



MEMORANDUM

FC 14 (03-11-25)
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TO: Melanie Richardson, P.E.
Interim Chief Executive Officer

FROM: Rachael Gibson
Chief of External Affairs

SUBJECT: FY26 Annual Evaluation Report
(Year 5: July 2025 – June 2026) for the 2021
Santa Clara County Multi-Jurisdictional
Program for Public Information (PPI)

DATE: August 10, 2026

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

Through the CRS, flood insurance holders in participating communities receive discounted premium rates to reflect the reduced flood risk. The three goals of the CRS are:

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

Background

Valley Water has supported the local CRS program since 1998. Since Valley Water is not a land-use agency (i.e., city, town, or county), it is not considered an NFIP community and does not technically qualify to participate in the CRS program.

Valley Water's flood risk reduction activities throughout Santa Clara County (county) earns CRS credits that are transferred to each CRS participating community, supporting savings on NFIP insurance policies within those jurisdictions. Currently, 11*¹ of the 16 communities (cities, towns, and the county) within Santa Clara County participate in the CRS program.

FEMA first introduced the Program for Public Information (PPI) as a CRS creditable activity in 2013. The PPI encourages CRS-participating communities to work with local stakeholders to design a community outreach program on flood risk reduction that best fits local needs. This can be done as a single or multi-jurisdictional effort.

2021 Santa Clara County Multi-Jurisdictional Program for Public Information (PPI)

On April 27, 2021, the Valley Water Board of Directors adopted the 2021 PPI following completion of the 2015 PPI; the governing bodies of the CRS participating communities adopted the 2021 PPI soon thereafter.

In addition to updating the PPI every five years, FEMA requires CRS communities seeking continued CRS credit to complete an Annual Evaluation Report on PPI efforts and share the report with their governing bodies. Attached is the final Annual Evaluation Report for Fiscal Year 26 (Year 5 of the 2021 PPI). Overall, the CRS Users Group/PPI Committee successfully implemented and completed the 2021 PPI in FY26.

Please direct questions about the PPI Annual Evaluation Report to Amy Fonseca, Acting Manager, Office of Civic Engagement at (408) 630-3005.

*¹ Current Participating CRS Communities include: Valley Water and the Cities of Cupertino, Gilroy, Los Altos, Milpitas, Morgan Hill, Mountain View, Palo Alto, San Jose, Santa Clara, and Sunnyvale.

Melanie Richardson, P.E.
Interim Chief Executive Officer

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August 10, 2026

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8/13/2026

Rachael Gibson
Chief of External Affairs
External Affairs Division

Date

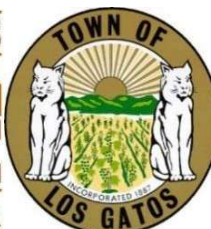
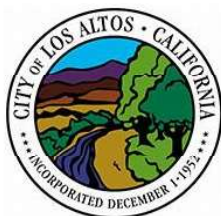
Attachment: Annual Evaluation Report for FY26 (Year 5) for the 2021 Santa Clara County Multi-Jurisdictional Program for Public Information (PPI)

cc: R. Gibson, K. Yasukawa, A. Fonseca, CRS File

Santa Clara County Multi-Jurisdictional Program for Public Information 2021

FY26 Annual Evaluation Report

(Year 5: July 2025 to June 2026)



July 2026

Prepared by:

Santa Clara Valley Water District

and

Santa Clara County CRS communities

I. INTRODUCTION

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

In Santa Clara County, 11 (eleven) communities, including Santa Clara Valley Water District (Valley Water) have actively participated in the FEMA NFIP CRS for over 30 years.

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

CRS communities, along with their external non-governmental stakeholders, non-CRS communities: *City of Saratoga, Town of Los Altos Hills, Town of Los Gatos, and the County of Santa Clara* who opted to join the 2021 Program for Public Information (PPI), comprised the 2021 PPI Committee. The original 2021 PPI Committee is listed in *Table 1. Original Members of the Santa Clara County Multi-Jurisdictional 2021 PPI Committee* of the 2021 PPI (*Attachment 1*). Since the development of the 2021 PPI, there may have been changes to the community's original 2021 PPI Committee members (*either the internal representatives to the organization and/or the external stakeholders*). Those member changes are noted on the meeting attendance sheets.

CRS-creditable PPIs can be single or multi-jurisdictional. For the 2021 PPI, FEMA requires that each CRS community provide at least two representatives to the regional PPI Committee to meet the credit requirement, with at least half of the representatives from outside the local government. Additionally, at least half of the representatives must attend all the meetings of the regional PPI Committee.

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

The 2021 PPI Committee, the remaining non-CRS communities (City of Saratoga, Town of Los Gatos, Town of Los Altos Hills, and the County of Santa Clara), and other interested parties make up the Santa Clara County CRS Users Group.

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

Under the CRS program, flood insurance premium rates are discounted to reward CRS communities' actions that meet the three goals of the CRS:

- (1) reduce flood damage to insurable property.
- (2) strengthen and support the insurance aspects of the NFIP; and
- (3) encourage a comprehensive approach to floodplain management.

Flood insurance premiums for CRS communities are reduced in 5% increments for every 500 CRS points earned. As of May 31, 2026, the total savings for Santa Clara County residents from CRS discounts are approximately \$2 million.

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

The *CRS Coordinator’s Manual, 2013 Edition*, included the option to undertake a Program for Public Information (PPI), which standardizes our flood preparedness outreach messages and increases communities’ CRS points. Each participant of the PPI Committee brings unique perspectives and suggestions that enhance the PPI. Each community must adopt the PPI through a formal vote by the community’s governing body.

In 2013, Valley Water helped initiate and facilitate the effort to develop the first Multi-Jurisdictional PPI, enabling all Santa Clara County CRS communities to work together and benefit from the effort. Non-CRS communities were also invited to participate in developing the PPI. This work effort resulted in the 2015 Multi-Jurisdiction PPI (2015 PPI).

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

Under the CRS, a PPI must be updated every five years. Each subsequent year after adopting the PPI, the PPI Committee must submit an annual evaluation report to FEMA describing the PPI implementation for the prior fiscal year. The PPI Committee must evaluate whether the flood risk reduction messages in the PPI remain relevant and adjust the PPI as needed. The annual evaluation report is shared with each CRS community’s governing body as an informational item.

As required for CRS credit, annual evaluation reports for FY16 (Year 1 of the 2015 PPI) through FY19 (Year 4 of the 2015 PPI) were prepared, sent to each CRS community’s governing body, and included in each community’s respective annual recertifications or as part of a community’s documentation for those that were cycled on any given year.

In FY20 (Year 5 of the 2015 PPI), the PPI Committee updated the 2015 PPI, which had expired. The Insurance Services Office (ISO), FEMA’s CRS program management contractor, exempted the PPI Committee from submitting an annual evaluation report for FY20 (Year 5 of the 2015 PPI) as the committee focused on updating the document.

In February 2020, Valley Water hosted the start of the five-year PPI update process. Fifteen Santa Clara County communities worked together to update the 2015 PPI. These communities included the current 11 CRS communities as well as four non-CRS communities that expressed interest in joining the 2015 PPI and possibly the CRS program. Staff and external stakeholders from each agency participated in developing the new PPI.

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

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

The 2021 PPI Committee reconvened in October 2020 to resume the 2015 PPI update. Several virtual meetings followed until the 2021 PPI Committee completed the 2021 PPI in April 2021. The 2021 PPI was adopted by CRS communities, as indicated in *Table 1. Adoption Dates 2021 PPI*.

II. 2021 PPI DEVELOPMENT PROCESS

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

Virtual meetings were held between 2020 and 2021 to develop the 2021 PPI. FEMA's six priority topic messages and the three additional messages identified in the 2015 PPI carried forward into the 2021 PPI. The 2021 PPI Committee felt all nine topics and supporting messages were still relevant for reaching Santa Clara County residents and ensuring they were flood-ready.

The below listed is Table 3 in the 2021 PPI: CRS Priority Messages

Topic Number	Topic message	Public Message (Select one message per topic)
TOPIC #1	Know your flood hazard	- Know your flood risk - Contact your floodplain manager to find out if your property is in a floodplain - Check if your home or business is in a Special Flood Hazard Area
TOPIC #2	Insure your property for your flood hazard	- Get flood insurance ahead of time - Insure your property - There is a 30-day waiting period for the policy to take place
TOPIC #3	Protect people from the flood hazard	- Put your 3-day emergency kit together - Follow evacuation orders - Learn the best route to high ground
TOPIC #4	Protect your property from the flood hazard	- Protect your home from flood threats - Prepare your home - Sandbags can offer protection against a foot or less of floodwater - Get sandbags before a flood
TOPIC #5	Build responsibly	- Build responsibly in floodplains - Comply with development requirements - Check with your city/county floodplain manager before you build
TOPIC #6	Protect natural floodplain functions	- Keep creeks clean and flowing - Keep debris and trash out of our streams - Don't pollute, dump, or drain anything in creeks
Additional Outreach Topic Messages (only one message per topic)		
TOPIC #7	Develop an emergency plan	Develop an emergency plan
TOPIC #8	Download disaster apps	Download disaster emergency apps
TOPIC #9	Understand shallow flooding risks— don't drive through standing water	Understand shallow flooding risks - don't drive through standing water

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

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

FEMA's ISO CRS Specialist and Technical Reviewers determine how many CRS points the 2021 PPI activities earn. The PPI Committee estimates that of the possible 350 points for Activity 330, each CRS community could earn up to 300+/- points for PPI efforts.

Once Valley Water approved the 2021 PPI (5-Year Plan), the final document was provided to the 2021 PPI Committee to present to their governing bodies for adoption and implementation.

Table 1. Dates of 2021 PPI Adoption shows each agency's 2021 PPI approval dates; all 11 CRS communities have adopted the 2021 PPI.

Table 1. Adoption Dates of the 2021 PPI

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

**Non-CRS communities are encouraged to participate in the ongoing efforts and initiatives of the Santa Clara County CRS Users Group and/or PPI Committee; however, those who opted to participate in the 2021 PPI are not required to adopt the PPI or share annual evaluation reports with their governing bodies.*

III. ANNUAL EVALUATION REPORTS

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

The evaluation will cover the following:

- Review of projects that were completed.
- Evaluate progress toward outcomes.
- Provide recommendations on projects that have not been completed.
- Provide recommendations for new projects not previously identified.
- Address any Target Audience changes; and
- Assess the program's impact during an actual flood event if one has occurred.

The 2021 PPI Committee prepares the annual evaluation report for submission with each CRS community's annual CRS recertification package (or scheduled 5-year cycle visits). The annual evaluation report is then shared with each CRS community governing body as an informational item.

As required, annual evaluation reports for FY22 (Year 1 of the 2021 PPI) through FY26 (Year 5 of the 2021 PPI) were prepared, sent to each CRS community's governing body, and included in each community's respective annual recertifications or as part of a community's documentation for those that were cycled on any given year.

Section V. 2024 Santa Clara County CRS Users Group/PPI Committee Meetings – Monitoring and Evaluating the 2021 PPI of this annual evaluation report summarizes the meetings held to develop the FY26 Annual Evaluation Report (Year 5 of the 2021 PPI).

Table 2 below shows how each community expects to share the FY26 Annual Evaluation Report with its governing body.

Table 2. How the 2021 PPI FY26 (Year 5) Annual Evaluation Report will be shared with the Community's Governing Body

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

**Non-CRS communities are not required to share annual evaluation reports with their governing bodies.*

IV. 2021 PPI ACCOMPLISHMENTS FOR FY26

The 2021 PPI Committee identified three efforts needed from each CRS community to prepare and finalize subsequent annual evaluation reports.

1. Governing bodies must adopt the 2021 PPI (*Table 1. Adoption dates of the 2021 PPI*). The 2021 PPI Committee must prepare an annual evaluation report and share it with its governing body as informational items (*Table 2. How the 2021 PPI Annual Evaluation Report for FY26, Year 5 will be shared with the Community's Governing Body*).
2. For each fiscal year (*July 1 - June 30*), the communities must implement and monitor the outreach/flood response projects identified in Appendix A, CRS Creditable Outreach and Flood Response Projects by CRS Community of the 2021 PPI (*Attachment 2*).
3. The PPI Committee must review and consider the 'New Initiatives' identified in the 2021 PPI (*page 66*) for advancing flood risk reduction efforts.

Governing Bodies Approval: All 11 CRS communities' governing bodies, including Valley Water, adopted the 2021 PPI. Each agency (Community) shows the approval dates in Table 1 noted above.

Tracking System: The 2021 PPI is multi-jurisdictional and includes 15 agencies (*11 CRS communities and four non-CRS communities*). Tracking implementation is quite complex compared to a single-agency PPI. As the informal lead agency, Valley Water oversees the record-keeping to ensure consistency throughout the county. An electronic file-sharing system, Egnyte, is set up with folders for each community to file and share documents related to the 109 potential outreach/flood response projects identified in the 2021 PPI and all CRS-related documentation. This also includes a comprehensive spreadsheet tracking which lists outreach projects accomplished in any given fiscal year by each community (*Attachment 2*). This spreadsheet, along with the annual evaluation report, will be submitted with annual CRS recertifications or as part of scheduled 5-year cycle visits.

ISO assigns credit for Valley Water outreach/flood response projects to all Santa Clara County CRS communities' ratings. Some communities also choose to carry out and report on their own outreach/flood response projects, in addition to those of Valley Water. These projects are shown on the composite spreadsheet (*Attachment 2 - Appendix A from 2021 SC County Multi-Jurisdictional PPI noting FY26 Project Accomplishments*) and include input from each agency.

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

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

Summary of PPI Projects Accomplished in FY26

Attachment 2 of this annual evaluation report includes the complete outreach/flood response project list. It lists all projects proposed in the 2021 PPI, with a "Project Accomplishments" column noting actions taken during the fourth year, FY26 of the 2021 PPI.

Audiences	Projects Accomplished
Community at Large (CAL)	81 potential projects, 64 accomplished
Residents and Businesses in the Special Flood Hazard Area (SFHA)	18 potential projects, 16 accomplished
Messengers to Other Target Audiences (Organizations & Businesses Serving the Community)	10 potential projects, 10 were accomplished
*Total Accomplished Projects	90 of 109

** Note: All projects carried out by CRS communities were accomplished in FY26. Variance in the number of potential projects versus accomplished projects is due to no updates from non-CRS communities, which is not required for this annual evaluation report.*

These numbers go well beyond the minimum requirements of the CRS program for PPI credit under Activity 330. We anticipate all CRS communities will receive the maximum number of credits for our collective efforts in FY26.

Valley Water's Outreach/Flood Response Projects

The 2021 PPI Committee identified each community's outreach/flood response projects. The implementation of these projects is reflected in the 'FY26 (Year 5) of the 2021 PPI Project Accomplishments' column of Attachment 2.

FY26 Annual Flood Awareness Campaign

Valley Water's FY26 Flood Awareness Campaign (*Attachment 3 for more details*) effectively educated and engaged residents in Santa Clara County about the risks of flooding, emphasizing the importance of proactive preparation and access to vital safety resources. The campaign leveraged cutting-edge technologies like digital geo-targeting and multilingual outreach, blending traditional strategies with innovative solutions to connect with communities at risk of flooding.

Goals:

1. **Awareness:** Educate FEMA-designated Special Flood Hazard Areas (SFHAs) residents and businesses about their flood risks and mitigation strategies.
2. **Preparedness:** Empower residents to take preventative actions, including knowing their flood risk, signing up for emergency alerts, and knowing where to find free sandbags.
3. **Access:** Provide multilingual resources and technologies to connect diverse communities with flood safety information, including the innovative Valley Water's Surface Water Data Portal. When extreme weather strikes, residents can know if their home is at risk of flooding by visiting alert.valleywater.org for the latest information on local creeks and reservoir water levels.

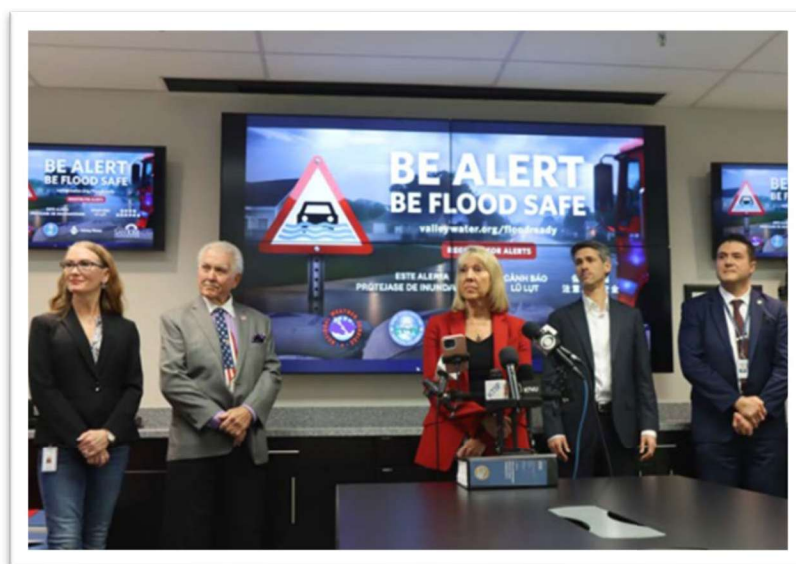
Refer to Attachment 3 for more details on Valley Water's FY26 flood awareness campaign.

