



CITY OF WEST SACRAMENTO, CALIFORNIA PROGRAM FOR PUBLIC INFORMATION



City of West Sacramento, Flood Protection Division
1110 West Capitol Avenue, West Sacramento, CA 95691

December 2018

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**City of West Sacramento
2017 Floodplain and Stormwater Management
Program for Public Information (PPI)**

Mission Statement:

“To serve as the community voice for shaping the City’s flood-related public outreach efforts, provide local knowledge on the best methods of accessing key sectors of the population, elevate public awareness and build resilience in a time of economic and ecologic change.”

1. Background

The City of West Sacramento is a northern California community with small town charm and big City opportunities. West Sacramento is a vibrant city, recognized regionally and statewide for its innovation, quality of life, and unrivaled potential. The City strongly identifies itself as a “River City” and embraces its waterfront, and all that it has to offer. Incorporated in 1987, it is located along the west bank of the Sacramento River, just a five-minute walk or bike ride over the Tower Bridge away from Downtown Sacramento. West Sacramento boasts miles of riverfront hiking and biking trails and a network of multi-modal connectivity. The City offers 33 parks, open space areas, and open plazas for recreation. This recreational space inventory is made up of 200 acres of park and special use facilities, 1025 acres of open space and nature trails, 58 acres of outdoor amenities, and 32 acres of recreational corridors. West Sacramento provides its residents and visitors with a plethora of active recreational opportunities, in addition to endless breathtaking views of the riverfront, and its flora and fauna.

The City is part of the National Flood Insurance Program (NFIP) and has been participating in the Community Rating System (CRS) since 2010. The CRS is a program offered by the NFIP to avoid or reduce flood damage to insurable property, encourage comprehensive floodplain management, and increase public awareness of flood risk and flood insurance coverage. As of May 1, 2017, the City is rated a Class 6, which provides its residents with a discount on their flood insurance premiums. Residents with homes located outside of the Special Flood Hazard Area (SFHA) are eligible for a 10% discount in their flood insurance policy premiums. Residents with homes located within the SFHA can receive a 20% discount on their premiums.

Since 2010, the City has experienced a return of property investment. With the investment, an increased awareness of the need for improved and increased flood protection. The City Flood Program has expanded, and public outreach enhanced. The City is protected by over 52 miles of levees, which are now undergoing intensive improvements. The City provides flood safety and preparedness information to the public on the City website. The Flood Division has developed an interactive and educational video game that encourages community members to “Plan, Pack, Protect” to reach out to our youngest constituents. The formal governing body of the Flood

Program is West Sacramento Area Flood Control Agency (WSAFCA). WSAFCA is composed of community members, City Staff, Local Reclamation Districts, and Council members.

For 2018, the City would like to improve the CRS rating even more. With new outreach activities in place, levee construction well underway, and a newly invigorated CRS program, the City would like to formally adopt for the Program for Public Information (PPI) to assist with flood outreach projects. The formalization of the PPI will allow for a more strategic outreach program and improve upon the programs that currently exist. It is the City's goal to improve the CRS rating further, to give the residents even more relief on their flood insurance costs. The City believes strongly in the CRS, and its value to the community.

2. PPI Focus Group Members

The Program for Public Information Committee (Committee) members represent a healthy cross-section of the community. City staff will bring the technical knowledge about flood hazards, flood risk, floodplain management, the levee systems, emergency preparedness, and flood fight activities. The balance of the committee members will bring expertise in areas such as insurance, local business, and economic development. The membership is as follows:

- Greg Fabun, WSAFCA General Manager
- Bryan Jonson, City of West Sacramento Fire Marshall
- Paul Hosley, City of West Sacramento Public Outreach
- Lori Hawkins, Hawkins Home Loans, Inc
- Ryan Maguire, State Farm Insurance Agent
- Representative from Farmers Insurance

The purpose of the Committee is to aide in developing the PPI, and to help determine appropriate target audiences, key messages, and techniques for relaying these messages to the desired audiences. The Committee will partner with the City's Public Information Officer (PIO) Paul Hosley to disseminate these messages.

"West Sac Flood Protect" was first established as a public outreach portal linked to the City website, in 2012. Staffing changes occurred in the fall of 2015 and the management of the CRS program was shifted to a new person. A CRS Team was formed, composed of City employees. The group first met on March 2, 2016, to discuss the CRS program, open space, City drainage systems, erosion control, and public outreach techniques. The team assembled on June 15 and held a meet and greet with the City's Insurance Services Offices representative. In January 2017, the City was informed by the ISO that it had been given a rating Class 6.

In August of 2018, the team reached out to members of the community, and joined forces with members of the West Sacramento Chamber of Commerce, and local real estate professionals. This newly formed committee stands behind the preexisting public outreach portal "West Sac Flood Protect."

The role of "West Sac Flood Protect" is to educate the community members about how to best protect themselves and their property from flood events. This includes knowing one's flood risk, emergency preparedness, flood fight activities, how to build responsibly, wet and dry floodproofing techniques, and flood insurance promotion.

The “Committee first met on September 13, 2018, to draft the formal PPI Document, and again on December 21, 2018, to incorporate feedback from the ISO/CRS Coordinator. Moving forward, the committee will meet twice a year, in September and April, at the West Sacramento Civic Center. The meetings will be open to the public. City staff will develop the meeting agendas, agenda reports, and facilitate the meetings. Meeting minutes will be kept for every meeting and will also be published on the City web-site for public viewing. Public involvement and input will be encouraged.

3. Goals

The members of the City of West Sacramento’s PPI Committee will strive to provide the community with continued dissemination of flood safety and preparedness information, tips on preventing flood damage, and an opportunity for education about flood risk and associated benefits of having flood insurance. The PPI Plan is to accomplish this by proposing the following goals:

1. Through public outreach information and materials, persuade members of the community to partake in behaviors and activities that prevent future flood damage and improve flood hazard preparedness.
 - A. Provide meaningful information to members of the community, to allow them to understand their flood risk, and protect themselves and their property effectively.
 - B. Disseminate flood safety and preparedness tips in a highly visible way, using the City Website, publications, social media, and other platforms available or necessary.
2. Provide fast and effective assistance to members of the community for flood- related concerns. This includes providing wet and dry floodproofing advice, answering flood zone and flood insurance inquiries, and seeking solutions for those who have experienced flooding.

4. Community Needs Assessment

The City of West Sacramento has over 53,000 residents. Currently, about 10% percent of the City is in the Special Flood Hazard Area (SFHA). The majority of the property located in the SFHA is designated as open park space or lies adjacent to the Sacramento River, and other inland manmade waterways.

The group concurs that all members of the community must be educated about flood risk awareness and preparedness. The Committee further agrees that reaching out to new members of the community is critical. New residents may not be aware of their property’s flood risk, the programs or services available to them, or the appropriate emergency response in the event of a flood. New property owners and renters will have similar needs, but potentially very different noticing requirements. Many of the renters, especially in multi-tenant housing situations will miss out entirely on information disseminated in utility bill mailings.

Due to the diverse demographic in the community, it is vital that the Committee utilize a variety of methods to disseminate flood risk awareness and preparedness messages. There is a distinct difference between residents living in the northern portion of town (95605) and the southern portion (95691). Over 60% of the homes in the southern area are owner occupied, compared to just under 39% in the north. Income varies greatly between the two regions. The median income for residents in the south is nearly double that of residents in the north. Approximately 27% of the northernmost community live below the poverty level.

Language barriers exist at a higher percentage amongst the population living in the north area. These language barriers could complicate communicating even basic emergency messages and information.

The aging and disabled community is also a concern. Although residents who are 65 years and older are a small percentage of the population, it is estimated that by 2035, their number will more than double. With the increase in the older population, advance preparation and planning will be vital in a flood event.

The Committee agrees that despite the fact that the majority of the community, and all insurable buildings are located in Zone X, which does not require mandatory flood insurance, the zoning designation could change at any time. FEMA is presently in the process of remapping communities. FEMA has postponed remapping the City while the City works on strengthening the levee system, but the extent of the postponement is unknown. When the City is remapped, with the current conditions in place, a large portion of the City will be located within the SFHA, and flood insurance will be required for many residents. For those residents, their insurance premiums will double, if not triple.

5. Flood Hazards

Floods have been the most frequent and considerable natural hazard affecting West Sacramento. Flood Protection is the #1 priority for the City of West Sacramento. The Committee has determined that the primary causes of flood in the City include:

- **Flash Flooding:** The term “flash flood” describes localized floods of high volume and short duration, generally less than four hours. This type of flood usually results from a heavy rainfall on a relatively small drainage area, usually in the winter or spring. Dams or levee failures also often result in flash flooding, which can be catastrophic to life and property. When dams and levees are constructed for flood control, they are usually engineered to contain a flood with a computed risk of occurrence. If a larger flood occurs, then that structure will either release water through its spillway or be overtopped. Overtopping is the primary cause of earthen dam failure.
- **Riverine Flooding:** Riverine flooding occurs when a watercourse exceeds its “bank-full” capacity and is the most common type of flood event. Riverine flooding occurs as a result of prolonged rainfall that is combined with saturated soils from previous rain events or combined with snowmelt. It is characterized by high peak flows of moderate duration and by a large volume runoff. Riverine flooding occurs in river systems whose tributaries drain large geographic areas and can include many watersheds and sub-watersheds. The duration of riverine floods varies from a few hours to a few days. Factors that directly

affect the amount of flood runoff include precipitation amount, intensity and distribution; soil moisture and content; channel capacity; seasonal variation in vegetation; snow depth; and water-resistance of the surface due to urbanization . Riverine flooding is more severe when previous rainfall events result in saturated ground conditions.

- **Urban Stormwater Flooding:** Urban stormwater flooding is due to a lack of drainage infrastructure in an urban area. When open space is converted to urban and suburban areas, there is less open soil that can be used for water storage and nearly all the precipitation needs to be transported to surface water or the stormwater system (including ditches, sewage and storm drain systems, retention and detention ponds and other facilities constructed to store runoff or carry it to a receiving stream, lake or ocean). High intensity rainfall can cause flooding when the stormwater system does not have the capacity to drain away the amounts of rain that are falling. Water may even enter the stormwater system in one place and then get deposited somewhere else in the city on the streets.

Another urban flooding problem occurs in areas protected by levees. Being in floodplains, they are flat and do not drain naturally, especially when a levee blocks the flow to the river. To drain these areas, channels have been built and pumps installed to mechanically move the water past the levee. Often, these man-made systems do not have the capacity to handle heavy rains or intense storms.

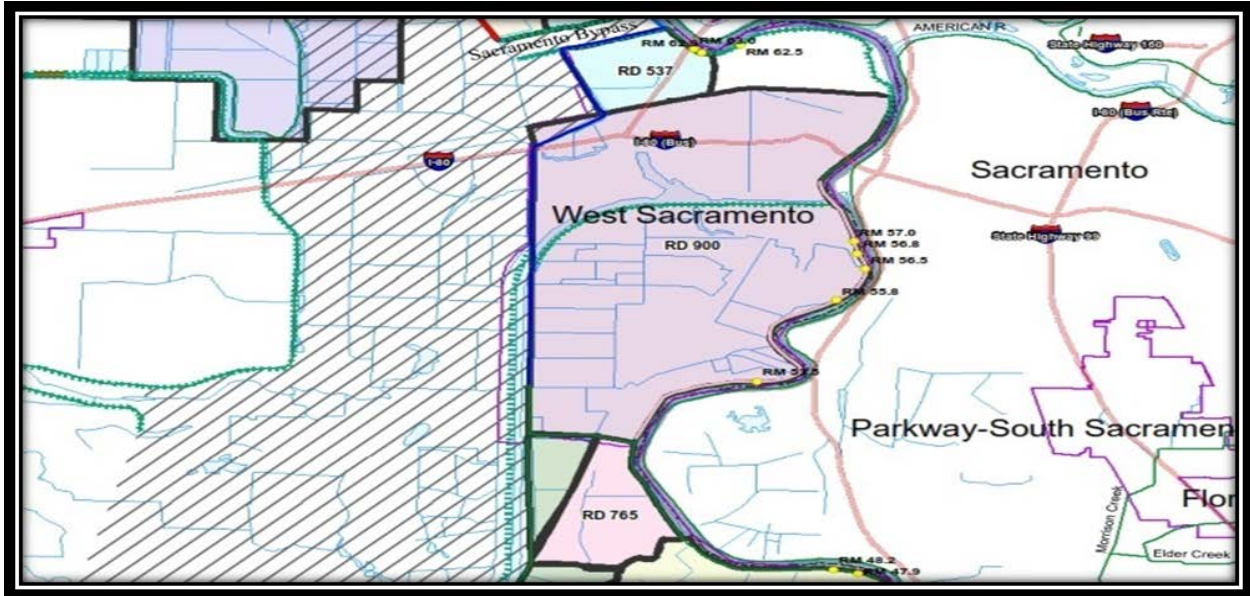
Without urbanization, the waters that flood an area would be more likely to infiltrate into the ground, move to nearby streams, collect in natural ditches and low-lying areas, or move into the groundwater supply. In other words, the water cycle would work fairly undisturbed and the water would either evaporate, infiltrate, or move to rivers and then to the ocean. With stormwater systems, the water may actually reach the river faster than Mother Nature would have moved it. Therefore, flooding will happen more quickly and with a greater intensity than before urbanization occurred. As noted by the Federal Emergency Management Agency (FEMA), about 20-25 percent of all economic losses resulting from flooding occur in areas not designated as being in a “floodplain,” but as consequence of urban drainage.

