

**FLOODPLAIN PROGRAM FOR PUBLIC INFORMATION COMMITTEE**  
**Minutes Hybrid In-Person/Virtual Meeting Held on**  
**March 30, 2022**

The Floodplain Program for Public Information Committee of the City of Arlington, Texas, convened a hybrid In-Person/Virtual meeting on March 30, 2022, in PW Conference Room 1 and using a Microsoft Virtual Teams Meeting Room.

**Committee Members Attending:**

Randy Hendricks  
Dale Sharpe Jenkins  
Alicia Gray  
Amberley Shelby  
Deborah Heitmeier – Attended online  
Taylor Oldroyd

**City Staff Committee Members Attending:**

Melissa Walker- Stormwater Education Specialist  
Zachary Holmer – Graduate Engineer Stormwater  
Susan Schrock – Office of Communications Liaison

**Call to Order**

The FPPIC meeting was called to order at 5:30 pm by Melissa Walker.

**New Business**

**Flood Brochure Design updates:** Melissa Walker showed the committee 3 different brochure designs. All designs added 2 new OP topics: Watersheds and What to do after a Flood. The new topics are from the PPI plan. The committee members want a combination of the 3 options. Susan Schrock offered to help with a new design. Melissa Walker and Susan Schrock will meet to create a new design and submit it to the committee for final approval.

The committee would also like the brochure translated into Spanish and Vietnamese. Melissa Walker informed them that except for the 2 new topics the brochure is already translated and printed as needed for events. The 2 new topics will be translated once the design is completed.

**Report Illegal Dumping Signage:** Melissa Walker prepared several options for Illegal Stream Dumping signs. Taylor Oldroyd suggested changing tagline to Protect Your Waterways. He also liked the use of the Floodplain Management Logo. Alicia Gray suggested making bumper stickers with the final design and Randy Hendricks suggested magnets could be made as well. The committee thought the use of our Sad Fish logo and integrating the Floodplain Management logo with it would be a good start to a design.

Melissa Walker updated the committee on the Pavilion Pledge project. Since most pavilion permits are online or over the phone, having a long-written pledge will be impractical. Melissa spoke with the Parks and Recreation pavilion supervisor, Josh Thompson, and he suggested a short pledge that they can add to the webpage. Melissa will draft the pledge and send to Parks staff and will amend the PPI plan with the annual evaluation staff report.

Time was given to new committee members to ask questions concerning the committee and/or the PPI plan. Taylor Oldroyd would like to have open houses or public meetings to address flood risk and flood insurance topics with real estate professionals. The committee also discussed PSA development for PPI plan outreach topics. It was suggested that Randy Hendricks would be a good spokesperson for a TADD outreach PSA. Melissa Walker and Susan Schrock will get a meeting together with the communications team to begin PSA development. Amberley Shelby had a list of questions for the committee. City Staff: Melissa Walker, Zachary Holmer and Susan Schrock addressed her questions. The questions and answers are attached to the meeting minutes. Amberley also had suggestions about recruiting volunteers to assist with projects. These are summarized in the attachment.

Melissa Walker Reminded the committee about the flood proclamation on May 24<sup>th</sup>.

Committee discussed having their next meeting in June. Melissa Walker will develop agenda and set up the next meeting.

**Meeting Adjourned**

Zachary Holmer moved to adjourn. Melissa Walker seconded the motion. The meeting was adjourned at 6:55 pm.

Signed the 13<sup>th</sup> day of July, 2022

Phyllis H. Hunter  
Chair

**Questions and Answers for FPPIC meeting: March 30, 2022**

**Maybe create an information card that lists FAQ for those who may have questions about storm water and flood insurance.**

## Questions and Answers for FPPIC meeting: March 30, 2022

- Who do I contact to sign up for flood insurance?  
Contact home insurance agent.
- I do not live in a flood zone; do I still qualify for the 10% discount?  
It's 25% as of October 2021 for all Arlington resident regardless of flood zone.
- How would I benefit from signing up for flood insurance, if I don't live in a flood zone?  
Being prepared by protecting your property or business in the event of a flood due to construction errors, storm drain failure, and other unpredictable flooding events.
- What approach have been taken to target the residents of East Arlington and what was the results?  
Currently planning on targeting this area through mailouts and meeting with community representatives to come up with effective ideas and ways to target this area.
- What approach have been taken to overcome the language barriers when communicating flooding information to non-native speakers?  
Currently have flood information brochure list in 3 languages: English, Spanish, and Vietnamese. We have interpreters available if a topic needs to be interpreted in another language.
- I noticed there are different zones for the policies in force. What is the difference in the zones? (I understand Zone X to be a lower risk flood zone).  
Visit the City of Arlington stormwater management website
- What is the preferred rate policy? I preferred rate and risk the same?  
Preferred rate insurance is no longer offered.
- What resources are available for residents who are not able to afford flood insurance?  
There are no resource or assistance available for flood insurance.
- How does someone become a flood ambassador on a CERT team?  
Contact the Fire Department.

### Suggestions:

Consider recruiting volunteers from local schools, TCC, and UTA who are Spanish or Vietnamese speakers who would be interested in gaining service learning or volunteer hours informing the public on floodplain information and flooding insurance.

Homeowner fairs, Housing Assistant Recipients through Arlington Housing Authority. Especially those who planning on purchasing a home in the future. Maybe contact Housing Channel located in Fort Worth. They have orientations on who can purchase a home in Arlington, maybe coordinate with them to be included on the presentation.

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