CRS Community Outreach/Flood Response Projects

Other Community Engagement Efforts

October 2025 officially kicked off the flood season.

On November 19, 2025, staff participated in a flood preparedness press conference held at Valley Water's Emergency Operations Center site in San José. The press conference was a joint news event with the City of San José, the County of Santa Clara, and the National Weather Service. The event featured speakers from Valley Water and participating agencies, a tour of Valley Water's Emergency Operations Center, and an emergency kit assembly table with flood-readiness materials.



Valley Water Education Outreach Program

Valley Water's Education Outreach includes flood awareness messaging in classroom lessons presented year-round. A dedicated flood-focused lesson is offered from October through April. Valley Water's role as a flood protection agency is introduced in all lessons so that participants in Education Outreach programs know that flood protection is one of Valley Water's core objectives in Santa Clara County.

The following are the Education Outreach efforts from July 2025 - June 2026.

Flood-Focused Programs

Education Outreach offers two lessons and one assembly focused on flood awareness and preparedness: The Three Little Pigs and the Bad Weather Wolf for transitional kindergarten through second grade, and Watershed Maps for second and third grades. The Three Little Pigs and the Bad Weather Wolf is also offered as a school assembly.

The results of the Flood-Focused Programs delivered between July 2025 and June 2026 are as follows:

- 101 flood-focused programs
- 2,645 students
- 124 educators

Flood Awareness Messaging

In addition to Flood-Focused Programs, Education Outreach provided additional flood awareness messaging in general classroom presentations, assemblies, libraries, and public events.

The results of the general flood protection messaging between July 2025 and June 2026 are as follows:

- 302 programs with general flood protection messaging
- 8,728 students messaging
- 374 educators
- 661 public youth in Santa Clara County

Community Events and Engagement

Booth Support at Events

Valley Water staff made a concerted effort to actively participate in community events, including community festivals and emergency preparedness affairs, particularly in communities and neighborhoods in or near flood zones. In FY26 (from September 2025 – May 2026), Valley Water and the communities' staff hosted 29 booths and distributed flood preparedness information on flood safety and emergency preparedness materials, including Valley Water's annual FPM. Those events are listed below:

1. July 4, 2025 – San Jose Council District 8 Fourth of July Fireworks, San Jose
2. July 5, 2025 – Morgan Hill Chamber Night Music Series, Morgan Hill
3. July 16–17, 2025 – Mountain View Technology Showcase, Mountain View
4. July 24, 2025 – Happy Hollow Season of the Senior Safari, San Jose
5. August 2, 2025 – Asian Americans for Community Involvement Back-to-School Health Fair, San Jose
6. August 5, 2025 – San Martins Lions Club National Night Out, San Martin
7. August 5, 2025 – Morgan Hill National Night Out, Morgan Hill
8. August 15, 2025 – Morgan Hill Chamber Friday Night Music, Morgan Hill
9. August 16, 2025 – Cupertino Chamber Night Market, Cupertino
10. August 21, 2025 – San Jose Chamber BBQ, San Jose
11. August 28, 2025 – Happy Hollow Season of the Senior Safari, San Jose
12. August 30, 2025 – Santos Family Car Show, Alviso
13. August 30–31, 2025 – Silicon Valley Pride Parade and Festival, San Jose
14. September 6, 2025 – Capitol Park Goss Neighborhood Association National Night Out, San Jose
15. September 6–7, 2025 – Mountain View Art and Wine Festival Booth, Mountain View
16. September 13, 2025 – Rotary Club of Cupertino Silicon Valley Fall Festival, Cupertino
17. September 21–23, 2025 – WaterReuse California Conference, San Diego
18. September 26, 2025 – Assemblymember Ahrens' Inaugural Fall Harvest BBQ, Santa Clara
19. September 27, 2025 – Vovinam Viet Vo Dao 34th Annual Moon Festival, San Jose
20. September 28, 2025 – Stevens Creek Trail (FoSCT) Trailblazer Race, Mountain View
21. October 11, 2025 – Martial Cottle Park's Fall Festival 2025, San Jose
22. October 11, 2025 – Guadalupe River Park Conservancy Pumpkins in the Park, San Jose

23. October 11, 2025 – Cupertino Chamber Diwali Festival, Cupertino
24. October 18, 2025 – Valley Health Foundation Women's Leadership and Policy Summit, San Jose
25. October 25, 2025 – District 8 Fall Family Festival, San Jose
26. October 25, 2025 – Senator Cortese's 3rd Annual Picnic by the Lake, San Jose
27. November 12–15, 2025 – Cal-IPC Symposium, Ventura
28. December 6, 2025 – Santa Visits Alviso Foundation Drive, Alviso
29. February 13, 2026 – ASCE SJ Younger Member High School Day, San Jose
30. February 13, 2026 – City of San Jose D1 and D10 w/ NAACP, San Jose
31. March 28, 2026 – CEEF/CUSD Run for Great Schools 5K and Fun Run, Cupertino
32. March 28, 2026 – CERT 5K Family Fun Run (D10), San Jose
33. April 18, 2026 – City of Milpitas Earth Day, Milpitas
34. April 25, 2026 – Acterra Love Our Earth Festival / WaterPalooza, Palo Alto
35. April 25, 2026 – Morgan Hill Community Earth Day Festival, Morgan Hill
36. May 9, 2026 – Berryessa Art & Wine Festival, San Jose
37. May 23–24, 2026 – Morgan Hill Mushroom Mardi Gras, Morgan Hill
38. June 6–7, 2026 – 50th Annual Sunnyvale Wine & Art Festival, Sunnyvale
39. June 12, 2026 – WEPA Fest 2026, San Jose
40. June 13, 2026 – AACSA's 45th Annual Juneteenth Festival, San Jose
41. June 13, 2026 – Dia De Portugal, San Jose

Speakers Bureau Program

In FY26 (from July 2025 through June 2026), Valley Water's 'Managing our Precious Resource Speakers Bureau Program' reached the 11 organizations listed below. All general presentations mention flood protection and the need to 'Get Flood Ready' regardless of the county's drought status. They also include links to Valley Water's 'Flood Ready' information and resources webpage (ValleyWater.org/floodready), the hotline to call to report obstructions in creeks, and flood preparedness collateral available for all in-person events.

Valley Water's Speakers Bureau Program can customize presentations to update community groups on water-specific issues and provide updates on projects in their area. The FY26 presentations that included flood preparedness information are listed below.

1. July 28, 2025 – Cory Neighborhood Association, San Jose
2. August 12, 2025 – Los Altos Kiwanis Club
3. September 4, 2025 – West San Jose Kiwanis Club
4. January 28, 2026 – The Forum, Palo Alto
5. February 27, 2026 – Valley Water's Water Works Program (via Zoom)
6. April 2, 2026 – Valley Water's 101 Academy
7. April 9, 2026 – Santa Teresa Catholic Church, San Jose
8. June 4, 2026 – Coin Laundry Association
9. June 8, 2026 – LAFCO (AM presentation), Sunnyvale
10. June 8, 2026 – LAFCO (PM presentation), Morgan Hill
11. June 9, 2026 – LAFCO (PM presentation), San Jose

V. 2026 SANTA CLARA COUNTY CRS USERS GROUP/PPI COMMITTEE MEETINGS – MONITORING AND EVALUATING THE 2021 PPI

The FY26 Santa Clara County CRS Users Group/PPI Committee meeting was held on May 21, 2026. Attendance by CRS communities was high. Staff from some non-CRS communities, external stakeholders, and other interested parties were also in attendance. Agendas, meeting notes, and attendance sheets for each meeting are included (*Attachments 4-8*).

As required by CRS, the objective of the meeting was to monitor the implementation of the 2021 PPI, determine if the desired outcomes were achieved, and discuss whether any changes to the 2021 PPI were needed to complete this annual evaluation report. The PPI Committee agreed that the 2021 PPI messaging and projects would remain the same for the duration of the 2021 PPI, which sunsets in 2026.

VI. MESSAGING – Other Initiatives

The multi-jurisdictional PPI Committee identified several possible opportunities in the 2021 PPI to expand on existing initiatives and may consider initiating newer ones as follows:

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

The messages the PPI Committee originally chose are still relevant to Santa Clara County. The committee will continue to increase its efforts to encourage people to prepare personal/family emergency plans and be flood-ready for the duration of the 2021 PPI. The PPI Committee will also continue coordinating efforts with Valley Water's Education Outreach Program to promote flood preparedness in local schools.

The PPI Committee recommends continuing to use social media for messaging for the duration of the 2021 PPI. Mobile usage among individuals has increased exponentially over the years, and online platforms are rapidly adjusting to mobile-friendly standards. This provides an excellent opportunity to modernize campaign ad efforts by utilizing social media and digital advertising to increase exposure and reach more residents in Santa Clara County. Furthermore, these modern advertising methods allow for specialized demographic targeting to reach a narrow and defined audience, improving the ability to reach vulnerable populations effectively.

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

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

VII. CONCLUSION

Overall, the CRS Users Group/PPI Committee successfully implemented the 2021 PPI in FY26. The 2021 PPI allowed PPI Committee members to mutually decide which flood risk reduction messages are most appropriate for our residents and to identify how to deliver them effectively. Participating in the 2021 PPI aims to enhance the effectiveness of the flood risk messages to residents, reduce flood risks within Santa Clara County, and earn valuable CRS credit points when identified outreach projects are implemented.

The CRS Users Group/PPI Committee will continue its outreach efforts through FY26. The 2021 PPI will sunset in FY26.

Attachments for submission to Valley Water Board, City Councils/Managers, and FEMA, as required:

1. Members of the Santa Clara County Multi-Jurisdictional 2021 PPI Committee
2. Appendix A from 2021 SC County Multi-Jurisdictional PPI noting FY26 Outreach Project Accomplishments
3. Valley Water's FY26 Flood Awareness Campaign
4. May 21, 2026, SC County CRS Users Group/PPI Committee Meeting Agenda

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

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

Note: Since the development of the 2021 PPI there may have been changes to a community's 2021 PPI Committee members (either the local government representatives and/or the external stakeholders). Those member changes are noted on the meeting attendance sheets.

Appendix A CRS Creditable Outreach and Flood Response Projects by CRS Community Santa Clara County Multi-Jurisdictional PPI 2021 FY 2026 (Year 5) Outreach Projects Accomplishments by CRS Communities						
Audience	Message	Outcome	Project(s) Proposed to Support the Messages (XX denotes Community acronym, and Outreach Project #)	Assignment	Schedule	Stakeholder
Community At Large (CAL) - Multilingual Communities - Groups with Special Evacuation Needs - New Residents, Visitors and Tourists	Topic 1: Know your flood hazard Message 1A - Know your flood risk Message 1B - Contact your floodplain manager to find out if your property is in a floodplain Message 1C - Check if your home or business is in a Special Flood Hazard Area Topic 2: Insure your property for your flood hazard Message 2A - Get flood insurance ahead of time Message 2B - Insure your property Message 2C - There is a 30-day waiting period for the policy to take place Topic 3: Protect people from the flood hazard Message 3A - Put your 3-day emergency kit together Message 3B - Follow evacuation orders Message 3C - Learn the best route to high ground Topic 4: Protect your property from the flood hazard Message 4A - Protect your property from the flood hazard Message 4B - Prepare your home Message 4C - Sandbags can offer protection against a foot or less of floodwater Message 4E - Get sandbags before a flood Topic 5: Build responsibility Message 5A - Build responsibility in floodplains Message 5B - Comply with development requirements Message 5C - Check with your local floodplain manager before you build Topic 6: Protect natural floodplain functions Message 6A - Keep creeks clean and flowing Message 6B - Keep debris and trash out of our streams Message 6C - Don't pollute, dump, or drain anything in creeks Topic 7: Develop a Family Emergency Plan Message 7A: Develop an emergency plan Topic 8: Download disaster Apps Message 8A - Download disaster emergency apps Topic 9: Understand shallow flooding risks – don't drive through standing water Message 9A - Understand shallow flooding risks - don't drive through standing water FEMA's message: "Turn Around Don't Drown®"	Educate our community on flood protection and preparedness measures	(VWOP #01) Multi-language Countywide Mailer (CWM) to every postal address in Santa Clara County (Topics 1-5 and 7, 8)	Valley Water Communications	Each late October or November	All Santa Clara County CRS Communities
FY 2026 (Year 5 of the 2021 PPI) Outreach Projects Accomplishments INPUT HERE ONLY						
Effective the FY25 flood season (starting in October 2024), Valley Water no longer produces a Countywide Mailer (CWM) that promotes flood messaging. On 1/14/25, during Valley Water's CRS 5-year cycle visit, we informed our ISO CRS Specialist, Marlene Jacobs, of this change. We explained that in place of the CWM, Valley Water now sends out the following two additional targeted mailers to residents and businesses in the FEMA-designated Special Flood Hazard Area (SFHA). Hard and soft copies are provided to all Santa Clara County cities and the county: Flood Tips Postcard includes all 9 PPI Topic Messages: https://s3.us-west-1.amazonaws.com/valleywater.org/us-west-1/s3fs-public/VW-Flood%20Postcard-Vertical-Bleed-CMYK-Outlined-Final.pdf Flood Trifold includes 5 PPI Topic Messages: https://online.flipbuilder.com/kepvbsr/flood-trifold/ All Santa Clara County communities support and promote Valley Water's outreach projects.						

Appendix A CRS Creditable Outreach and Flood Response Projects by CRS Community Santa Clara County Multi-Jurisdictional PPI 2021 FY 2026 (Year 5) Outreach Projects Accomplishments by CRS Communities						
Audience	Message	Outcome	Project(s) Proposed to Support the Messages (XX denotes Community acronym, and Outreach Project #)	Assignment	Schedule	Stakeholder
			SEARCH FOR YOUR COMMUNITY'S OP HERE (VW OP #02) Distributes a soft copy of our Flood Safety Tips brochure for all SCC CRS communities' use (print hard copies to distribute at events and/or post of flood preparedness webpages) (Topics 1-9)	Valley Water Communications	Annually, November/December	FY 2026 (Year 5 of the 2021 PPI) Outreach Projects Accomplishments INPUT HERE ONLY In January 2026, Valley Water mailed out the trifold guide titled "You Live in a Flood Zone: Beware, Be Ready, Be Flood Safe." This multilingual resource outlines actions residents can take to protect their lives and property before, during, and after a flood. Additionally, it includes a QR code that directs readers to valleywater.org/floodready for more tips and tools on flood preparedness. Link to Trifold In mid-October 2025, Valley Water released the 'Be Flood Safe' Social Media Toolkit for the 2025-2026 Flood Awareness Outreach Partner. This toolkit was made available for download to all partnering agencies, including CRS communities. It featured digital and social media banners and animations highlighting key calls to action: know your risk, sign up for emergency alerts, and find sandbags. Additionally, the toolkit included multilingual graphics showcasing essential tips and provided an option to request co-branded bill inserts and postcards. The toolkit includes the following items which contained messages for all nine flood awareness tips (PPI CRS message topics) for all Santa Clara County communities to use: • Be Flood Safe • Know your flood risk • Sign up for emergency alerts • Get free sandbags • Flood zone cards and banners • Multilingual Flood Ready tips Cupertino distributes copies of Valley Water's Flood Safety Tips at various fairs/events (i.e., Earth Day Festival) and provides additional copies for the public on display at City Hall. Cupertino also has a direct link to Valley Water's annual mailer and Flood Ready webpage on the City's "Floodplain Management" webpage. Los Altos distributes brochures available at City Hall, library, and community center. They are also distributed at community events (emergency training, wine stroll, etc.). Morgan Hill hosted 'National Night Out' on August 5, 2025. Flood preparedness information (flood safety brochures, red 'Get Flood Ready' tote bags with emergency supply list, and emergency first aid kits) was distributed. Valley Water's flood safety brochures were also available at City Hall. Mountain View promotes and distributes Valley Water's Flood Safety Tips and emergency kits at fairs (i.e., Earth Day Celebration, Community Summer Kick-Off Event). Valley Water's flood safety brochures are available at city hall. Palo Alto promotes and distributes Valley Water's Flood Safety Tip and emergency kits at fairs (i.e., Earth Day Festival) and provides as an informational item on Utility Inserts sent every year. Valley Water's flood safety brochures are available at city hall. The City of Santa Clara has hard copy brochures available at city hall and central library. They are distributed at the yearly art & wine festivals as well. All Santa Clara County communities support and promote Valley Water's outreach projects. Cupertino changed the frequency of the local newsletter from monthly to quarterly. Therefore, the annual flood preparation article was published in the Fall 2025 edition of "The Cupertino Scene" (Aug-Nov). Los Altos published two newspaper ads titled "Assess Your Flood Risk and Flood Insurance Availability" on 11/5/25 and on 11/12/25 in the Los Altos Town Crier.
			(CUP OP #03) Flood notice in the local newsletter, "The Cupertino Scene" (Topics 1-9)	City of Cupertino	Each October or November issue	N/A
			(LA OP #04) Two (2) newspapers ads, in the Los Altos Town Crier (Topics 1-5)	City of Los Altos	Each fall	N/A

