations on the history of the district and how we operate and includes information on flood preparedness. Presentations can be customized for groups, as requested. 6). Due to the COVID-19 pandemic, countywide in-person community events in FY22 were postponed or canceled. Instead, Valley Water partnered with Second Harvest Food Bank of Silicon Valley to distribute 2,000 emergency preparedness starter kits of emergency supplies to underserved communities in October 2021. 9). At the May 19, 2022 CRS Users Group/PPI Committee Meeting, this initiative was discussed. The idea was to develop an FRP similar to the one submitted by the City of Santa Clara for which full FRP credit was yielded. As we are looking at the feasibility of regionalizing the CRS Program for our area, this initiative will be evaluated in conjunction with the Feasibility Study being conducted. <p>Cupertino continues to prepare and mail the rainy season letters every year to applicable projects. These letters were mailed in late August 2021.</p>
			(MIL OP#105) On a project-specific basis, the city provides contractors a Winter Preparedness notification that informs them that during the winter season, they need to winterize their project(s) site. Certain soil disturbance activities are not allowed during the rainy season	City of Milpitas	On a project-specific basis	Various contractors	Milpitas: On-going. The City of Milpitas will be sending out winterization notices to larger development projects this winter.
	<p><u>Topic 2:</u> Insure your property for your flood hazard</p> <p>Message 2A - Get flood insurance ahead of time</p> <p>Message 2B – Insure your property</p> <p>Message 2C – There is a 30-day waiting period for the policy to take place</p>	<p>Increase in number of flood insurance policies in the SFHAs and in the county in general</p> <p>Prospective buyers understand flood risks</p>	<p>(MH OP #106) The city mails out a newsletter, "Ask Before You Buy: Know Your Flood Risk!" to local real estate agents which are provided to homebuyers to help determine the flood risk of the property being purchased (<i>listed in Appendix B</i>)</p> <p>(PA OP #107) Sends out letters to real estate agencies informing them of their responsibility to identify flood hazard areas and to take advantage of the Flood Zone Lookup on the city's website</p>	<p>City of Morgan Hill</p> <p>City of Palo Alto</p>	<p>During the rainy season</p> <p>Annually, beginning of flood season (September/October)</p>	<p>Real Estate Agencies/Agent</p> <p>Real Estate Agencies/Agent</p>	<p>Morgan Hill will be sending the brochure to real estate agents in Fall 2022.</p> <p>Palo Alto sent letters to real estate agencies informing of their responsibility to identify flood hazard areas in August 2021.</p>

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		<i>These projects are credited under Activity 340 (DFH and REB) – Additional credit is provided if the PPI states that real estate agents should (or have agreed to) advise house hunters about the flood hazard and that real estate agents give house hunters a REB brochure</i>	(SJ OP #108) Sends out letters to real estate and insurance agencies and lenders, informing them of their responsibility to identify flood hazard areas and to take advantage of the Flood Zone Lookup on the city's website on the "Flood Hazard Zones webpage and advises to contact the city for map reading services and elevation certificates on file	City of San Jose	At the beginning of the flood season (September – December)	Real Estate Agencies/Agent	San Jose: Email letters to real estate, insurance agencies and lenders in January 2022.
			(SUN OP #109) Sends mailer/postcard targeted to real estate agents informing them of the client's responsibility for identification and purchase of flood insurance and the availability of the automatic 15% discount	City of Sunnyvale	Each October	Real Estate Agencies/Agents	Sunnyvale: The City sent the mailers to real estate agents September 2021.

Agenda

Santa Clara County CRS Users Group & Program for Public Information (PPI) Committee Meeting

March 10, 2022 | 1-3 p.m.

