

Flood Information and Outreach Plan (Program for Public Information)

Annual Evaluation Report

Community: **City of Salem 410167**

Date of Report: **August 10, 2017**

Date Report sent to City Council: **August 28, 2017**

1. Date of annual Flood Information and Outreach Plan (PPI) committee meeting:
August 3, 2017
2. List of committee members that attended the annual PPI committee meeting above:
see sign in sheet at the end of this report
3. Priority audiences, topics and associated messages, and implemented projects are summarized below:

Target Audience	CRS Topic and PPI Message	Outcome	Project(s)	Assignment	Schedule	Stakeholder
Target Area 1. Floodplain Property Owners	CRS Topic 1-6 and associated PPI Messages	See outcome table below	OP1. Annual letter to owners of flood-prone properties	City (Public Works)	Mailer sent to floodplain residents and property owners Fall of 2016. Mailer drafted for Fall of 2017.	
Target Area 2. All City of Salem Property Owners and Residents	CRS Topic 1-6 and associated PPI Messages		OP4. City Newsletter Article	City (PW)	Community Connection article Fall of 2016	
	CRS Topic 1-6 and associated PPI Messages		OP8. Presentation to neighborhood association	City (PW)	Presentation s schedules for September 2017	Neighborhood Associations
	CRS Topic 1, 2,3 and associated PPI Messages		OP10. Community Emergency Responses training	City (PW)	June 2017 and September 2017	
	CRS Topic 1-6 and associated PPI Messages		OP11. Additional Information on City website	City (IT)	Updated in March 2017 with new website launch	
	CRS Topic 1, 2, 3 and associated PPI Messages		FRP3. Social media messages during flood events	City (PIO and IT)	Updated 2016-2017 during FRP annual review	
	CRS Topic 2,4,5 and associated PPI Messages		FRP4. Social media messages after flood events	City (PIO and IT)	Updated 2016-2017 during FRP annual review	

	CRS Topic 1-6 and associated PPI Messages		FRP5. Switch main City web page to emergency information	City (IT)	Updated 2016-2017 during FRP annual review	
Target Area 3. Repetitive Loss Properties	CRS Topic 1,2,4 and associated PPI Messages		OP3. Repetitive Loss Letter	City (PW)	Letter mailing to repetitive loss properties October 2016	
Target Area 4. Real Estate Agents	CRS Topics 1,2,4,5 and associated PPI Messages		OP2. Information flyer for real estate agents	City (PW) and Real Estate Brokers	"Flood Hazards: flyer disseminated to local real estate brokers	Real Estate Brokers
	CRS Topics 1, 2, 3 and associated PPI Messages		OP5. Training for real estate professionals and property managers	City (PW) and Real Estate Brokers	Training sessions with local real estate offices in January and February of 2017	Real Estate Brokers
Target Area 6. Motorists	CRS Topics 1-6 and associated PPI Messages		OP6. Presentation to City board or commission	City (PW)	Community Rating System presentation to City Council August 2017.	
Target Area 7. Educators, Students, Natural Resources	CRS Topics 1, 3, and 6		OP7. Presentation to watershed council	City (PW)	Watershed council presentation scheduled September 2017	
Target Area 8. Developers, Contractors	CRS Topics 1-6 and associated PPI Messages		OP9. Information kiosk at PAC	City (PW)	Pamphlets available at PAC and updated in January 2017	
Target Area 9. Media	CRS Topic 1-5 and associate FRP Messages		FRP1. Media kit for reports during flood event	City (PIO)	Updated 2016-2017 during FRP annual review	
			FRP2. Media kit for reporters after flood event	City (PIO)	Updated 2016-2017 during FRP annual review	
			FRP6. Radio PSA's after flood event	City (PIO)	Updated 2016-2017 during FRP annual review	
Target Area 10. Local Public Information Officers	CRS Topic 1-5 and associate FRP Messages		FRP7. FRP messages for WRAPIO during flood event	City (PIO)	Updated 2016-2017 during FRP annual review	
			FRP8. FRP Messages for WRAPIO after flood event	City (PIO)	Updated 2016-2017 during FRP annual review	

Flood Response Preparations Messages and Desired Outcomes

CRS Topic	FRP Message	Outcome
1. Know your flood hazard	A. Notify areas of high flood risk	Increase information about the flood event
	B. Notify areas of actual flooding	
	C. Contact information for flood insurance claims	
2. Insure your property for your flood hazard	D. Contact information for flood insurance claims	Increase efficiency of flood insurance claims after flood events
3. Protect people from the hazard	G. Do not enter flood-damaged buildings until cleared by inspector	Reduce injuries during flood events
	H. Flood waters are dangerous for cars and pedestrians	
	I. Watch for power lines and gas leaks	
4. Protect your property from the hazard	J. Mitigate flood risks while doing flood damage repairs	Reduce property damage during flood events
	K. Report debris blockages by calling PW Dispatch	
	L. Sandbags can be found by calling PW Dispatch	
5. Build responsibly	M. Get a permit for repairs	Reduce future flood hazards for damaged properties
	N. Use flood-resistant materials	
	O. Substantially damaged properties may not be able to be restored to prior condition.	