Appendix A CRS Creditable Outreach and Flood Response Projects by CRS Community Santa Clara County Multi-Jurisdictional PPI 2021 FY 2026 (Year 5) Outreach Projects Accomplishments by CRS Communities						
Audience	Message	Outcome	Project(s) Proposed to Support the Messages (XX denotes Community acronym, and Outreach Project #) SEARCH FOR YOUR COMMUNITY'S OP HERE	Assignment	Schedule	Stakeholder
		Educate our community on flood protection and preparedness measures Increase in "hits on Valley Water and communities Flood Protection Resources webpage These website projects are credited under Activity 350 – Flood Protection Information, element c). Flood protection website (WEB). 330 not credited under Activity 330 Note: To receive any WEB credit, the community's website must meet the following criteria: The community must check the website's links at least monthly, and fix those that are no longer accurate. At least annually, the community must review the content to ensure that it is still current and pertinent	(VW OP #15) Flood Ready webpage: Flood & Safety, Flood Protection Resources, includes floodplain and countywide mailers https://www.valleywater.org/floodready	Valley Water	Year Round	All Santa Clara County CRS Communities
						FY 2026 (Year 5 of the 2021 PPI) Outreach Projects Accomplishments INPUT HERE ONLY Valley Water continues to maintain/update our Flood Ready landing page to ensure content is relevant and current and that there are no broken links. At the May 2025 CRS Users Group/PPI Committee Meetings, CRS communities were reminded to review/update their respective flood protection resources landing pages. At the 5/14/25 CRS Users Group/PPI Committee Meeting (agenda item 4), there was discussion regarding Valley Water's webpage redesign, including updates to our Flood Ready landing page. Cupertino's "Floodplain Management" webpage has a link that redirects to Valley Water's Flood Ready landing page. Gilroy's "Flood Management" and "Emergency Preparedness" web pages link to Valley Water's Flood ready landing page. Los Altos "Floodplain Management Information" web page links to Valley Water's Flood Ready web page. Morgan Hill's "Floodplain Management" landing page redirects to Valley Water's Flood Ready landing page. Mountain View's "Flood Protection and Insurance Information" webpage links to Valley Water's Flood Ready web page. Palo Alto's "Flood Information and Winter Storm Preparedness" webpage redirects to Valley Water's Flood Ready landing page. City of Santa Clara's "Flood Protection Information" web page redirected to Valley Water's Flood Ready page. All Santa Clara County communities flood protection resource landing pages redirect to Valley Water's Flood Ready landing page.

Appendix A CRS Creditable Outreach and Flood Response Projects by CRS Community Santa Clara County Multi-Jurisdictional PPI 2021 FY 2026 (Year 5) Outreach Projects Accomplishments by CRS Communities						
Audience	Message	Outcome	Project(s) Proposed to Support the Messages (XX denotes Community acronym, and Outreach Project #) SEARCH FOR YOUR COMMUNITY'S OP HERE	Assignment	Schedule	Stakeholder
			(SAR OP #37) The city has a "Staying Safe, Winter Storms" webpage. They have also linked the city's Winter Storms webpage to Valley Water's Flood Ready webpage https://www.saratoga.ca.us/218/Winter-Storms	City of Saratoga	Year Round	N/A
			(SUN OP #38) The city has a "Flood Protection" webpage Sunnyvale, CA - Flood Protection (listed in Appendix B)	City of Sunnyvale	Year Round	N/A
	Topics 1-9 and supporting messages Flood Awareness Media Campaign, including social media	Educate our community on flood protection and preparedness measures	(VW OP #39) Conducts a flood awareness media campaign, reaching the community at large, including our multilingual community. Many of the Santa Clara County CRS Communities recognize Valley Water's Flood Awareness Campaign and link it on their community's flood information web page and redirect to Valley Water's Flood Ready webpage (Topics 1-9) Campaign features social media videos and postings on various platforms (i.e., Facebook, Twitter, Instagram, Nextdoor, etc.), digital banners, newspaper advertisements, radio ads, billboards, utility bill inserts for communities to use, communities redirect to ValleyWater.org/FloodReady and television/mobile ads targeting residents who live in flood-prone areas and multilingual ethnic communities	Valley Water Communications City of Sunnyvale	Annually, for the duration of the rainy season, typically from November to April	All Santa Clara County CRS Communities
FY 2026 (Year 5 of the 2021 PPI) Outreach Projects Accomplishments INPUT HERE ONLY						
Saratoga: No update available - non-CRS participating community						
Sunnyvale: The City continues to maintain its flood protection website.						
Valley Water's FY26 Flood Awareness Campaign centered around the theme, "You Live in a Flood Zone: Beware, Be Ready, Be Flood Safe." The outreach utilized digital geo-targeting technologies to effectively reach businesses and residents within the flood zone. The primary goals of the campaign were to raise awareness about flood risks, encourage residents to sign up for emergency alerts, and inform them on how to obtain sandbags. Additionally, the campaign highlighted our Surface Water Data Portal, where residents can access the latest information regarding local creek and reservoir levels. To enhance Valley Water's community outreach efforts, an educational paid advertising campaign was implemented. Polling results from the previous winter campaign informed this advertising initiative, allowing us to better understand our target audiences and their levels of awareness. The Flood Awareness Campaign ran for six months, from October 2025 to February 2026, at a total cost of \$300.00. This campaign combined outdoor and digital geo-targeted advertising, supplemented by three direct multilingual mailings sent to approximately 48,154 homes and businesses located in or near high-risk flood areas, as designated by the FEMA Special Flood Hazard Area (SFHA). See Attachment 3 of the FY26 Annual Evaluation Report for flood awareness campaign and post campaign survey details. Los Altos included an insert provided by Valley Water to all residents and businesses via a refuse collection bill insert in November 2022 (non-residential) and January 2023 (residential). Morgan Hill's flood preparedness outreach efforts for FY26 are listed below: - August 5, 2025 - Hosted 'National Night Out' Flood preparedness information (flood safety brochures and red 'Get Flood Ready' tote bags with emergency supply list), and emergency first aid kits were distributed to the public. - September 3, 2025 - Proclaimed September 2025 as National Preparedness Month. All Santa Clara County communities support and promote Valley Water's outreach projects.						

Appendix A CRS Creditable Outreach and Flood Response Projects by CRS Community Santa Clara County Multi-Jurisdictional PPI 2021 FY 2026 (Year 5) Outreach Projects Accomplishments by CRS Communities						
Audience	Message	Outcome	Project(s) Proposed to Support the Messages (XX denotes Community acronym, and Outreach Project #) SEARCH FOR YOUR COMMUNITY'S OP HERE	Assignment	Schedule	Stakeholder
			(VW OP #40) As part of the flood awareness campaign, a 'Get Flood Ready, Social Media and Web Resources Guide' is provided to all cities/county in Santa Clara County for their use as part of their outreach efforts	Valley Water	Upon the completion of the annual FPM	All Santa Clara County CRS Communities
						In November 2025, Valley Water released the 'Be Flood Safe' Social Media Toolkit for the 2025-2026 Flood Awareness Outreach Partner. This toolkit was made available for download to all partnering agencies, including CRS communities. It featured digital and social media banners and animations highlighting key calls to action: know your risk, sign up for emergency alerts, and find sandbags. Additionally, the toolkit included multilingual graphics showcasing essential tips and provided an option to request co-branded bill inserts and postcards. See Attachment 3 of the FY26 Annual Evaluation Report for flood awareness campaign and post campaign survey details. Los Altos has included links to the flood awareness campaign web resources in electronic newsletters during the 2022/2023 flood season and on the city's website. Morgan Hill's Public Information utilizes Valley Water's Get Flood Ready social media and resources in the City's social media, City website, and City newsletters as they deem applicable on any given period. Mountain View's "Flood Protection and Insurance Information" webpage has links to Valley Water's Get Flood Ready webpage. Palo Alto has Valley Water's Flood Awareness Campaign linked on the City's Flood Information and Winter Storm Preparedness website. Santa Clara has Valley Water's Flood Awareness Campaign linked on the City's Public Works, Engineering, Flood Protection Information landing page on their website. All Santa Clara County communities flood protection resource landing pages redirect to Valley Water's Flood Ready landing page.
			(SCC OP #41) Shares Valley Water's digital social media resource links during the flood season. The "Floods Follow Fires, Are you Ready?" and "Got Sandbags" messages redirect to Valley Water's website. Messages are used on social media, short form newsletter, short form email, web, and Nextdoor	Santa Clara County Office of Emergency Management	Year Round	N/A
			(CUP OP #42) Recognizes the robust social media campaign led by Valley Water and has linked the city's main flood preparation webpage to Valley Water's Flood Ready webpage	City of Cupertino	Year Round	N/A
			(GIL OP #43) The city recognizes Valley Water's Flood Awareness Campaign and has linked the city's main flood webpage to Valley Water's Flood Ready webpage	City of Gilroy	Year Round	N/A
			(LAH OP #44) The town recognizes Valley Water's Flood Awareness Campaign and has linked the town's main flood webpage to Valley Water's Flood Ready webpage	Town of Los Altos Hills	Year Round	N/A
			(LG OP #45) Recognizes Valley Water's Flood Awareness Campaign and has linked the Town's main flood webpage to Valley Water's Flood Ready webpage	Town of Los Gatos	Year Round	N/A

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Audience	Message	Outcome	Project(s) Proposed to Support the Messages (XX denotes Community acronym, and Outreach Project #) SEARCH FOR YOUR COMMUNITY'S OP HERE	Assignment	Schedule	Stakeholder
			(MV OP #46) The city does a social media notification about storm preparation for winter storms ahead of time. The notification directs residents to their "Flood Protection and Insurance Information" webpage. The city has also linked the city's webpage to Valley Water's Flood Ready webpage	City of Mountain View	Year Round	N/A
			(SC FRP #47) City publishes social media posts, on Facebook, Twitter, and other platforms, focused on safety. The city has prepared a pre-flood plan (FRP) for public information projects that will be implemented before, during, and after a storm/flood, as well as identifying who is responsible for posting these messages, what type of events they apply to, what social media platforms to post to and how often	City of Santa Clara Office of Emergency Services	During the storm season	N/A
			(SJ OP #48) Recognizes Valley Water's Flood Awareness Campaign and has linked the city's main flood webpage to Valley Water's Flood Ready webpage. Keeps Valley Water's floodplain mailer static location at City Hall for residents to pick-up and is also distributed at various events throughout the year	City of San Jose	Year Round	N/A
			(SAR OP #49) Recognizes Valley Water's Flood Awareness Campaign and has linked the city's main flood webpage to Valley Water's Flood Ready webpage	City of Saratoga	Year Round	N/A
			(SAR OP #50) The city does a social media notification about storm preparation for winter storms ahead of time	City of Saratoga	Year Round	N/A
			(SUN OP #51) The city actively posts flood safety and preparedness messaging through social media platforms (i.e., Facebook and Twitter)	City of Sunnyvale Environmental Services	During the rainy season (October – March)	N/A
			FY 2026 (Year 5 of the 2021 PPI) Outreach Projects Accomplishments INPUT HERE ONLY			
			Mountain View shared several social media posts before, during and after the major rain events during the winter. Posts included information on preparation, forecasts for rain events and real time updates on current flooding.			
			Santa Clara: Information was posted on social media for flood awareness week led by City Streets Division.			
			San Jose places Valley Water's FPM at City Hall and their website redirects to Valley Water's Flood Ready webpage. The City recognizes and supports Valley Water's Flood Awareness Campaign.			
			Saratoga: No update available - non-CRS participating community			
			Saratoga: No update available - non-CRS participating community			
			Sunnyvale: City staff posted information to Facebook regarding keeping the storm drain clear to prevent clogging.			

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Audience	Message	Outcome	Project(s) Proposed to Support the Messages (XX denotes Community acronym, and Outreach Project #) SEARCH FOR YOUR COMMUNITY'S OP HERE	Assignment	Schedule	Stakeholder
Topics 1-9 and supporting messages Community Events – Distribute flood preparedness materials to the community		Educate our community on flood protection and preparedness measures Increase in "hits on Valley Water and cities Flood Protection Resources pages and improve Valley Water's Flood Campaign results Residents less stress during emergencies and better prepared before a flood event	(VW OP #52) Copies of Valley Water's multilingual floodplain mailer is made available to all Santa Clara County CRS Communities to disseminate at various events, including keeping the mailer static in lobby areas for visitors to pick-up. Valley Water attends various communities' events/fairs throughout the county and disseminates flood readiness materials, including various FEMA flood-related publications and Valley Water flood ready materials (Topics 1–9)	Valley Water	Annually, September - May	All Santa Clara County CRS Communities
						The below table reflects the quantities requested/sent by/to the agencies. Copies of Valley Water's FPM were delivered in early January 2026. Community Floodplain Mailer City of Campbell 25 City of Cupertino 50 City of Gilroy 25 City of Los Altos 50 Town of Los Altos Hills 25 Town of Los Gatos 25 City of Milpitas 50 City of Monte Sereno 25 City of Morgan Hill 150 City of Mountain View 25 City of Palo Alto 100 City of San Jose 50 City of Santa Clara 25 County of Santa Clara 25 City of Saratoga 25 City of Sunnyvale 25 Valley Water CRS Program 150 The FPM is posted on our website https://online.flipbuilder.com/ikap/fbzo/ Cupertino distributes copies of Valley Water's Floodplain Mailer at various fairs/events and provides additional copies for the public on display at City Hall. Los Altos distributes copies of the Valley Water's Floodplain Mailer and postcards at City Hall and Community Center buildings. Mountain View distributes copies of Valley Water's Floodplain Mailer and postcards at City Hall and during tabling events such as Earth Day. Palo Alto distributes Valley Water's multi-language floodplain mailer during fairs during Earth Day event and Palo Alto's Open House every year. Santa Clara: Fliers and additional information are currently at city hall and public library. All Santa Clara County communities support and promote Valley Water's outreach projects.
			(CUP OP #53) Distributes flood readiness outreach materials at various events/ facilities	City of Cupertino	Year Round, as needed	N/A
			(GIL OP #54) Participates in two fair/events: Gilroy Garlic Festival (GF) and city's Public Works Week Community Open House (PWWCOH)	City of Gilroy	End of July (GF) Typically, in May (PWWCOH)	N/A
			(LAH OP #65) Hosts two events - Earth Day (ED) and the Town Picnic (TP)	Town of Los Altos Hills	Annually, Spring (ED) and late Summer (TP)	N/A
						Gilroy: There was no Garlic Festival (due to the shooting at this festival in July 2019, the City has postponed this event indefinitely), so no materials were distributed at this event. However, on August, 2025, the City hosted National Night Out where flood readiness materials were distributed. Materials were also distributed during the PWWCOH on May 20, 2026. Town of Los Altos Hills: No update available - non-CRS participating community