Zoom Meeting

<https://valleywater.zoom.us/j/88438590277?pwd=VDBFbW5aEVBSIAyQ2FaT3BValNoZz09&from=addon>
Meeting ID: 884 3859 0277 | Passcode: 568494 | +1 669 900 9128 US (San Jose)

Purpose: PPI Stakeholder Committee Annual Evaluation Meeting to monitor the Implementation of the 2021 Santa Clara County Multi-Jurisdictional Program for Public Information per Activity 330, Outreach Project, Element 332.c. Program for Public Information (PPI), Step 7 requirement ([See page 2 of this agenda](#))

Outcome: 2021 PPI Annual Evaluation Report, Year 1 of 5 ([See page 2 of this agenda](#))

Section	Meeting Topic	Presenter	Time
1.	Introductions	All	10 min
2.	Review of the meeting Purpose and Outcome	Merna Leal	2 min
3.	350 – Flood Protection Information Element c). Flood Protection <u>Website</u> (WEB): <ul style="list-style-type: none"> Monthly (<i>links</i>) and annual review (<i>content</i>) of communities' Flood Information landing page 	Merna Leal	2 min
4.	Best practices for the Verification Cycle Visit - Discussion by Insurance Services Office (ISO) <ul style="list-style-type: none"> Addendum to the 2017 CRS Coordinators Manual (Edition: 2021) <i>Effective January 1, 2021</i> <ul style="list-style-type: none"> Class 8 <u>New</u> Prerequisite: Enforcement of a freeboard standard for residential buildings Class 6 <u>Updated</u> Prerequisite: New subsection inserted Class 9 <u>New/modified</u> Prerequisite: Subsection (3) replaced, and first sentence of Subsection (5) replaced Need to see all higher NFIP regulations marked up in community's ordinance or regulations Correlate Open Spaces with required parcel spreadsheet(s) 	Heidi Carlin, ISO CRS Specialist	5 min
5.	2021 Multi-Jurisdictional Program for Public Information (PPI) Annual Evaluation Report, Year 1 of 5 <ul style="list-style-type: none"> Assess whether the desired outcomes were achieved and what, if anything, should be changed Which communities have adopted the PPI? Conformed/enacted copy should be in Egnyte; please upload and send copy to VW Using the 2021 PPI and Activity 330 Outreach Project worksheets provided on 5/20/21, discuss how communities will submit updates to Valley Water for consolidating report input Communities' updates due by next CRS Users Group Meeting or sooner 	All	45 min
6.	Next meeting – Joint CRS Users Group/Program for Public Information (PPI) Committee Meeting	All	2 min
7.	Adjourn		

Step 7: Implement, monitor, and evaluate the program. The Program for Public Information committee meets at least annually to monitor the implementation of the outreach projects. The committee assesses whether the desired outcomes were achieved and what, if anything, should be changed. This work is described in an evaluation report that is prepared each year, sent to the governing body, and included in the annual recertification.

Documentation for PPI Provided by the Community

In addition to the materials provided for OP and FRP credit:

- (1) At the initial verification visit,
 - (a) A copy of the Program for Public Information document.
 - (b) Minutes of the meetings, sign-in sheets, or other documentation of the committee members' participation.
 - (c) Documentation that the Program for Public Information has been adopted by the community.
- (2) **At each annual recertification,**
 - (a) Documentation that the Program for Public Information document has been reviewed and adjusted annually. This is in the form of a report, table, or spreadsheet that summarizes each outreach project, what was done, and the outcomes.
 - (b) Minutes of the meetings, sign-in sheets, or other documentation of the committee members' participation in the annual review.
- (3) **At subsequent verification visits** when a Program for Public Information update is due,
 - (a) Documentation that the Program for Public Information document has been updated. This can be a new document or an addendum to the existing document that updates the needs assessment and all sections that should be changed based on evaluations of the projects. The update must be adopted following the same process as approval of the original document.
 - (b) Minutes of the meetings, sign-in sheets, or other documentation of the committee members' participation in the update.
 - (c) Documentation that the Program for Public Information update has been adopted by the community.