Much of Yolo County is characterized by soils with low permeability and high runoff rates. Urban flooding caused by precipitation exceeding the stormwater system is the most common instance of flooding in urbanized areas, including the City of West Sacramento.

- **Climate Change and Flooding:** Climate change has an effect on flooding. As described in the City of West Sacramento Climate Action Plan, climate models predict a 4°F temperature increase in the next 20-40 years, with an increase in the number of dry spells, as well as a 20-30 percent increase in precipitation in the spring and fall. More frequent and heavier precipitation will cause flooding. With warmer average temperatures, more precipitation will fall in the form of rain instead of snow, shortening the winter snowfall season and accelerating the rate at which the snowpack melts in the spring – increasing the threat for spring flooding.

Furthermore, the warming of global temperatures that result from climate change will cause sea levels to rise. This in turn will result in higher base flood elevations for coastal

communities and inland communities whose rivers have tidal influences. As a result, the Federal Flood Risk Management Standard will likely require new base flood evaluations to be calculated, using new climate change science.



The City is almost entirely bounded by floodways and levees. The Yolo Bypass is to the west, the Sacramento Bypass and Sacramento River are to the north, and the Sacramento River is to the east. The City is bifurcated by the Deep Water Ship Channel and Barge Canal. The levee system that currently protects the City is approximately 52 miles long and maintained by Reclamation Districts 537 and 900, and the State of California Maintenance Area 4. Gravity drains and pump stations along with detention storage basins protect the City from interior flooding.

6. Regional Flood History

Flooding in the Central Valley have been a common historical occurrence. The entire City of West Sacramento lies within the natural floodplain of the Sacramento River. By 1961, a series of levees were built around most of the current West Sacramento city limits to reclaim the land that was once inundated during floods. Prior to 1961, there were a number of flood events in the West Sacramento area. Flooding has occurred since the levee system was built, but has occurred less frequently.

Recorded flooding history in the Sacramento Region dates back to 1850. Two notable events that occurred in the 1800's include the "Great Flood" that occurred December 1861 to January 1862 and a three-day storm event in January 1878. The Great Flood is the largest flood in California's recorded history; the entire Sacramento and San Joaquin valleys were inundated for an extent of 300 miles, averaging 20 miles in breadth. The January 1878 incident is not notable because of its size, but is important because it led to the development of the City's first comprehensive flood control plan. The following lists significant flood incidents affecting the Sacramento Region during the last 50 years:

- **January to February 1969** – The January 1969 precipitation amounts ranged from 195% in Northern California. The flooding resulted in \$300 million in damages and 47 deaths.

38 counties received a presidential major disaster declaration, and another three, including Yolo County, received a Governor's proclamation of a state of emergency.

- **Winter 1970** – The flooding inundated 550,000 acres. A Federal Disaster was declared for 17 Northern California counties with damage totaling \$26.357 million.
- **January to April 1974** – Flooding from the Sacramento River and tributaries resulted serious damage to infrastructure, homes, and the Southern Pacific Railroad. Flooded farmlands in the Central Valley totaled more than 440,000 acres.
- **January and February 1982** – High water on the Consumnes River breached private levees, flooding farmland, and damaging roads and bridges.
- **December 1982 to March 1983** – Heavy rains, high winds, flooding, and levee breaks resulted in a region-wide economic loss of more than \$523 million. A major disaster was declared by the president for 40 counties, including Yolo.
- **February 1986** – A nine-day storm brought California half of the annual rainfall. The floods resulted in extensive damage to the flood management system of the Sacramento Valley and led to a substantial rise in river elevations.
- **January and March 1995** – These storms brought some of the greatest 1-day rainfalls recorded in history. Small stream flooding primarily due to storm drainage system failures. Total damage was \$1.84 billion with 28 lives lost. State and federal disaster areas were declared in 42 counties in January, 57 counties in March.
- **December 1996 to January 1997** – A series of tropical storms, collectively called a Pineapple Express, struck Northern California. Levee failures occurred in the Sacramento and San Joaquin Basins and the Sacramento-San Joaquin Delta. 48 counties were declared disaster areas. Resulted in \$2 billion in damages, 9 lives lost and 120,000 people were evacuated.
- **February 1998** – One of the strongest El Nino events recorded, several powerful Pacific storms hit Northern California, resulting in \$550 million in damage to the State. The State reported 17 storm-related deaths and 41 counties were declared federal disaster areas.
- **December 2005 to January 2006** – A series of storms hit Northern California causing extensive flooding, mudslides, landslides, and levee damage. Resulted in \$300 million in damages and federal Major disaster declarations in 10 counties.
- **January 2008** – Powerful Pacific Storm brought torrential rains and hurricane like winds. The storm knocked out power to 1.2 million people from Central California to the Oregon Border.

7. Vulnerability

All of West Sacramento is susceptible to flooding that could result from levee failure, including river or bypass flows greater than the system capacity; localized drainage problems (system overload); or dam failure. The entire City lies with the natural floodplain of the Sacramento River. It is reclaimed land protected from floods by levees and the Yolo and Sacramento Bypasses, which divert Sacramento River flows around the City to the west.

Seasonal rains, coupled with a dependence on levee to protect low-lying areas, place the City at risk from periodic widespread flooding. Area subject to shallow localized flooding in West Sacramento are spread throughout the City. Furthermore, most of West Sacramento is vulnerable to deep flooding from levee failures on the Sacramento River, Sacramento Bypass, or Yolo Bypass.

Both the Sacramento and American Rivers, as well as several tributaries to the east, north, and west all flow toward West Sacramento. High water levels along the Sacramento and American

Rivers are a common occurrence in the winter and early spring months due to increased flow from storm runoff and snowmelt. During major storm events, high flows can occur throughout the Sacramento and American river system. The relative time of these flows can accentuate the flood risk because high waters in a primary stream can result in “backwater” effect to associated tributaries or incoming streams, leading to increased water levels on those waterways as well.

Additionally, if the dams along the Sacramento, Feather, or American rivers, or at Indian Valley Reservoir, or Lake Berryessa were to fail, the City of West Sacramento could be inundated by flood water.

River	Dam
American River	Folsom Dam
	Nimbus Dam
Feather River	Oroville Dam
Sacramento River	Shasta Dam
Cache Creek	Indian Valley Dam (Indian Valley Reservoir)
Putah Creek	Monticello Dam (Lake Berryessa Reservoir)

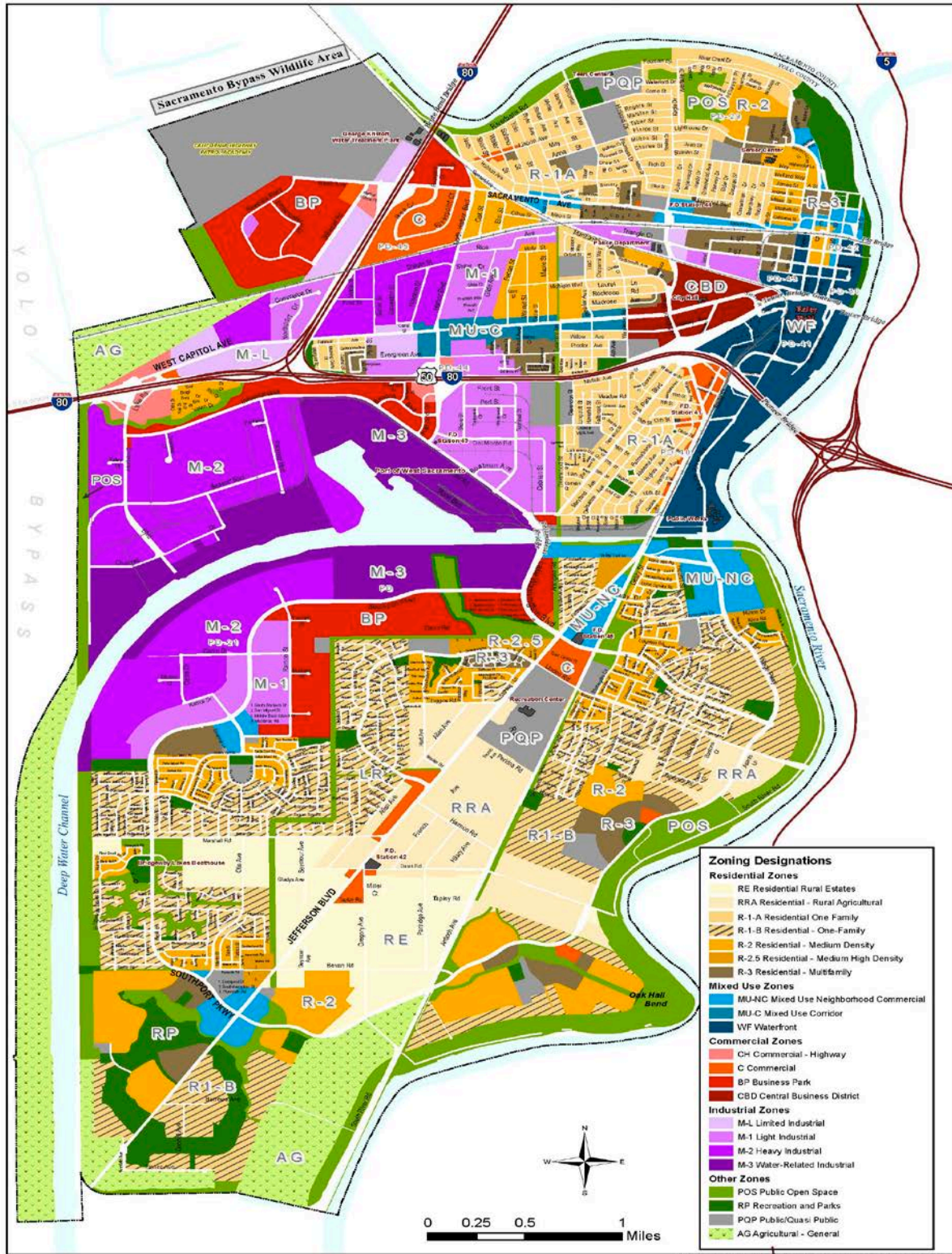
8. Impact

The impact from any flooding event will vary based upon a number of factors: source of the water; location of water flow; duration of rainfall or source release; topography; presence and/or effectiveness of flood control systems; changes in land use and vegetation; and emergency response preparedness and action. Resulting damage could include the following:

- Injury and death associated with people being trapped in rapidly moving water ways or caught unaware during slow rise conditions
- Injury and death for individuals attempting to walk or drive across flooded roadways
- Damage to critical infrastructure and essential services through inundation
- Damage to roadways, bridges, and other transportation structures affecting mobility and the ability for people to evacuate flooded areas
- Release of hazardous materials and starting fires within damaged or affected structures
- Damage to buildings and structures in the pathway of rising flood waters
- Public health hazards from contamination of potable water sources; damage to sanitation system; long term presence of standing water; vector infestation; and introduction of hazardous materials and contaminants
- Loss of agricultural products and crops from inundation
- Impact to the local economy stemming from loss in agricultural, industrial, and commercial productivity
- Societal impacts involving long-term interruption of normal activity

The State/Federal River Forecast Center monitors the Sacramento River, the Yolo Bypass, and tributaries through a series of station located along the waterways. The system affords a degree of advance flood warning for emergency responders. Stream and river gauges are monitored in West Sacramento’s Emergency Operation Center (EOC).

City of West Sacramento Zoning Map



City of West Sacramento, © 2016, Community Development Department

The City of West Sacramento is aware of the importance of protecting and maintain the natural flood protection benefits and wetlands within the City. Many of the land use policies listed in the 2035 General Plan are intended to realize these objectives:

- Preserve Open Space
- Create Wildlife Corridors
- Conserve Wetlands
- Maintain Riparian Corridors
- Preserve Water Quality
- Create Buffer Zones
- Provide Groundwater Recharge
- Protect Natural Drainage Areas
- Natural

The PPI Committee recognizes that the protection of natural floodplain functions is important. The seasonal variations in storms and water flow, including periodic and localized flooding, are normal functions of the floodplain. Preservation of the natural floodplain is beneficial in reducing flood damage within the City.

The City and the West Sacramento Area Flood Agency (WSAFCA) are partnering with the State and Federal government on the West Sacramento Levee Improvement Program, investing billions of dollars to strengthen the levee system and educate the community about flood risk and emergency preparedness. The end goal of the structural improvements is to provide the City with a minimum of 200-year level of flood protection.

