



CRS Coverage Improvement Plan Annual Report

2018

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	2018
Policies in Zone AE	49	58	67	74
Policies in Zone A	2	2	2	2
Policies in Zone X	225	228	234	264
Total	276	288	303	340
Occupancy				
Single Family Policies	231	242	250	275
2-4 Family Policies	1	1	1	2
Other Residential Policies	4	9	9	18
Non-Residential Policies	40	43	43	45
Total	276	295	303	340

Notes: 2016 as of June 30, 2017; 2017 as of May 31, 2017; 2018 as of February 28, 2018

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

City Website Floodplain page was operational on August 3, 2018. The webpage includes the English and Spanish floodplain brochures. The link to the National Weather Service has been updated. A link to the USACE website has been added. Information on the low water

crossing gates has been added. The Spanish versions of flood-related articles in The Pipeline newsletter have been uploaded.

- 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.

- Status of 2017 Recommended Changes (*Updates in Italics*)

- Develop social media posts and implementation schedule with a minimum of two (2) posts per month. *Goal is being met. Valerie is leading this effort with input from Stephanie.*
- Post social media posts on Nextdoor site in addition to the City's social media sites. *NextDoor is being used on specific messages. Valerie monitors the social media posts to determine which ones are appropriate for NextDoor.*

- Recommended Changes

- Stephanie/Cami will send flood-related news articles to Valerie for the electronic Pipeline newsletter.

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 June 2018 edition of The Pipeline. However, the newsletter is only available in English. A Spanish version of the Mayor's letter was posted on the Floodplain page of the City's website.

- Assessment of Usefulness

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

- Status of 2017 Recommended Changes

- No changes were recommended in 2017.

- 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 visits all three

locations on the third Tuesday of each month. The brochures are also available in The Development Center.

- Assessment of Usefulness
The brochures provide relevant floodplain information to the public.
- Status of 2017 Recommended Changes (*Updates in Italics*)
 - Establish a schedule to check on the brochure supply on a monthly basis. *Stormwater Department has checked and restocked, as appropriate, the locations where the floodplain brochures are available in public facilities on a monthly basis.*
 - Add brochures to Epic and Epic Waters if an area for brochures is available when these facilities open. *Epic Waters does not have such an area. However, Epic will have space for us to post the floodplain brochures when Epic opens Fall 2018.*
- Recommended Changes
 - The floodplain brochures have not been depleted so quickly that a monthly site visit and replenishment is warranted. City staff recommends adjusting the monthly site visit/replenishment to being on a quarterly basis.
 - City staff will add brochures to Epic when it opens.

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

The messages are updated each month and cycle 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: I-20 @ Carrier Parkway and Roy Orr (Mike Lewis Park). These are the two locations where the messages are displayed.

- Status of 2017 Recommended Changes (*Updates in Italics*)

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

- Recommended Changes

- Cami will ask if the Ruthe Jackson Center sign can be used to post messages.
- Cami will ask if the City Hall message screen can be used to post messages.

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 2017: Community Rating System (CRS) with confirmed CRS score of 5! (new article)*
- *November 2017: Build Responsibly*
- *December 2017: Free Weather Apps*
- *December 2017: Flood Hazard*
- *January 2018: Flash Flood Risks*

- February 2018: Flood Hazard
 - March 2018: Insure Property for Flood
 - April 2018: Approach the Gate, Wait, Evacuate (new article – LWC gates)
 - April 2018: Flood Information Assistance
 - May 2018: Protect Natural Floodplains
 - June 2018: Mayor’s letter encouraging the purchase of flood insurance (Projects 2 and 12 in CP)
 - July 2018: Build Responsibly
 - August 2018: Flood Warning and Disaster Preparedness
 - September 2018: Flood Insurance Information
 - ___ 2018: Free Weather Apps
 - ___ 2018: Flood Safety Tips
- 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.

Stephanie 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 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 reviewed and updated all of the articles at the end of 2017 and sent to Cami. Cami is able to publish them based on space availability in The Pipeline each month.*
 - Add a line to each newsletter article directing readers to the location on the City’s website where the Spanish articles can be accessed. *The text has been created and will be included in the future Pipeline newsletters beginning Fall 2018.*
- Recommended Changes
 - Stephanie will check with Mark Dempsey, Assistant City Attorney, about potential liability in promoting free weather apps. *(Stephanie asked Mark to review the article. He suggested one edit. He did not have any concerns about promoting the free weather apps.)*

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

- Date Implemented:

The Flight of the Monarch 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. John Lopez volunteered! Pat Young had planned to volunteer but was unable to do so due to an injury. City staff provided much of the volunteer support.

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 2017 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. The coloring pages were a big hit with the kids! We have plenty of TADD stickers and bumper stickers for the 2018 event. We will order bags for 2018 and possibly pre-stuff them with floodplain brochures.