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Audience	Message	Outcome	Project(s) Proposed to Support the Messages (XX denotes Community acronym, and Outreach Project #) SEARCH FOR YOUR COMMUNITY'S OP HERE	Assignment	Schedule	Stakeholder
			(MIL OP #56) Distributes FEMA flood-related publications at various events	City of Milpitas	Year Round	N/A
			(MV OP #57) The city participates Mountain View Art & Wine Festival (MVA&WF) and Thursday Night Live (TNL) and distributes flood preparedness information	City of Mountain View	Each September (MVA&WF) Months of June/July (TNL)	Valley Water
			(PA OP #58) Staff hosts a flood readiness table at city's annual Earth Day (ED) event and at the City Municipal Corporation Open House (MCOH). Upon request, the city also participates in other fairs and promotes flood readiness, including Creekwise mailer/brochure	City of Palo Alto	Each April (ED) and July (MCOH)	Can vary depending on requests made to City to support fairs
			(SU OP #59) Staff hosts and participates in the 'Building Permits and Home Safety Open House.' The city's also hosts 'Pumpkins in the Park' event which Valley Water staff participates in and promotes flood preparedness	City of San Jose	Each May and October	Valley Water
			(SC OP #60) City hosts a flood readiness table at the Art & Wine Festival. Valley Water also sponsors a table at the festival promoting flood preparedness and distributes various flood readiness materials to the community	City of Santa Clara	Each September	N/A
		Less damage due to the floods; improve sandbag distribution Fewer accidents and rescues	(SUN OP #61) City has permanent 'Road May Flood' street signs in areas of the City prone to flooding and promotes the 'Flood Zone Look Up' featured on the city's website	City of Sunnyvale	Year Round	N/A
		Increase in inquiries on retrofitting measures. Decrease the number of repairs and elevations without permits. Increase number of repairs with permits Ensure people who are interested in protecting their property from flooding are getting the help they need Keep families safe	(CUP OP #62) The city offers Flood Protection Assistance. Property Protection Advice. Staff provides in-person flood risk consultation at the front counter and/or site visits when requested	City of Cupertino	Year Round	N/A
			(MIL OP #63) The city offers Flood Protection Assistance. Property Protection Advice and provides in-person flood risk consultation at the front counter	City of Milpitas	Year Round	N/A
			FY 2026 (Year 5 of the 2021 PPI) Outreach Projects Accomplishments INPUT HERE ONLY			
			Milpitas: Ongoing. Distributed flood ready kits and informational publications on Earth Day event on April 18, 2026. National River Cleanup Day event on May 16, 2026, and the City Farmer's Market on June 21, 2026. Mountain View: attends various events such as Earth Day and Public Works Week and distributes flood readiness fliers and handouts during these events.			
			Palo Alto: hosted a flood readiness table at the Earth Day Event on 4/19/26 and hosted a table at the City Municipal Corporation Open House on 7/26/25(FY26).			
			San Jose: hosts the annual Building and Home Safety Open House. This year's open house was held on 5/22/25. The City also hosted "Pumpkins in the Park" on 10/12/24. Valley Water hosted an information booth and distributed flood preparedness information on flood safety and emergency preparedness materials, including Valley Water's annual floodplain mailer.			
			Santa Clara: Flood readiness table was setup at Arts & Wine Festival September 2025. Flood promotional packets and fliers provided by Valley Water were distributed to visitors.			
			Sunnyvale: Ongoing. City staff still promote the use of the "Flood Zone Lookup."			
			Cupertino: Ongoing. The City maintains a log of FEMA-related requests.			
			Milpitas: Ongoing. City maintains logs of FEMA-related requests.			

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Audience	Message	Outcome	Project(s) Proposed to Support the Messages (XX denotes Community acronym, and Outreach Project #) SEARCH FOR YOUR COMMUNITY'S OP HERE	Assignment	Schedule	Stakeholder
			(SC OP #64) The city offers Flood Protection Assistance, Property Protection Advice	City of Santa Clara	Year Round	N/A
	Topic 6: Protect natural floodplain functions Message 6A -Keep creeks clean and flowing Message 6B - Keep debris and trash out of our streams Message 6C - Don't pollute, dump, or drain anything in creeks	Cleaner streams and fewer dumping violations Fewer debris blockages during high-flow events Drainage inspectors report fewer calls and a decrease in the amount of trash removed	(VW OP #65) "Do Not Dump" illegal dumping message is sent each year to all Santa Clara County residents in Valley Water's CWM and FPM	Valley Water Communications Each late October or November (CWM) Each November/December (FPM)	All Santa Clara County CRS Communities	Santa Clara: On-going per requests to the city Valley Water's FY26 FPM included the "Do Not Dump/Illegal to Dump" (Topic 7 - Keep creeks clean and flowing, page 5) messaging. Additionally, Valley Water's website "Get Flood Ready Essential Tips" landing page contains "Keep debris and trash out of our streams," and the dump, or drain anything in creeks" under the "Flood Safety Advice: Before a Flood" section., and our "Report Creek Blockages and local street flooding" promotes the do not dump/illegal dumping message. https://www.valleywater.org/flooding-safety/flood-ready https://www.valleywater.org/flooding-safety/flood-ready/flood-safety-advice https://www.valleywater.org/flooding-safety/flood-ready/report-creek-blockages-local-flooding Valley Water hosted Coastal Cleanup Day (CCD) in September 2025 and National River Cleanup Day (NRCD) in May 2026 National River Cleanup Day. Reports are available here https://cleanacreek.org/past-results-2/ Several Santa Clara communities participate in these clean-up events. Cupertino's "Floodplain Management" webpage has a link to Valley Water's Floodplain Mailer. The City also includes the "Do Not Dump" messaging in The Cupertino Scene's annual flood preparedness article. Morgan Hill includes this message in their annual Flood Report. The 2026 Flood Report will be posted on the City's "Floodplain Management" landing page in August/September 2026. Mountain View's "Flood Protection and Insurance Information" webpage has a link to Valley Water's Floodplain Mailer and notes who to call in the city to report illegal dumping. Palo Alto has Valley Water's CWM and FPM linked on the City's Flood Information and Winter Storm Preparedness website. All Santa Clara County communities support and promote Valley Water's outreach projects.
			(VW OP #66) "Do Not Dump" signs placed by waterways/channels	Valley Water O&M	Year Round	N/A
			(VW OP #67) Lists Pollution Hotline number in all Project Notices	Valley Water Communications	Year Round	N/A
						Valley Water's Operations & Maintenance continues its practice of placing "Do Not Dump" signs on waterways/ channels. All Santa Clara County communities support and promote Valley Water's outreach projects. Valley Water's website includes the pollution hotline number: https://www.valleywater.org/flooding-safety/flood-ready https://www.valleywater.org/flooding-safety/flood-ready/report-creek-blockages-local-flooding All Santa Clara County communities support and promote Valley Water's outreach projects.

Appendix A CRS Creditable Outreach and Flood Response Projects by CRS Community Santa Clara County Multi-Jurisdictional PPI 2021 FY 2026 (Year 5) Outreach Projects Accomplishments by CRS Communities						
Audience	Message	Outcome	Project(s) Proposed to Support the Messages (XX denotes Community acronym, and Outreach Project #) SEARCH FOR YOUR COMMUNITY'S OP HERE	Assignment	Schedule	Stakeholder
			(MIL OP #75) Participates in annual clean-up events: National River Clean-up Day (NRCD) and Coastal Clean-Up Day (CCD). They coordinate with Valley Water on both these clean-up efforts. The city also participates in Valley Water's Adopt-a-Creek Program.	City of Milpitas	Each May (NRCD) and September (CCD)	Volunteers Valley Water Stream Stewardship
			(MH OP #76) "Flood Report" contains message on keeping debris and trash out of streams – Do Not Dump messaging	City of Morgan Hill	Annually, close to or during the start of the rainy season	N/A
			(PA OP #77) "Are You Ready for Winter Storms?" utilities insert contains the Do Not Dump and report illegal dumping messages	City of Palo Alto	Each fall	N/A
			(PA OP #78) Utility bill insert includes a 'Utility Announcement on Flood Safety Tips,' including Protect natural floodplains - keep rain gutters and drainage channels free of debris	City of Palo Alto	Annually, March-April	N/A
			(PA OP #79) Participates in annual clean-up events: National River Clean-up Day (NRCD) and Coastal Clean-Up Day (CCD). They coordinate with Valley Water on both these clean-up efforts. Additionally, the city participates in Valley Water's Adopt-a-Creek Program.	City of Palo Alto	Each May (NRCD) and September (CCD)	Volunteers Valley Water Stream Stewardship
			(PA OP #80) Clean-ups of trash booms located in Matadero Creek and Adobe Creek are done annually on an as-needed basis. The city also assesses its hot spots and cleans up the local drainage system on an ongoing basis and part of its operations and maintenance	City of Palo Alto	Annually, as needed	N/A
			(SUN OP #81) "Horizon" newsletter includes a "Know How to Be FloodSafe" article that promotes the Do Not Dump message	City of Sunnyvale	Each October, Fall Edition	N/A
			FY 2026 (Year 5 of the 2021 PPI) Outreach Projects Accomplishments INPUT HERE ONLY			
			Milpitas: CCD was held on September 20, 2025. NRCD was held on May 16, 2026.			
			Morgan Hill's "2026 Flood Report" brochure will contain Do Not Dump messaging.			
			Palo Alto includes Do Not Dump and Report Illegal Messages on City's utility insert that was sent out in September 2025.			
			Palo Alto includes Protect Natural Floodplains-keep rain gutters and creeks free of debris messages on flood safety tips sent as Utility Announcement and the flier sent as an attachment on utility bills every year.			
			Palo Alto participates every year during National River Clean-up Day on Matadero and Adobe Creek. Palo Alto also participates in the multi-jurisdictional effort on creek clean-up of San Francisco Creek.			
			Palo Alto City staff continue clean-ups of trash booms on Matadero Creek and Adobe Creek, assess hot spots and clean ups on an ongoing basis on the entire City's storm drain network system.			
			Sunnyvale: The City still includes a "Flood Safe" message in the fall Horizon. It was published in fall 2025.			

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Audience	Message	Outcome	Project(s) Proposed to Support the Messages (XX denotes Community acronym, and Outreach Project #)	Assignment	Schedule	Stakeholder
Residents and Businesses in the Special Flood Hazard Area (SFHA) - Low Lying Areas, Along Rivers and Creeks - Coastal Communities at Risk for Sea Level Rise/Inundation - Repetitive Loss (RL) Areas	Topic 1: Know your flood hazard Message 1A - Know your flood risk Message 1B - Contact your floodplain manager to find out if your property is in a floodplain Message 1C - Check if your home or business is in a Special Flood Hazard Area Topic 2: Insure your property for your flood hazard Message 2A - Get flood insurance ahead of time Message 2B - Insure your property Message 2C - There is a 30-day waiting period for the policy to take place Topic 3: Protect people from the flood hazard Message 3A - Put your 3-day emergency kit together Message 3B - Follow evacuation orders Message 3C - Learn the best route to high ground Topic 4: Protect your property from the flood hazard Message 4A - Protect your property from the flood hazard Message 4B - Prepare your home Message 4C - Sandbags can offer protection against a foot or less of floodwater Message 4E - Get sandbags before a flood Topic 5: Build responsibility Message 5A - Build responsibility in floodplains Message 5B - Comply with development requirements Message 5C - Check with your local floodplain manager before you build Topic 6: Protect natural floodplain functions Message 6A - Keep creeks clean and flowing Message 6B - Keep debris and trash out of our streams Message 6C - Don't pollute, dump, or drain anything in creeks Topic 7: Develop a Family Emergency Plan Message 7A: Develop an emergency plan Message 8A - Download disaster Apps Message 8A - Download disaster emergency apps Topic 9: Understand shallow flooding risks - don't drive through standing water Message 9A - Understand shallow flooding risks - don't drive through standing water FEIMA's message: "Turn Around Don't Drown®"	Residents/businesses in the SFHA are aware they're in the SFHA and prepare before floods Increase in number of flood insurance policies in the SFHAs and RLAs in the county in general Prospective buyers understand flood risks Increase number of elevation certificates on file, and structures repaired with permits; decrease the number of repetitive loss increase homes Increase in the number of flood insurance policies with contents coverage	(VW OP #82) Multi-language floodplain mailer (FPM) to all residents and businesses within the SFHA in Santa Clara County (Topics 1 – 9)	Valley Water	Each November/December	All
FY 2026 (Year 5 of the 2021 PPI) Outreach Projects Accomplishments INPUT HERE ONLY						
Valley Water's Annual Floodplain Mailer (FPM) was distributed in December 2024. This multi-language mailer, available in English, Spanish, Chinese, and Vietnamese, is titled "You Live in a Flood Zone: Beware, Be Ready, Be Flood Safe." Link to Floodplain Mailer: The FPM included QR codes, a magnet featuring essential flood safety websites, a detachable emergency phone list, and a centerfold that highlighted our Surface Water Data Portal. One of the QR codes directs residents to a site where they can access the latest information about local creek and reservoir water levels: https://water.valleywater.org/?p=map. Hard copies of the FPM's (quantities noted below, as requested by the communities), postcards (in November 2024) and trifold(s) (in mid-January 2025) were also mailed to each city/county in and the FPM was mailed in early January 2025 for their use, including posting in their lobby or designated area(s) Community FPM Postcard / Trifold City of Campbell 25 25/25 City of Cupertino 50 50/20 City of Gilroy 25 25/25 City of Los Altos 50 100 / 20 Town of Los Altos Hills 25 150/20 Town of Los Gatos 25 25/20 City of Milpitas 50 25/20 City of Monte Sereno 25 25/25 City of Morgan Hill 150 50/50 City of Mountain View 25 25/20 City of Palo Alto 100 25/20 City of San Jose 50 25/25 City of Santa Clara 25 25/25 County of Santa Clara 25 25/25 City of Saratoga 25 25/25 City of Sunnyvale 25 25/20 VW CRS Program 150 300/50 The FPM, postcards, and trifolds are all posted on Valley Water's website 'Flood Ready' landing page: https://www.valleywater.org/flooding-safety/flood-ready Valley Water's FPM was distributed throughout the county at various events during the flood season, and we kept copies in our HQ lobby area. The City of Los Altos posted Valley Water's FPM on our flood protection website and we kept copies in the city hall lobby. The City of Cupertino posted Valley Water's FPM on our flood protection website and we kept copies in the City Hall lobby. All Santa Clara County communities support and promote Valley Water's outreach projects.						
			(CUP OP #63) Flood notice in the local newsletter, The Cupertino Scene, which reaches residents and businesses in the SFHA (Topics 1-9)	City of Cupertino	Each October or November issue	N/A
			(LA OP #84) Letter, along with a "Are You Prepared for a Flood in Your Neighborhood?" brochure to property owners in the SFHA (Topics 1-8)	City of Los Altos	Annually, each fall	N/A
			(LAH OP #85) The town's "Our Town" quarterly newsletter includes information on flood preparedness. The newsletter is mailed out town-wide and is also available online on the town's website (Topics TBD during cycle visit)	Town of Los Altos Hills	Each fall	N/A

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			SEARCH FOR YOUR COMMUNITY'S OP HERE (SI,OP #99) Sends letters to the properties in the city's mapped repetitive loss areas	City of San Jose	Annually, each typically between September - December	N/A
Messengers to Other Target Audiences (Organizations & Businesses Serving the Community)	Topic 1: Know your flood hazard Message 1A - Know your flood risk Message 1B - Contact your floodplain manager to find out if your property is in a floodplain Message 1C - Check if your home or business is in a Special Flood Hazard Area Topic 2: Insure your property for your flood hazard Message 2A - Get flood insurance ahead of time Message 2B - Insure your property Message 2C - There is a 30-day waiting period for the policy to take place Topic 3: Protect people from the flood hazard Message 3A - Put your 3-day emergency kit together Message 3B - Follow evacuation orders Message 3C - Learn the best route to high ground Topic 4: Protect your property from the flood hazard Message 4A - Protect your property from the flood hazard Message 4B - Prepare your home Message 4C - Sandbags can offer protection against a foot or less of floodwater Message 4E - Get sandbags before a flood Topic 5: Build responsibility Message 5A - Build responsibility in floodplains Message 5B - Comply with development requirements Message 5C - Check with your local floodplain manager before you build Topic 6: Protect natural floodplain functions Message 6A - Keep creeks clean and flowing Message 6B - Keep debris and trash out of our streams Message 6C - Don't pollute, dump, or drain anything in creeks Topic 7: Develop a Family Emergency Plan Message 7A - Develop an emergency plan Topic 8: Download disaster Apps Message 8A - Download disaster emergency apps Topic 9: Understand shallow flooding risks - don't drive through standing water Message 9A - Understand shallow flooding risks - don't drive through standing water FEMA's message: "Turn Around Don't Drown®"	Educate our community on flood protection and preparedness measures by working and coordinating with groups who serve as messengers, to people who are at risk of flooding, as they provide their respective business service	(VW OP #100) Administers a "Let's Talk Water" Speakers Bureau Program that customizes presentations to update groups on specific issues, provide updates on Valley Water projects, including flood protection projects and to educate residents on existing flood risks as well as provide resources and tips to be flood ready.	Valley Water Communications Unit	On a project-specific basis or as requested	Could vary from year-to-year
FY 2026 (Year 5 of the 2021 PPI) Outreach Projects Accomplishments INPUT HERE ONLY San Jose sent letters to general repetitive loss property areas in March 2025. In FY26 (from July 2025 through June 2026), Valley Water's 'Managing our Precious Resource Speakers Bureau Program' reached the 11 organizations listed below. All general presentations mention flood protection and the need to 'Get Flood Ready' regardless of the county's drought status. They also include links to Valley Water's 'Flood Ready' information and resources webpage (ValleyWater.org/floodready), the hotline to call to report obstructions in creeks, and flood preparedness collateral available for all in-person events. Valley Water's Speakers Bureau Program can customize presentations to update community groups on water-specific issues and provide updates on projects in their area. The FY26 presentations that included flood preparedness information are listed below. - July 28, 2025 - Cory Neighborhood Association, San Jose - August 12, 2025 - Los Altos Kiwanis Club - September 4, 2025 - West San Jose Kiwanis Club - January 28, 2026 - The Forum, Palo Alto - February 27, 2026 - Valley Water's Water Works Program (via Zoom) - April 2, 2026 - Valley Water's 101 Academy - April 9, 2026 - Santa Teresa Catholic Church, San Jose - June 4, 2026 - Coin Laundry Association - June 8, 2026 - LAFCO (AM presentation), Sunnyvale - June 8, 2026 - LAFCO (PM presentation), Morgan Hill - June 9, 2026 - LAFCO (PM presentation), San Jose						