9. Flood Insurance Data

Per the FEMA Active Policies Report 043015, there are 2,443 active flood insurance policies in the City. Flood insurance is required on all federally insured mortgage or loan for buildings located in the SFHA. At this time, the majority of the City is zoned X. The 3 flood insurance policies associated with flood zone A99/AE correlate with the Sherwood Harbor Marina & RV Park located along the West Sacramento bank of the Sacramento River and the Valhalla Mobile Home Park.

Presently the City’s Flood Insurance Coverage is as follows:

Table 1

West Sacramento Flood Insurance Coverage			
Property Type	Total Numbers of Policies	Building Coverage	Contents Coverage
Residential	2100	\$ 500,376,600.00	\$ 201,379,600.00
Residential – MHP	11	\$ 1,045,000.00	\$ 378,000.00
Multi-family	332	\$ 66,978,200.00	\$ 4,614,000.00
Commercial	80	\$ 31,058,800.00	\$ 17,400,000.00
Total:	2523	\$ 599,458,600.00	\$ 223,771,600.00

Table 2

West Sacramento Flood Coverage By Floodzone			
Flood Zone	Total Number of Policies	Building Coverage	Contents Coverage
X	2520	\$ 598,725,500.00	\$ 223,771,600.00
A	1	\$ 100,000.00	\$ -
AE	2	\$ 633,100.00	
Total:		\$ 599,458,600.00	\$ 223,771,600.00

The single residential Mobile Home Park policy located in zone A has a total of \$100,000 of building coverage. The two commercial properties located in zone AE are pre-firm marinas and have a total of \$633,100 worth of building coverage.

Although for most of the community flood insurance is voluntary for most of the community, the City advocates strongly for it. A single break in the levee system, an unexpected major rain event, or dam failure could occur up river and result in significant damage.

10. Repetitive Loss Properties

According to the NFIP Repetitive Loss Update Worksheet (AW-501) the City of West Sacramento has no repetitive loss properties.

11. Flood Insurance Assessment

The Committee has agreed that a Flood Insurance Assessment is needed to determine what level of coverage exists within the City, and to determine how the coverage is distributed. Census data shows that the City is culturally and socioeconomically diverse.

The Committee first looked at housing demographic and statistics.

Table 3

Housing Demographics and Stats	95691	95605
# of Housing Units	13,570	5,216
% of Units that are owner occupied	60.2%	38.6%
% of Population living in owned units	39.8%	42.4%
Median Home Value	\$291,600.00	\$186,200.00

As shown on the chart above, the median values of the homes in the 95691 zip code are substantially higher and the number of owner occupied units is nearly twice that in the 95605 part of town. A greater portion of the community in the 95605 zip code live in rental units.

The Committee determined that the insurance coverage City-wide is low overall, most likely due to the City's Zone X status. From the housing data, the team also believes that educating the community about current building code is important, in addition to making them aware of the flood risk associated with their property. Educating the public as to what their Flood Insurance options are, will be an important part of this Program for Public Information.

12. Social and Economic Needs

The City of West Sacramento is socially and culturally diverse.

Table 4

Socioeconomic Demographics and Stats		
	95691	95605
Population	37,829	15,338
Median Household Income	\$66,519.00	\$42,266.00
Population 25 or older with <9th grade education	7.5%	11.5%
Population 25 or older with 9-12th grade education (no Diploma)	5.7%	13.9%
Population 25 or older with HS Diploma or more education	86.9%	74.3%
% of People Below Poverty Level	13.7%	22.6%
% of population 65 Years of Age	10.7%	13.2%
% of Households Where English is spoken very well (5 years and older)	86.9%	74.1%
% of Households Where English is spoken <well (5 years and older)	14.1%	25.9%

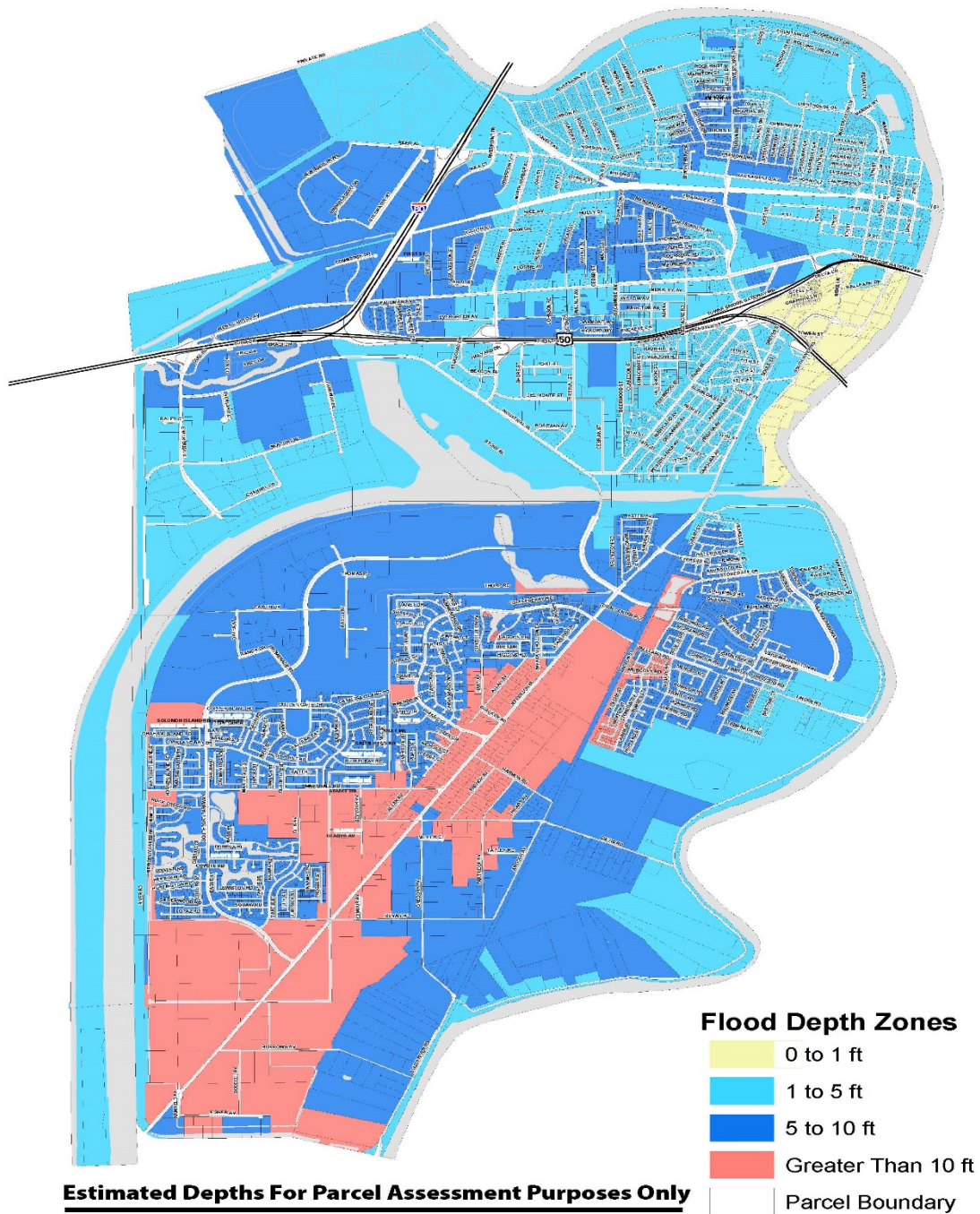
As seen in the chart above, the median income in some of the older neighborhoods in the north is considerably lower than in the neighborhoods in the south. A high percentage of Bryte and Broderick residents are minority, and many are not English speakers. Average levels of education, and home values are similarly disproportionate in these neighborhoods.

As we consider the need of our residents, it is important that our outreach be mindful of the following things:

- Language Barriers
- Literacy
- Access to the internet
- Transportation Limitations
- Owner-occupied vs. rental homes
- Number of Multi-unit complexes

13. Recommendations

The entire City, regardless of flood zone, is at risk of flooding. From localized flooding as a result of a failure of the internal drainage system, to a major rain event that overtakes the levee system, the Committee believes that it has duty to disseminate flood protection and flood safety messages to all residents and business owners within the community.



14. Public Outreach Target Audiences

The committee considered the community assessment results and determined that there are nine target audiences that would benefit from public information outreach, as noted below.

Target Audience #1 - Residents Living Behind a Levee. The entire City is surrounded by levees, and the entire community will fall under this category. Educating people about the risks associated with living behind a levee is important.

Target Audience #2 – Short term Renters. Many of these residents may not be familiar with the area or their flood risk. The Team wants to reach out to them to let them know how flood insurance can protect them and their property and what to do during a flood event.

Target Audience #3 - Property Managers. Many of the residents who live in apartment complexes will not receive information distributed in the City utility bills. This information will be provided directly to the property managers instead. It is important the property managers disseminate the flood preparedness/awareness information to the renters.

Target Audience #4 - Business Owners. The Team wants to communicate specific messages to new and existing business owners. Doing this, includes educating them about the flood risk associated with having a business in this community, informing them of what they can do to protect themselves, and assuring them that West Sacramento is the place that they want to be.

Target Audience #5 - Real Estate and Lending Institutions – These entities are vital instruments in relaying risk and insurance information to the public. They must be provided with the most up-to-date and thorough information to provide to and educate potential new homeowners.

Target Audience #6 - New Resident/Property Owners – New residents or owners frequently buy property without being given the opportunity to speak with City staff about their property's flood risk or local flood hazards. Reaching these individuals would resolve many unanswered questions about flood insurance and how to protect themselves and their property in the event of a flood.

Target Audience #7 – Elderly/Disabled – Serving the elderly and disabled members of the community will require additional preparation and planning in the event of a flood. They may have mobility and communication limitations that require special equipment and accommodations. Educating these community members, their families and caretakers will be extremely important to ensure their safety during a flood.

Target Audience #8 – Washington Unified School District (WUSD) Students – The Committee felt that it was important to reach out specifically to our future leadership. The students in WUSD are the community's future. They will not be aware of the messages their parents are receiving through social media and/or utility billings. Sharing the flood awareness and preparedness messages with them will allow them to process the information themselves, then reinforce the messages at home.

Target Audience #9 – Non-English Speaking Residents/Immigrants - These residents may need messages catering to their specific language and educational needs. Many of them will be unable to understand the most basic safety messages and educational materials. It is important that messages intended for them specifically are sensitive to not only language and educational barriers but societal differences as well.

15. Existing Public Information Efforts (EPIE)

A big part of developing a Program for Public Information, is knowing what messages are currently being disseminated in the community and the programs that are already in place. The purpose of this program is to protect the community from flood damage by encouraging community to

partake in activities and behaviors that increase flood hazard preparedness and reduce future flood damages.

The following list contains programs and initiatives that were in place in the community at the time of Plan development.

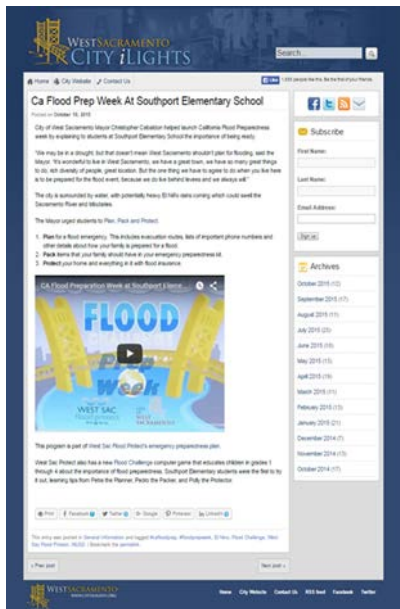
Table 5

Existing Public Information Efforts			
Organization	Project	Subject Matter	Frequency
City of West Sacramento Flood Division	West Sac Flood Protect - Website	Flood Preparedness - Plan, Pack, Protect	Year Road
		Flood Challenge - Video Game	Year Road
		Flood Insurance Promotion	Year Road
	City Lights	Flood Preparedness - Plan, Pack, Protect	Quarterly
	YouTube channel	WSAFCA board meetings	Monthly
	Newsletter	Flood Insurance Promotion	Quarterly
		Flood Preparedness - Plan, Pack, Protect	Quarterly
	Utility Billing - Pamphlets	Flood Preparedness - Plan, Pack, Protect	Annually
Flood Week - WUSD	"Flood Preparedness Week" - WUSD	Every October	
City Library	Flood Library	Flood Preparedness, Property Protection	Year Road
City of West Sacramento Environmental Services	Website	Protect Natural Floodplain functions	Year Round
Reclamation District 900	Web-site	Flood Risk Information	Year Round
City of West Sacramento Public Works	Stormwater Management	Pollution Prevention Tips	Year Round
		Construction Development Standards	Year Round
	Utility Billing - Inserts		Annually
	New Resident Flier	Six Key Messages	Year Round
Realtors	California Civil Code Section 1103 (c)(1) Flood Hazard Disclosure Requirement	Know your Risk - Flood Risk awareness	Year Round
City of West Sacramento Community Development Department	Higher Regulatory Standards		Year Round
	Informational Pamphlets	"What You Should Know Before Hiring a Contractor"	Distribute Year Round at the Front Counter

