



**FLOODPLAIN PROGRAM FOR PUBLIC INFORMATION
FY 2021 ANNUAL REPORT AND PROJECT EVALUATION
CITY OF ARLINGTON**

On August 23, 2021, The City of Arlington’s Floodplain Program for Public Information Committee (FPPIC) met to evaluate the implementation of outreach projects from the Floodplain Program for Public Information (PPI) plan. The FPPIC members attending the meeting were Randy Hendricks, Dale Sharpe-Jenkins, Phyllis Hunter, Melissa Walker, Zachary Holmer, Susan Schrock.

During the development of the Floodplain PPI plan, the FPPIC identified priority audiences for targeted education projects. These target audiences are as follows:

- The City at large
- Repetitive Flood Loss Areas
- Low water crossing and barricade location area residents and business owners
- Students, faculty and staff at UTA, TCC and AISD Campuses
- AISD bus drivers and City of Arlington Handitran drivers and Via drivers
- Hospitals, nursing homes, gas well operators and industrial businesses
- Prospective buyers, lenders, real estate agents, mortgage agencies
- All property owners in the floodplain
- City employees and volunteers
- Entertainment District visitors, short-term rental property owners, businesses, Chamber of Commerce organizations
- City of Arlington Parks and Recreation Facility visitors and park patrons
- Non-SFHA flood-prone area residents and business owners
- Non-English-speaking residents

The Floodplain PPI Plan identified outreach projects to address the core CRS outreach topics of *Know Your Flood Risk, Promoting Flood Insurance, Protecting People and Property from Flood Hazards, Building Responsibly and Protecting Natural Floodplain Functions*. The Floodplain PPI Committee included four new outreach topics of *Storm Drain Infrastructure, Arlington Watersheds, Guidelines for What to do After a Flood and Diverse Population*.

Projects for these outreach topics are outlined in the table below.

Outreach Topic	Desired Outcome	Messages	Proposed Projects
A. Know Your Flood Hazard	Increase flood information inquiries to the	Know Your Flood Hazard	SFHA Multi-Family Flood Insurance/Safety Posters; Presentations



	Stormwater Department		for Local Insurance Agents/Lenders; PSA Development
B. Promote Flood Insurance	Increase Flood Insurance Policy Coverage Community Wide. Refer to Flood Insurance Coverage Plan	Protect and Insure your structure; Get Flood Insurance; Get flood Insurance, It's Good Business	Mayor Non-SFHA Flood Prone Area Letter or Postcard; SFHA Multi-Family Flood Insurance/Safety Posters; Presentations for Local Insurance Agents/Lenders; PSA Development
C. Protect People from flood hazards	Increase in the number and types of distribution of flood safety messages	Be Stormwater Savvy; Safeguard Your Patients/Guests/Visitors /Tourists	TADD Driver Education Presentation; Mayor Non-SFHA Flood Prone Area Letter or Postcard; Presentation/Flyers for critical and vulnerable facilities Area Letter or Postcard; FRP Door Packet; FRP Damage/Cleanup Fact Sheet; "After Flood" Media Packet; Flood Ambassador (City-CERT Teams) Training; PSA Development
D. Protect Property from flood hazards	Reduction of property damage by increased messaging	Protect Your Assets; Protect Your Home/Property from Rising Water	Presentations for Local Insurance Agents/Lenders; Presentation/Flyers for critical and vulnerable facilities; FRP Door Packet; FRP Damage/Cleanup Fact Sheet; "After Flood" Media Packet; Flood Ambassador (City-CERT Teams) Training; PSA Development
E. Build Responsibly	Reduction of Flood Damage Prevention and Stormwater Pollution	Get A Permit; Keep Your Site Clean	Annual Repetitive Loss mailout; PSA Development