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Audience	Message	Outcome	Project(s) Proposed to Support the Messages (XX denotes Community acronym, and Outreach Project #) SEARCH FOR YOUR COMMUNITY'S OP HERE	Assignment	Schedule	Stakeholder
			(VW OP #102) Partner with local Second Harvest Food Bank with distributing FEMA and Valley Water flood preparedness materials, including promotional item(s) as available	Valley Water CRS Program	In October (during CFPW)	Second Harvest Food Bank of Silicon Valley
			(ALL OP #103) Other New Initiatives (as noted in the PPI document) 1. Continue and expand the standardized flood message prepared for each community to include flood messages in utility bills each year, including PG&E. 2. Expand on partnerships with local chambers of commerce to disseminate and share flood preparedness information. 3. Expand on outreach to the Asian and Latino communities who live in flood prone areas. 4. Expand on outreach to "hot spot" flood prone areas by hosting on-site or virtual events. 5. Expand on reaching local homeowners associations (HOAs) and apartment associations (i.e. Executive Council of Homeowners [ECHO]) 6. Expand on reaching residents in marginal and low-income communities through partnering with organizations that reach these communities. (i.e. Second Harvest Food Bank and others) 7. Communities could pursue FEMA Matching Funds Grants for severe Repetitive Loss Areas. 8. Review and expand other public information activities, such as Flood Protection Assistance (Activity 360) and Flood Insurance Promotion (Activity 370). 9. Develop a region-wide Flood Response Preparations (FRP) messaging plan.	All	TBD	TBD
			(CUP OP #104) The city provides a Winter Preparedness notification informing contractors that during the winter season, they need to winterize their project(s) site as certain soil disturbance activities are not allowed during the rainy season	City of Cupertino	On a project-specific basis	Various contractors

FY 2026 (Year 5 of the 2021 PPI)
Outreach Projects Accomplishments

INPUT HERE ONLY

On November 13, 2024, staff participated in a flood preparedness press conference held at Valley Water's Emergency Operations Center site in San José. The press conference was a joint news event with the City of San José, the County of Santa Clara, and the National Weather Service. The event featured speakers from Valley Water and participating agencies, a sandbagging demonstration, and an emergency kit assembly table, which included flood readiness materials.

The Santa Clara County CRS Group/PPI Committees included the "Other New Initiatives" topic for discussion at the March 26, 2025. See Section V, SC County CRS Users Group/PPI Committee Meetings - Monitoring and Evaluating the 2021 PPI in the FY 25 Annual Evaluation Report (Attachment 6).
3/26/25 Meeting, Item #5: Review 2021 PPI "Other New Initiatives" discussion was as follows: These initiatives were suggested to be re-evaluated as part of the next PPI update to include only realistic initiatives to reduce the reporting requirements. As part of the update, the committee can discuss how best to word the initiatives to allow flexibility and creativity without being locked into specific commitments.
These initiatives do not improve our Activity 330 scores since most communities are already maxed out on the activity.

Cupertino continues to prepare and mail the rainy season letters every year to applicable projects. These letters were mailed in mid-August 2025.



FLOOD AWARENESS CAMPAIGN

Santa Clara County, CA
2025-2026



BE ALERT BE FLOOD SAFE

STRATEGIC CAMPAIGN SUMMARY

SITUATION ANALYSIS

Santa Clara County faces increasing flood risk as climate change intensifies extreme weather events. Although Valley Water invests year-round in capital improvement projects and emergency response operations, many residents remain unaware of their personal flood risk or the resources available to help them prepare for it. For over two decades, Valley Water has led countywide flood awareness efforts, supporting FEMA Community Rating System (CRS) communities in reducing flood insurance premiums through enhanced public outreach initiatives. The 2025–2026 Flood Awareness Campaign aimed to address persistent gaps in awareness, preparedness, and access to real-time flood information among residents living in FEMA-designated Special Flood Hazard Areas (SFHAs), particularly those in areas considered high-risk for flooding (hot spots). The campaign needed to reach diverse, multilingual communities, overcome low perceived risk, and deliver timely, actionable information during an unpredictable winter season.

INSIGHTS & ANALYSIS

Valley Water's strategy was grounded in robust research. A multilingual survey of 400 Special Flood Hazard Area (SFHA) residents, conducted by Probolsky Research from February 3 to 11, 2025, provided essential insights. The hybrid methodology employed phone and online interviews conducted in English, Spanish, Vietnamese, and Chinese, ensuring representation across diverse linguistic and socioeconomic groups.

Key insights included:

- **Residents underestimate their flood risk:** Although 59% reported living in a flood zone or at risk area, 82% had never experienced flooding at home, and 46% of uninsured respondents believed they did not need flood insurance.
- **Preparedness gaps persist:** Only 43.8% recalled sandbag information, and just 29.4% remembered the call to sign up for emergency alerts.
- **Language access is essential:** Thirteen percent of respondents preferred Spanish, Vietnamese, or Chinese, underscoring the need for multilingual materials.
- **Direct mail remains highly effective:** Half of respondents remembered receiving flood safety information by mail in the past year.
- **Valley Water is a trusted source:** 70% of respondents felt confident that they had taken necessary flood safety measures, and 57% rated Valley Water's flood awareness efforts as excellent or good, up from 18% in 2017.
- **Information platform preferences shaped channel selection:** Since 61% of respondents reported regularly using Facebook, while 61% still read the San José Mercury News, the channel mix included both digital and traditional platforms.

These insights directly informed the campaign’s strategy, channel mix, and creative development, ensuring messages were pinpointed to preparedness gaps, geotargeted to areas at high risk, and delivered through platforms that residents trust and use. Digital preparedness messages were grouped by storm risk and severity and activated through digital platforms in sync with local weather warnings and alerts issued by the National Weather Service.

PLANNING

Objectives

Valley Water exceeded all objectives.

- **Increased awareness of flood risk among residents in FEMA SFHAs.**
- **Increased signups for emergency alerts.**

Target Audiences

- **Primary:** Businesses and residents in Santa Clara County’s FEMA-designated Special Flood Hazard Areas and areas considered hot spots for flooding—multilingual and linguistically isolated communities (Spanish, Chinese, Vietnamese speakers).
- **Secondary:** Community Rating System (CRS) participating cities, community-based organizations, emergency managers, and local media.

The CRS is a voluntary program under FEMA’s National Flood Insurance Program that rewards communities that go above and beyond minimum floodplain management requirements. In return, residents in these communities get discounts on flood insurance premiums.

Strategy

Deploy hyper-localized, multilingual messaging to high-risk flood zones using a diversified mix of digital, outdoor, and direct outreach channels. Leverage geo targeting to reach residents in real time as storms approach and deploy situation-specific calls-to-action for the risk and severity of each weather event through trusted messengers with linguistically relevant content.

Budget

\$380,000 allocated across targeted mailings, digital advertising, multilingual outreach, and video production.

EXECUTION

The campaign ran from November 15 to February 28, 2025, aligning with peak storm season. Activities were sequenced to maximize visibility before storms and deliver timely, actionable information during severe weather events through multiple touchpoints (digital, audio, and video streaming, social, email, and web).



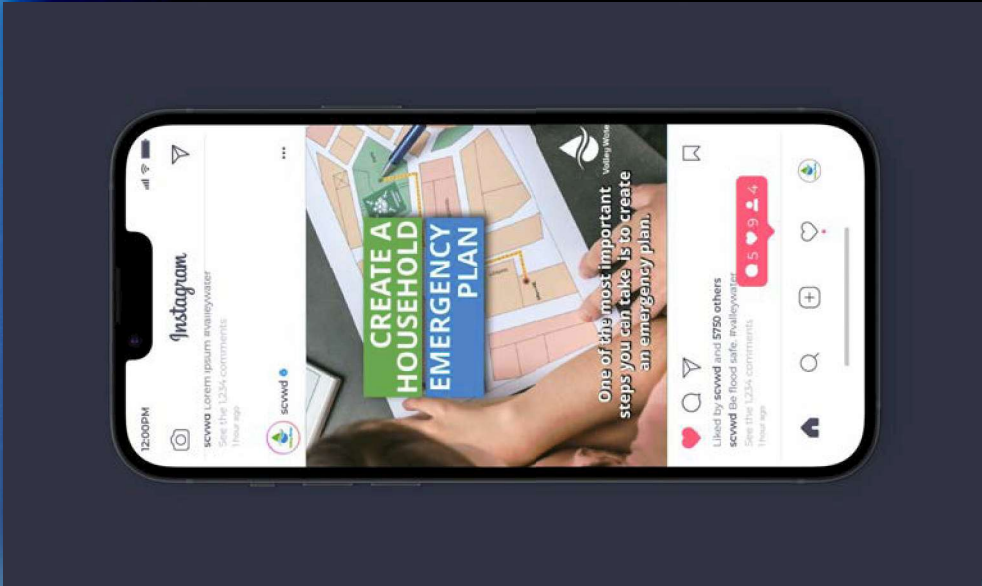
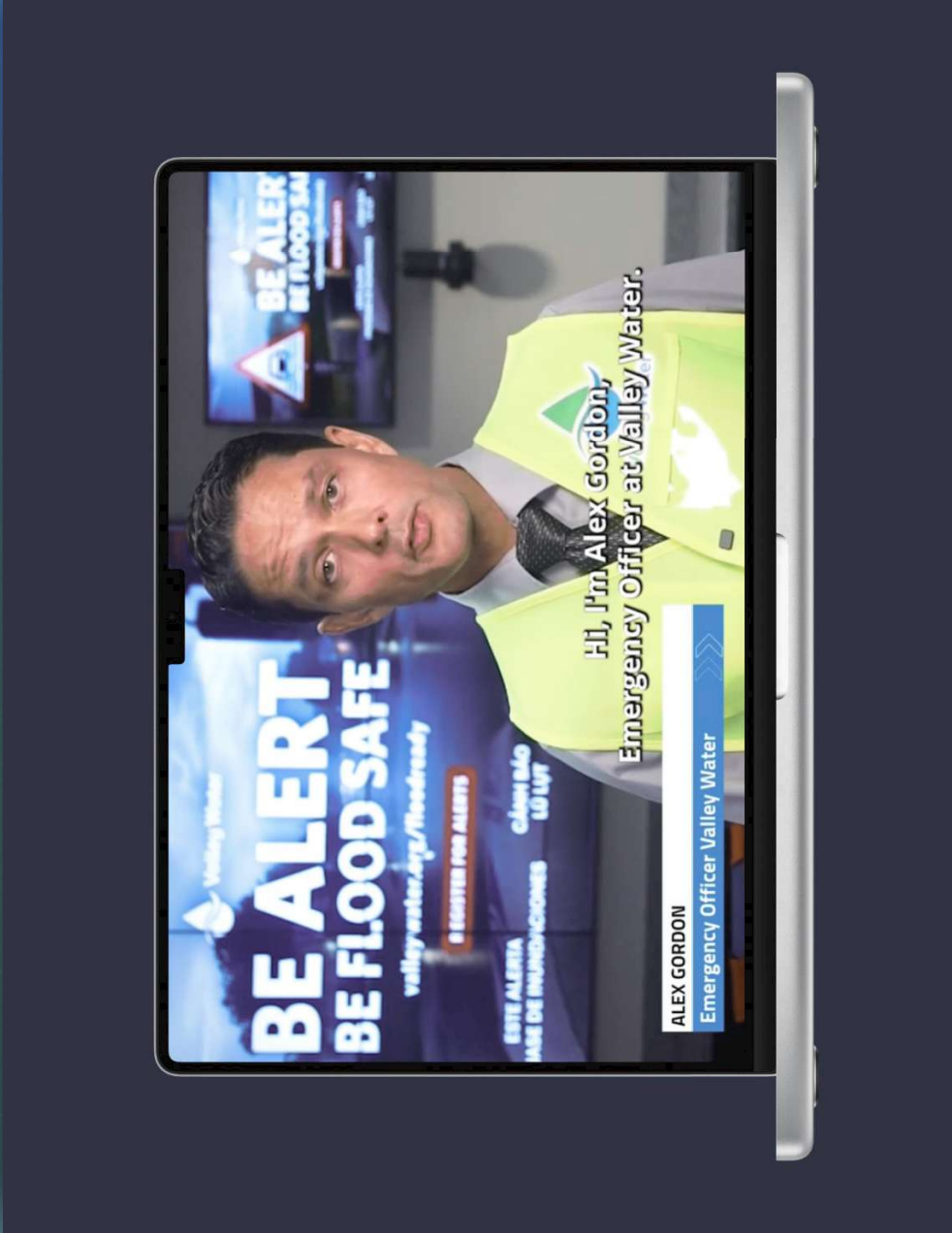
KEY TACTICS: LOCALIZED DIRECT MAIL (3 WAVES)

Delivered 48,154 mailers to homes and businesses located in Santa Clara County's Federal Emergency Management Agency's Special Flood Hazard Area (FEMA SFHA). The mailings included detachable emergency phone lists, magnets with essential flood safety websites, and QR codes linking to AlertSCC, Santa Clara County's emergency notification system.



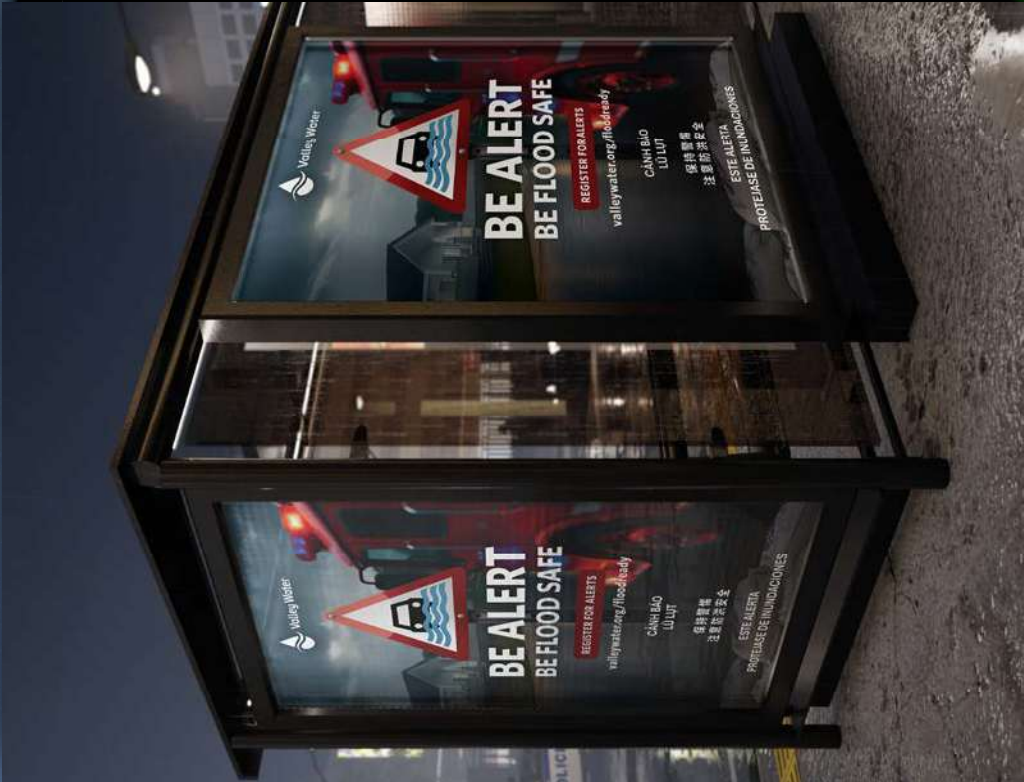
DIGITAL AND GEOTARGETED ADVERTISING

The campaign's creative assets included 9 preparedness videos delivered via geotargeting to IP addresses of properties in high-risk areas in coordination with National Weather Service alerts. Videos featured Valley Water's emergency officer, enhancing credibility and clarity.