Existing Public Information Efforts			
Organization	Project	Subject Matter	Frequency
CA Dept of Fish and Wildlife	Website	PSAs - Storm Preparedness	Year Round
		Streambed Alteration Program	Year Round
		Watershed/Welands Program	Year Round
Insurance Agencies	Flood Insurance	Insure your property	Year Round
City of West Sacramento Chamber of Commerce	Mayor Cabaldon's Annual State of the City Dinner	includes status of levee projects, and flood hazard	Annually
California Department of Water Resources	FloodSAFE California - Web-page	Protect Your Property	Year Round
		Prevent Problems	Year Round
		Buy Flood Insurance	Year Round
		Be Prepared	Year Round
		Preseason Flood Coordination Meetings for emergency responders	Annually
Cal OES	Web-site - myhazards.caloes.ca.gov	Storm Ready/Protect People and property from the hazard	Year Round
Central Valley Flood Protection Board	Website	Best Available Maps	Year Round
		Know your flood hazard	Year Round
Local Television (Channel 3)	Television Broadcast	Current Weather Updates	Year Round
	Website	Emergency Preparedness Tips	Year Round
		Severe Weather Alerts	Year Round
		Red Cross Information Link	Year Round
Local Television (Channel 10)	Television Broadcast	Current Weather Updates	Year Round
	Website	Weather App	Year Round
		Storm Preparedness Info	Year Round
Local Television (Channel 13)	Television Broadcast	Current Weather Updates	Year Round
	Website	Local Radar & Map	Year Round
		Weather Resources	Year Round
		Weather App	Year Round
		Severe Weather Link	Year Round

Existing Public Information Efforts			
Organization	Project	Subject Matter	Frequency
Local Television (Channel 40)	Television Broadcast	Current Weather Updates	Year Round
	Website	News/Weather App	Year Round
PG&E	Website	Flood Safety - Handling gas/electric appliances in the event of a flood. General Emergency Preparedness.	Year Round
Army Corps of Engineers	Web-site	Public Safety Announcements	Year Round
		News Releases	Year Round
		Flood Preparedness - Sim City?	Year Round
		Know Your Risk - Youtube video?	Year Round
		Flood Safety - Ezri?	Year Round
Delta Conservancy	Website/Clean-up events	Protect Natural Floodplain functions	Year Round
Yolo County Habitat Conservancy	Website	Protect Natural Floodplain functions	Year Round
WSAFCA	WSAFCA - Website	Agendas, Meeting Minutes	Year Round
Yolo County	Web-site	Building Inspection Services	Flood Preparedness - checklist
		Emergency Alerts	Year Round
			Floodplain Management
City of West Sacramento Fire Department	CERT Program	Protect People and Property from the Hazard	Year Round/Storm Season
Flood Response Projects			
Organization	Project	Subject Matter	Frequency
Community Development, Flood Division	West Sac Flood Protect - Website	Flood Preparedness - Plan, Pack, Protect	Year Round
Yolo County	Everbridge	Everbridge used to notify resident of information during and after a flood	Year Round
City of West Sacramento - City Manager's Office	City Lights	Flood Preparedness - Plan, Pack, Protect	Quarterly

16. Public Information Examples



Protect Your Home and Family

Do you know most homeowners and renters insurance policies don't cover flood damage? Even though we're in a drought, West Sacramento is protected by 52 miles of levees. Flood damage can occur from backed up storm drains and large rain events. Are you prepared?

Since 2013, the number of active flood insurance policies has dropped by almost 12 percent. **West Sac Flood Protect recommends flood insurance for all property owners and renters.** Most policies take 30 days to activate. Now's the time to secure the flood insurance right for you and your family.

Visit WestSacFloodProtect.com/Preparedness or FEMA.gov for more information.

What is Construction Storm Water Pollution?

Under the Clean Water Act, the National Pollution Discharge Elimination Act, and the Federal Clean Air Act, the City of West Sacramento is required to regulate storm water runoff from construction activities to protect public health, safety, and the environment.

Home Improvement

Storm Water Pollution Prevention in the City of West Sacramento

ALERT

SACRAMENTO - YOLO - PLACER

How to avoid Storm Water Pollution from... Driveways

When washing your car, remember that the water goes off into a body of water.

When washing your car...

- Use minimal amounts of biodegradable phosphate-free soap.
- Wash your car on a grass or gravel area.
- Empty remaining soapy water into a toilet or sink.
- Use a commercial car wash.
- Use absorbent like kitty litter or sand to soak up oil and antifreeze spills. Sweep up the mixture. Bag it and throw it in the garbage.
- Sweep sediment out of gutters and off of surrounding concrete and dispose of it in the trash.
- Recycle used auto oil.

How to avoid Storm Water Pollution from... PAINT

Waste materials from paint, used thinner, chips from scraping and cleanup water.

- Rinse paint thinner. Let particles settle out and pour off clear thinner for reuse.
- Choose water based paints over more toxic oil based paints.
- Use up all the paint before disposing of the can.
- Properly dispose of leftover paint at local household hazardous waste facilities.

How to avoid Storm Water Pollution from... YARD MAINTENANCE

Be aware of where you are mowing or blowing yard debris while cleaning. This can end up in the sewer and can cause serious back-ups as well as contaminate waterways.

- Fill bags according to directions on fertilizer bags. Do not over-water after fertilizing.
- Follow the label when applying pesticides and herbicides and do not over-water following the application of chemicals or apply when it will rain.
- Sweep debris off of driveways and sidewalks rather than (or at least before) hosing them off to prevent washing sediment and pollutants into the gutter and down storm drains.
- Dispose of pet waste in the garbage.
- Place yard debris in your yard waste cart!

What is Storm Water Pollution?

Storm water is the water that flows through gutters and into storm drains when it rains. During dry weather, water also flows into gutters and storm drains as a result of pavement washing, runoff from excess lawn irrigation, residential car washing, and other activities.

Because of these factors, urban runoff (also called nonpoint source pollution) remains the nation's largest source of water quality problems, according to the U.S. E.P.A.

To report illegal dumping or illicit connection to the City's storm water system, please call non-emergency dispatch at (916) 372-3375

For more information regarding the state's policies on Storm Water Pollution please visit their website at: www.caalepa.ca.gov and visit the Storm Water page.

For specific questions you can visit our website at: www.cityofwestsacramento.org/stormwater or contact our Environmental Services Division at (916) 617-4590

General Guidelines

Storm Water Pollution Prevention in the City of West Sacramento

17. Projects and Initiatives

The goal of this PPI Plan is to persuade community members to educate themselves about flood safety and preparedness for target audiences as follows:

- Residents Living Behind a Levee
- Short Term Renters
- Property Managers
- Business Owners
- Real Estate and Lending Institutions
- New Residents/Property Owners
- Elderly/Disabled
- Washington Unified School District Students
- Non-English Speaking Residents/Immigrants

The PPI Committee chose 6 key messages to share with the target audiences. The six CRS priority messages are included in the list, in addition to the 6 key messages selected by the committee.

1. Know your flood hazard
2. Insure your property for your flood hazard
3. Protect people from the flood hazard
4. Protect your property from the flood hazard
5. Build Responsibly
6. Protect Natural Flood Plain Functions

7. Plan, Pack, Protect
8. Get Permits Before You Build
9. Flood Insurance isn't just for homeowners
10. Prepare a family evacuation Plan, including a Rendezvous Point for your family
11. Drive Safely
12. Wet and Dry Floodproofing Techniques

The intended approach is to make each of the key messages available to the target audiences in a meaningful way. In order to effectively persuade community members to modify their behavior, the messages must be in a form that the target audiences can identify with and comprehend. **Appendix B** of this document is a list of the projected PPI Projects and Initiatives.

18. Flood Response Preparations

The City of West Sacramento has developed a Flood Response Plan to disseminate public information in the event of a flood. This plan lets residents know how the warning and flood alert stages that will trigger the evacuation. The plan also lets residents know how schools will be evacuated, where evacuation centers will be located, how they should prepare before leaving their home, and when it will be safe to return to their home. This plan is handed out to residents when the Yolo County Emergency Operations Center reaches Stage 3, Full Alert Stage, and is fully staffed to prepare for a potential flood.

The City of West Sacramento Flood Response Plan documenting the flood response preparations is included as Appendix A.

Other flood response plans containing information to assist West Sacramento residents in the event of a flood include:

Yolo County Operational Area Multi-Jurisdictional Hazard Mitigation Plan
City of West Sacramento 2010 Emergency Operations Plan
2016 Flood Hazard Specific Annexation Plan
Table Top Exercises with Yolo County EOC
Lower Sacramento River/Delta North Regional Flood Management Plan 2014
Central Valley Flood Protection Plan (Updated 2017)
Reclamation District 900 Emergency Operations Plan 2016

19. Annual Evaluations

The PPI Committee will meet twice a year, and the Plan will be reviewed, assessed, and modified if necessary at each meeting. The review will cover the following items:

- Results of outreach projects
- Changes in City demographics/target audiences
- New Project Ideas/target audiences

20. Acronyms

CERT: Community Emergency Response Team

CFM: Certified Floodplain Manager

COWS: City of West Sacramento

CRS: Community Rating System

EOC: Emergency Operations Center

EPIE: Existing Public Information Efforts

FEMA: Federal Emergency Management Agency

FIRM: Flood Insurance Rate Map

FRP: Flood Response Preparation Projects

GIS: Geographic Information Systems

HOAs: Home Owners Associations

JPA: Joint Powers Authority

NFIP: National Flood Insurance Program

OES: Office of Emergency Services

OP: Outreach Projects

PPI: Program for Public Information

PSAs: Public Safety Announcements

RD900: Reclamation District 900

SFHA: Special Flood Hazard Area

WSAFCA: West Sacramento Area Flood Control Agency

WUSD: Washington Unified School District

Appendix A
Flood Response Preparation Plan

The City Of West Sacramento

Public Information In The Event Of A Flood Or Other Disaster

The City of West Sacramento, similar to other cities throughout the country, is subject to disasters, natural or human-caused. Because the city is almost surrounded by water, the possibility of flooding exists. In order to be prepared for a flood or any other type of disaster, the Police and Fire Departments in consultation with the Washington Unified School District have designed a plan for the coordinated evacuation of all or any part of the City.

The City along with County, State and Federal agencies will work in a coordinated effort to minimize injury, loss of life and property damage. The management of resources and the establishment of evacuation and recovery strategies during a major emergency or disaster require careful planning, coordination and direction. The Police Department is responsible for coordinating the evacuation process. The Fire Department will conduct search and rescue operations and in addition, will coordinate with the Police Department efforts to carry out an effective evacuation.

What is being done to prepare for emergencies, such a flood situation?

Although some emergencies and disasters occur with little or no warning, in many instances, emergencies will be preceded by some sort of build-up or warning period. This provides sufficient time to warn the community and implement measures designed to reduce loss of life, injury and property damage. The City has prepared a flood warning plan intended to provide information on the status of water levels slowly rising in the Sacramento River. The following Flood Stage definitions are being made available to the public to illustrate the steps being taken by City personnel during a slow rising flood.

What are the Flood Warning and Alert Stages?

Stage 1 – Watch Stage

The Sacramento River is at normal height but is expected to rise due to weather conditions and/or dam releases. Action: Monitor changes in the weather and river levels.

Stage 2 – Warning Stage

Sacramento River level reaches 23.0 ft. at the I Street Bridge. Action: The City's Emergency Operations Center (EOC) will open with minimal staff and continue to monitor the weather and river levels.

Stage 3 – Full Alert Stage

Sacramento River level reaches 25.7 ft. at the I Street Bridge and expected to rise due to weather conditions and/or dam releases. Action: The EOC will be fully staffed and

emergency operations will commence on a 24-hour basis. Preparations for voluntary evacuation notice begin.

Stage 4 - Emergency Stage

Sacramento River level reaches 26.7 ft. at the I Street Bridge and the water levels are expected to rise due to weather conditions and/or dam releases. Action: Start evacuation of citizens that have special care needs and special care facilities. Notice of voluntary evacuation would be issued. There is a low probability of widespread flooding because the water level is still well below the top of the levees. Notification at this time will give citizens plenty of time to evacuate to an area that is not expected to flood.

Stage 5 – General Evacuation Stage

Sacramento River level reaches 29.7 ft. at the I Street Bridge and the water levels are expected to rise due to weather conditions and/or dam releases. Action: Evacuation of all citizens in the immediate threatened areas begins and then proceeds outward as river level rises. The water level is projected to be about 2 (two) foot from the top of the levees.

Stage 6 – Flooding; Levee Overtopping or Break.

Sacramento River level reaches or exceeds 31.7 ft. at the I Street Bridge and the water levels are expected to rise due to weather conditions and/or dam releases. Action: Citizens who have not previously left their homes/business by this time will be directed to immediately evacuate as the danger level is very high.

