

PROGRAM FOR PUBLIC INFORMATION

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COUNTY OF YUBA 2022-2023 PROGRAM FOR PUBLIC INFORMATION

A PLAN FOR EDUCATING THE PUBLIC AND YUBA
COUNTY'S INTERNAL STAFF ON FLOODING AND
WAYS TO ADDRESS POTENTIAL FLOOD DAMAGE

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1 PPI COMMITTEE

Yuba County Yuba participates in the National Flood Insurance Program and additionally participates in the Community Rating System (CRS). The CRS program requires a comprehensive education and outreach program. The purpose of this Program for Public Education is to strategize and roadmap the implementation of the Education and Outreach Program requirements as described in the CRS Coordinator's Manual. The CRS Coordinator's Manual identifies seven steps to preparing a Program for Public Information (PPI).

1.1 ESTABLISH PPI COMMITTEE

The PPI committee has members from both inside and outside the local government, and typically meets formally one or two times per year. The committee's membership meets the CRS criteria as follow:

- There are at least five people on the committee;
- There is representation from the community's floodplain management office;
- There is representation from the community's public information office;
- At least half of the members are from outside the local government ("stakeholders");
- There is representation from a local insurance agency and local bank or lender.

The PPI Committee participated in an in-person meeting on September 14, 2022. The following were members of the 2022-2023 PPI Committee:

Name	Organization
Keith Anthony	Farmers Insurance
John Nicoletti	Yuba-Sutter Habitat for Humanity
Patrick Meagher	Reclamation District 784
Ryan Petree	Elite Services
Nina Singh	Golden Pacific Bank
Karm Saran	Keller Williams Realty
Oscar Marin	Yuba County Emergency Operations Manager
Rachel Rosenbaum	Yuba County Public Information Office
Daniel Peterson	Yuba County Public Works

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2 ASSESSING THE COMMUNITY'S PUBLIC INFORMATION NEEDS

In this section of the PPI, Yuba County and the PPI Committee accesses its flood problems, identifies audiences that should be informed, and determines what activities are already underway. The PPI Committee also reviews current flood insurance coverage. Taking all of the above information into consideration, the PPI Committee selects the messages to be conveyed and the activities or projects used to convey those messages.