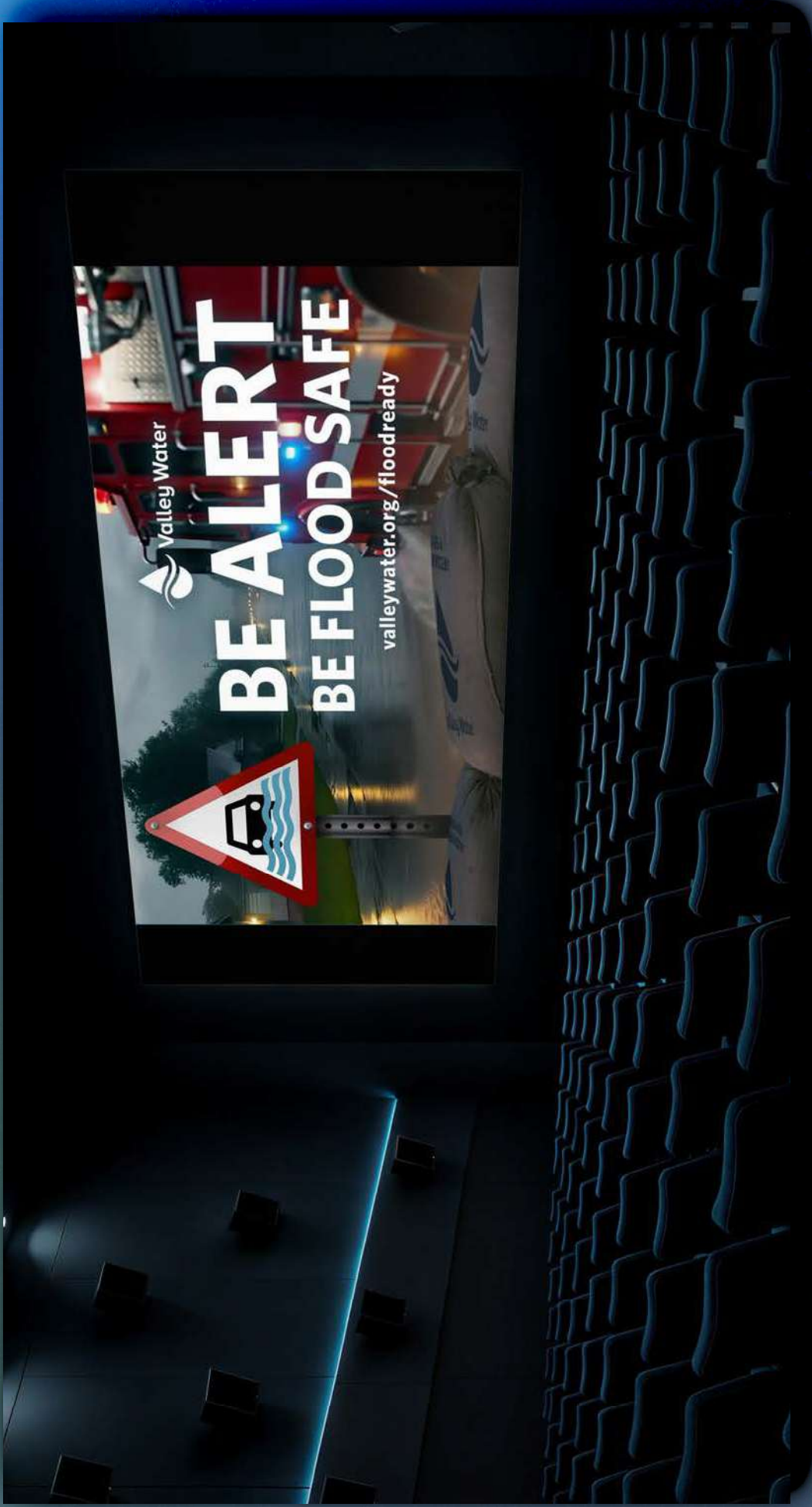
OUTDOOR AND TRANSIT ADVERTISING

As a strategy to enhance geographical relevance, multilingual banners, bus ads, and creek-side signage were strategically placed in flood-prone intersections and transit corridors (high-traffic areas) to target lower-income and high-risk populations.



MOVIE THEATER ADVERTISING

The campaign reached audiences at the most receptive times by placing pre-show ads in hot-spot areas to reach families and multigenerational audiences during peak viewing days in the fall and winter holiday seasons.



COMMUNITY ENGAGEMENT TOOLKIT

A multilingual “Be Flood Safe” toolkit was distributed to community associations located near flood prone areas, as well as government agencies, elected officials, and emergency managers. Materials, such as bill inserts, were cobranded with CRS communities.



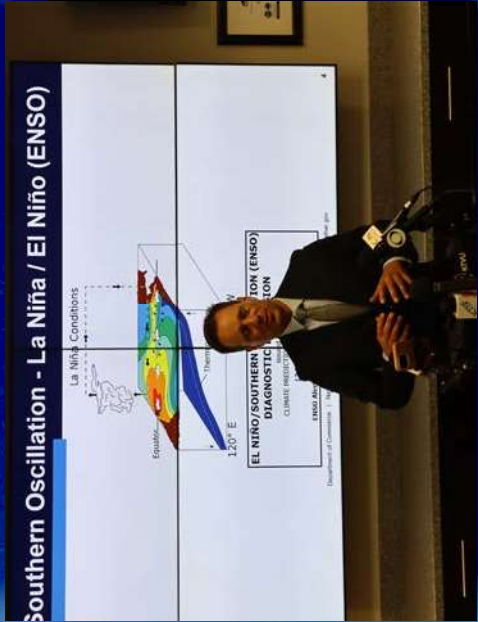
ETHNIC MEDIA OUTREACH

Flood awareness ads ran in Spanish, Chinese, and Vietnamese newspapers and TV channels to ensure cultural relevance and accessibility.



JOINT PRESS CONFERENCE

Valley Water partnered with the County of Santa Clara, City of San José, and the National Weather Service to emphasize winter flood preparedness during a well-attended joint press conference. The conference featured interactive weather drone and emergency kit displays.



Valley Water

BE ALERT BE FLOOD SAFE

REGISTER FOR ALERTS

Share flood messages with your community by downloading images and resources here: delivr.com/26njx

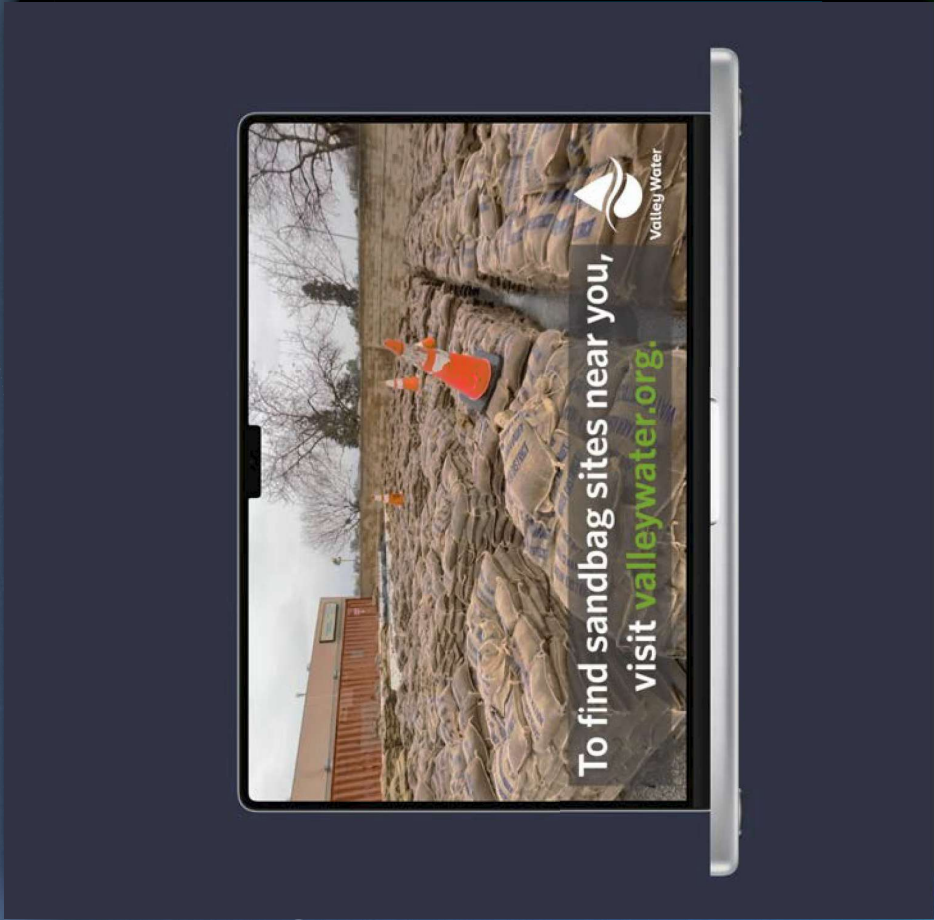
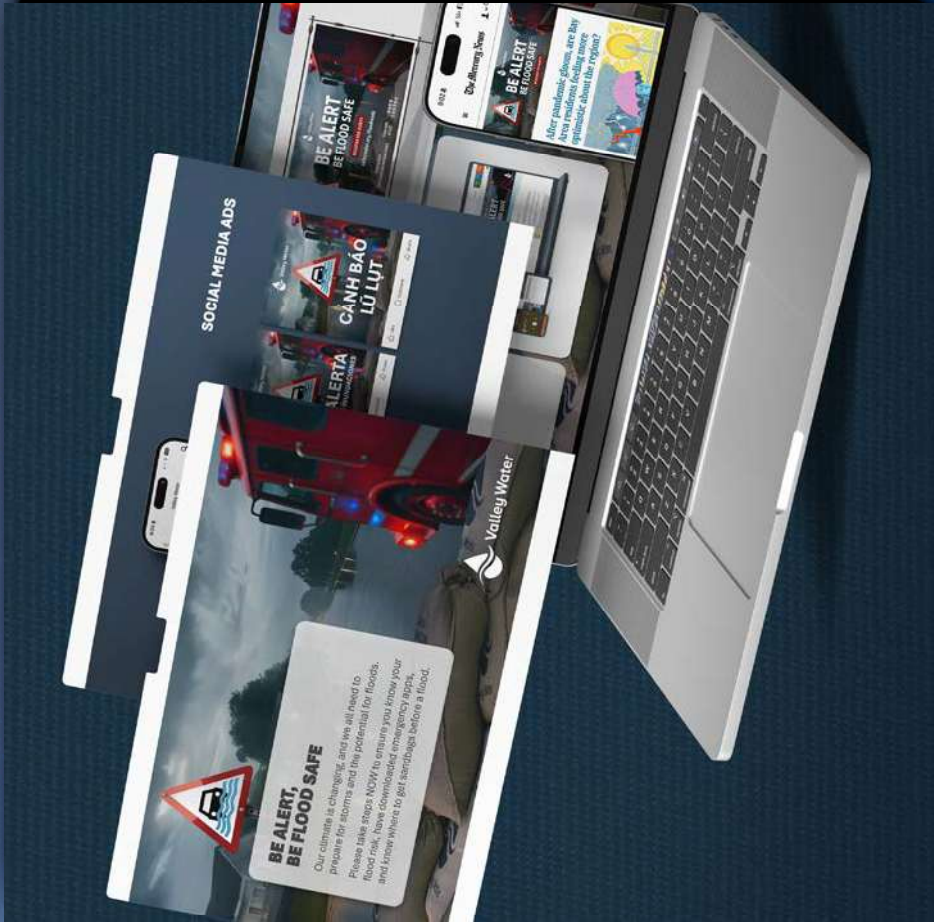
Facebook X Instagram YouTube

Valley Water
valleywater.org/floodready

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VOAD PARTNERSHIP

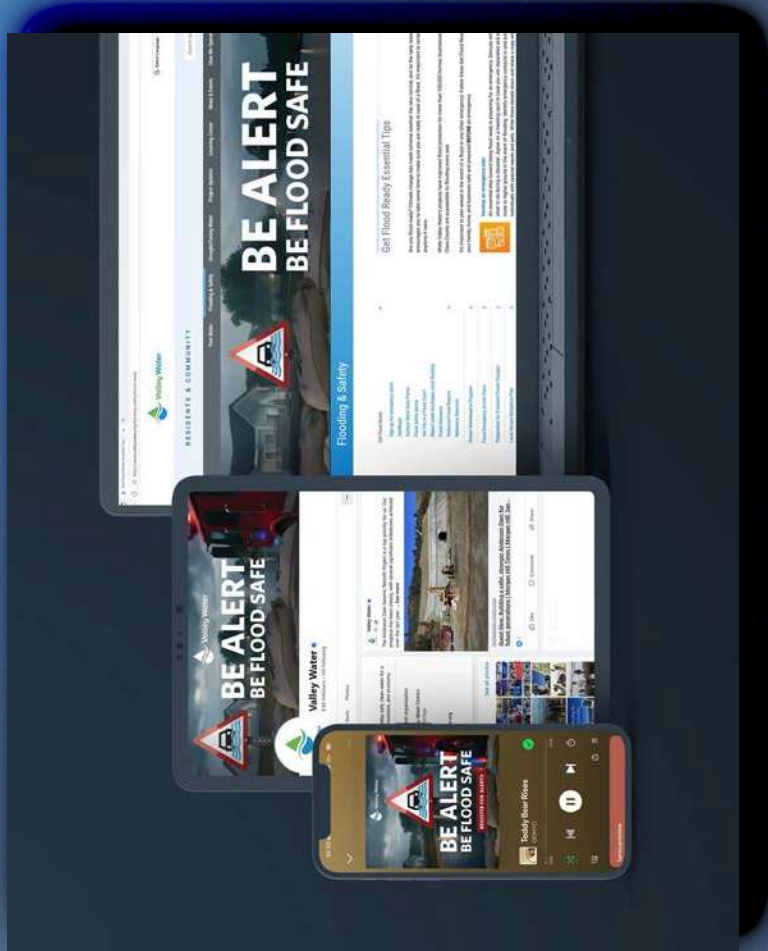
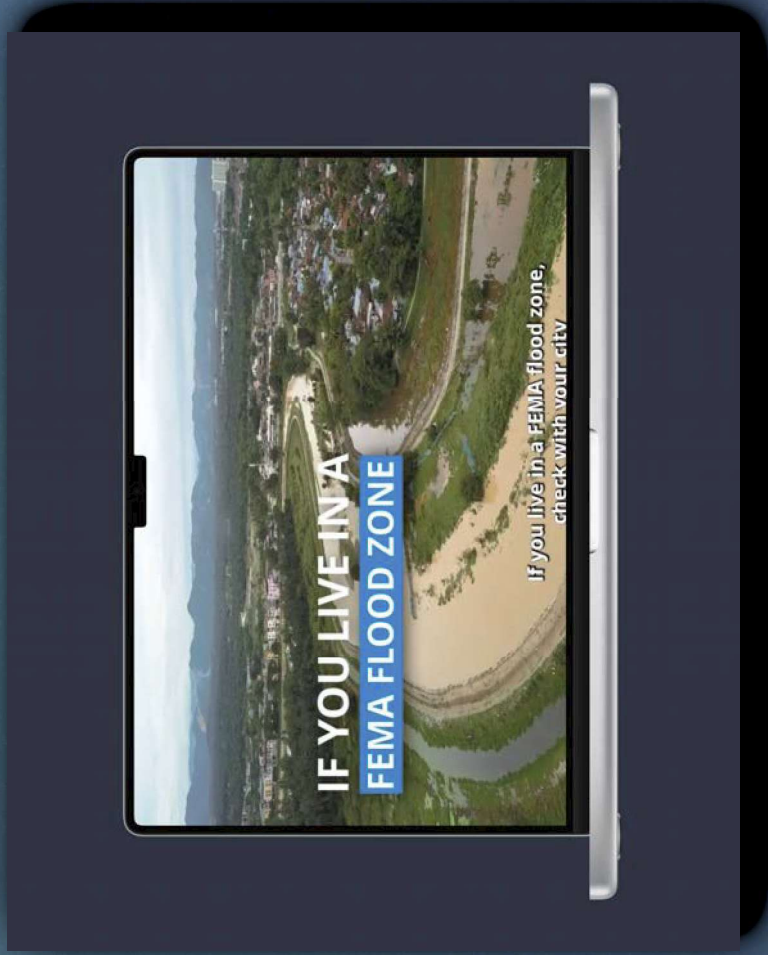
Collaborated with Santa Clara County's network of Volunteer Organizations Active in Disasters to distribute emergency preparedness tools and resources to faith and non-profit organizations.