How will the public be notified of a pending evacuation?

One of the major methods of warning the public of an emergency situation is the Emergency Alert System (EAS) which is designed exclusively for the rapid notification of an emergency situation. Activation is utilized when an anticipated or existent emergency poses an immediate threat to life or property. During any major emergency or disaster it is recommended that residents keep their televisions and radios tuned to one of the below stations. Additionally, a battery operated radio and plenty of extra batteries should be available in the event electrical power is disrupted or lost for extended periods of time.

Emergency Alert Stations for West Sacramento are:

Radio

KFBK –1530 AM

KRAK—1140 AM

KK105—105.1 FM

KCTC—1320 AM

Television

KCRA Channel 3

KCSO Channel 19 (Spanish)

KOVR Channel 13

KMAX Channel 31

KTXL Channel 40

KXTV Channel 10

KQCA Channel 58

The City is also a partner in a regional Reverse 911 Community Notification System which is capable of rapid notification to a specific geographic area or selected population by telephone. In the event of an emergency the Reverse 911 system can

identify the affected area or selected population by sending a recorded message that describes the emergency and recommends the protective actions residents should take. The system will automatically call out all telephone numbers within the affected area and deliver a recorded message. If phone lines are busy, the system will attempt to redial those numbers a predetermined number of times to make contact. The system is designed to play the message upon voice activation, such as if an answering machine picks up the call, the emergency message will be left on the machine.

Information provided to the public will include, but not limited to the following;

- Description of the emergency.
- Identify the specific area involved.
- Provide instructions to people living in the area directly involved, such as, evacuation routes, cautions, relocation assembly areas and shelter locations.

There could also be public address announcements from helicopters, vehicles driving in the area or door to door notification if circumstances allow.

How will child/infant Day Care and Pre-School centers be notified?

The City has identified those child care and/or pre-school centers having eight (8) or more children under their supervision. The address and phone number of each facility has been assembled. Should the city encounter a slow rising flood or other emergency it will be necessary to provide sufficient warning time to evacuate the threatened population. Volunteer evacuation notices will be given at the Emergency---Stage 4 phase. In addition of notification being made by phone, if possible a personal contact will be made by a police officer to ensure the evacuation process is taking place

Transportation of children at each site, should it become necessary, will be the primary responsibility of the Child/Infant Day Care and Pre-School Centers. In most cases the children will be released to the parents /guardian and removed from the threatened area. The facility's staff will be directed to transport the remaining children to a pre-determined designated temporary shelter.

Who will be responsible for my child at the temporary shelter?

Children while at the temporary shelter will be under the immediate care and supervision of childcare facility staff. It is the responsibility of the childcare staff member to notify the parents and inform them where the shelter is located. Upon arriving at the temporary shelter, a child care facility staff member will provide the shelter coordinator with the names of all children under their immediate custody. All releases of a child to a parent/guardian will be documented and a copy provided to the City's Care and Shelter Branch Chief or their designee.

How will parents be notified if their child is in school during the emergency?

Key personnel of the Washington Unified School District (WUSD) will be notified by the Evacuation Coordinator of an impending or actual emergency to insure that information on the emergency conditions are timely passed on to the district's decision makers. If school is in session, parents will be notified by the school site administrator. The WUSD also utilizes a parent phone call-up system that is capable of delivering pre-determined messages to every student's household. In the event no one is home, the system is designed to leave the message if there is an answering machine.

If evacuation of public schools is required, students will normally be transported on school buses to other schools outside of the risk area, where their parents can pick them up. It is essential that the public be provided timely information on these arrangements. In the case of a large-scale emergency situation with advance warning, schools will generally be closed and students returned to their homes so they can evacuate with the families.

In the event that flooding or other emergency occurs either in the north or south portions of the city, the WUSD has developed a plan to transport students to sister schools in the unthreatened area. The following identifies schools and in which portion of the City they are located.

Schools North of Canal

Alyce Norman Elementary
Bryte Elementary
Elkhorn Elementary
River Bank Elementary
Westfield Elementary
Westmore Oaks

Schools South of Canal

Bridgeway Island Elementary
River City High (new)
Southport Elementary
Stonegate Elementary

The prearranged sister schools are as follows:

River Bank Elementary
Alyce Norman and Bryte Elementary
Elkhorn and Westfield Elementary
Westmore Oaks Elementary

River City High School (new)
Stonegate Elementary
Southport Elementary
Bridgeway Elementary

How will special needs adult and elder care facilities be notified?

The City has identified the major Adult Elderly Care Facilities and the address and phone number of each facility has been assembled. If the city encounters a slow rising flood or other emergency, it will be necessary to provide sufficient warning time to evacuate the at-risk assisted living population. Volunteer evacuation notices will be given at the Emergency---Stage 4 phase. In addition of notification being made by

phone, if possible a personal contact will be made to ensure the evacuation process is taking place

When the evacuation order is given, those patients having no means of transportation or family members who can remove them from the site will require transportation assistance. The facility has the responsibility of providing those in need with the transportation of its patients to a designated pre-determined temporary shelter. If transportation resources are available, assistance may be directed to the facility and aid in the transportation of non acute care persons to a shelter. The care facility will be responsible for arranging the proper mode of transportation and medical needs for the acute assisted-living patients or those with limited mobility to the appropriate local hospital or alternative like facilities.

Residents who have been transported to one of the City's established temporary shelters will be under the immediate care and supervision of a care facility staff member. The care facility staff member will be responsible for notify any next of kin and inform them where the shelter is located. Upon arriving at the shelter, the care facility staff member will provide the Shelter Coordinator with the names of all patients under their immediate care. Any releases of a patient will be documented and a copy provided to the City's Emergency Operations Center.

Where are the City's temporary care and shelter facilities located?

Public schools within the Washington Unified School District have been identified and designated as temporary shelters and rally points. The schools will be used as pickup sites for residents without transportation and/or a gathering point for families to reunite. Residents who have no place to go will be transported to one of the American Red Cross Shelters in Woodland or Sacramento by means of school and/or Yolo Transit buses or other modes of transportation as deemed appropriate.

What is the City's plan to evacuate the public in the event of a flood or other emergency?

Evacuation is one means of protecting the public from the effects of a major emergency or disaster by moving people out of the threatened area. The City has prepared emergency evacuation plans designed to deal with emergencies affecting either the north or south side of the City independently or a City-wide emergency. Evacuees will be directed to the designated evacuation routes at specific points. If a decision is made to evacuate, the notification could be made in a number of ways and combinations. These include helicopters and vehicles with a public address system, local radio and television announcements, the internet, early warning sirens and reverse 911 telephone systems. In addition, a door to door neighborhood canvass could be made, if possible.

What steps are being taken to avoid gridlocks?

Specific routes and instruction will be provided by the most appropriate means. Staff will be assigned to traffic control points. By controlling the volume of traffic, entering at any given point, staff can minimize gridlock, and move vehicles out of the threatened area safely and quickly.

Evacuation maps have been designed to identify the key locations such as temporary shelter locations, staging areas for mass transportation of evacuees and heliports for transportation of the critically injured to local hospitals. These maps may be viewed by accessing the City's or Police and Fire Department Department's Web sites.

When receiving official warnings to evacuate citizens should heed the warnings and be prepared as possible to leave the threatened area.

What are some of the things I should do before leaving my home?

Gather your disaster supplies kit.

Keep a full tank of gas in your car if an evacuation seems likely. Gas stations may be closed during emergencies and unable to pump gas during power outages.

Turn off Main electrical breakers.

Turn off gas main on meter

Take your pets along with several days of food for them.

Listen to a battery-powered radio and follow local evacuation instructions.

Secure your home --Close and lock doors and windows. Unplug electrical equipment, such as radios and televisions, and small appliances, such as toasters and microwaves, freezers and refrigerators.

Gather your family and go if you are instructed to evacuate immediately. Let others know where you are going.

Leave early enough to avoid being trapped by severe weather or heavy traffic.

Follow recommended evacuation routes. Do not take shortcuts as they may be blocked.

Be alert for washed-out roads and bridges. Do not drive into flooded areas.

Stay away from downed power lines.

Take your medications with you. Some, like insulin, may need to be kept chilled so have a small ice chest and cold packs readily accessible to pack and go. If you have infants remember their formula and medications.

If I have an additional questions about emergency preparedness, who can I contact for more information?

The City of West Sacramento has prepared a 20 page information booklet titled “Planning for Disaster-The First 72 Hours” and is posted on the City’s web page www.cityofwestsacramento.org under the Community tab.

Disaster preparedness information and evacuation maps are posted on the Police and Fire Department’s web page www.westsacpd.org.

When will I be allowed to return to my home?

Re-entry into a hazardous area will be allowed at the discretion of the Emergency Center (EOC). Controlled re-entry protects the public from exposure and injuries and protects unattended property within the vacated areas.

Who will determine when it is safe to return?

Emergency responders will have access to all evacuated areas to facilitate rescue, security and recovery. Additionally, a Damage Assessment Team (DAT) made up of specially trained personnel shall determine the state of damage and threats to public safety from things such as unstable structures, damaged or weakened roadways, downed power and phone lines, contaminants left by receding floodwaters or any other safety conditions that may be detrimental to the public.

This assessment will consider factors such as road access, water levels, availability of utilities and services, such as water and sewer service, search and rescue activities, impeding weather threats, integrity of the levee system, environmental hazards, debris field, and other health hazards.

How will access by residents or business owners to an affected area be handled?

In areas that have suffered damage, access must be controlled to protect health and safety, as well as to protect property from looters in the vacated areas. The Police Department will control access by establishing check points at key locations around the disaster area. After a home has been determined to be safe, a list will be developed and maintained at entry check points. Residents will be required to show identification at the check point to be allowed reentry after their home has been declared safe. Residents may be required to obey a curfew and/or be escorted.

Are you and your family ready?

If a major disaster occurs, emergency responders will be working day and night but the resources available to deal with a wide-spread emergency will be limited. Therefore, you should be prepared to take care of yourself and your family for a period of at least seventy-two (72) hours. So this is the time to prepare.

Appendix B

Outreach Initiatives and Projects

PPI
Appendix B
Outreach Projects (OP)

OP	Name	Target Audiences	Topics	Frequency
1	Flood Division - Flood Week Outreach to WUSD	8	1, 3, 4, 6	Annually
2	Web Subscription emails	1,3, 4, 6, 9	1, 2, 3, 4, 5, 6	Biannual/Pre-Flood Season
3	City Newsletter	1,3, 4, 6, 9	1, 2, 3, 4, 5, 6	Periodically as Needed/Pre-flood season
4	Utility Billing Inserts	1, 2,3, 4, 6, 7, 9	1, 2, 3, 4, 5, 6	Periodically as Needed/Pre-flood season
5	New Resident Packet	1, 2, 3, 6, 7, 9	1, 2, 3, 4, 5, 6	Year Round
6	City Website	1, 3, 4, 6, 9	1, 2, 3, 4, 5, 6	Year Round
7	CDD - Building Pamphlets	1, 3, 6, 9	5, 6	Year Round
8	CDD - Municipal Code - Higher Regulatory Standards	1, 3, 6, 9	5, 6	Year Round
9	COWS Fire - CERTS Program	1, 3, 6, 9	3, 4	Year Round
10	Business License - Informational Packets, Know Your Hazard Flyer	1, 4	1, 2, 4, 6	Year Round
11	Flood Layer, FIRM added to GIS	1, 4, 6	1	Year Round
12	Social Media Campaign (Facebook, Twitter, Instagram)	1, 2, 3, 4, 6, 8, 9	1, 2, 3, 4, 5, 6	Periodically as Needed/Pre-flood season
13	Chamber of Commerce Pamphlet	1, 4	1, 2, 3, 4, 5, 6	Year Round
14	Realtor Know Your Hazard Handout for Potential Buyers	1, 4, 6, 9	1, 2	Year Round
15	CERTS Emergency Pack Program	1, 2, 3, 6,7, 8, 9	3, 4	Biannually
16	RD 900 Sandbag/Floodfight Exercise	8	3, 4	Annually
17	Flood Information Table w/ Fire Open House	1,2, 3, 4, 6, 7, 9	1, 2, 3, 4, 5, 6	Annually, Pre-Flood Season
18	WSAFCA Board Meetings	1, 3, 4, 6, 7, 9	1, 2, 3, 4, 5, 6	Monthly
19	Door Hangers Response to Imminent Threat	1, 2, 3, 4, 6, 7, 9	1, 2, 3, 4, 5, 6	In emergency only
20	Piggyback Flood Contact Info in Town Planner Calendar	1, 2, 3, 4, 6, 7, 9	1, 2, 3, 4, 5, 6	Annually
21	Blue Line Campaign (selfie contest)	1, 2, 3, 6, 8, 9	1	Annually
22	Historic Flood Event Art Piece (social media)	1,2, 3, 6, 9	1	Periodically, Pre-Flood Season
23	Boy Scout Badge for Flood Protection	1	3, 4, 6	Year Round
24	CDD - Flood Inspection Services Program in place, certified staff	1, 3, 6, 8, 9	4, 5	Year Round
25	Flood Protection Olympics	8	1, 3, 4, 6	Annually
26	Flood Safety Packs sold at Lowe's and Home Depot	1, 3, 6, 9	3, 4	Year Round
27	Senior Education Go Bags	7	1, 2, 3, 4,	Annually
28	Catch Phrase Contest (Gift card)	8	1, 3, 4, 6	Annually
29	Youtube Flood Preparedness Video Contest - Television Exposure	8	1, 3, 4, 6	Annually
30	Preferred Policy Insurance Campaign	1, 3, 4, 6, 7, 9	1, 2	Annually
31	Emergency Prep Education Program - Fire	1, 2, 3, 6, 7	1, 2, 3, 4, 5, 6	As requested by community

