



City of Gilroy

STAFF REPORT

Agenda Item Title:

Approval of the Annual Evaluation Report for the Santa Clara County Multi-Jurisdictional Program for Public Information Associated with the Community Rating System of the National Flood Insurance Program

Meeting Date:

August 21, 2023

From:

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Department:

Public Works

Submitted By:

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STRATEGIC PLAN GOALS

Maintain and Improve City Infrastructure

RECOMMENDATION

Approve the Annual Evaluation for FY23 Report for the Santa Clara County Multi-Jurisdictional Program for Public Information associated with the Community Rating System of the National Flood Insurance Program.

EXECUTIVE SUMMARY

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.

Eleven (11) communities in Santa Clara County, including the City of Gilroy, and Santa Clara Valley Water District (Valley Water) have actively participated in the FEMA NFIP CRS for over 30 years.

A portion of the CRS involves community outreach activities. A Program for Public Information (PPI) is an ongoing local effort to identify, prepare, implement, and monitor a range of public information activities that meet specific local needs. The CRS credits the implementation of public outreach projects identified in a PPI, which, in turn, helps the City achieve better insurance premium discounts for its residents and businesses. Through the PPI planning process, activities are monitored, evaluated, and revised to improve effectiveness. 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.

BACKGROUND

The City has been a participating community in the CRS Program of FEMA's NFIP Program since May 1, 2007. Eleven Santa Clara County communities, including the City of Gilroy, participate in the CRS Program in partnership with Valley Water. The committee communities have worked together to develop and adopt the 2021 Multi-Jurisdictional PPI. The PPI is to be updated every five years.

The PPI activity was introduced into the CRS Program in 2013 and is voluntary. As a collaborative PPI process, the committee agencies worked together to decide what flood risk reduction messages are most appropriate and designed a program to deliver these messages. FEMA requires the elected body of each community to approve this PPI to receive points for having an approved plan under the NFIP's CRS.

Currently, the City has a CRS class rating of 7 which provides a 15% flood insurance discount for properties located within the special flood hazard area or 100-year floodplain and 5% discount for non-floodplain properties.

ANALYSIS

The CRS Program provides credits for designing and carrying out public outreach projects. CRS credits for individual outreach projects can be increased if a community has a PPI. The PPI can help design an entire public information program, not just outreach projects.

The PPI committee is comprised of both staff and non-governmental representatives who bring different perspectives and suggestions for a better outreach plan. For Gilroy, Public Works staff and a stakeholder representative, Ms. Merna Leal, are the committee members. Ms. Leal is a Gilroy resident and past District CRS program manager.

ALTERNATIVES

Council may choose to not approve the Multi-Jurisdictional PPI. This would require staff to develop separate outreach projects and/or develop a public information program for

the City to increase the City's CRS credits. Failure to approve this PPI limits the availability of additional CRS credits for outreach projects for the City.

FISCAL IMPACT/FUNDING SOURCE

The expense for creating this PPI was included in Valley Water's adopted budget; therefore, there are no City fiscal impacts from approval of this PPI. There are no expected additional costs in staff's continued participation in the PPI process.

PUBLIC OUTREACH

A copy of the Annual Evaluation Report for FY23 of the Santa Clara County Multi-Jurisdictional PPI 2021 will be posted in the Public Works' Flood Management webpage.

NEXT STEPS

Staff will continue to participate in the PPI committee which will re-convene annually to evaluate the PPI and to make appropriate adjustments as needed. At the City's next CRS Verification visit (estimated in 2023), staff will submit a copy of the PPI to receive CRS credit.

Attachments:

1. Annual Evaluation Report for FY23 for the Santa Clara County Multi-Jurisdictional PPI 2021