Santa Clara County CRS Users Group / PPI Committee Meeting Attendance Sheet

March 10, 2022

1:00 - 3:00pm

Zoom

Attendees

Name (Original Name)	Guest
Merna Leal, Valley Water	No
Sherilyn Tran, Valley Water	No
Warren Wettenstein, Milpitas External Stakeholder	Yes
Brian Petrovic, Milpitas	Yes
Evelyn Liang, Santa Clara	Yes
Lea Velasco, Sunnyvale	Yes
Christian Tran, Santa Clara	Yes
Maria Angeles, Morgan Hill	Yes
Amy Fonseca, Valley Water	No
Vency Woo, Los Altos	Yes
Heidi M. Carlin, CFM - ISO	Yes
Jennifer Chu, Cupertino	Yes
Gabrielle Abdon, Mountain View	Yes
Arlene Lew, San Jose	Yes
Renee Gunn, Mountain View	Yes
Marlene Jacobs - ISO	Yes
Roberto Alonzo, Milpitas	Yes
Rajeev Hada, Palo Alto	Yes
Suzanne Park, Sunnyvale	Yes
Elizabeth Koo, Milpitas	Yes
Vivian Tom, San Jose	Yes
Steve Golden, Los Altos	Yes
Gary Heap, Gilroy	Yes
Daryl Jordan, Gilroy	Yes
Tamara Davis, Sunnyvale	Yes
Steven Erickson, Milpitas	Yes
David Dorcich, Saratoga	Yes
Peter Pirnejad, Town of Los Altos Hills	Yes

Quorum Met: Missing communities, County of Santa Clara, Town of Los Gatos

Agenda

Santa Clara County CRS Users Group & Program for Public Information (PPI) Committee Meeting

May 19, 2022 | 10:00am – 12:00 noon

Join Zoom Meeting

<https://valleywater.zoom.us/j/82332622770?pwd=bVBXa3pYcG54Y2d6WjRzMFEFVzB3dz09>

Meeting ID: 823 3262 2770

Passcode: 174435

+1 669 900 9128 US (San Jose)

Purpose: PPI Stakeholder Committee Annual Evaluation Meeting to monitor the Implementation of the 2021 Santa Clara County Multi-Jurisdictional Program for Public Information per Activity 330, Outreach Project, Element 332.c. Program for Public Information (PPI), Step 7 requirement

Outcome: 2021 PPI Annual Evaluation Report, Year 1 of 5

Section	Meeting Topic	Presenter	Time
1.	Introductions	Amy Fonseca	10 min
2.	Review of the meeting goals and agenda	Amy Fonseca	5 min
3.	FY21-22 Flood Awareness Campaign <i>new approach: targeted outreach items to all addresses in the FEMA SFHA</i> FY22-23 Flood Awareness Campaign	Paola Giles	20 min
4.	Public Event Giveaway Items (All) <ul style="list-style-type: none">Emergency starter kits	Amy Fonseca	5 min
5.	California Flood Preparedness Week (October 2022) <ul style="list-style-type: none">Statewide Agency Coordination Calls leading up to CFPW (<i>kicks off mid-May to early June 2022</i>)Annual Valley Water Board ResolutionFlood event kits for all cities/countyLobby display example	Amy Fonseca	20 min
6.	Complete development of the 2021 Multi-Jurisdictional Program for Public Information (PPI) Annual Report, Year 1 of 5 Note: Due during 5-year cycle visit or as part of annual re-certification, due 8/1/22)	Merna Leal	30 min
7.	Activity 350 – Flood Protection Information <ul style="list-style-type: none">Annual comprehensive review of communities' flood information websites	Amy Fonseca	5 min
8.	Other items <ul style="list-style-type: none">ISO training - TBD	Amy Fonseca	5 min
9.	Adjourn		

For questions, please contact Amy Fonseca at (408) 630-3005 (office) or (408) 691-8889 (cell)
or afonseca@valleywater.org

Santa Clara County CRS Users Group / PPI Committee Meeting Attendance Sheet

May 19, 2022

10:00 - 12:00noon

Zoom

Name (Original Name)	Guest
Merna Leal (Valley Water)	No
Amy Fonseca (Valley Water)	No
Gabrielle Abdon (City of Mountain View)	Yes
Lea Velasco (City of Sunnyvale)	Yes
Meghan Azralon (Valley Water)	No
Christian Tran (City of Santa Clara)	Yes
Paola Giles (Valley Water)	No
Falguni Amin (City of Santa Clara)	Yes
David Dorcich (City of Saratoga)	Yes
Elizabeth Koo (City of Milpitas)	Yes
Gary Heap (City of Gilroy)	Yes
Vivian Tom (City of San Jose)	Yes
Jenn Chu (City of Cupertino)	Yes
Darrell Wong (Santa Clara County)	Yes
Roberto Alonzo (City of Milpitas)	Yes
Steve Golden (City of Los Altos)	Yes
Rajeev Hada (City of Palo Alto)	Yes
Peri Newby (City of Campbell)	Yes
Brian Petrovic (City of Milpitas)	Yes
Swanee Edwards (City of Morgan Hill Ext. Stakeholder)	Yes
Renee Gunn (City of Mountain View)	Yes