**Appendix B
Outreach Project Outcomes**

PPI Worksheet

Target Audience	Message	Outcome	Project(s)	Assignment	Schedule	Stakeholder	
1. Residents Living Behind a Levee	Topic # 1 :Know your flood Hazard	Increased # of Flood zone inquiries	OP 2. City iLights	Flood Division	Monthly		
			OP 3. City Newsletter	Flood Division	Weekly		
			OP 4. Utility Billing Inserts	Flood Division	Quarterly		
			OP 5. New Resident Packet	Flood Division	Year Round		
			OP 6. City Website	Flood Division	Year Round		
			OP 10. Business License - Informational Packets	Flood/CDD	Year Round		
			OP 11. Flood Layer added to GIS	Flood Division	Year Round		
			OP 12. Social Media Campaign (Facebook, Twitter, Instagram)	Flood/Students	Year Round		
			OP 13. Chamber of Commerce Pamphlet	Flood/Chamber	Year Round		
			OP 14. Realtor Handout for Potential Buyers	Flood/Agents	Year Round		
			OP 17. Public Workshop - Flood Prep/Awareness	Flood Division	Annually		
			OP 18. WSAFCA Board Meetings	Flood Division	Monthly		
			OP 19. Door Hangers	Flood Division	Annually		
			OP 20. Refrigerator Magnets	Flood Division	Annually		
	OP 21. Blue Line Campaign (selfie contest)	Flood/Students	Annually				
	OP 22. Historic Flood Event Art Piece	Flood Division	Year Round				
	OP 23. Boy Scouts (badge or eagle project)	Flood/Scouts	Year Round				
	OP 30. Preferred Policy Insurance Campaign	Flood/Scouts	Year Round				
	Topic #2: Insure Your Property for a Flood Hazard			OP 2. City iLights	Flood Division	Monthly	
				OP 3. City Newsletter	Flood Division	Weekly	
				OP 4. Utility Billing Inserts	Flood Division	Quarterly	
				OP 5. New Resident Packet	Flood Division	Year Round	
				OP 6. City Website	Flood Division	Year Round	
				OP 10. Business License - Informational Packets	Flood/CDD	Year Round	
				OP 12. Social Media Campaign (Facebook, Twitter, Instagram)	Flood/Students	Year Round	
				OP 13. Chamber of Commerce Pamphlet	Flood/Chamber	Year Round	
				OP 14. Realtor Handout for Potential Buyers	Flood/Agents	Year Round	
				OP 17. Public Workshop - Flood Prep/Awareness	Flood Division	Annually	
				OP 18. WSAFCA Board Meetings	Flood Division	Monthly	
				OP 19. Door Hangers	Flood Division	Annually	
				OP 20. Refrigerator Magnets	Flood Division	Annually	
				OP 30. Preferred Policy Insurance Campaign	Flood Division/RE Agents	Annually	
	Topic #3: Protect People from the Flood Hazard Message A: "Plan, Pack, Protect" Message B: "Prep a family Evac Plan, including Meetup Location" Message C: "Turn around Don't Drown"	Decrease # of rescues, decrease number of non-life threatening 9-1-1 calls		OP 2. City iLights	Flood Division	Monthly	
OP 3. City Newsletter				Flood Division	Weekly		
OP 4. Utility Billing Inserts				Flood Division	Quarterly		
OP 5. New Resident Packet				Flood Division	Year Round		
OP 6. City Website				Flood Division	Year Round		
OP 9. COWS Fire - CERT Program				Flood/Fire	Year Round		
OP 12. Social Media Campaign (Facebook, Twitter, Instagram)				Flood/Students	Year Round		
OP 13. Chamber of Commerce Pamphlet				Flood/Chamber	Year Round		
OP 15. CERTS Emergency Pack Program				Flood/Fire	Annually		
OP 17. Public Workshop - Flood Prep/Awareness				Flood Division	Annually		
OP 18. WSAFCA Board Meetings				Flood Division	Monthly		
OP 19. Door Hangers				Flood Division	Annually		
OP 20. Refrigerator Magnets				Flood Division	Annually		
OP 23. Boy Scouts (badge or eagle project)				Flood/Scouts	Year Round		
OP 26. Flood Safety Packs sold at Lowe's & Home Depot				Flood/Students	Year Round		
Topic #4: Protect Your Property from the Flood Hazard Message A: "Wet and Dry Floodproofing Techniques"	Increase in retrofitting inquiries, decrease in property damage		OP 2. City iLights	Flood Division	Monthly		
			OP 3. City Newsletter	Flood Division	Weekly		
			OP 4. Utility Billing Inserts	Flood Division	Quarterly		
			OP 5. New Resident Packet	Flood Division	Year Round		
			OP 6. City Website	Flood Division	Year Round		

**Appendix B
Outreach Project Outcomes**

PPI Worksheet

Target Audience	Message	Outcome	Project(s)	Assignment	Schedule	Stakeholder	
			OP 9. COWS Fire - CERT Program	Flood/Fire	Year Round		
			OP 10. Business License - Informational Packets	CDD	Year Round		
			OP 12. Social Media Campaign (Facebook, Twitter, Instagram)	Flood/Students	Year Round		
			OP 13. Chamber of Commerce Pamphlet	Flood/Chamber	Year Round		
			OP 15. CERTS Emergency Pack Program	Flood/Fire	Annually		
			OP 18. WSAFCA Board Meetings	Flood Division	Monthly		
			OP 19. Door Hangers	Flood Division	Annually		
			OP 23. Boy Scouts (badge or eagle project)	Flood Division	Annually		
			OP 24. CDD-Flood Inspection Services	Flood/CDD	Year Round		
			OP 26. Flood Safety Packs sold at Lowe's & Home Depot	Flood/Students	Year Round		
	Topic #5: Build Responsibly Message A: Get Permits before you build	Increase in building permits	OP 2. City iLights	Flood Division	Monthly		
				OP 3. City Newsletter	Flood Division	Weekly	
				OP 4. Utility Billing Inserts	Flood Division	Quarterly	
				OP 5. New Resident Packet	Flood Division	Year Round	
				OP 6. City Website	Flood Division	Year Round	
				OP 7. CDD-Building Pamphlets	CDD	Year Round	
				OP 8. CDD - Municipal Code - Higher Regulatory Standards	CDD	Year Round	
				OP 12. Social Media Campaign (Facebook, Twitter, Instagram)	Flood/Students	Year Round	
				OP 13. Chamber of Commerce Pamphlet	Flood/Chamber	Year Round	
				OP 17. Public Workshop - Flood Prep/Awareness	Flood	Annually	
				OP 18. WSAFCA Board Meetings	Flood Division	Monthly	
				OP 19. Door Hangers	Flood Division	Annually	
				OP 20. Refrigerator Magnets	Flood Division	Annually	
		OP 24. CDD-Flood Inspection Services	Flood/CDD	Year Round			
	Topic #6: Protect Natural Floodplain Functions	Decrease in debris and chemicals being dumped down the drain	OP 2. City iLights	Flood Division	Monthly		
				OP 3. City Newsletter	Flood Division	Weekly	
				OP 4. Utility Billing Inserts	Flood Division	Quarterly	
				OP 5. New Resident Packet	Flood Division	Year Round	
				OP 6. City Website	Flood Division	Year Round	
				OP 7. CDD-Building Pamphlets	CDD	Year Round	
				OP 8. CDD - Municipal Code - Higher Regulatory Standards	CDD	Year Round	
				OP 10. Business License - Informational Packets	CDD	Year Round	
				OP 12. Social Media Campaign (Facebook, Twitter, Instagram)	Flood/Students	Year Round	
				OP 13. Chamber of Commerce Pamphlet	Flood/Chamber	Year Round	
				OP 17. Public Workshop - Flood Prep/Awareness	Flood	Annually	
				OP 18. WSAFCA Board Meetings	Flood Division	Monthly	
				OP 19. Door Hangers	Flood Division	Annually	
		OP 20. Refrigerator Magnets	Flood Division	Annually			
		OP 23. Boy Scouts (badge or eagle project)	Flood/Scouts	Year Round			
	Topic # 1 :Know your flood Hazard	Increased # of Flood zone inquiries	OP 4. Utility Billing Inserts	Flood Division	Quarterly		
				OP 5. New Resident Packet	Flood Division	Year Round	
				OP 12. Social Media Campaign (Facebook, Twitter, Instagram)	Flood/Students	Year Round	
				OP 17. Public Workshop - Flood Prep/Awareness	Flood	Annually	
				OP 20. Refrigerator Magnets	Flood Division	Annually	
				OP 21. Blue Line Campaign (selfie contest)	Flood/Students	Annually	
				OP 22. Historic Flood Event Art Piece	Flood Division	Year Round	

**Appendix B
Outreach Project Outcomes**

PPI Worksheet

Target Audience	Message	Outcome	Project(s)	Assignment	Schedule	Stakeholder	
2. Short Term Renters	Topic #2: Insure Your Property for a Flood Hazard	Increased # of insurance policies	OP 4. Utility Billing Inserts	Flood Division	Quarterly		
			OP 5. New Resident Packet	Flood Division	Year Round		
			OP 12. Social Media Campaign (Facebook, Twitter, Instagram)	Flood/Students	Year Round		
			OP 17. Public Workshop - Flood Prep/Awareness	Flood Division	Annually		
	Topic #3: Protect People from the Flood Hazard Message A: "Plan, Pack, Protect" Message B: "Prep a family Evac Plan, including Meetup Location" Message C: "Turn around Don't Drown"	Decrease # of rescues, decrease number of non-life threatening 9-1-1 calls	OP 4. Utility Billing Inserts	Flood Division	Quarterly		
			OP 5. New Resident Packet	Flood Division	Year Round		
			OP 12. Social Media Campaign (Facebook, Twitter, Instagram)	Flood/Students	Year Round		
			OP 15. CERTS Emergency Pack Program	Flood/Fire	Annually		
			OP 17. Public Workshop - Flood Prep/Awareness	Flood Division	Annually		
			OP 20. Refrigerator Magnets	Flood Division	Annually		
	3. Property Managers	Topic # 1 : Know your flood Hazard	Increased # of Flood zone inquiries	OP 2. City iLights	Flood Division	Monthly	
				OP 3. City Newsletter	Flood Division	Weekly	
				OP 4. Utility Billing Inserts	Flood Division	Quarterly	
				OP 5. New Resident Packet	Flood Division	Year Round	
OP 6. City Website				Flood Division	Year Round		
OP 12. Social Media Campaign (Facebook, Twitter, Instagram)				Flood/Students	Year Round		
OP 17. Public Workshop - Flood Prep/Awareness				Flood Division	Annually		
OP 18. WSAFCA Board Meetings				Flood Division	Monthly		
OP 19. Door Hangers				Flood Division	Annually		
OP 20. Refrigerator Magnets				Flood Division	Annually		
OP 21. Blue Line Campaign (selfie contest)				Flood/Students	Annually		
OP 22. Historic Flood Event Art Piece				Flood Division	Year Round		
OP 30. Preferred Policy Insurance Campaign		Flood Division/RE Agents	Annually				
Topic #2: Insure Your Property for a Flood Hazard		Increased # of insurance policies	OP 2. City iLights	Flood Division	Monthly		
	OP 3. City Newsletter		Flood Division	Weekly			
	OP 4. Utility Billing Inserts		Flood Division	Quarterly			
	OP 5. New Resident Packet		Flood Division	Year Round			
	OP 6. City Website		Flood Division	Year Round			
	OP 12. Social Media Campaign (Facebook, Twitter, Instagram)		Flood/Students	Year Round			
	OP 17. Public Workshop - Flood Prep/Awareness		Flood Division	Annually			
	OP 18. WSAFCA Board Meetings		Flood Division	Monthly			
	OP 19. Door Hangers		Flood Division	Annually			
	OP 20. Refrigerator Magnets		Flood Division	Annually			
	OP 30. Preferred Policy Insurance Campaign		Flood Division/RE Agents	Annually			
	Topic #3: Protect People from the Flood Hazard Message A: "Plan, Pack, Protect" Message B: "Prep a family Evac Plan, including Meetup Location" Message C: "Turn around Don't Drown"		Decrease # of rescues, decrease number of non-life threatening 9-1-1 calls	OP 2. City iLights	Flood Division	Monthly	
OP 3. City Newsletter		Flood Division		Weekly			
OP 4. Utility Billing Inserts		Flood Division		Quarterly			
OP 5. New Resident Packet		Flood Division		Year Round			
OP 6. City Website		Flood Division		Year Round			
OP 12. Social Media Campaign (Facebook, Twitter, Instagram)		Flood/Students		Year Round			
OP 15. CERTS Emergency Pack Program		Flood/Fire		Annually			
OP 17. Public Workshop - Flood Prep/Awareness		Flood Division		Annually			
OP 18. WSAFCA Board Meetings		Flood Division		Monthly			
OP 19. Door Hangers		Flood Division		Annually			

