Flood Information and Outreach Plan
(Program for Public Information)

Annual Evaluation Report

Community: City of Salem 410167

Name of PPI: Flood Information and Outreach Plan

Submitted by: City of Salem Floodplain Administrator, Glenn Davis, PE, CFM

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Date of Report: September 18, 2020

Date Report sent to City Council: October 12, 2019

1. Date of annual Flood Information and Outreach Plan (PPI) committee meeting: September 18, 2020

2. List of committee members that participated in the annual PPI committee meeting are listed below:

Committee Members

Name	Affiliation
E.M. Easterly	Interested Party
Terry Hancock, Hancock Real Estate	Commercial and Residential Real Estate
Mike Erdman, CEO	Home Builders Association of Marion & Polk Counties
TJ Sullivan, Partner, Huggins Insurance	Salem Area Chamber of Commerce, Insurance
Mark Grenz, PE, Principal, Multi Tech Engineering Services	Engineering

Kathleen Dewoina, Broker, Berkshire Hathaway Home Services	Commercial and Residential Real Estate
Peter Olsen, PE, Keller and Associates	Engineering

City Staff

Name	Affiliation
Glenn Davis	Chief Development Engineer
Robin Dalke	Floodplain Program Manager
Greg Walsh	Emergency Manager
Justin Boyington	Flow Monitoring Analyst
Patricia Farrell	Natural Resources Manager
Audrey Killoran	GIS Analyst
Heather Dimke	Public Information Officer, Management Analyst II

3. Priority audiences, topics and associated messages, and implemented projects are summarized below:

Target Audience	Topics and Messages (see table 24)	Outcomes (See table 24)	Project(s)	Assignment	Schedule
Audience 1. Streamside and Floodplain Property Owners	Topic 1-7 and associated Messages	1-7	OP1. Annual letter to owners of flood-prone properties	City (Public Works)	Mailer scheduled to be sent to streamside and floodplain residents and property owners in September, prior to wet weather season.

	Topic 1-7 and associated Messages	1-7	OP2. Streamside Mailer to flood-prone properties	City (Public Works)	Mailer sent to all streamside properties May 2020
Audience 2. All Salem Property Owners and Residents	Topic 1-7 and associated Messages	1-7	OP3. City Newsletter Article	City (PIO)	Community Connection article scheduled for September Preparedness Month
	Topic 1-6 and associated Messages	1-6	OP4. Presentation to neighborhood association	City (Public Works)	South Gateway NA in October 2019
	Topic 1-4, 7 and associated Messages	1-4, 7	OP5. Sandbag station brochure and sign	City (Public Works)	Sign posted at permanent sandbag station at Operations Complex, brochures available
	Topic 6 and associated Messages	6	OP6. Placards next to storm catch basin inlets	City (Public Works)	Placards installed annually and replaced as necessary
	Topic 1 and 6 and associated Messages	1, 6	OP7. Floodplain Interpretive Trail Sign at Minto Brown Park Floodplain Interpretive Trail sign at Minto Brown Park	City (Public Works)	Signs in place and inspected for damage July 2020
	Topic 2-4, 7 and associated Messages	2-4, 7	OP8. Social Media Messages	City (PIO)	Social media messages December 2020 during wet weather even, scheduled for September Preparedness Month
	Topic 1-7 and associated Messages	1-7	OP9. Public Works Day floodplain booth	City (Public Works)	Participated in annual event in July 2020. Event was virtual due to COVID-19
	Topic 1, 2, 3 and	1,2,3	FRP3. Social media messages	City (PIO and IT)	Annual review during Flood Exercise, 12/17/20

	associated Messages		during flood events		
	Topic 2,4,5 and associated Messages	2,4,5	FRP4. Social media messages after flood events	City (PIO and IT)	Annual review during Flood Exercise, 12/17/20
	Topic 1-6 and associated Messages	1-6	FRP5. Update City web page to emergency information	City (PIO, IT and Emergency Preparedness Manager)	Annual review during Flood Exercise, 12/17/20
Target Area 3. Repetitive Loss Properties	Topic 1-5, 7 and associated Messages	1-5,7	OP10. Repetitive Loss Letter	City (PW)	Annual letter scheduled to be mailed to repetitive loss properties 9/30/20
Target Area 4. Real Estate Agents and Insurance Companies	Topics 1-5 and associated Messages	1-5	OP11. Information flyer for real estate agents	City (PW) and Real Estate Brokers (Stakeholder)	"Flood Hazards" flyer disseminated to local real estate brokers annually
	Topics 1-5 and associated Messages	1-5	OP12. Training for real estate professionals and insurance agents	City (PW), Title Companies (Stakeholder) and Restoration Companies (Stakeholder)	Mid Valley Association of Realtors Training Event 7/30/20 and Ameri-Title Training Event for local realtors held 8/13/20
Target Area 5. Developers, Contractors and Design Professionals	Topics 1-6 and associated Messages	1-6	OP13. Information kiosk at PAC	City (PW)	Pamphlets available at PAC and updated in February 2020
	Topics 1, 2, 4 and 5 and associated Messages	1,2,4, 5	OP14. Flood Information and Insurance mailer to design professionals	City (PW)	Annual mailer scheduled to be mailed in September 2020, prior to wet weather season.
Target Area 6. Educators, Students, Natural Resource Groups	Topics 1, 3, 4 and 6 and associated Messages	1,3,4,6	OP15. Presentation to schools, teachers or watershed council	City (PW)	Presentations scheduled monthly by Stormwater Outreach Coordinator
Target Area 7. Media and WRAPIO	Topics 1-5 and associated	1-5	FRP1. Media kit for reports during flood event	City (PIO)	Annual review during Flood Exercise, 12/17/20

	FRP Messages	1-5	FRP2. Media kit for reporters after flood event	City (PIO)	Annual review during Flood Exercise, 12/17/20
		1-5	FRP6. Radio PSA's after flood event	City (PIO)	Annual review during Flood Exercise, 12/17/20
		1-5	FRP7. FRP messages for WRAPIO during flood event	City (PIO)	Annual review during Flood Exercise, 12/17/20
		1-5	FRP8. FRP Messages for WRAPIO after flood event	City (PIO)	Annual review during Flood Exercise, 12/17/20

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

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. Purchase flood insurance before it's too late	
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. Do you walk or drive through flooded areas.	
	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 or visiting www.cityofsalem.net/emergencies	
5. Build responsibly	M. Avoid obstructions in the floodway, like fences	Reduce negative impacts of development on natural floodplain function
	N. Know the floodplain development permit requirements	

	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 and protect existing resources
	Q. No dumping into storm drains. These drain directly to our waterways	
	R. Look but don't touch. Floodplain areas provide refuge for wildlife, some of which are threatened or endangered.	
7. Flood Warning	S. Sign up for the Salem Community Alert System to receive emergency flood warnings on your mobile device, landline or email. Sign up at cityofsalem.net/salemalert	Increase Salem Community Alert System subscribers who may not have a landline to receive automated emergency alerts

Recommended Changes:

As described above, the listed projects in the City's Flood Information and Outreach Plan (PPI) have been implemented or are scheduled to occur in the 2019-2020 review year. Each project and associated messages were evaluated at the annual committee meeting and through a summary review by committee members. Progress has been made to meet each of the desired outcomes of the identified messages. The committee is not recommending any changes as part of this review.