



CRS Coverage Improvement Plan Annual Report

2022

In addition to the PPI Plan, the City of Grand Prairie decided to do further outreach projects to improve flood insurance coverage within the community. A Flood Insurance Assessment (FIA) was performed assessing the current level of flood insurance coverage throughout the city. Results of the FIA were then incorporated into a ‘Coverage Improvement Plan’ (CP) to identify where coverage needed to be improved. The CP was developed by the FMP and PPI Committee to determine the most effective ways to increase the policy count city-wide. The following is a summary of activities that were implemented in order to promote the increase of flood insurance coverage and the results of a new Flood Insurance Assessment to determine if the efforts had made an improvement of coverage.

FLOOD INSURANCE ASSESSMENT:

Flood Zone	2015	2016	2017	2018	2019	2020	2021	2022
Policies in Zone AE	49	58	67	74	67	60	59	35
Policies in Zone A	2	2	2	2	1	1	1	0
Policies in Zone X	225	228	234	264	307	298	273	212
Total	276	288	303	340	375	359	333	247
Occupancy								
Single Family Policies	231	242	250	275	302	295	276	191
2-4 Family Policies	1	1	1	2	3	4	3	1
Other Residential Policies	4	9	9	18	22	19	12	17
Non-Residential Policies	40	43	43	45	48	41	42	38
Total	276	295	303	340	375	359	333	247

Notes: 2016 as of June 30, 2017; 2017 as of May 31, 2017; 2018 as of February 28, 2018; 2019 as of May 31, 2019; 2020 as of October 2, 2020.

SUMMARY OF OUTREACH PROJECTS:

Project 1: Post Flood Information on City Website and other Social Media Outlets in Both English and Spanish

- Date Verified that Website and Social Media Accounts were Active and Working

City Website Floodplain page was operational on June 26, 2022, and September 27, 2022. The webpage includes the English and Spanish floodplain brochures. The information on Flood Insurance Rate Maps, including Frequently Asked Questions. All the links within the Stormwater web page worked.

The City participated in Texas Flood Awareness social media campaign (May 23-27, 2022).

Social Media Posts to Facebook (as of September 28, 2022)

- Summary: 7 posts reached 11,579 resulted in 131 “clicks” and reactions/shares 96
 - Turn Around Don’t Drown – August 22, 2022
 - Flood Insurance Rate Maps – May 27, 2022
 - Purchasing Flood Insurance and Best Ways to Protect Your Home – May 26, 2022
 - Flood Awareness Week – May 25, 2022
 - Flash Flooding – Turn Around Don’t Drown – May 24, 2022
 - Flood Awareness Week – May 23, 2022
 - Alert GP – January 25, 2022

Social Media Posts to Twitter (September 28, 2022)

- Summary: 7 posts reached 1868 resulted and engagements 36
 - Turn Around Don’t Drown – August 22, 2022
 - Flood Insurance Rate Maps – May 27, 2022
 - Purchasing Flood Insurance and Best Ways to Protect Your Home – May 26, 2022
 - Flood Awareness Week – May 25, 2022
 - Flash Flooding – Turn Around Don’t Drown – May 24, 2022
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- Assessment of Usefulness

The City’s website is available in English and has a Spanish translation feature. The website provides public access to floodplain-related information in a non-threatening way. Some residents are reluctant to contact the City and ask questions about their property for fear of getting themselves in trouble.

The City’s social media accounts are only available in English. The City’s Facebook account experienced a significant number of views associated with floodplain insurance, weather warnings. Twitter posts related to flood awareness week and turn around don’t drown reached the largest number of people.

- FMP, PPI, and CP were update in 2021
- Recommended Changes: None

Project 2: Mayer’s Letter Promoting Flood Insurance in The Pipeline

Flood Insurance Letter from the Mayor was in the August 2022 Pipeline

Project 3: Flood Brochures and Flood Information in City Libraries and City Buildings

- Date Verified that brochures and Information was still in Library and Lobbies
 - November 17, 2021
 - January 13, 2022

- May 19, 2022

English and Spanish floodplain brochures are available at The Grand Prairie Main Library, Betty Warmack Library and City Hall. David McKee visits all three locations quarterly.

- Assessment of Usefulness

The brochures provide relevant floodplain information to the public.

- Status of 2021 Recommended Changes
 - Continue checking/restocking brochures at City facilities on a quarterly basis.
- Recommended Changes
 - Continue checking/restocking brochures at City facilities on a quarterly basis.

Project 4: City-Owned Message Boards

- 2022 Dates and Messages put onto City Owned Message Boards

January

Do You Have Flood Insurance? gptx.org/flood-insurance

February

Do You Have Flood Insurance? gptx.org/flood-insurance

March

Do You Have Flood Insurance? gptx.org/flood-insurance

April

Do You Have Flood Insurance? gptx.org/flood-insurance

May

Do You Have Flood Insurance? gptx.org/flood-insurance

Texas Flood Awareness Week May 23-27 gptx.org/floodplain

June

Do You Have Flood Insurance? gptx.org/flood-insurance

July

Do You Have Flood Insurance? gptx.org/flood-insurance

August

Do You Have Flood Insurance? gptx.org/flood-insurance

Turn Around Don't Drown

September

Do You Have Flood Insurance? gptx.org/flood-insurance

October

Do You Have Flood Insurance? gptx.org/flood-insurance

November

Do You Have Flood Insurance? gptx.org/flood-insurance

December

Do You Have Flood Insurance? gptx.org/flood-insurance

The messages run on 12-month cycle displaying 500,000 times on eight digital signs on roadways and in city buildings yearly.

