



**FLOODPLAIN PROGRAM FOR PUBLIC INFORMATION
FY 2023 ANNUAL REPORT AND PROJECT EVALUATION
CITY OF ARLINGTON**

OCTOBER 10, 2023

The City of Arlington’s Floodplain Program for Public Information Committee (FPPIC) meetings were on November 2, 2022; February 22, 2023, and on August 30, 2023. These meetings were used to evaluate, update, and implement outreach projects from the Floodplain Program for Public Information (PPI) Plan. The committee members that attended the FPPIC meetings are provided in the meeting minutes found at www.arlingtontx.gov/fppic.

Throughout FY 2023, the FPPIC consisting of following City staff and community representatives from the community attended at least one of meetings.

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| Phyllis Hunter | Haley Phillips |
| Randy Hendricks, Current Committee Chair | Patricia Gentry |
| Dale Jenkins-Sharpe | Taylor Oldroyd |
| Alicia Gray | Susan Schrock, Office of Communications Liaison |
| Amberley Shelby | Melissa Walker, Stormwater Education Specialist |
| Deborah Heitmeier | |

While developing the Floodplain PPI Plan, the FPPIC identified priority audiences for targeted education projects. These priority 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, City of Arlington Handitran, and Arlington On-Demand Drivers
- Hospitals, nursing homes, gas well operators, and industrial businesses
- Prospective buyers, lenders, real estate agents, and mortgage agencies
- All property owners in the floodplain
- City employees and volunteers
- Entertainment District visitors, short-term rental property owners, businesses, and 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 and business owners

The Floodplain PPI Plan identifies messages to address core CRS outreach topics, which include:

- Know Your Flood Hazard
- Promote Flood Insurance
- Protect People from Flood Hazards
- Protect Property from Flood Hazards
- Build Responsibly
- Protect Natural Floodplain Functions

In addition to the core topics, the FPPIC included four new outreach topics in FY 2023:

- Storm Drain Infrastructure
- Arlington Watersheds
- Guidelines on what to do after a flood
- Diverse Population: Tailoring outreach efforts to a diverse group of residents

Stormwater staff worked with the FPPIC to prioritize projects for development each year and provide a strategic road map for implementation over a 5-year period. The City's Floodplain PPI Plan defines these Outreach Topics/Messages in Table 12, which is included as an attachment to this report.

The Floodplain PPI Plan includes the Flood Insurance Coverage Improvement Plan (CP). City staff completed the Flood Insurance Assessment and provided information to the FPPIC to identify projects that improve flood insurance policy coverage throughout the City of Arlington. These projects are defined in Table 15 of the CP, which is included as an attachment to this report.

Stormwater staff implemented the following projects in FY 2023 from the City's Floodplain PPI Plan and Flood Insurance Coverage Improvement Plan (CP):

- **PPI Plan Appendix D** – Stormwater staff and the FPPIC created a table that included details of PPI projects, their descriptions, implementation dates, and updates or changes. This table allows for a quick review of PPI project information and will be added to the PPI plan. The table will be updated on annual basis. The Appendix D table is provided as an attachment to this evaluation report.
- **Outreach material alternative language translations** – Stormwater staff focused on translating written material into Spanish and Vietnamese. Translated and printed materials include the Mayor's Flood Insurance postcard, the Low Water Crossing/Barricade location "Flood Safety" postcard, the Flood Response Preparation (FRP) packet material, and the Citizen's Guide to Flood Safety and Awareness Brochure. These materials are made available at City events, Stormwater presentations, the Parks Administration Building brochure display, and the SW Branch Library Seed Vault Display area. Staff will continue to evaluate written material for translation needs.

- **FRP PSAs and Social Media Post** – Stormwater staff and the Office of Communications continue to develop Flood Response Preparation PSAs and Social Media Posts. An example of this effort was the Turn Around Don't Drown Facebook post on April 26, 2023 when a flood watch was issued for the area.

Stormwater staff continues to prioritize flood insurance presentations and training opportunities as well as implementing annual PPI projects for the City at large. In FY 2023, the following annual outreach projects were reviewed, evaluated, and updated by the FPPIC.