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.
- Status of 2017 Recommended Changes
 - Bring paperweights for brochures, coloring pages, etc. *Paperweights are still needed.*
 - 2 bags of Lifesavers was one bag too many.
 - We only need 2-3 people in the booth at all times.
 - No need to setup the night before. The display sets up quickly.
 - Offering free shirts for volunteers helped bring volunteers!
 - It is a bit of a walk to get water for the model. Fill the bucket with water before getting to the site. *This strategy worked perfectly!*
- Recommended Changes
 - In 2018, Flight of the Monarch is being absorbed into EpicFest. This multi-day event is scheduled for Friday and Saturday, September 21 and 22. Friday hours will be 5PM to 11 PM, and Saturday hours will be 10 AM to 11 PM. The Stormwater booth is expected to remain open at all hours of the event. **ADULT VOLUNTEERS ARE NEEDED!** Free shirts will be offered for volunteers!
 - Stephanie intends to enlist NJHS and NHS students to assist.
 - We are collecting freebie items now for the booth and will determine additional items to supplement – crayons, pens, pencils, etc.
 - Order more Lifesavers!
 - Bill indicated that Grand Bank is planning to purchase a second 10x20 tent that could be used for the Stormwater booth in the future.
 - Tim said he would donate 500 State Farm pens.

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 were updated based on returned mail from 2017. The English and Spanish brochures were mailed in June 2018.

- Assessment of Usefulness

As of February 28, 2018, 76 properties in the SFHA had flood insurance policies. The number of policies has increased by 7 since 2017.

Year	Number of Policies
2017	69
2018	76

- Status of 2017 Recommended Changes

- No changes were recommended in 2017.

- 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 mailing list was updated based on returned mail in 2017. Also, zip codes were corrected on several properties that have Irving mailing addresses.

- Assessment of Usefulness

We mailed 862 postcards to this Target Audience in June 2018. The number of “contents only” policies increased from 6 to 7 policies from May 2017 to February 2018.

Year	Number of Policies
2017	6
2018	7

The committee promoted the “less is more” approach and recommended keeping the postcard format instead of going to a letter. The committee suggested updating the postcard for 2019 mailings.

- Status of 2017 Recommended Changes

- Reevaluate in 2018 PRIOR to printing and mailing postcards. *Postcards were mailed in June 2018. Due to lack of history with this Target Audience, City staff moved forward with the mailing.*

- Recommended Changes

- Stephanie will work with Valerie in 2019 to update the postcard.

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

- Date Implemented

The letters were printed in English and Spanish and mailed in June 2018. The English and Spanish floodplain brochures were included with these letters to this Target Audience. The mailing labels were updated based on returned mail in 2017.

- Assessment of Usefulness

We mailed 341 letters with flood brochures in June 2018. As of February 28, 2018, nine (9) flood insurance policies were within this Target Audience, four (4) of which were new policies. One policy that was previously within this Target Audience was discontinued.

We are seeing an increase in the number of policies within this Target Audience.

Year	Number of Policies
2017	5
2018	9

The committee promoted the “less is more” approach and recommended converting the letter into a postcard format. With a postcard, the recipient is more likely to see the information before discarding it.

- Status of 2017 Recommended Changes

- Reevaluate in 2018 PRIOR to printing and mailing brochures and letters. *Postcards were mailed in June 2018. Due to lack of history with this Target Audience, City staff moved forward with the mailing.*

- Recommended Changes

- Stephanie will work with Valerie to create postcards for the 2019 mailings.
- Valerie will post information on NextDoor when the postcards are mailed.

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

- Date Implemented

The letters were printed in English and Spanish and mailed to this Target Audience in June 2018 along with the English and Spanish floodplain brochures. The mailing labels were updated based on returned mail in 2017.

- Assessment of Usefulness

In September 2016, we mailed 27 letters with flood brochures. Two of these addresses had flood insurance policies as of May 31, 2017, one of which was a new policy.

Letters and brochures were mailed to this target area in August 2017. As of February 28, 2018, zero flood insurance policies were in place in the Kirby Creek target area.

In June 2018, we mailed 26 letters and brochures to the Kirby Creek target area.

Year	Number of Policies
2017	2
2018	0

The committee promoted the “less is more” approach and recommended converting the letter into a postcard format. With a postcard, the recipient is more likely to see the information before discarding it.

- Status of 2017 Recommended Changes
 - Reevaluate in 2018 PRIOR to printing and mailing brochures and letters. *Due to lack of history with this Target Audience, City staff moved forward with the mailing.*
- Recommended Changes
 - Stephanie will work with Valerie to create postcards for the 2019 mailings.
 - Valerie will post information on NextDoor when the postcards are mailed.

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 2017 Recommended Changes
 - No changes were recommended in 2017.
- 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 were printed in English and Spanish and mailed in June 2018. 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 2017 Recommended Changes
 - No changes were recommended in 2017.
- Recommended Changes
 - None at this time