During a big rain event, the sign stating Turn Around Don't Drown is displayed approximately 10,000 times daily.

If flooding is in progress, the sign stating Crossing Road Barrier Can Result in Fines is displayed.

- Assessment of Usefulness

The City owns five outdoor message boards and locations in 3 city buildings that provide visual reminders regarding flood awareness, placed at these locations: I-20 @ Carrier Parkway, Roy Orr (Mike Lewis Park), MacArthur north of I-30 at landfill entrance, inside City Hall, Lake Ridge Parkway near Lynn Creek Park, and Warrior Dr near PlayGrand Adventures and the Prairie Paws Animal Shelter.

- Status of 2021 Recommended Changes
 - No Changes
- Recommended Changes
 - Work with marketing department to update messages to include more FEMA flood insurance information and include information about new Risk Map 2.0

Project 5: Flood Articles in The Pipeline newsletters.

- 2022 articles included in The Pipeline newsletter
 - Do You Have Flood Insurance October 2021
 - Flood Insurance and Community Rating System- How They Work Together November 2021
 - Flood Insurance and Community Rating System- How They Work Together January 2022
 - insure Your Property for Flooding February 2022
 - Flood Risk, Turn Around Don't Drown March 2022
 - Flood Safety April 2022
 - Wear Blue for Flood Awareness and Outdoor Warning Sirens May 2022
 - Building Responsibly June 2022
 - Community Rating System and Flood Assistance Information July 2022
 - Flood Insurance Letter from the Mayor August 2022
 - Turn Around Don't Drown September 2022
- Assessment of Usefulness

The Pipeline newsletter is only available in English. The flood-related articles have been translated into Spanish and are available on the Floodplain page of the City's website. City staff experiences an increase in phone calls from residents following the newsletter distribution. Callers typically state that they read about the City's floodplain services in the newsletter.

- Status of 2021 Recommended Changes
 - No changes
- Recommended Changes
 - No changes were recommended in 2022.

Project 6: Community Events

Tabletop Flood Model and Erosion Trailer Use

- List of Community Events and Dates
 - Arbor Day- November 5, 2021(Erosion Trailer)
 - Dubiski High School Engineering Students- November 2 and 3, 2021 (Erosion Trailer and Tabletop Flood Model)
 - Crew Camp Daniels Elementary School- March 31, 2022 (Erosion Trailer)
 - Crew Camp Crosswinds High School- April 1, 2022 (Erosion Trailer)

- Crew Camp Dubiski High School- April 13, 2022 (Erosion Trailer)
- Crew Camp Jackson Middle School- April 6, 2022 (Erosion Trailer)
- Main Street Fest- April 22-24, 2022 (Tabletop Flood Model)
- Earth Day- April 22, 2022 (Erosion Trailer)
- Public Works Day at the Library- May 14, 2022 (Erosion Trailer)
- Crawfish Boil- June 4, 2022 (Erosion Trailer)
- Hatch Chile Fest – August 13, 2022 (Erosion Trailer)
- The following items were available at the Stormwater booth in 2022:
 - Turn Around Don't Drown (TADD) stickers (provided by TFMA)
 - TADD tattoos (provided by TFMA)
 - Coloring books (provided by TFMA)
 - Crayons and Pencils
 - Jar lid Gripper (provided by Public Works)
 - Mixing Bowl Scrapper (provided by Public Works)
 - FEMA brochures (English and Spanish)
 - City brochures (English and Spanish)
 - Contents only postcards (English and Spanish)
 - Page with QR codes that would link visitors quickly to FEMA flood insurance and city floodplain information
- Assessment of Usefulness

The 2022 city events event were all well-attended by individuals of all ages. The camps and library events were held for school students ranging from 3-12 grades. The coloring pages were a big hit with the kids! The QR code page was great success and allowed visitors and staff to make quick interactions while still getting our outreach messages out.

The flood model and erosion trailer were both well received! These outreach tools provide opportunities for interaction and discussion with guests.

- Status of 2021 Recommended Changes
 - Pre-stuff giveaway bag brochures, coloring pages, etc.
- Recommended Changes for 2022
 - Focus outreach booths more on schools, library events, HOA and PID meetings, Earth Day, National Night Out.
 - Remove event like Main Street Fest and Asian Time Square due to the cost and time involved to do these events

Project 7: Flood Information Brochure in Both English and Spanish Mailed to Residents in SFHA and RL Area (Target Audience)

- Date Implemented

Mailing labels were updated based on returned mail from 2021.

- Assessment of Usefulness

As of September 30, 2022, 35 properties in the SFHA had flood insurance policies.