- **Flood Response Preparation (FRP) Flood Damage Flyer (PPI Project)** – 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. Stormwater staff handed out 0 flood response preparation packets in FY 2023, due to no visible signs of flood damage in the targeted areas.
- **Repetitive Loss Annual mailout (PPI & CP Projects)** – Stormwater staff used the RLAA map to develop the annual mailout targeting repetitive loss properties within the City. The mailout includes a letter and a copy of the Citizens Guide to Flood Safety and Preparedness brochure. Both the letter and brochure are reviewed annually. On December 7, 2022, the City mailed 860 Repetitive Loss letters and Flood Brochures.
- **Mayor's Flood Insurance Postcard mailout (CP Project)** – Stormwater staff developed a map of flood prone areas within in the City that are not located in the Special Flood Hazard Area. This map was used to mail the Mayor's Flood Insurance Postcard promoting the benefits of purchasing flood insurance to property owners and tenants each year. On August 29, 2023, the City mailed 4,669 postcards.
- **Low Water Crossing/Barricade Location Flood Safety Postcard mailout (PPI Project)** – 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 mailed a Flood Safety postcard. This postcard informs property owners and tenants about the dangers of low water crossings and the purpose for the barricade locations. On May 5, 2023, the City mailed 1,297 postcards.

The Stormwater staff also prioritized flood insurance presentation and training opportunities for insurance agents, mortgage companies and other lenders; multi-language outreach; and the development of PSAs. Stormwater staff initiatives included the following:

- **Floodplain Management and Flood Insurance Presentation and Training** – On January 11, 2022, City staff gave a presentation on Arlington's Floodplain Management program and the Risk Rating 2.0 Flood Insurance changes to the Independent Insurance Agents of Tarrant County. In FY 2022, staff reached out to several companies that offer Flood Insurance Continuing Education (CE's) for insurance agents to get pricing information. This project was reviewed by the committee in FY 2023. It was determined that an outside vendor would be too costly,

so presentations by Stormwater staff will continue to be offered as well as creating a postcard to send to insurance agents, mortgage lenders and real estate agents that will provide vital information for their clients. Postcard will be developed in FY 2024.

- **The Citizens Guide to Flood Safety and Awareness Brochure** – This brochure was redesigned this year and translated into Spanish and Vietnamese. The brochure will be used in mailouts, education events and presentations by the Stormwater Education Specialist.
- **The Mayor’s Flood Insurance postcard and the Low Water Crossing/Barricade Location Flood Safety Postcard** – These postcards have been translated into Spanish and Vietnamese and printed with English on one side and the alternate language on the other side. These will be used at education events and presentations by the Stormwater Education Specialist.
- **Flood Response Preparation (FRP) Notifications** - Notifications that will be used before, during and after a flood event have been created by staff. Graphics for these notifications are still in the process of being designed. These notifications will be disseminated on the City’s social media sites and City Hall message boards.
- **Illegal Dumping Sign** - The design was completed. FY 2023, the committee reviewed the signs and requested a more simplified design. The committee selected the Johnson Creek Watershed as the first area for sign installation. Stormwater staff is currently requesting quotes from vendors to print the signs.
- **Park Pavilion Rental Pledge** – The City’s Parks & Recreation Department has approved and as of February 21, 2023 has added the following statement to their rental agreement on both the English and Spanish online forms.

“I promise to do my part to Protect Arlington’s Parks and Local Waterways by keeping them clean and litter free. I will dispose of trash, litter and food waste in receptacles provided or I will use my own trash bags and dispose of it at home. Since pet waste is a source of bacteria that harms local wildlife and pollutes our local waterways, I will always pick up after my pets and properly dispose of their waste. I will encourage my family and friends to do the same and I will always try to leave this area in a better condition than I found it in.”