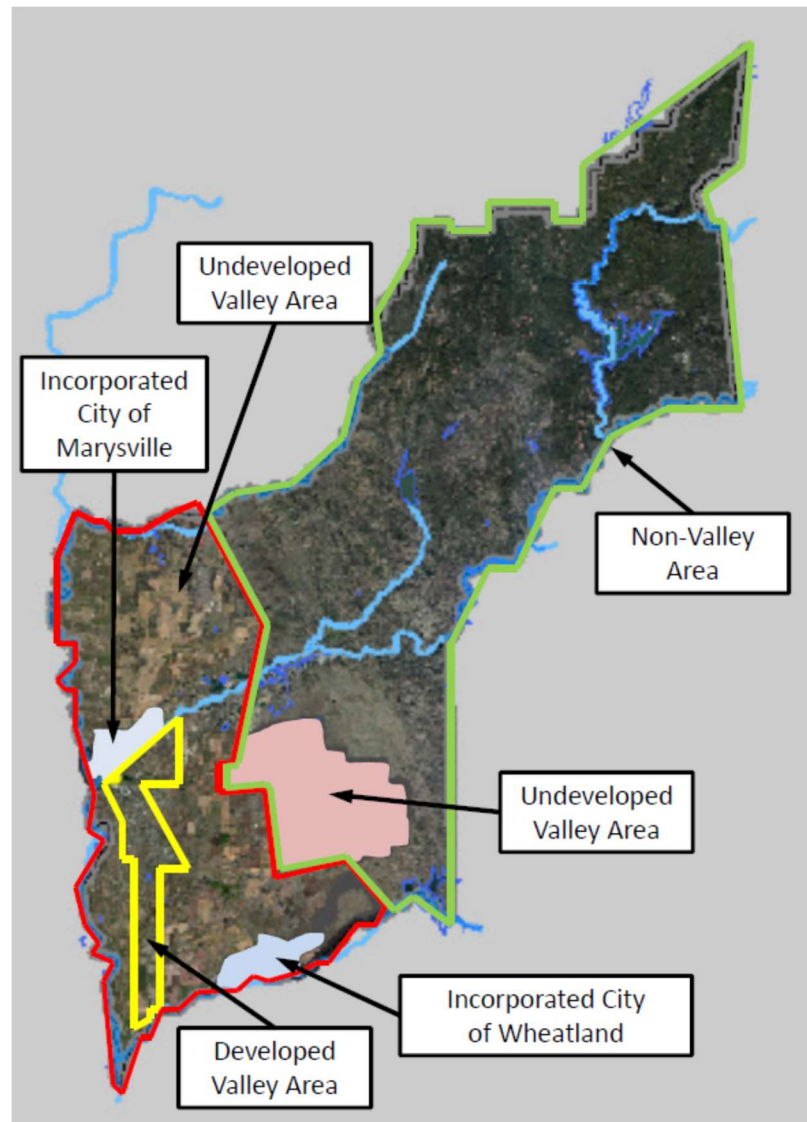
2.1 DELINEATE PRIORITY AREAS

Priority areas are neighborhoods, districts, or other areas of the County with similar flooding, building, and population characteristics. The PPI Committee identified the different priority areas based on their respective flood hazards and development conditions. The three priority areas identified include the Valley Agricultural Areas, the Valley Urbanized Areas (Linda, Olivehurst, Plumas Lake), and the Non-Valley Areas susceptible to flooding. The incorporated cities of Marysville and Wheatland were not included as priority areas; similarly, Beale Air Force Base was not included as a priority area as the County of Yuba is not the responsible agency for that area.

TABLE 1 –YUBA COUNTY’S PRIORITY AREAS	
PRIORITY AREA:	NUMBER OF STRUCTURES
Valley Urbanized / Developed Areas (Linda, Olivehurst, & Plumas Lake)	8,700
Valley Agricultural / Undeveloped Areas	1,450
Non-Valley Areas Subject to Flooding	230

Figure 1 delineates the location of priority areas in Yuba County:

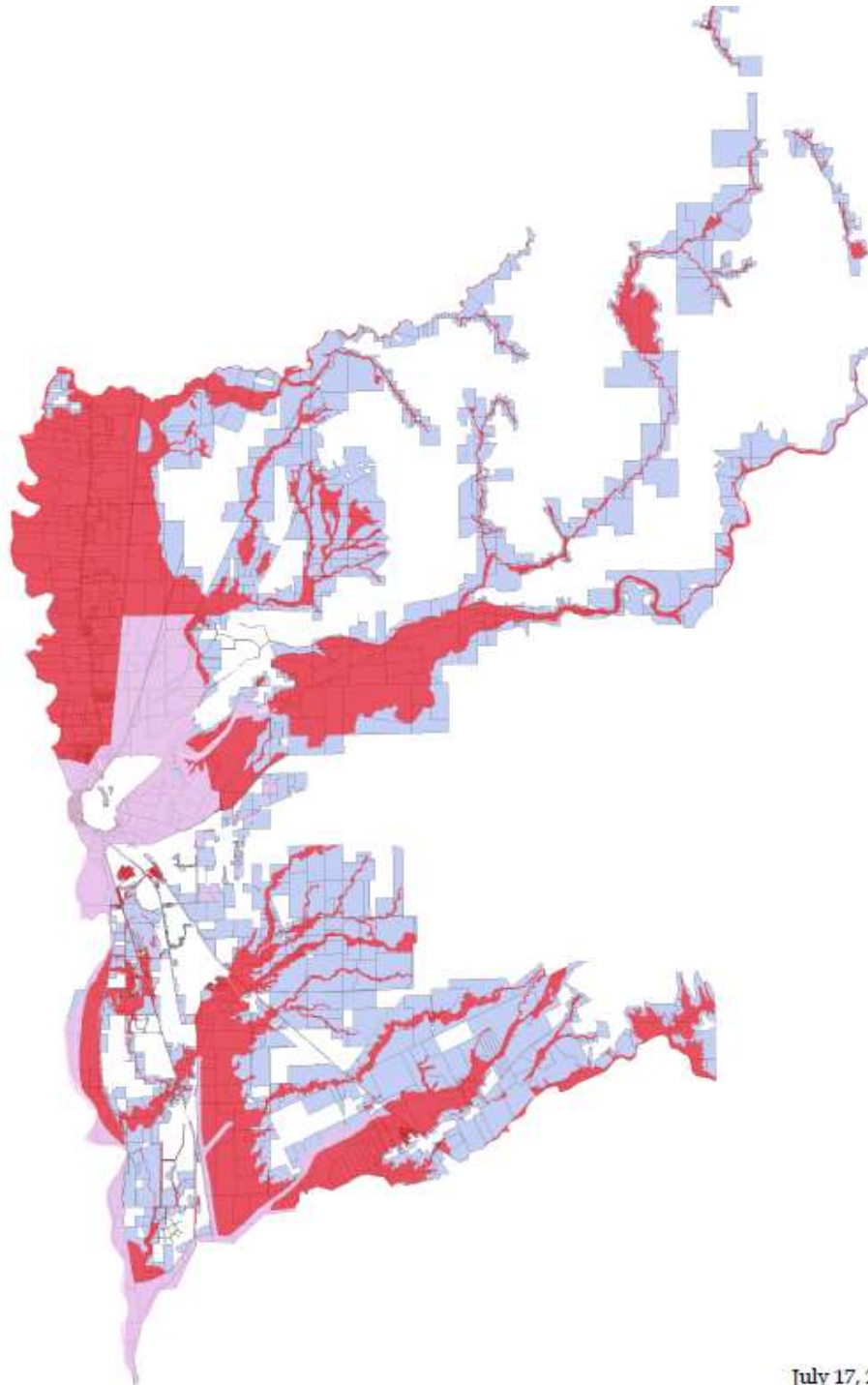
Figure 1 – Map of Priority Areas



2.2 ASSESS FLOOD INSURANCE COVERAGE

The PPI Committee also reviewed the current flood insurance policies in the community and identified areas where coverage could be improved. According to the latest data from FEMA, there are 124 policies in the Special Flood Hazard Area (SFHA), 620 policies in Shaded X or A99 Zones, and 874 Preferred Risk Policies in Zone X. However, there are an estimated 2,300 structures located in the floodplain. This means that very few property owners who own structures in the floodplain are purchasing flood insurance. The PPI Committee feels that the annual mailer sent to all owners of properties within a special flood hazard area should emphasize the need to purchase flood insurance. The County's GIS staff developed Figure 2, which identifies and plots parcels within a Special Flood Hazard Area and parcels with insured structures.

Figure 2 – Parcels in Special Flood Hazard Areas



July 17, 2017

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2.3 DETERMINE PRIORITY AUDIENCES

The PPI Committee also reviewed and confirmed the County's priority audiences. These priority audiences represent groups of people who need information on flood-related topics. The PPI Committee evaluated these priority audiences based on location, flood risk, professions, language, and number of flood insurance claims. Table 2 provides a summary of the identified priority audiences:

TABLE 2 – YUBA COUNTY'S PRIORITY AUDIENCES:
Agricultural Audiences
Residential Audiences
Homeless Community
Elderly Community
Commercial / Industrial Audiences
Non-English Speaking People at Risk of Flooding
Professionals involved in Real Estate
Insurance Agents
Builders and Developers
Engineers, Surveyors, and Architects
School Districts
Owners of Repetitive Loss Properties
People Subject to Localized Flooding from Inadequate Drainage
Churches / Religious Organizations
Access & Functional Needs Community
Transit Operators

2.4 INVENTORY OTHER PUBLIC INFORMATION EFFORTS

In order to avoid duplication of efforts, the PPI Committee reviewed what flood-related information activities are being implemented by other agencies. The County's floodplain manager is the person responsible for drainage, floodplain management, promotion of flood insurance, and encouraging residents to prepare for future flood events. The County's Emergency Operations Manager is the person responsible for activities prior to, during, and after an actual flood event. The greatest potential for duplication of effort would involve the community's general preparedness for future evacuations in the event of a flood. The County's floodplain

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manager and public information officer regularly coordinate with the County’s Emergency Services Manager to align their respective activities and those of neighboring communities, especially as relating to evacuation routes and evacuation notices.

Other outreach efforts identified included the following:

- (1) Annual letters distributed by the State of California to people who live in flood-prone areas;
- (2) Information distributed by the County’s planning and building departments regarding structures in special flood hazard areas;
- (3) Information distributed by the County’s Office of Emergency Services;
- (4) Yuba Sutter Board of Realtors - Real estate agent disclosures regarding properties in flood zones;
- (5) Yuba-Sutter Chamber of Commerce’s distribution of NFIP information; and
- (6) Meetings hosted by local organizations that feature floodplain management, flood insurance, and flood safety messages.