**Appendix B
Outreach Project Outcomes**

PPI Worksheet

Target Audience	Message	Outcome	Project(s)	Assignment	Schedule	Stakeholder
4. Business Owners			OP 20. Refrigerator Magnets	Flood Division	Annually	
			OP 26. Flood Safety Packs sold at Lowe's & Home Depot	Flood/Students	Year Round	
	Topic #1 :Know your flood Hazard	Increased # of Flood zone inquiries	OP 2. City iLights	Flood Division	Monthly	
			OP 3. City Newsletter	Flood Division	Weekly	
			OP 4. Utility Billing Inserts	Flood Division	Quarterly	
			OP 6. City Website	Flood Division	Year Round	
			OP 10. Business License - Informational Packets	Flood/CDD	Year Round	
			OP 11. Flood Layer added to GIS	Flood Division	Year Round	
			OP 12. Social Media Campaign (Facebook, Twitter, Instagram)	Flood/Students	Year Round	
			OP 13. Chamber of Commerce Pamphlet	Flood/Chamber	Year Round	
			OP 14. Realtor Handout for Potential Buyers	Flood/Agents	Year Round	
			OP 17. Public Workshop - Flood Prep/Awareness	Flood Division	Annually	
			OP 18. WSAFCA Board Meetings	Flood Division	Monthly	
			OP 19. Door Hangers	Flood Division	Annually	
			OP 20. Refrigerator Magnets	Flood Division	Annually	
	OP 30. Preferred Policy Insurance Campaign	Flood Division/RE Agents	Annually			
	Topic #2: Insure Your Property for a Flood Hazard	Increased # of insurance policies	OP 2. City iLights	Flood Division	Monthly	
			OP 3. City Newsletter	Flood Division	Weekly	
			OP 4. Utility Billing Inserts	Flood Division	Quarterly	
			OP 6. City Website	Flood Division	Year Round	
			OP 10. Business License - Informational Packets	Flood/CDD	Year Round	
			OP 12. Social Media Campaign (Facebook, Twitter, Instagram)	Flood/Students	Year Round	
			OP 13. Chamber of Commerce Pamphlet	Flood/Chamber	Year Round	
			OP 17. Public Workshop - Flood Prep/Awareness	Flood Division	Annually	
			OP 18. WSAFCA Board Meetings	Flood Division	Monthly	
			OP 19. Door Hangers	Flood Division	Annually	
	Topic #4: Protect Your Property from the Flood Hazard Message A: "Wet and Dry Floodproofing Techniques"	Increase in retrofitting inquiries, decrease in property damage	OP 2. City iLights	Flood Division	Monthly	
			OP 3. City Newsletter	Flood Division	Weekly	
			OP 4. Utility Billing Inserts	Flood Division	Quarterly	
			OP 6. City Website	Flood Division	Year Round	
			OP 10. Business License - Informational Packets	Flood/CDD	Year Round	
			OP 12. Social Media Campaign (Facebook, Twitter, Instagram)	Flood/Students	Year Round	
			OP 13. Chamber of Commerce Pamphlet	Flood/Chamber	Year Round	
OP 17. Public Workshop - Flood Prep/Awareness			Flood Division	Annually		
OP 18. WSAFCA Board Meetings			Flood Division	Monthly		
OP 19. Door Hangers			Flood Division	Annually		
OP 20. Refrigerator Magnets			Flood Division	Annually		
5. Real Estate and Lending			Topic #1 :Know your flood Hazard	Increased # of Flood zone inquiries	OP 2. City iLights	Flood Division
	OP 5. New Resident Packet	Flood Division			Year Round	
	OP 6. City Website	Flood Division			Year Round	
	OP 11. Flood Layer added to GIS	Flood Division			Year Round	
	OP 12. Social Media Campaign (Facebook, Twitter, Instagram)	Flood/Students			Year Round	
	OP 14. Realtor Handout for Potential Buyers	Flood/Agents			Year Round	
	OP 17. Public Workshop - Flood Prep/Awareness	Flood Division			Annually	

**Appendix B
Outreach Project Outcomes**

PPI Worksheet

Target Audience	Message	Outcome	Project(s)	Assignment	Schedule	Stakeholder
Institutions	Topic #2: Insure Your Property for a Flood Hazard	Increased # of insurance policies	OP 2. City iLights	Flood Division	Monthly	
			OP 5. New Resident Packet	Flood Division	Year Round	
			OP 6. City Website	Flood Division	Year Round	
			OP 12. Social Media Campaign (Facebook, Twitter, Instagram)	Flood/Students	Year Round	
			OP 14. Realtor Handout for Potential Buyers	Flood/Agents	Year Round	
			OP 17. Public Workshop - Flood Prep/Awareness	Flood Division	Annually	
	Topic # 1 : Know your flood Hazard	Increased # of Flood zone inquiries	OP 2. City iLights	Flood Division	Monthly	
			OP 3. City Newsletter	Flood Division	Weekly	
			OP 4. Utility Billing Inserts	Flood Division	Quarterly	
			OP 5. New Resident Packet	Flood Division	Year Round	
			OP 6. City Website	Flood Division	Year Round	
			OP 11. Flood Layer added to GIS	Flood Division	Year Round	
			OP 12. Social Media Campaign (Facebook, Twitter, Instagram)	Flood/Students	Year Round	
			OP 14. Realtor Handout for Potential Buyers	Flood/Agents	Year Round	
			OP 17. Public Workshop - Flood Prep/Awareness	Flood Division	Annually	
			OP 18. WSAFCA Board Meetings	Flood Division	Monthly	
			OP 19. Door Hangers	Flood Division	Annually	
			OP 20. Refrigerator Magnets	Flood Division	Annually	
			OP 21. Blue Line Campaign (selfie contest)	Flood/Students	Annually	
			OP 22. Historic Flood Event Art Piece	Flood Division	Year Round	
OP 30. Preferred Policy Insurance Campaign	Flood Division/RE Agents	Annually				
	Topic #2: Insure Your Property for a Flood Hazard	Increased # of insurance policies	OP 2. City iLights	Flood Division	Monthly	
			OP 3. City Newsletter	Flood Division	Weekly	
			OP 4. Utility Billing Inserts	Flood Division	Quarterly	
			OP 5. New Resident Packet	Flood Division	Year Round	
			OP 6. City Website	Flood Division	Year Round	
			OP 12. Social Media Campaign (Facebook, Twitter, Instagram)	Flood/Students	Year Round	
			OP 14. Realtor Handout for Potential Buyers	Flood/Agents	Year Round	
			OP 18. WSAFCA Board Meetings	Flood Division	Monthly	
			OP 19. Door Hangers	Flood Division	Annually	
			OP 20. Refrigerator Magnets	Flood Division	Annually	
OP 30. Preferred Policy Insurance Campaign	Flood Division/RE Agents	Annually				
6. New Residents	Topic #3: Protect People from the Flood Hazard Message A: "Plan, Pack, Protect" Message B: "Prep a family Evac Plan, including Meetup Location" Message C: "Turn around Don't Drown"	Decrease # of rescues, decrease number of non-life threatening 9-1-1 calls	OP 2. City iLights	Flood Division	Monthly	
			OP 3. City Newsletter	Flood Division	Weekly	
			OP 4. Utility Billing Inserts	Flood Division	Quarterly	
			OP 5. New Resident Packet	Flood Division	Year Round	
			OP 6. City Website	Flood Division	Year Round	
			OP 12. Social Media Campaign (Facebook, Twitter, Instagram)	Flood/Students	Year Round	
			OP 15. CERTS Emergency Pack Program	Flood/Fire	Annually	
			OP 17. Public Workshop - Flood Prep/Awareness	Flood Division	Annually	
			OP 18. WSAFCA Board Meetings	Flood Division	Monthly	
			OP 19. Door Hangers	Flood Division	Annually	
			OP 20. Refrigerator Magnets	Flood Division	Annually	
			OP 26. Flood Safety Packs sold at Lowe's & Home Depot	Flood/Students	Year Round	

Appendix B
Outreach Project Outcomes

PPI Worksheet

Target Audience	Message	Outcome	Project(s)	Assignment	Schedule	Stakeholder
	Topic #4: Protect Your Property from the Flood Hazard Message A: "Wet and Dry Floodproofing Techniques"	Increase in retrofitting inquiries, decrease in property damage	OP 2. City iLights	Flood Division	Monthly	
			OP 3. City Newsletter	Flood Division	Weekly	
			OP 4. Utility Billing Inserts	Flood Division	Quarterly	
			OP 5. New Resident Packet	Flood Division	Year Round	
			OP 6. City Website	Flood Division	Year Round	
			OP 12. Social Media Campaign (Facebook, Twitter, Instagram)	Flood/Students	Year Round	
			OP 15. CERTS Emergency Pack Program	Flood/Fire	Annually	
			OP 17. Public Workshop - Flood Prep/Awareness	Flood Division	Annually	
			OP 18. WSAFCA Board Meetings	Flood Division	Monthly	
			OP 19. Door Hangers	Flood Division	Annually	
			OP 20. Refrigerator Magnets	Flood Division	Annually	
			OP 24. CDD-Flood Inspection Services	Flood/CDD	Year Round	
			OP 26. Flood Safety Packs sold at Lowe's & Home Depot	Flood/Students	Year Round	
	Topic #5: Build Responsibly	Increase in building permits	OP 2. City iLights	Flood Division	Monthly	
			OP 3. City Newsletter	Flood Division	Weekly	
			OP 4. Utility Billing Inserts	Flood Division	Quarterly	
			OP 5. New Resident Packet	Flood Division	Year Round	
			OP 6. City Website	Flood Division	Year Round	
			OP 7. CDD-Building Pamphlets	CDD	Year Round	
			OP 8. CDD - Municipal Code - Higher Regulatory Standards	CDD	Year Round	
			OP 12. Social Media Campaign (Facebook, Twitter, Instagram)	Flood/Students	Year Round	
			OP 17. Public Workshop - Flood Prep/Awareness	Flood Division	Annually	
			OP 18. WSAFCA Board Meetings	Flood Division	Monthly	
			OP 19. Door Hangers	Flood Division	Annually	
			OP 20. Refrigerator Magnets	Flood Division	Annually	
			OP 24. CDD-Flood Inspection Services	Flood/CDD	Year Round	
	Topic #6: Protect Natural Floodplain Functions	Decrease in debris and chemicals being dumped down the drain	OP 2. City iLights	Flood Division	Monthly	
			OP 3. City Newsletter	Flood Division	Weekly	
			OP 4. Utility Billing Inserts	Flood Division	Quarterly	
			OP 5. New Resident Packet	Flood Division	Year Round	
			OP 6. City Website	Flood Division	Year Round	
			OP 7. CDD-Building Pamphlets	CDD	Year Round	
			OP 8. CDD - Municipal Code - Higher Regulatory Standards	CDD	Year Round	
			OP 12. Social Media Campaign (Facebook, Twitter, Instagram)	Flood/Students	Year Round	
			OP 17. Public Workshop - Flood Prep/Awareness	Flood Division	Annually	
			OP 18. WSAFCA Board Meetings	Flood Division	Monthly	
			OP 19. Door Hangers	Flood Division	Annually	
			OP 20. Refrigerator Magnets	Flood Division	Annually	
				Topic # 1: Know your flood Hazard	Increased # of Flood zone inquiries	OP 4. Utility Billing Inserts
OP 5. New Resident Packet	Flood Division	Year Round				
OP 17. Public Workshop - Flood Prep/Awareness	Flood Division	Annually				
OP 18. WSAFCA Board Meetings	Flood Division	Monthly				
OP 19. Door Hangers	Flood Division	Annually				
OP 20. Refrigerator Magnets	Flood Division	Annually				
OP 27. Senior Education	Flood Division	Annually				