- **PSA Message Development** –Stormwater and Office of Communication staff continues to develop PSA graphics for the following topics:
 - Get to Know Your Storm Drain
 - Keep Arlington’s Waterways Clean
 - Get Flood Insurance, It’s For Everyone!
 - Protect Your Property From Rising Floodwater
 - Protect Your Watershed
 - Be Stormwater Savvy
 - Look After Arlington’s Visitors; Safeguard Your Guests

- Turn Around Don't Drown; Stay Out of Toxic Floodwater

The FPPIC gained new committee members at the end of FY 2022 due to several previous members relocating out of the area. These new members had the opportunity to review the Floodplain PPI Plan and share fresh new ideas to enhance its ongoing efforts to raise awareness of flood safety and preparedness projects in the City of Arlington. In FY 2023 the FPPIC focused on evaluating and updating identified outreach projects. The FPPIC also intends to seek out new residents and business owners as members of the committee to ensure a broad range of feedback and new project ideas in the future.

Based on the FPPIC's evaluation, the current Floodplain PPI Plan covers the anticipated initiatives for informing the targeted audiences and the coverage improvement plan. Currently, there were only minor project changes recommended for the City's current Floodplain PPI Plan this upcoming year. These are outlined above and in Appendix D of the PPI Plan. The current PPI Plan is scheduled to implement its outreach projects by the end of FY 2025. A new plan will be adopted upon expiration of the current one.

ATTACHMENTS

Table 12. Outreach Topics/Messages

Outreach Topic	Outcome	Messages
A. Know Your Flood Hazard	Increase flood information inquiries to the Stormwater Department	Know Your Flood Hazard
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, It's For Everyone; Get flood Insurance, It's Good Business
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
D. Protect Property from Flood Hazards	Reduction of property damage by increased messaging	Protect Your Assets; Protect Your Home/Property From Rising Floodwater
E. Build Responsibly	Reduction of Flood Damage Prevention and Stormwater Pollution ordinance violations.	Get A Permit; Keep Your Site Clean
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
G. Storm Drain Infrastructure	Increased awareness of the storm drainage system and its function.	Get to Know Your storm drain
H. Arlington Watersheds	Increased awareness of City of Arlington Watersheds and how they function	Know Your Watershed; Protect Your Watershed
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.
J. Diverse Population Outreach	Increase in outreach material and community events to socio-economic disadvantaged groups including Non-English-Speaking Groups	Get Flood Insurance, It's For Everyone.

Table 15. Coverage Improvement Plan Projects

OP	Target Audience	Topics/ Messages	Specific Project	Assignment	Schedule
1	Non-SFHA Flood-prone Areas	Topics A-J	Mayor Letter/Post Card	Stormwater Engineering Staff; Stormwater Education Specialist	Create map by spring 2020; Begin Mailouts Summer 2020
2	Repetitive Loss Areas	Topics A-J	Letter and Citizens Guide to Flood Safety annual mailout	Stormwater Education Specialist	Update material by FY2021 mailout
3	Local Insurance Agents and Lenders	Topics A, B, D and J	Development Training/Presentations for local insurance agents and mortgage lenders	Stormwater Education Specialist; Office of Communication	Create material in FY 2020. Develop an outreach campaign to increase attendance.
4	Community-Wide	Topics A-J	PSA Development for City communication channels and local media	City's Office of Communication; Stormwater Education Specialist	Begin in FY 2020. Have at least one PSA developed by FY 2021
5	Low Policy Count Watersheds -Fish, Cottonwood, Johnson and Rush Creeks	Topics A, B, D, F, H and J	Council Cleanup Challenge	City's Office of Communication; Stormwater Education Specialist	Begin in FY 2021. Have at least one event annually
6	SFHA Multi-Family Renters	Topics A, B, J	Flood Insurance Posters	Stormwater Engineering Staff; Stormwater Education Specialist	Create posters for community areas in Multi-Family Complexes