CHALLENGES

Although the campaign executed smoothly, it was designed to overcome several inherent challenges associated with flood risk communication in a diverse, high risk region.

- **Addressing persistent gaps in awareness, preparedness, and access to real time information:** Many residents living in FEMA designated Special Flood Hazard Areas, particularly those in historically flood prone hot spots, continued to underestimate their personal risk. The campaign needed to break through low perceived vulnerability, reach multilingual and culturally diverse communities, and deliver clear and actionable information during a winter season marked by unpredictable storm patterns. Ensuring that residents not only received information but also understood how to act on it was a central challenge the campaign was built to solve.



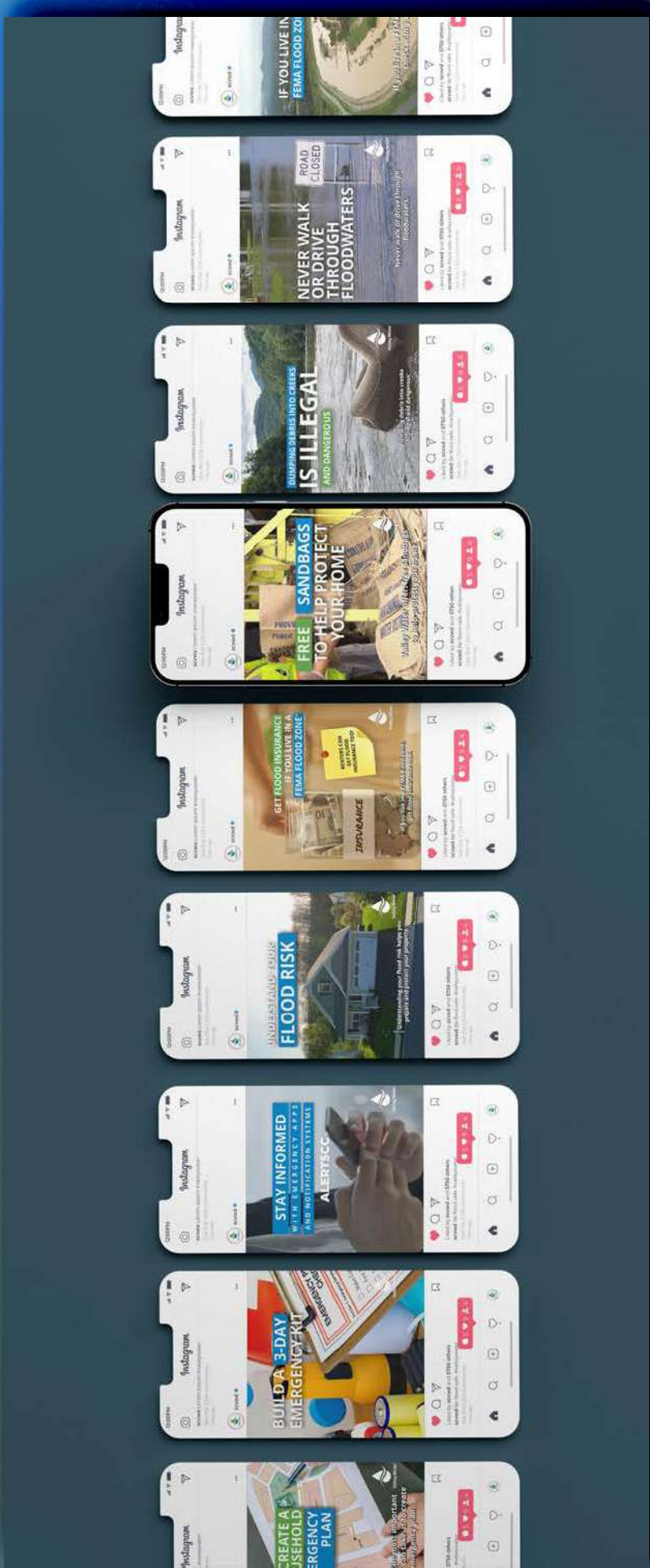
CHALLENGES (CONTINUED)

- **Coordinating a multi agency joint press conference:** Bringing together the City of San Jose, the County of Santa Clara, and the National Weather Service required careful alignment of schedules, messaging, and roles. Ensuring unified and consistent communication across agencies, each with its own priorities and communication protocols, was essential to presenting a cohesive public message about winter flood preparedness. Representatives from NBC, CBS, KTSF, KTVU, KCBS, Telemundo and KRON covered the news conference.
- **Timing weather alerts with event specific messaging:** The campaign required precise coordination between incoming storm forecasts and the release of tailored preparedness messages. Each weather system carried different risks, such as shallow flooding and rising creek levels. This required rapid adjustments to messaging and ad delivery. Aligning geo targeted digital ads, emergency banner, email alerts, and social content with real time conditions ensured that residents received relevant and timely guidance when it mattered most.



STANDOUT CREATIVE ELEMENTS

Nine custom-produced videos featuring Valley Water’s emergency officer delivered clear, authoritative preparedness tips with simple calls to action, enhancing trust and comprehension.

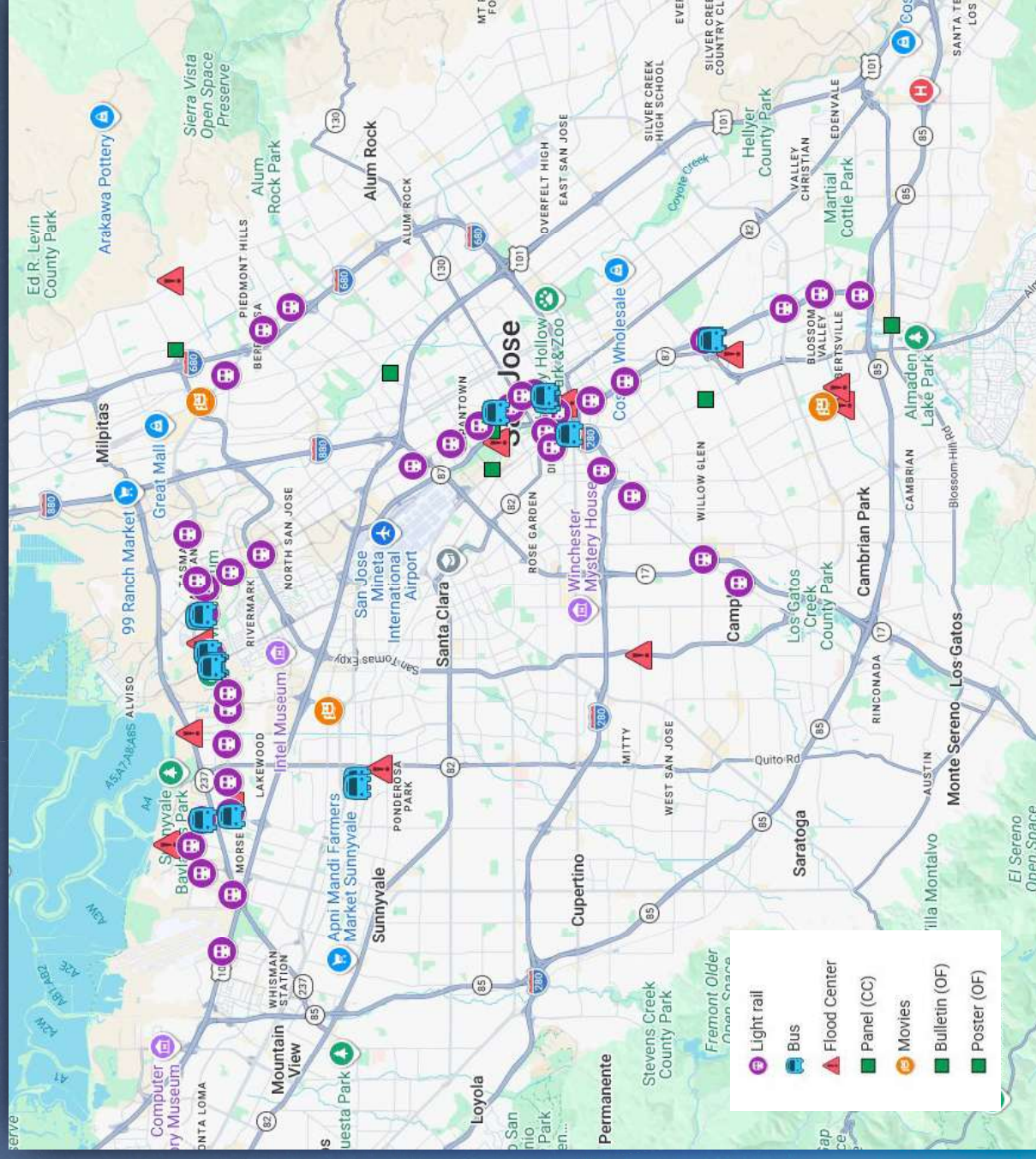


FLOOD CENTERS MEDIA MAP: A STRATEGIC PLANNING TOOL

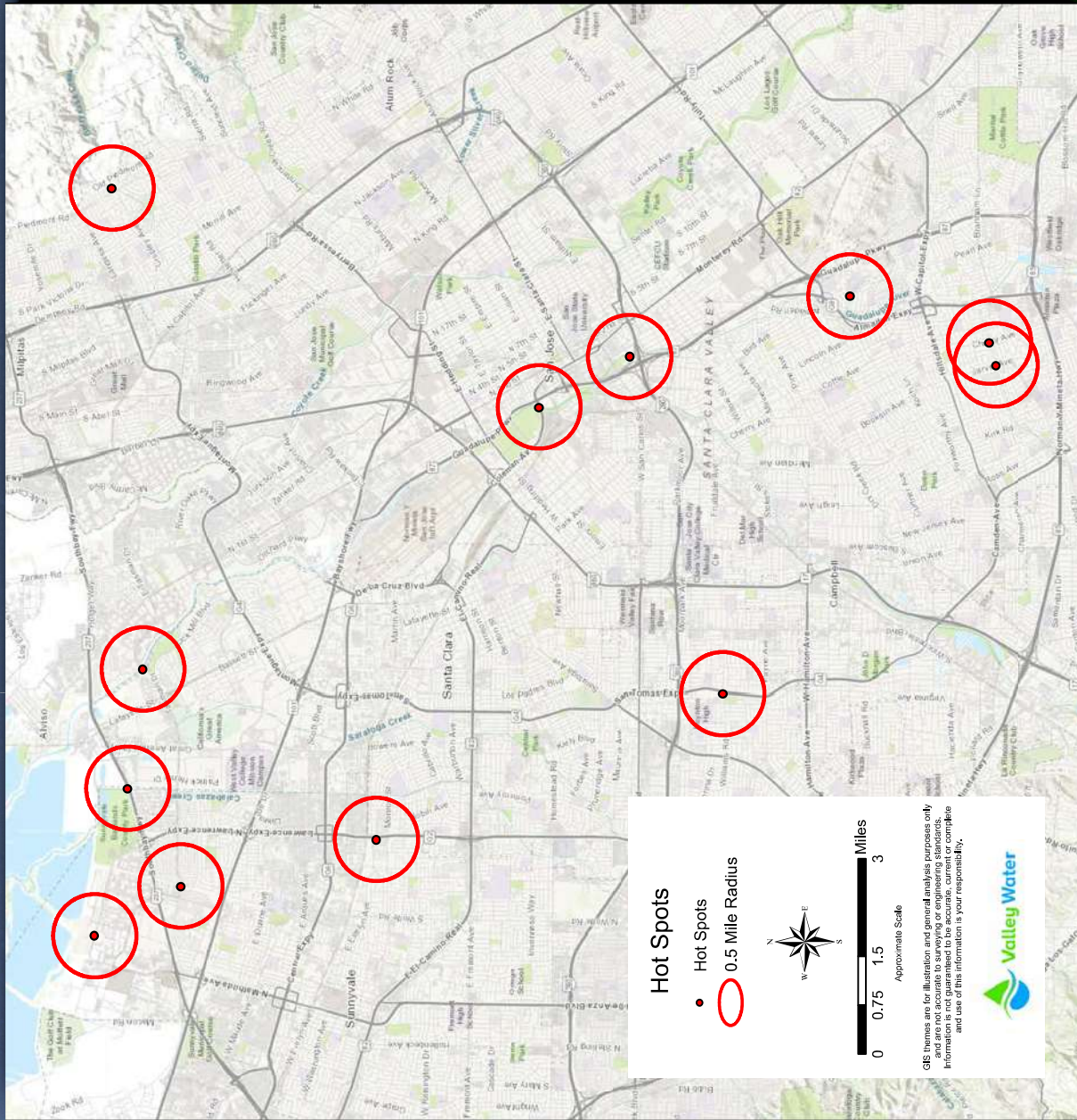
To achieve our top objective—reaching as many residents living near Flood Centers as possible with “Be Alert. Be Flood Safe.” messaging—we developed a new planning tool: the Flood Centers Media Map. This interactive map provides a clear, visual way to identify which media platforms fall closest to each Flood Center, enabling hyper-local targeting and budget optimization.

Using a combination of AI tools (ChatGPT, Gemini) and Google My Maps, we gathered and mapped every addressable platform in the county—from billboards and bus shelters to movie theaters and light rail stations. The map highlights each Flood Center and all platforms within Valley Water’s footprint, allowing planners to immediately see where resources can be stretched for maximum impact in flood-prone neighborhoods.

This innovation reflects our commitment to leveraging AI for smarter, more efficient campaign planning.



MAP OF SANTA CLARA COUNTY FLOODING HOT SPOTS

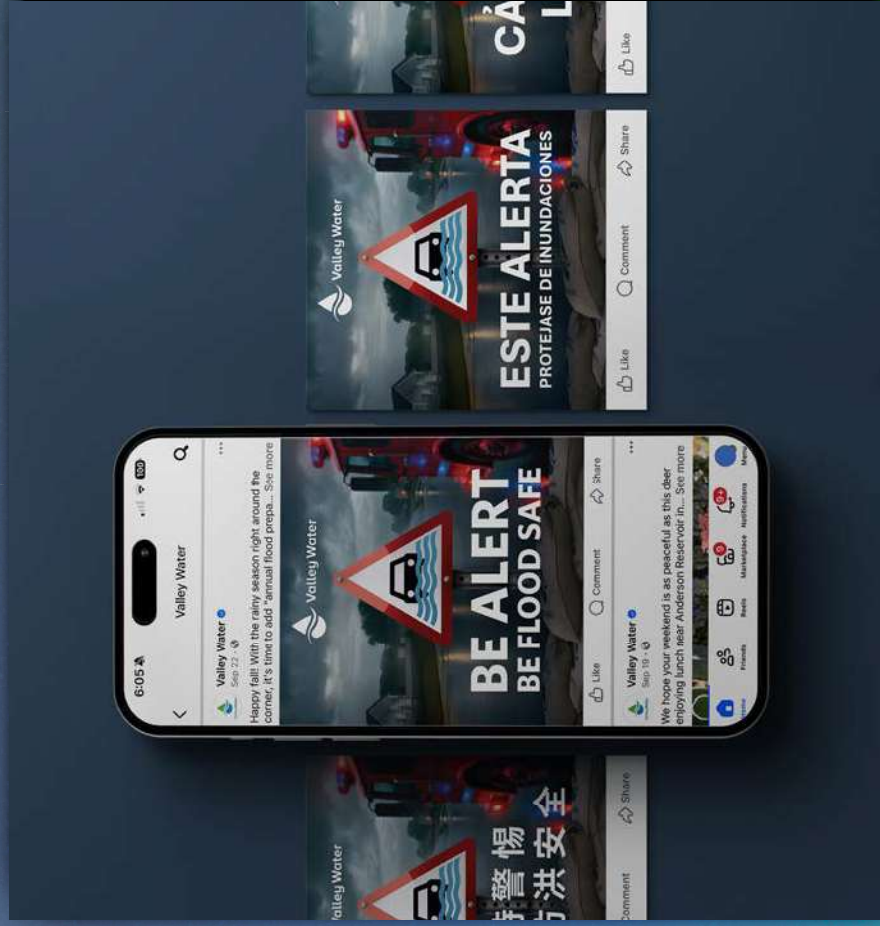
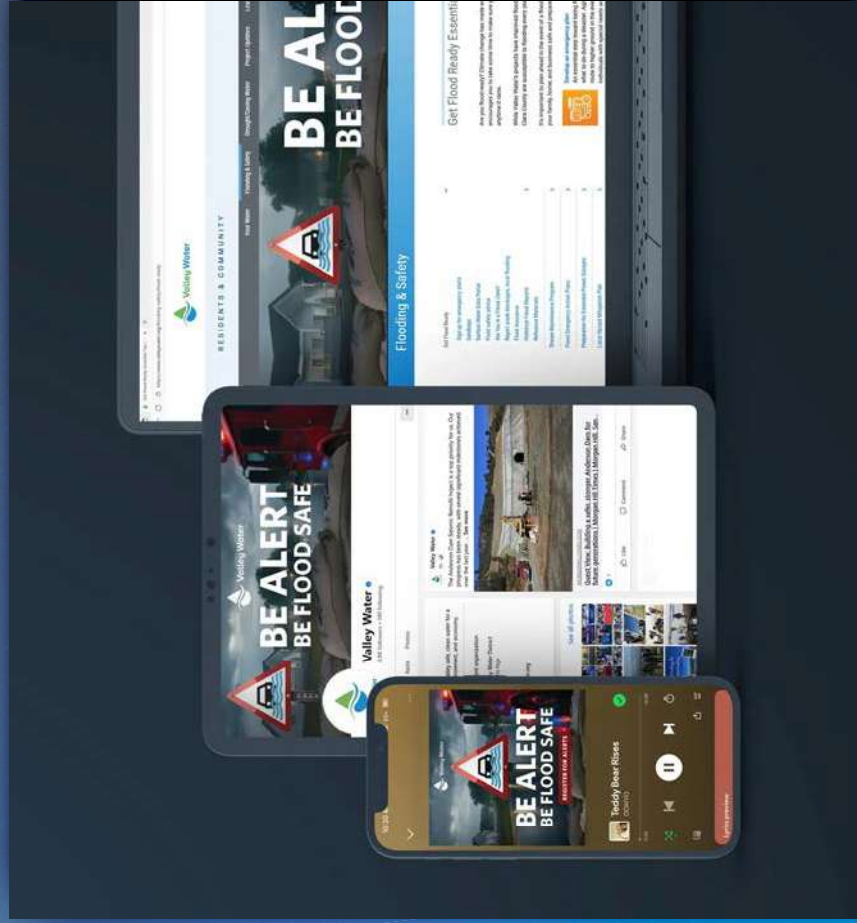