Quorum Met: Missing communities, Town of Los Altos Hills, Town of Los Gatos

TO: Rachael Gibson, Chief of External Affairs**FROM:** Bart Broome, Assistant
Officer for State
Government Relations**SUBJECT:** Congratulations Letter for the New Executive
Director of the San Francisco Bay Regional
Water Quality Control Board**DATE:** July 8, 2022

Attached to this memorandum is a copy of a letter of congratulations from Chair Pro Tem Varela to the new Executive Director of the San Francisco Bay Regional Water Quality Control Board, Eileen White.



Bart Broome
Assistant Officer for State Government Relations

BOARD OF DIRECTORS[John L. Varela](#) / Chair Pro Tem (District 1)[Barbara F. Keegan](#) (District 2)[Richard P. Santos](#) (District 3)[Linda J. LeZotte](#) (District 4)[Nai Hsueh](#) (District 5)[Tony Estremera](#) (District 6)[Gary Kremen](#) (District 7)**CHIEF EXECUTIVE OFFICER**[Rick L. Callender, Esq.](#)**CLERK OF THE BOARD**[Michele L. King, CMC](#)

July 8, 2022

Ms. Eileen White, Executive Director
San Francisco Bay Regional Water Quality Control Board
1515 Clay Street, Suite 1400
Oakland, CA 94612

Dear Ms. White:

On behalf of the Board of Directors of the Santa Clara Valley Water District (Valley Water), I would like to congratulate you on your recent appointment as Executive Director of the San Francisco Bay Regional Water Quality Control Board (SF Regional Board).

The people of the San Francisco Bay Area will benefit greatly from your experience in water supply and wastewater management. Your many years working with the East Bay Municipal Utilities District, background in civil engineering, and understanding of how difficult it can be to deliver critical public benefit projects amid a multilayered environmental permitting regimen, will be a benefit to the SF Regional Board, permit applicants, and to water quality. You have seen firsthand that a regulator's vision of perfection can sometimes result in high costs without commensurate benefit in water quality and other environmental outcomes. You are well-positioned to balance the responsibility of protecting and enhancing the environment with the need for the timely and cost-effective delivery of other critical public benefits.

As the regional water supply, groundwater management, flood protection, and stream stewardship agency for the 2 million people of Santa Clara County, Valley Water works with the SF Regional Board on numerous critically important projects. The Anderson Dam Seismic Retrofit Project, the 10-year project to remove and replace our region's largest reservoir, and the South San Francisco Bay Shoreline Project, the landmark sea-level rise and flood protection project using nature-based solutions and traditional levee construction, are just two of our projects delivering critical public benefits, including significant environmental and water quality enhancements.

As climate change impacts are becoming more acute, the missions of the State and Regional Water Boards to protect and facilitate public water supply must play a larger role. Extended droughts, the loss of Sierra snowpack, saltwater intrusion, groundwater depletion, and the need to proceed with Direct Potable Reuse projects make it more difficult for California water agencies to deliver affordable water supplies. The SF Regional Board could not have a more qualified member than you, a highly experienced professional ready to address these challenges.

Ms. Eileen White

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July 8, 2022

All of us at Valley Water appreciate your appointment, and we wish you every success as you continue a remarkable career in public service. Once you are settled into your new role, I encourage you to meet with our Chief Executive Officer, Rick Callender, to discuss major milestones ahead for Valley Water and the SF Regional Board. Again, congratulations on your appointment as Executive Director. Please do not hesitate to contact me or the staff at Valley Water for anything you may need.

Sincerely,

A handwritten signature in black ink, reading "John L. Varela". The signature is fluid and cursive, with the first name "John" being the most prominent.

John L. Varela

Chair Pro Tem, Board of Directors

cc: Board of Directors (7), R. Callender, M. Richardson, R. Gibson, B. Broome

hh:jh

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