Year	Number of Policies
2017	69

2018	76
2019	68
2020	61
2021	60
2022	35

- Status of 2021 Recommended Changes
 - No changes at this time
- Recommended Changes
 - Add a cover sheet on City letterhead to 2023 SFHA mailouts with a brief explanation of the important information in the brochure. (RL already has a cover sheet)

Project 8: “Contents Only” Flood Brochure in Both English and Spanish Mailed to Residents Who Rent Property in the SFHA or Flood Prone Areas (Target Audience)

- Date Implemented

The mailing list was updated based on returned mail in 2021.

- Assessment of Usefulness

The City mailed 843 postcards to this Target Audience in August 2022. FEMA was unable to provide details regarding the actual flood insurance policy holder addresses. FEMA stated that Federal Insurance leadership, Federal Insurance and Mitigation Legal Division, Privacy and others were meeting to discuss the path forward for information sharing with states, communities and localities that have a documented, verified need for policyholder personally identifiable information. FEMA stated that the agency would not be able to share NFIP data until this group had developed a data sharing process that ensures policyholder information is safe. Thus, the City was unable to determine the number of policies in effect within this target audience or the effectiveness of the outreach project.

Year	Number of Policies
2017	6
2018	7
2019	Unable to determine
2020	Unable to determine
2021	Unable to determine
2022	7

- Status of 2021 Recommended Changes
 - No changes were recommended.
- Recommended Changes
 - Update postcard message

Project 9: Flood Brochure to Residents below Joe Pool Dam (Target Audience)

- Date Implemented
- Assessment of Usefulness

The City mailed 341 postcards in August 2022. FEMA was unable to provide details regarding the actual flood insurance policy holder addresses. FEMA stated that Federal Insurance leadership, Federal Insurance and Mitigation Legal Division, Privacy and others were meeting to discuss the path forward for information sharing with states, communities and localities that have a documented, verified need for policyholder personally identifiable information. FEMA stated that the agency would not be able to share NFIP data until this group had developed a data sharing process that ensures policyholder information is safe. Thus, the City was unable to determine the number of policies in effect within this target audience or the effectiveness of the outreach project.

Year	Number of Policies
2017	5
2018	9
2019	Unable to determine
2020	Unable to determine
2021	Unable to determine
2022	5

- Status of 2021 Recommended Changes
 - No changes were recommended
- Recommended Changes
 - Update postcard message and add Mountain Creek Dam and Padera Dam Residents to 2023 outreach

Project 10: Flood Brochure Mailed to Residents of Kirby Creek Erosion Area (Target Audience)

- Date Implemented

In 2019, City staff developed a postcard to replace the letter for this outreach project. The postcard included information in English and Spanish.

- Assessment of Usefulness

The City mailed 129 postcards to this target audience in August 2022. FEMA was unable to provide details regarding the actual flood insurance policy holder addresses. FEMA stated that Federal Insurance leadership, Federal Insurance and Mitigation Legal Division, Privacy and others were meeting to discuss the path forward for information sharing with states, communities and localities that have a documented, verified need for policyholder personally identifiable information. FEMA stated that the agency would not be able to share NFIP data until this group had developed a data sharing process that ensures policyholder information is safe. Thus, the City was unable to determine the number of policies in effect within this target audience or the effectiveness of the outreach project.

Year	Number of Policies
2017	2
2018	0
2019	Unable to determine
2020	Unable to determine

2021	Unable to determine
2022	3

- Status of 2021 Recommended Changes
 - No changes were recommended
- Recommended Changes
 - Update postcard message

Project11: Flood Postcard for Flood Siren Locations

- Date Implemented
- In late 2021, City staff developed a postcard for this outreach project. The sirens went live in October 2021 but have not been activated other than for testing. There has not been a flood event since activation. The postcard gives residents information about the flood sirens located near them and what they should do in the event the sirens are sounded for a flood. The postcard included information in English and Spanish.

- Assessment of Usefulness

The usefulness will be assessed after the activity has run through a full cycle.

- Status of 2021 Recommended Changes
 - No changes were recommended
- Recommended Changes
 - None

Project12: Floodgate Information Postcard

- Date Implemented

In late 2022, City staff update a postcard for this outreach project to reflect second gate location. The new gate location at SW 3rd St went live in September 2022. The postcard included information in English and Spanish.

- Assessment of Usefulness
 - Gives useful information to resident about what to expect when gates deploy during a flooding event.
- Status of 2021 Recommended Changes
 - No changes were recommended
- Recommended Changes
 - None

Project 13&14: Mandatory Purchase Requirement Letter to Lenders, Realtors and Insurance Agents:

- Date Implemented

The letters were printed in English and Spanish and mailed in October 2020. Contact information was updated prior to the mailing.

- Assessment of Usefulness

This is a FEMA-required annual mailing. Based on the increased calls City staff receives from real estate agents and insurance agents, the outreach activities to these groups appears to be effective.

- Status of 2021 Recommended Changes
 - No changes were recommended.
- Recommended Changes
 - Update mailing list before 2023 letters are sent out.