



CRS Coverage Improvement Plan Annual Report

2017

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 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
Policies in Zone AE	49	58	67
Policies in Zone A	2	2	2
Policies in Zone X	225	228	234
Total	276	288	303
Occupancy			
Single Family Policies	231	242	250
2-4 Family Policies	1	1	1
Other Residential Policies	4	9	9
Non-Residential Policies	40	43	43
Total	276	295	303

Notes: 2016 as of June 30, 2017; 2017 as of May 31, 2017

SUMMARY OF OUTREACH PROJECTS:

Projects 1 and 11: Post Flood Insurance Information on City Website in Both English and Spanish (*Action Items 1 and 14 in PPI*)

- Date Implemented

The City’s website is available in English and has a Spanish translation feature. The Floodplain webpage includes the English and Spanish floodplain brochures. The Pipeline newsletter articles have been translated into Spanish and will be posted to the website soon.
- Assessment of Usefulness

The website provides the 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.

- Status of 2016 Recommended Changes (*Updates in Italics*)

Develop Spanish pages for the Floodplain Information pages on the City's website. Insert a link that guides users to the Spanish pages. *The City website has a Spanish translation feature so the Floodplain webpages can be viewed in Spanish. The Pipeline newsletter articles have been translated into Spanish and will be uploaded to the website soon.*

- Recommended Changes

- Develop social media posts and implementation schedule with a minimum of two (2) posts per month.
- Post social media posts on Nextdoor site in addition to the City's social media sites.

Projects 2 and 12: Mayoral Letter Promoting Flood Insurance in The Pipeline newsletter in English and Spanish (*Action Items 2 and 15 PPI*)

- Date Implemented

The Mayoral letter ran in the February 2017 edition of The Pipeline. However, the newsletter is only available in English. A Spanish version of the Mayor's letter was developed in July 2017 and will be posted online soon.

- Assessment of Usefulness

The City received additional phone calls following the newsletter publication inquiring about floodplain determinations and flood insurance.

- Status of 2016 Recommended Changes

No changes were recommended in 2016.

- Recommended Changes

None at this time

Project 3: FEMA Flood Insurance Brochures in City Library and City Lobbies (*Action Item 3 in PPI*)

- Date Implemented

English and Spanish floodplain brochures are available at The Grand Prairie Main Library, Betty Warmack Library and The Development Center. David McKee confirmed the brochures were available at these locations on August 4, 2017.

- Assessment of Usefulness

The brochures provide relevant floodplain information to the public.

- Status of 2016 Recommended Changes (*Updates in Italics*)

Establish a schedule to check on the brochure supply on a monthly basis. If the area where residents obtain garage sale permits (Code Enforcement) has a brochure display, inquire about posting brochures here. *The schedule to check on brochure supply was delayed in 2017 due to the amount of time the 2015 CRS verification appeals process required. The Code Compliance area does not have any additional space to display the floodplain information brochures.*

- Recommended Changes

- Establish a schedule to check on the brochure supply on a monthly basis. Cory volunteered to check the brochures in the Warmack Library since he visits this library at least once a month. If he finds the brochures need to be restocked, he will let Stephanie know.
- Add brochures to Epic and Epic Waters if an area for brochures is available when these facilities open.

Project 4: Flood Insurance Message on City-Owned Electronic Message Board (*Action Item 5 in PPI*)

- Date and Messages Implemented

January

Insure your property from flooding
gptx.org/flood-insurance

February

Does your property flood? Be prepared
gptx.org/flood-safety

March

Be prepared for the rainy season
knowwhat2do.com

April

Turn Around Don't Drown
tadd.weather.gov

May

Turn Around Don't Drown
tadd.weather.gov

June

Turn Around Don't Drown
tadd.weather.gov

July

Do you have flood insurance?
gptx.org/flood-insurance

August

Protect your property from a flood
gptx.org.flood-safety

September

Flash flood safety tips
Knowwhat2do.com

October

Insure your property from flooding
gptx.org/flood-insurance

November

Be prepared for inclement weather
Knowwhat2do.com

December

Protect property from flooding
gptx.org/flood-safety

This outreach project began in February 2016. The message gets updated each month and cycles through the message board display system with several other messages.

- Assessment of Usefulness

The City owns five message boards that provide visual reminders regarding flood awareness, but only two have digital capabilities to be used for this outreach activity. The information is seen by drivers in the areas where the messages are displayed.