	ordinance violations.		
F. Protect Natural Floodplain Functions	Reduce trash, litter, debris and contaminants that are dumped into creeks, streams, rivers and lakes	Protect Arlington's Waterways; Report Illegal Dumping; Keep Waterways Clean	Property owner flyers for short term rentals; Flyer/pledge for Pavilion rentals; Illegal/illicit Stream dumping signs; Repetitive Loss mailout; Council Creek cleanup challenges; PSA Development
G. Storm Drain Infrastructure	Increased awareness of the storm drainage system and its function.	Get to Know Your storm drain	Illegal/illicit dumping stream signs; Low water Crossing/barricade location mailout; Property owner flyers for short term rentals; Flyer/pledge for Pavilion rentals; Presentation/Flyers for critical and vulnerable facilities; PSA Development
H. Arlington Watersheds	Increased awareness of City of Arlington Watersheds and how they function	Know Your Watershed; Protect Your Watershed	Presentation/Flyers for critical and vulnerable facilities; PSA Development
I. Guidelines on what to do after a flood	Increase in reporting of flood damage to structures in the city and awareness of flood safety after a flood	Keep You and Your Family Safe After a Flood; Stay Out of Toxic Floodwaters; Watch Out for Animals Their Homes Flooded Too.	Presentation/Flyers for critical and vulnerable facilities; FRP Door Packet; FRP Damage/Cleanup Fact Sheet; "After Flood" Media Packet; Flood Ambassador (City-CERT Teams) Training; PSA Development
J. Diverse population outreach	Increase in outreach material and community events to socio-economic disadvantaged	Get Flood Insurance, It's For Everyone.	Mayor Non-SFHA Flood Prone Area Letter or Postcard; SFHA Multi-Family Flood Insurance/Safety Posters; Presentations for Local Insurance



	groups including Non-English-Speaking Groups		Agents/Lenders; FRP Door Packet; FRP Damage/Cleanup Fact Sheet; "After Flood" Media Packet; Flood Ambassador (City-CERT Teams) Training; PSA Development
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The Floodplain PPI Plan outlines that these projects will be developed and implemented over a 5-year period. Stormwater staff works with the FPPIC to prioritize projects for development each year. The plan provides a road map for Stormwater Staff to implement these projects. Stormwater Staff implemented the following projects in FY 2021.

- FRP Flood Damage Flyer – This flyer was added to our Flood Response Preparation packet which is distributed to residents after a flood event has occurred. The flyer provides guidance on what to do if your property floods.
- Repetitive Loss Annual mailout- Stormwater Staff uses the RLAA map to develop the annual mailout to repetitive loss properties within the City. The mailout includes a letter and a copy of the Citizens Guide to Flood Safety and Preparedness brochure. The letter and brochure are reviewed annually.
- Mayor Flood Insurance postcard mailout – Stormwater staff developed a map of flood prone areas within in the city that are not located in the Special Flood Hazard Area. Postcard promoting the benefits of purchasing flood insurance are sent to property owners and tenets each year. 1,330 postcards were mailed out on September 7,2021. This project will be done annually.
- Low Water Crossing/Barricade Location Flood Safety postcard mailout – Stormwater staff developed a map of areas adjacent to low water crossings within the City and Public Works and Transportation Department’s Barricade locations. A portion of these locations are then sent a Flood Safety postcard. This postcard informs property owners and tenets about the dangers of low water crossings and the purpose for the barricade locations. 902 postcards were mailed out on April 7, 2021. This project will be done annually
- Flood Insurance apartment poster – Stormwater staff completed the design for a poster stressing the importance of getting flood insurance for residents of apartment complexes in August of 2021. Staff will begin distribution of posters in the fall of 2021.



During the FPPIC meeting in August, members discussed their priorities for FY2022. The members would like Stormwater staff to focus on development of PSAs; multi-language outreach; flood insurance presentation and training opportunities for insurance agents, mortgage companies and other lenders; flood safety presentation and training opportunities for AISD bus drivers, COA Handi-tran drivers and VIA drivers. The Committee will also be engaging with the public for new committee members in the fall of 2021 since several members have moved out of the area. This will give the committee another opportunity to review the floodplain PPI plan and bring new ideas to its ongoing efforts to raise awareness of flood safety and preparedness projects in the City of Arlington.