EVALUATION

Methods:

- Digital advertising performance metrics
- Emergency alert signups

- Social engagement analytics



RESULTS

Total Spend: \$125,160

Total Impressions: 17.8M

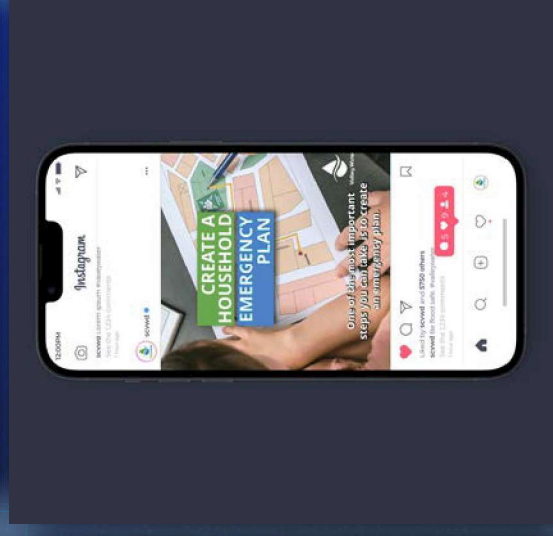
Social Engagements: 492,297

Primary Objective: Awareness / Reach

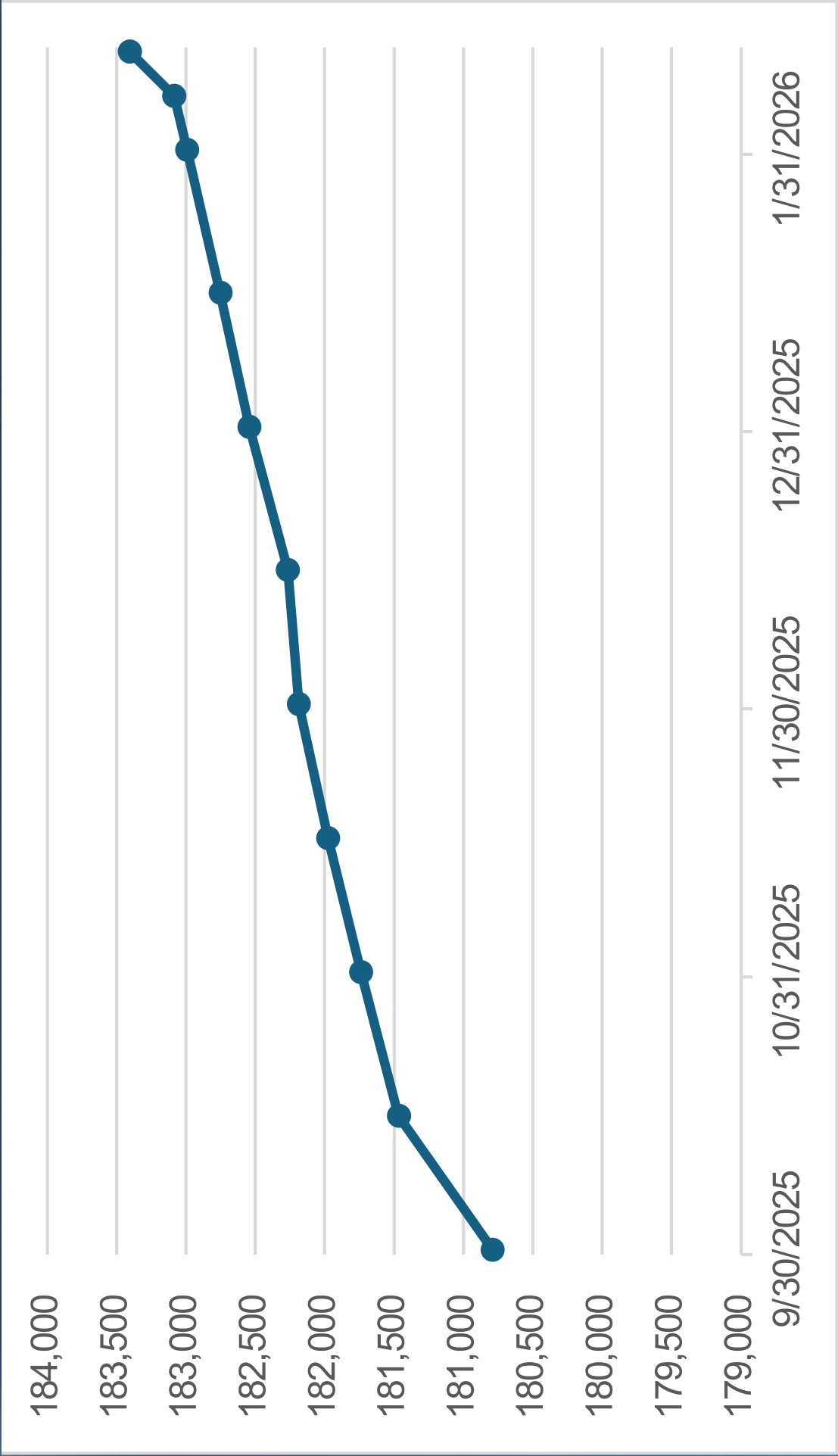
- Multichannel paid media delivered multilingual flood preparedness awareness using a precision-targeted, hyperlocal strategy centered on 12 Valley Water-identified flood hot spots across Santa Clara County.
- Digital and offline channels were integrated to maximize reach and reinforce message frequency near high-risk locations.

Takeaways:

- Paid media delivered 17.3 million impressions across digital and out-of-home channels.
- Multilingual out-of-home advertising (bus shelters, light rail, billboards, movie theaters) concentrated exposure near 12 intersections identified by Valley Water's hydrology team as flooding hot spots.
- Print placements extended reach across vulnerable multilingual communities.



INCREASED EMERGENCY ALERT SIGN-UPS



ABOUT VALLEY WATER

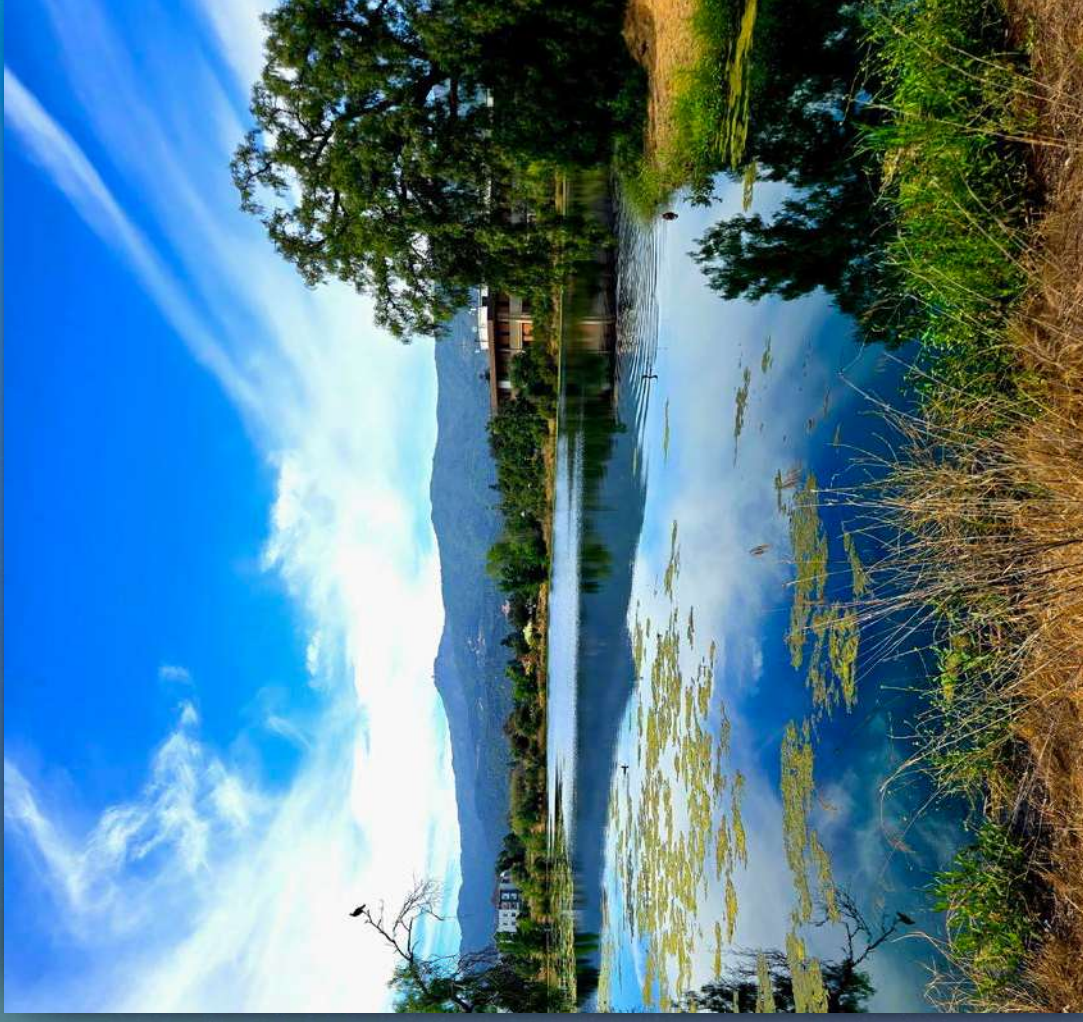
The Santa Clara Valley Water District (Valley Water) is a California special district formed and operating under special sections of California law, referred to as the District Act.

Valley Water manages an integrated water resources system that includes the supply of safe, clean water, flood protection and stewardship of streams on behalf of Santa Clara County's 2 million residents.

Valley Water effectively manages 10 dams and surface water reservoirs, three water treatment plants, a state-of-the-art water quality laboratory, approximately 285 acres of groundwater recharge ponds, and more than 275 miles of streams. We also operate the award-winning Silicon Valley Advanced Water Purification Center, the largest plant of its kind in Northern California and the focal point of our efforts to expand Santa Clara County's local drinking water supply.

Valley Water provides wholesale water and groundwater management services to local municipalities and private water retailers who deliver drinking water directly to homes and businesses in Santa Clara County.

Valley Water's stream stewardship responsibilities include creek restoration, wildlife habitat protection, stream water pollution prevention, and natural flood protection.



THANK YOU!

Flood Awareness Campaign 2025-2026



Agenda Meeting

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

CRS Transition Planning: General Virtual Transition Kick-off Meeting (Task 2.1.3)

March 21, 2026 | 2:00 p.m. – 4:00 p.m.

Join Zoom Meeting

<https://valleywater.zoom.us/j/86592760729?pwd=V2t5x0MRatEN7xXOHe8EZ4NeU0VbLe.1&from=addon>

Meeting ID: 865 9276 0729 | Passcode: 782108 | +1 669 900 9128 US (San Jose)

Purpose: Present an overview of Valley Water’s transition efforts, solicit questions and feedback, and document key concerns and action items for Valley Water and the CRS-participating communities

Section	Meeting Topic	Presenter	Time
1.	Introductions	Amy Fonseca	10 min
2.	Review of the meeting goals and agenda (<i>see page 2</i>)	Amy Fonseca	2 min
3.	Annual review of CRS Communities Roster (Google Link)	Amy Fonseca	2 min
4.	Next steps of CRS Regionalization in Santa Clara County Feasibility Study results	Amy Fonseca	5 min
5.	Introduction to Valley Water’s New Partnership Role in the CRS Program for Santa Clara County (Partnership Model) 2021 Multi-Jurisdictional Program for Public Information (PPI) Annual Evaluation Report for FY26 (Year 5: July 2025 to June 2026) - 2021 PPI sunset in April 2026 – Is the committee required to submit an annual evaluation report for FY26? – 2026 Multi-Jurisdictional PPI, single jurisdiction PPI, or discontinue PPI Activity 350 – Flood Protection Information, c. flood protection website (WEB) (page 350-7) Next Steps	Melissa Mitchell, Tetra Tech	90 min
6.	Closing Comments	Amy Fonseca	2 min
7.	Adjourn		

Excerpt from 2025 CRS Coordinator's Manual:

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

The community must update its Program for Public Information at least every five years. This can be a new document or an addendum to the existing document that updates the needs assessment and all sections that should be changed based on evaluations of the projects.

The Program for Public Information update will be reviewed for CRS credit according to the Coordinator's Manual currently in effect, not the version used when the community originally requested this credit. ***The update can qualify as the annual evaluation report for the year it was prepared. The updated Program for Public Information must be adopted following the same process as adoption of the original document.***”

Activity 350 – Flood Protection Information, c. flood protection website (WEB) (page 350-7)

The community must:

- 3) The community **must check** the website's links **at least monthly** and fix those that are no longer accurate.
- 4) **At least annually**, the community **must review** the content to ensure it is still current and pertinent (e.g., make sure names, addresses, phone numbers, and other contact information are still correct; update any ordinance changes; etc.)

Santa Clara County CRS Users Group and PPI Committee

Meeting Minutes - May 21, 2026

Time: 2:00 p.m. Location: Zoom

1. Welcome and Introductions

Amy Fonseca opened the meeting. Representatives from Valley Water, Tetra Tech, and participating cities introduced themselves.

2. CRS Transition Update

Valley Water reported that full CRS regionalization is not feasible and plans to move from its fictitious-community role to a partnership model.

- Cities will manage their own CRS documentation, recertifications, and ISO/FEMA coordination.
- Valley Water will continue regional flood outreach and provide supporting documentation for CRS credit.
- Tetra Tech will provide community-specific assessments and transition support through December 2026, subject to available contract hours.

3. Future of the PPI

The committee discussed continuing the multi-jurisdictional PPI with a new lead, forming a smaller group, creating individual city PPIs, or retiring the PPI and using standard Activity 350 outreach credits.

No final decision was made. A continuing multi-jurisdictional PPI will require a lead community or shared coordinating group. The committee should select a direction in the next few months.

4. Activity 350 and Website Information

Valley Water will continue providing regional flood information. Each city remains responsible for local permitting, regulatory, elevation-certificate, and other community-specific website information. Tetra Tech will review additional credit opportunities with each community.

5. Decisions

- No formal vote or final PPI decision was taken.
- Communities will review individual CRS credit impacts before selecting a PPI option.

6. Action Items

- All communities: Update the shared CRS contact roster as soon as possible.
- Valley Water: Send the meeting recap and consultation instructions; confirm available Tetra Tech support hours.
- Tetra Tech and each community: Schedule and complete individual CRS assessments between June and December 2026.
- Each community: Confirm that Tetra Tech has current CRS records before its consultation.
- PPI Committee: Select a PPI direction.
- Interested communities: Identify a lead or shared coordinator if the multi-jurisdictional PPI continues.

7. Adjournment

The meeting adjourned at approximately 3:40 p.m.