**Appendix B
Outreach Project Outcomes**

PPI Worksheet

Target Audience	Message	Outcome	Project(s)	Assignment	Schedule	Stakeholder
7. Elderly/Disabled	Topic #2: Insure Your Property for a Flood Hazard	Increased # of insurance policies	OP 30. Preferred Policy Insurance Campaign	Flood Division/RE Agents	Annually	
			OP 4. Utility Billing Inserts	Flood Division	Quarterly	
			OP 5. New Resident Packet	Flood Division	Year Round	
			OP 17. Public Workshop - Flood Prep/Awareness	Flood Division	Annually	
			OP 18. WSAFCA Board Meetings	Flood Division	Monthly	
			OP 19. Door Hangers	Flood Division	Annually	
			OP 20. Refrigerator Magnets	Flood Division	Annually	
			OP 27. Senior Education	Flood Division	Annually	
	Topic #3: Protect People from the Flood Hazard Message A: "Plan, Pack, Protect" Message B: "Prep a family Evac Plan, including Meetup Location" Message C: "Turn around Don't Drown"	Decrease # of rescues, decrease number of non-life threatening 9-1-1 calls	OP 30. Preferred Policy Insurance Campaign	Flood Division/RE Agents	Annually	
			OP 4. Utility Billing Inserts	Flood Division	Quarterly	
			OP 5. New Resident Packet	Flood Division	Year Round	
			OP 15. CERTS Emergency Pack Program	Flood/Fire	Annually	
			OP 17. Public Workshop - Flood Prep/Awareness	Flood Division	Annually	
			OP 18. WSAFCA Board Meetings	Flood Division	Monthly	
			OP 19. Door Hangers	Flood Division	Annually	
			OP 20. Refrigerator Magnets	Flood Division	Annually	
	Topic #4: Protect Your Property from the Flood Hazard Message A: "Wet and Dry Floodproofing Techniques"	Increase in retrofitting inquiries, decrease in property damage	OP 27. Senior Education	Flood Division	Annually	
			OP 4. Utility Billing Inserts	Flood Division	Quarterly	
			OP 5. New Resident Packet	Flood Division	Year Round	
			OP 15. CERTS Emergency Pack Program	Flood/Fire	Annually	
			OP 17. Public Workshop - Flood Prep/Awareness	Flood Division	Annually	
			OP 18. WSAFCA Board Meetings	Flood Division	Monthly	
			OP 19. Door Hangers	Flood Division	Annually	
			OP 20. Refrigerator Magnets	Flood Division	Annually	
	Topic #6: Protect Natural Floodplain Functions	Decrease in debris and chemicals being dumped down the drain	OP 4. Utility Billing Inserts	Flood Division	Quarterly	
			OP 5. New Resident Packet	Flood Division	Year Round	
			OP 17. Public Workshop - Flood Prep/Awareness	Flood Division	Annually	
			OP 18. WSAFCA Board Meetings	Flood Division	Monthly	
OP 19. Door Hangers			Flood Division	Annually		
OP 20. Refrigerator Magnets			Flood Division	Annually		
Topic #1: Know your flood Hazard	Increased # of Flood zone inquiries	OP 4. Utility Billing Inserts	Flood Division	Quarterly		
		OP 5. New Resident Packet	Flood Division	Year Round		
		OP 17. Public Workshop - Flood Prep/Awareness	Flood Division	Annually		
		OP 18. WSAFCA Board Meetings	Flood Division	Monthly		
		OP 19. Door Hangers	Flood Division	Annually		
		OP 20. Refrigerator Magnets	Flood Division	Annually		
		OP 27. Senior Education	Flood Division	Annually		
	Topic #3: Protect People from the Flood Hazard Message A: "Plan, Pack, Protect" Message B: "Prep a family Evac Plan, including Meetup Location" Message C: "Turn around Don't Drown"	Decrease # of rescues, decrease number of non-life threatening 9-1-1 calls	OP 1. Flood Division - Flood Week Outreach to WUSD	Flood Division	Annually	
			OP 12. Social Media Campaign (Facebook, Twitter, Instagram)	Flood/Students	Year Round	
			OP 21. Blue Line Campaign (selfie contest)	Flood/Students	Annually	
			OP 23. Boy Scouts (badge or eagle project)	Flood/Scouts	Year Round	
			OP 25. Flood Protection Olympics	Flood/Students	Annually	
			OP 28. Catch Phrase Contest (Gift Card)	Flood/Students	Annually	
			OP 29. YouTube Flood Preparedness Video Contest - Television Exposure	Flood/Students	Annually	
OP 1. Flood Division - Flood Week Outreach to WUSD	Flood Division	Annually				
OP 12. Social Media Campaign (Facebook, Twitter, Instagram)	Flood/Students	Year Round				
OP 15. CERTS Emergency Pack Program	Flood/Fire	Annually				
OP 16. RD 900 Sandbag/Floodfight Exercise	Flood/Students	Annually				
OP 23. Boy Scouts (badge or eagle project)	Flood/Scouts	Year Round				
OP 25. Flood Protection Olympics	Flood/Students	Annually				

**Appendix B
Outreach Project Outcomes**

PPI Worksheet

Target Audience	Message	Outcome	Project(s)	Assignment	Schedule	Stakeholder		
8. WUSD Students	Topic #4: Protect Your Property from the Flood Hazard Message A: "Wet and Dry Floodproofing Techniques"	Increase in retrofitting inquiries, decrease in property damage	OP 28. Catch Phrase Contest (Gift Card)	Flood/Students	Annually			
			OP 29. YouTube Flood Preparedness Video Contest - Television Exposure	Flood/Students	Annually			
			OP 1. Flood Division - Flood Week Outreach to WUSD	Flood Division	Annually			
			OP 12. Social Media Campaign (Facebook, Twitter, Instagram)	Flood/Students	Year Round			
			OP 15. CERTS Emergency Pack Program	Flood/Fire	Annually			
			OP 16. RD 900 Sandbag/Floodfight Exercise	Flood/Students	Annually			
			OP 17. Public Workshop - Flood Prep/Awareness	Flood Division	Annually			
			OP 23. Boy Scouts (badge or eagle project)	Flood/Scouts	Year Round			
			OP 24. CDD-Flood Inspection Services	CDD	Year Round			
			OP 25. Flood Protection Olympics	Flood/Students	Annually			
	Topic #6: Protect Natural Floodplain Functions	Decrease in debris and chemicals being dumped down the drain	OP 1. Flood Division - Flood Week Outreach to WUSD	Flood Division	Annually			
			OP 12. Social Media Campaign (Facebook, Twitter, Instagram)	Flood/Students	Year Round			
			OP 23. Boy Scouts (badge or eagle project)	Flood/Scouts	Year Round			
			OP 24. CDD-Flood Inspection Services	CDD	Year Round			
			OP 25. Flood Protection Olympics	Flood/Students	Annually			
			OP 28. Catch Phrase Contest (Gift Card)	Flood/Students	Annually			
			OP 29. YouTube Flood Preparedness Video Contest - Television Exposure	Flood/Students	Annually			
			Topic #1: Know your flood Hazard	Increased # of Flood zone inquiries	OP 2. City iLights	Flood Division	Monthly	
					OP 3. City Newsletter	Flood Division	Weekly	
					OP 4. Utility Billing Inserts	Flood Division	Quarterly	
OP 5. New Resident Packet	Flood Division	Year Round						
OP 6. City Website	Flood Division	Year Round						
OP 12. Social Media Campaign (Facebook, Twitter, Instagram)	Flood/Students	Year Round						
OP 14. Realtor Handout for Potential Buyers	Flood/Agents	Year Round						
OP 17. Public Workshop - Flood Prep/Awareness	Flood Division	Annually						
OP 18. WSAFCA Board Meetings	Flood Division	Monthly						
OP 20. Refrigerator Magnets	Flood Division	Annually						
OP 21. Blue Line Campaign (selfie contest)	Flood/Students	Annually						
OP 22. Historic Flood Event Art Piece	Flood Division	Year Round						
Topic #2: Insure Your Property for a Flood Hazard	Increased # of insurance policies	OP 2. City iLights	Flood Division	Monthly				
		OP 3. City Newsletter	Flood Division	Weekly				
		OP 4. Utility Billing Inserts	Flood Division	Quarterly				
		OP 5. New Resident Packet	Flood Division	Year Round				
		OP 6. City Website	Flood Division	Year Round				
		OP 12. Social Media Campaign (Facebook, Twitter, Instagram)	Flood/Students	Year Round				
		OP 14. Realtor Handout for Potential Buyers	Flood/Agents	Year Round				
		OP 17. Public Workshop - Flood Prep/Awareness	Flood Division	Annually				
		OP 18. WSAFCA Board Meetings	Flood Division	Monthly				
		OP 19. Door Hangers	Flood Division	Annually				

**Appendix B
Outreach Project Outcomes**

PPI Worksheet

Target Audience	Message	Outcome	Project(s)	Assignment	Schedule	Stakeholder
9. Non-English Speaking/Immigrants	Topic #3: Protect People from the Flood Hazard Message A: "Plan, Pack, Protect" Message B: "Prep a family Evac Plan, including Meetup Location" Message C: "Turn around Don't Drown"	Decrease # of rescues, decrease number of non-life threatening 9-1-1 calls	OP 20. Refrigerator Magnets	Flood Division	Annually	
			OP 2. City iLights	Flood Division	Monthly	
			OP 3. City Newsletter	Flood Division	Weekly	
			OP 4. Utility Billing Inserts	Flood Division	Quarterly	
			OP 5. New Resident Packet	Flood Division	Year Round	
			OP 6. City Website	Flood Division	Year Round	
			OP 12. Social Media Campaign (Facebook, Twitter, Instagram)	Flood/Students	Year Round	
			OP 15. CERTS Emergency Pack Program	Flood/Fire	Annually	
			OP 17. Public Workshop - Flood Prep/Awareness	Flood Division	Annually	
			OP 19. Door Hangers	Flood Division	Annually	
	OP 20. Refrigerator Magnets	Flood Division	Annually			
	OP 26. Flood Safety Packs sold at Lowe's & Home Depot	Flood/Students	Year Round			
	Topic #4: Protect Your Property from the Flood Hazard Message A: "Wet and Dry Floodproofing Techniques"	Increase in retrofitting inquiries, decrease in property damage	OP 2. City iLights	Flood Division	Monthly	
			OP 3. City Newsletter	Flood Division	Weekly	
			OP 4. Utility Billing Inserts	Flood Division	Quarterly	
			OP 5. New Resident Packet	Flood Division	Year Round	
			OP 6. City Website	Flood Division	Year Round	
			OP 12. Social Media Campaign (Facebook, Twitter, Instagram)	Flood/Students	Year Round	
			OP 15. CERTS Emergency Pack Program	Flood/Fire	Annually	
			OP 17. Public Workshop - Flood Prep/Awareness	Flood Division	Annually	
			OP 18. WSAFCA Board Meetings	Flood Division	Monthly	
			OP 19. Door Hangers	Flood Division	Annually	
	OP 20. Refrigerator Magnets	Flood Division	Annually			
	OP 24. CDD-Flood Inspection Services	CDD	Year Round			
	OP 26. Flood Safety Packs sold at Lowe's & Home Depot	Flood/Students	Year Round			
	Topic #5: Build Responsibly	Increase in building permits	OP 2. City iLights	Flood Division	Monthly	
			OP 3. City Newsletter	Flood Division	Weekly	
			OP 4. Utility Billing Inserts	Flood Division	Quarterly	
			OP 5. New Resident Packet	Flood Division	Year Round	
			OP 6. City Website	Flood Division	Year Round	
OP 7. CDD-Building Pamphlets			CDD	Year Round		
OP 8. CDD - Municipal Code - Higher Regulatory Standards			CDD	Year Round		
OP 12. Social Media Campaign (Facebook, Twitter, Instagram)			Flood/Students	Year Round		
OP 17. Public Workshop - Flood Prep/Awareness			Flood Division	Annually		
OP 18. WSAFCA Board Meetings			Flood Division	Monthly		
OP 19. Door Hangers	Flood Division	Annually				
OP 20. Refrigerator Magnets	Flood Division	Annually				
OP 24. CDD-Flood Inspection Services	CDD	Year Round				
Topic #6: Protect Natural Floodplain Functions	Decrease in debris and chemicals being dumped down the drain	OP 2. City iLights	Flood Division	Monthly		
		OP 3. City Newsletter	Flood Division	Weekly		
		OP 4. Utility Billing Inserts	Flood Division	Quarterly		
		OP 5. New Resident Packet	Flood Division	Year Round		
		OP 6. City Website	Flood Division	Year Round		
		OP 7. CDD-Building Pamphlets	CDD	Year Round		

Appendix B
Outreach Project Outcomes

PPI Worksheet

Target Audience	Message	Outcome	Project(s)	Assignment	Schedule	Stakeholder
			OP 8. CDD - Municipal Code - Higher Regulatory Standards	CDD	Year Round	
			OP 12. Social Media Campaign (Facebook, Twitter, Instagram)	Flood/Students	Year Round	
			OP 17. Public Workshop - Flood Prep/Awareness	Flood Division	Annually	
			OP 18. WSAFCA Board Meetings	Flood Division	Monthly	
			OP 19. Door Hangers	Flood Division	Annually	
			OP 20. Refrigerator Magnets	Flood Division	Annually	