- Status of 2016 Recommended Changes (*Updates in Italics*)

Confirm with Cami which boards are being used. Ideally, use all five electronic message boards should be used when possible. *Only two of the City's five message boards are digital and can display the information: I-20 @ Carrier Parkway and Roy Orr (Mike Lewis Park). These are the two locations where the messages are displayed.*

- Recommended Changes

- Cami will ask the Parks and Rec Department if we can post messages on the message board in Lynn Creek.

Project 5 and 12: Flood Insurance Message in The Pipeline Newsletter in English and Spanish (*Action Items 2 and 15 in PPI*)

- Dates Implemented

- *October 2016: (no space)*
- *November 2016: Flood Insurance Information*
- *December 2016: Flood Hazard*
In 2016, "Build Responsibly" and "Community System Rating" articles were not published due to space limitations.
- January 2017: Flood Information Assistance
- February: Mayor's letter encouraging the purchase of flood insurance
- March: Protect Natural Floodplains

- April: Flash Flood Risks
 - May: (no space)
 - June: (no space)
 - July: Flood Warning and Disaster Preparedness
 - August: Insure Your Property for Flood
 - September: Flood Safety Tips
 - October (planned): Community Rating System (CRS) with confirmed CRS score!
 - November (planned): Build Responsibly
 - December (planned): Free Weather Apps and Flood Hazard (2 articles)
- Assessment of Usefulness

The Pipeline newsletter is only available in English. The flood-related articles have been translated into Spanish and will be uploaded to the website soon.

Stephanie experiences an increase in phone calls from residents following the newsletter distribution. Callers typically state that they read about the floodplain services in the newsletter.
 - Status of 2016 Recommended Changes (*Updates in Italics*)
 - Freshen up the CRS articles posted in The Pipeline newsletter – possibly use a different font, add examples, and/or include pictures. *Stephanie reviews and updates each article prior to publishing.*
 - Develop Spanish versions of each article included in The Pipeline. *Complete.*
 - Add a line to each newsletter article directing readers to the location on the City’s website where the Spanish articles can be accessed. *To be done when the Spanish articles are posted online.*
 - Recommended Changes
 - Freshen up the CRS articles posted in The Pipeline newsletter – possibly use a different font, add examples, and/or include pictures.
 - Add a line to each newsletter article directing readers to the location on the City’s website where the Spanish articles can be accessed.

Project 6: Flood Insurance Information at Flight of the Monarch Festival (*Action Item 7 in PPI*)

- Date Implemented:

The 2016 Flight of the Monarch Festival was the first festival in which the City hosted a Flood Awareness Booth. The festival was held on Saturday, September 24, 2016 from 10 AM to 4 PM. Tim Bordelon volunteered along with several of his staff. He also provided the tent for our booth. John Lopez volunteered that morning. City staff appreciated our volunteers!

The festival was held on Saturday, September 23, 2017 (10 AM to 4 PM) at The Summit. The City demonstrated the TFMA flood model at the event. The City also had one iPad to lookup properties in relation to FEMA floodplains.

The following items were available at the Stormwater booth:

 - Turn Around Don’t Drown (TADD) stickers (provided by TFMA)

- TADD tattoos (provided by TFMA)
- Coloring books (provided by Emergency Management)
- Crayons and pens (provided by Emergency Management)
- Metal whistles and metal clips (provided by Emergency Management)
- Emergency supply kit (band aides and ointment) (provided by Emergency Management)
- Antibacterial wet wipes (provided by Emergency Management)
- Lifesavers
- FEMA brochures (English and Spanish)
- City brochures (English and Spanish)
- Contents only postcards (English and Spanish)

- Assessment of Usefulness

The 2016 Flight of the Monarch outreach event was well-attended. The tent can really only hold 2-3 staff/volunteers with the flood model and tables. We had more brochures and DumDums than we needed. The coloring pages were a big hit with the kids! We have plenty of TADD stickers and bumper stickers for the 2017 event.

The flood model was well received! The model provided for interaction and discussion opportunities with guests.

The iPad was useful in providing on-the-spot information for specific areas of town and addresses regarding floodplain determinations.

The event was interrupted by a storm and folks were evacuated to The Summit. The event closed about an hour early due to a second, more intense storm heading our way.

- Status of 2016 Recommended Changes

Stephanie obtained answers to the committee's questions regarding logistical details for the 2016 Flight of Monarch.

