



FLOODPLAIN PROGRAM FOR PUBLIC INFORMATION

FY 2022 ANNUAL REPORT AND PROJECT EVALUATION

CITY OF ARLINGTON

October 7, 2022

The City of Arlington's Floodplain Program for Public Information Committee (FPPIC) meetings were on February 17, 2022; April 30, 2022; and July 13, 2022. 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 FY2022, the FPPIC consisting of following City staff and representatives from the community attended at least one of meetings.

Phyllis Hunter, Current Committee Chair
Randy Hendricks
Dale Jenkins-Sharpe
Alicia Gray
Amberley Shelby
Deborah Heitmeier

Haley Phillips
Patricia Gentry
Taylor Oldroyd
Susan Schrock, Office of Communications Liaison
Zachary Holmer, Graduate Engineer Stormwater
Melissa Walker, Stormwater Education Specialist

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 identifies 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 FPPIC included four new outreach topics of *Storm Drain Infrastructure, Arlington Watersheds, Guidelines for What to do After a Flood and Diverse Population*.

The City's Floodplain PPI Plan outlines projects that will be developed and implemented over a 5-year period. Stormwater staff works with the FPPIC to prioritize projects for development each year and provides a road map for Stormwater Staff to implement these projects. The Floodplain PPI Plan includes the Flood Insurance Coverage Improvement Plan (CP). Projects for these outreach topics are outlined in the Floodplain PPI and CP Plans which are included in Appendix A and B of this evaluation report.

Stormwater Staff implemented the following projects in FY 2022 from the City's Floodplain PPI Plan and Flood Insurance Coverage Improvement Plan (CP):

- 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 15 flood response preparation packets.
- Repetitive Loss Annual mailout (*PPI & CP Projects*) – Stormwater Staff used 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. On December 3, 2021, 851 Repetitive Loss letters and Flood Brochures were mailed.
- Mayor 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 Flood Insurance Postcard promoting the benefits of purchasing flood insurance to property owners and tenants each year. This project is mailed annually.
- 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. 902 postcards were mailed out on July 5, 2021. This project implementation is annually

The Stormwater staff also focused on 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. Staff also reached out to several companies that offer Flood Insurance Continuing Education (CE's) for insurance agents to get pricing information. This project will continue through FY 2023.

- The Citizens Guide to Flood Safety and Awareness brochure has been updated to include the new PPI topics: Watersheds and What to do after a flood. The guide is in the process of being translated to 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 have been translated into Spanish and Vietnamese. These have been 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 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 Design was completed. Final design was sent to the FPPIC on August 11, 2022. Locations for the signs will be an FY 2023 project.
- Park Pavilion Rental Pledge – The City’s Parks & Recreation Department has approved and is in the process of adding the following statement to their rental agreement. “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.” The pledge will be provided in English and Spanish.
- PSA Message Development – Stormwater Staff had a meeting with Office of Communications Staff on April 12, 2022, to develop PSA message topics. City staff (Stormwater & Communications) will begin PSA development in FY2023 using Adobe Express. The PSA topics are below:

Get to Know Your Storm Drain	Protect Your Watershed
Keep Arlington’s Waterways Clean	Be Stormwater Savvy
Get Flood Insurance, It’s for Everyone!	Look after Arlington’s Visitors; Safeguard Your Guests
Protect Your Property from Rising Floodwaters	Turn Around Don’t Drown; Stay Out of Toxic Floodwaters

The FPPIC gained new committee members due to several previous members relocating out of the area. New committee (FPPIC) members were provided an opportunity to review the Floodplain PPI Plan and share new ideas on its ongoing efforts to raise awareness of flood safety and preparedness projects in the City of Arlington.

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 are no changes recommended for the City’s current Floodplain PPI Plan this upcoming year.

Appendix A: Floodplain PPI Plan Projects and Initiatives

Outreach Topic	Desired Outcome	Messages	Proposed Projects
Know Your Flood Hazard	Increase flood information inquiries to the Stormwater Department	Know Your Flood Hazard	SFHA Multi-Family Flood Insurance/Safety Posters; Presentations for Local Insurance Agents/Lenders; PSA Development
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
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
Build Responsibly	Reduction of Flood Damage Prevention and Stormwater Pollution ordinance violations.	Get A Permit; Keep Your Site Clean	Annual Repetitive Loss mailout; PSA Development
Protect Natural Floodplain Functions	Reduce trash, litter, debris and contaminants that are	Protect Arlington's Waterways; Report Illegal Dumping; Keep Waterways Clean	Property owner flyers for short term rentals; Flyer/pledge for Pavilion rentals; Illegal/illicit

	dumped into creeks, streams, rivers and lakes		Stream dumping signs; Repetitive Loss mailout; Council Creek cleanup challenges; PSA Development
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
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
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
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.	Mayor Non-SFHA Flood Prone Area Letter or Postcard; SFHA Multi-Family Flood Insurance/Safety Posters; Presentations for Local Insurance Agents/Lenders; FRP Door Packet; FRP Damage/Cleanup Fact Sheet; "After Flood" Media Packet; Flood Ambassador (City-CERT Teams) Training; PSA Development

Appendix B: Coverage Improvement Plan (CP) Projects

OP	Target Audience	Topics/ Messages	Specific Project	Assignment
1	Non-SFHA Flood-prone Areas	Topics A-J	Mayor Letter/Post Card	Stormwater Engineering Staff; Stormwater Education Specialist
2	Repetitive Loss Areas	Topics A-J	Letter and Citizens Guide to Flood Safety annual mailout	Stormwater Education Specialist
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
4	Community-Wide	Topics A-J	PSA Development for City communication channels and local media	City's Office of Communication; Stormwater Education Specialist
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
6	SFHA Multi-Family Renters	Topics A, B, J	Flood Insurance Posters	Stormwater Engineering Staff; Stormwater Education Specialist