Flood Information Messages and Desired Outcomes

CRS Topic	PPI Message	Outcome
1. Know your flood hazard	A. Your property is at risk for flooding	Increase number of flood inquiries
	B. Know your watershed and how flooding can occur	
	C. Contact information of those who can help you	
2. Insure your property for your flood hazard	D. Homeowner insurance does not cover flood damage	Increase flood insurance coverage
	E. Remember coverage for structures and contents	
	F. CRS saves you money on flood insurance	

3. Protect people from the hazard	G. Make an evacuation plan	Reduce injuries during flood events
	H. Flood waters are dangerous for cars and pedestrians	
	I. Watch for power lines and gas leaks	
4. Protect your property from the hazard	J. Elevating your home could save you money	Reduce negative impacts of development on floodplains
	K. Retrofitting your home will reduce flood damage	
	L. Sandbags can be found by calling PW Dispatch	
5. Build responsibly	M. Avoid obstructions in the floodway, like fences	Reduce negative impacts of development on natural floodplain function
	N. Use flood resistant materials	
	O. Check flood elevations early in the project.	
6. Protect natural floodplain functions	P. Preserve/restore native vegetation and trees	Reduce negative impacts of development on natural floodplain function
	Q. No dumping into storm drains, waterways	
	R. Fill isn't the only option	




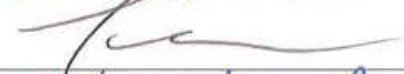




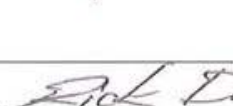



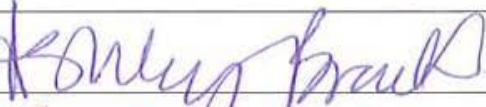

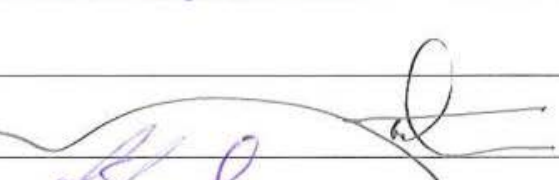
Committee Meeting Summary

As described above, the listed projects in the City's Flood Information and Outreach Plan (PPI) have all be implemented or are scheduled to occur to the 2016-2017 review year. Each project and associated messages were evaluated at the annual committee meeting. Progress has been made to reach the desired outcomes of the identified messages and no changes were recommended as part of this review. The adopted Flood Information and Outreach Plan (PPI) will be reviewed again during the 5-year update to the City of Salem Floodplain Management Plan. This review will being in January of 2018.

FLOODPLAIN MANAGEMENT PLAN 2017 UPDATE

SIGN IN SHEET

DATE: August 3rd, 2017

Name	Affiliation	Signature
Glenn Davis	COS- Chief Development Engineer, Floodplain Administrator	
Robin Dalke	COS- Administrative Analyst III, Floodplain Manager	
Olivia Glantz	COS- Community Development Urban Planning-Planner II	
Rebai Tamerhoulet	COS- Building and Safety Administrator	
Mike Gotterba	Public Information Officer, Public Works	
Justin Boyington	COS- Flow Monitoring Analyst	
Megan Klein	COS-Public Works Geographic Information System Mapping	
Patricia Farrell	COS- Parks Planning and Natural Resources Manager	
Corey Benson	Farmers Insurance Representative	
Steve Ward	Professional Engineer Westech Engineering	
Rick Day	Business Owner, Old Castle AH/AR LLC A.P. Inc.	
Brenda James	Professional Land Surveyor- Project Delivery Group	
Jocelyn Watson	Resident Lending Group, Loan Officer	
Ashley Brack	Real Estate Broker, Legacy Real Estate	
Peter Olsen	Professional Engineer Keller Associates, Inc.	
Scott Erickson	Business Owner Evolution Paving Resources	
Nathan Good	Professional Architect, Nathan Good Architects	
John Shepard	Property Owner	