- Recommended Changes

- Bring paperweights for brochures, coloring pages, etc.
- 1 giant bag of DumDums from Sam's would have been plenty. Looking into Lifesavers now.
- We only need 2-3 people in the booth at all times.
- No need to setup the night before. The display sets up quickly.
- It is a bit of a walk to get water for the model. Fill the bucket with water before getting to the site.

Project 7 and 14: Flood Information Brochure Sent to All Residents in SFHA in Both English and Spanish (*Action Items 10 and 17 in PPI*)

- Date Implemented

Mailing labels are being updated based on returned mail from 2016. The English and Spanish brochures have been printed.

- Assessment of Usefulness

As of May 31, 2017, 69 properties in the SFHA had flood insurance policies. This is more than double the number of policies in the SFHA in 2016. (29 properties as of April 30, 2016) While this has been an annual mailing for many years, the format has changed such that only the brochure is required to be mailed without an additional letter. The new format appears to have been well received. Status of 2016 Recommended Changes

No changes were recommended in 2016.

- Recommended Changes
None at this time

Project 8 and 15: Letters Mailed to Renters Regarding “Contents Only” Flood Insurance Coverage in English and Spanish (Target Audience) (*Action Items 11 and 18 in PPI*)

- Date Implemented

The postcards are being printed. The mailing list is being updated based on returned mail in 2016.

- Assessment of Usefulness

We mailed 864 postcards in September 2016. We are mailing a similar number of postcards in September 2017. FEMA was unable to provide “contents only” flood claim data in 2016. However, FEMA recently provided a report showing 6 “contents only” policies were in effect as of May 31, 2017. None of the addresses on the mailing list were on the list of “contents only” policy holders. This outreach project may not be effective. We need to reevaluate in 2018 PRIOR to printing and mailing postcards.

- Status of 2016 Recommended Changes
No changes were recommended in 2016.
- Recommended Changes
 - Reevaluate in 2018 PRIOR to printing and mailing postcards

Project 9: Flood Brochure Mailed to Residents below Joe Pool Dam (Target Audience) (*Action Item 12 in PPI*)

- Date Implemented

The letters have been updated in English and Spanish. The English and Spanish floodplain brochures will be mailed with these letters to this Target Audience. The mailing labels are being updated based on returned mail in 2016.

- Assessment of Usefulness

We mailed 341 letters with flood brochures in September 2016. Five of these addresses had flood insurance policies as of May 31, 2017, four of which were new policies.

With limited data and only one round of mailings, it is difficult to assess the effectiveness of this outreach project. We need to reevaluate in 2018 PRIOR to printing and mailing letters and brochures.

- Status of 2016 Recommended Changes
No changes were recommended in 2016.
- Recommended Changes
 - Reevaluate in 2018 PRIOR to printing and mailing brochures and letters.

Project 10: Flood Brochure Mailed to Kirby Creek Residents (Target Audience) (*Action Item 13 in PPI*)

- Date Implemented
The letters have been updated in English and Spanish. The English and Spanish floodplain brochures will be sent with these letters to this Target Audience. The mailing labels are being updated based on returned mail in 2016.
- Assessment of Usefulness
We mailed 27 letters with flood brochures in September 2016. Two of these addresses had flood insurance policies as of May 31, 2017, one of which was a new policy.
With limited data and only one round of mailings, it is difficult to assess the effectiveness of this outreach project. We need to reevaluate in 2018 PRIOR to printing and mailing letters and brochures.
- Status of 2016 Recommended Changes
No changes were recommended in 2016.
- Recommended Changes
 - Reevaluate in 2018 PRIOR to printing and mailing brochures and letters.

Project 13: Send Flood Insurance Information to Spanish Media Outlets (*Action Item 16 in PPI*)

- Date Implemented
Fortunately, the City has not experienced a major flood event since January 1, 2016. Therefore, this activity has not been implemented.
- Assessment of Usefulness
The usefulness will be assessed after the activity is implemented.
- Status of 2016 Recommended Changes
No changes were recommended in 2016.
- Recommended Changes
None at this time

Projects 16, 17, and 18: Provide Mandatory Flood Insurance Requirement Information to Lenders, Realtors, and Insurance Agents: (*Action Items 21, 22 and 23 in PPI*)

- Date Implemented

The letters have been updated in English and Spanish. The mailing labels are being updated at this time.

- Assessment of Usefulness

This is an annual mailing. Based on the increased calls I receive from real estate agents and insurance agents, the outreach activities to these groups appears to be effective.

- Status of 2016 Recommended Changes

No changes were recommended in 2016.

- Recommended Changes

None at this time