



Santa Clara Valley Water District

File No.: 19-1186

Agenda Date: 1/14/2020
Item No.: 7.1.

BOARD AGENDA MEMORANDUM

SUBJECT:

Receive Update on the 2019 Flood Preparedness Campaign.

RECOMMENDATION:

- A. Receive information on 2019-2020 Flood Preparedness Campaign; and
- B. Provide input on the 2020-2021 Flood Preparedness Campaign focus and direction.

SUMMARY:

Per Ends Policy No. E-3, Natural Flood Protection, 3.2.2 Reduce Flood Risks through Public Education -

Santa Clara Valley Water District's (Valley Water) Flood Preparedness Campaign has the goal of alerting Santa Clara County residents and businesses situated within a FEMA designated Special Flood Hazard Area (SFHA), or a high-risk floodplain, of the potential risk of flooding; and encouraging individual action towards flood preparedness. Additional outreach was targeted to areas identified as potential flood "hot spots".

This latest campaign focused on a simple and concise message: GET FLOOD READY. It's a multilingual and multicultural campaign designed to alert communities at risk, and outlines three calls to action:

- Know your risk
- Prepare your home
- Get flood insurance

The annual campaign is demographically targeted to the English, Spanish, Vietnamese and Chinese populations of each watershed through bilingual ads with placement selected based on 2010 Census information. Flood preparedness advertisements are displayed via billboards, transit shelters, print, and digital ads, in addition to being highlighted on radio and social media.

Specific outreach is being directed to priority flood hot spots. Flood awareness presentations are

scheduled through community organizations within these high-risk areas. Information is being shared through targeted Next-Door messages, and social media ads.

Valley Water's website and social media channels continually feature the GET FLOOD READY message for the winter season. Through earned media opportunities, Valley Water is reaching more community members with messages about flood preparedness. In addition, staff produced and debuted a series of multilingual videos which outline Valley Water flood preparedness tips in approximately one minute. These videos have been boosted on social media and shared with Valley Water's city partners.

Staff will also distribute flood preparedness materials throughout the season at public events and during classroom interactions.

In December, Valley Water's 2019 Annual Flood Mailer was delivered to more than 52,000 homes and businesses located within the FEMA SFHA zone. Santa Clara County's cities also received 5,000 copies for distribution, along with digital/social files.

FINANCIAL IMPACT:

Campaign cost of \$260,000 is included in the FY 2019-2020 budget.

CEQA:

The recommended action does not constitute a project under CEQA because it does not have the potential for resulting in direct or reasonably foreseeable indirect physical change in the environment.

ATTACHMENTS:

Attachment 1: PowerPoint

UNCLASSIFIED MANAGER:

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