PPI Plan Appendix D: Timeline of PPI Plan Projects, Updates and Changes

Project	FPPIC Plan Project or Update/Change Description	Date
Floodplain Program for Public Information Plan 2020-2025		Adopted by City Council on January 28, 2020
FPPIC Plan – Appendix C: Other CRS Public Information Activities	Table outlining the FPPIC review of CRS outreach projects prior to the FPPIC Plan. This includes description of CRS projects and the committee’s updated recommendations.	Submitted to council as an update to the FPPIC Plan on October 13, 2020.
Apartment Complex Flood Insurance and Flood Safety Posters	Poster highlighting flood insurance for renters and basic flood safety and preparedness.	Poster created and approved by the committee in August of 2021. Due to covid, posters have not been printed or disseminated.
My Property Flooded Flyer	Flyer focuses on what residents should do after a flood. Flyer was added to the Flood Response Preparation (FRP) packet which is handed out to residents when a flood has occurred.	Developed in FY2020. Added to the FRP packet and to the Stormwater Management website. In FY2023, Flyer was translated into Spanish and Vietnamese.
Mayor’s Non-SHFA Flood Insurance Postcard	Flood Insurance postcards were created to mail to non-SFHA flood prone areas throughout the City. They were designed to have the Mayor’s signature to show that elected officials support the work of the FPPIC.	Postcards mailed on September 29, 2020; September 9, 2021; September 30, 2022; August 29, 2023
Low Water Crossing/Barricade Location “Flood Safety” Postcard	Flood Safety postcards were created to mail to residents and business adjacent to low water crossing areas and flood barricade locations.	Postcards mailed on April 9, 2021; July 7, 2022; May 9, 2023
Pavilion Rental Agreement Pledge	Pavilion pledge was created to increase awareness of illegal dumping and trash and debris from parks property and its effects on our local watersheds. Pledge was originally going to be a flyer but updated project to be a statement added to the online pavilion rental agreement in FY2022.	In FY2022, Changed Pollution Prevention Pledge to an online format from printed checklist. Parks and Recreation approved the addition on 8.12.2022. Spanish translation completed in fall of 2022. Pledge was added to online pavilion reservation February 21, 2023.

Alternative Language Translations	The committee determined that written material should be translated into Spanish and Vietnamese. Written material in alternative languages will be provided upon request and/or in person at education events.	The Citizen's Guide to Flood Safety and Awareness was translated into Spanish and Vietnamese in 2020. The brochure and translations were update in August of 2023. In FY2022, the Low Water/Barricade Flood Safety and the Mayor's Flood Insurance postcards were translated. The material for the FRP packet was translated in August of 2023 as well and will be available for distribution after a flood event.
Report Illegal Stream Dumping Signs	Creation of new illegal stream dumping signs for outreach to the community at large and more specifically to residents and businesses in the floodplain.	The FPPIC approved the final sign designs at the 8.30.2023 meeting. Location maps are being developed by staff and placement of signs will begin in FY2024.
Flood Response Preparation (FRP) - PSA/Social Media Kit	PSAs and Social Media posts for distribution before, during and after a flood event.	Turn Around Don't Drown social media post on April 26, 2023; Other messages along with Instagram reels are being prepared for FY2024. Posts will be in English and Spanish.
Flood Safety-PSA/ Social Media Posts	Social Media posts for general flood safety and preparedness to be posted throughout the year.	Scripts for PSAs were developed in FY2022 and FY2023; Graphic design work began in FY2023. Social Media posts and articles are posted throughout the year.
Insurance Agent Flood Insurance Education	Presentations for local insurance agents with an emphasis on the changes to the National Flood Insurance Program with Risk Rating 2.0.	Presentation given to the Independent Insurance Agents of Tarrant County on January 11, 2022. After reviewing the program in FY2023, Presentations will still be offered but the committee will not seek outside vendor for CE credits due to cost. Committee decided a postcard be developed for this project in FY2024.
TADD AISD, Arlington On-Demand and Handitran Bus Driver Education	Presentations covering low water crossings, barricade locations and other non-SFHA related flood prone areas will be offered to AISD Transportation	Director of AISD Transportation and the Stormwater Educator are working on a schedule to provide training to 300 bus drivers and other transportation

	staff and City of Arlington On-Demand and Handitran Drivers	employees for the FY2024 school year.
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