Table 3 summarizes these outreach efforts:

TABLE 3 – OTHER PUBLIC INFORMATION EFFORTS:	
State of California	Annual letters distributed to all persons who reside in flood-prone areas.
Yuba County – Planning and Building Departments	Information concerning development restrictions and special construction standards in Special Flood Hazard Areas.
Yuba County – Office of Emergency Services:	Updating and Implementation of the County’s Multi Hazard Mitigation Plan, plus Informational brochures, such as “Disaster Assistance”
Yuba-Sutter Board of Realtors:	As required by California Government Code Section 8589.3, seller or seller’s agent must disclose if property is in a Zone A, a Zone V, or an area of potential flooding from dam failure.
Yuba-Sutter Chamber of Commerce:	Distribute copies of FEMA’s “Answers to Questions about the NFIP.”
Local Civic Organizations	Meetings hosted by local organizations that feature floodplain management, flood insurance, and flood safety messages.

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3 FORMULATION OF MESSAGES

Once the PPI Committee had updated the priority areas and priority audiences, the committee then reviewed the public information messages needed, considering the hazards and the natural floodplain functions in each priority area, the characteristics of the audience, and other factors as appropriate. The messages are specific statements or directions that the County considers important for its audiences. The messages clearly state what the audience should do (e.g., “Turn around, don’t drown”) or provide basic information with a note on where to get more information. Table 4 provides Yuba County’s messages for the six priority topics as follow:

TABLE 4 – CRS TOPICS AND ASSOCIATED MESSAGES:	
Six Priority Topics	Messages
1. Know your flood hazard.	<ul style="list-style-type: none"> Your property is subject to flooding by the Feather, Bear, and/or Yuba Rivers. You are in a repetitively flooded area. You are in a dam failure – inundation area. Call 749-5420 to find out the flood hazard for your property.
2. Insure your property for your flood hazard.	<ul style="list-style-type: none"> Flood insurance is available to all owners of eligible properties. Homeowner’s policies do not cover flood damage. Areas not in FEMA flood zones still experience flooding. People can insure both structures and personal belongings. Flood insurance is easy to get. Ask if your current insurance covers flood damage. Renters should buy flood insurance for their contents. Take advantage of a low-cost Preferred Risk Policy.
3. Protect people from the hazard.	<ul style="list-style-type: none"> Turn around; do not drown. Do not enter a flooded building until an inspector has cleared the structure. River levels and evacuation information is available on the County’s website at https://www.yuba.org/emergency/river_levels.php Sign up for the County’s “CODE RED” emergency warning system. Designate a place where your family can rendezvous after the County issues an evacuation order.
4. Protect your property from the hazard.	<ul style="list-style-type: none"> Contact the County for information on how to retrofit your home to be more flood-resilient. Replace and flooded mechanical or electrical equipment with equipment elevated above the flood level. Store your valuables and insurance papers upstairs in a waterproof container. We can help you get a grant to elevate your home. Call us at: (530) 749-5420

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5. Build responsibly.	<ul style="list-style-type: none">• Get a permit before you build.• Do not build or grade within ten (10) feet from the property line so you do not alter the drainage between properties.• Use only licensed contractors who understand and follow the rules.• Protect your structure by elevating, flood-proofing, or relocating.• Owners of flooded structures may be eligible for Increased Cost of Compliance (ICC) funds to help pay to mitigate a substantially damaged structure.
6. Protect natural floodplain functions.	<ul style="list-style-type: none">• Protect habitat areas.• Protect levees and other flood control infrastructure.• Report damage to levees or other flood control infrastructure.• Report broken silt fences: they help keep our streams clean.• Do not trash the river – that is where we get our drinking water.• Preserve Native American Heritage Sites.• Do not drive unauthorized motor vehicles on levees.

The CRS program does not limit messages to those shown in the CRS Coordinator’s Manual in Table 330-1. Instead, the CRS program allows the PPI committee to develop messages as appropriate for its target audiences. A PPI Committee can identify up to four additional messages for each priority audience. These messages earn credit under the six identified priority topics.

Yuba County’s PPI Committee established a total of thirty messages; these messages appear in Table 5. Each of these messages refer back to a priority topic. For each message, the committee also reviewed desired outcomes. These outcomes represent what the County would like to see happen, such as an increase in the number of people who know they live in a hazard area. These outcomes represent changes in behavior and are used to determine whether the County is making progress. The PPI Committee annually reviews these outcomes annually to determine which projects to continue and which ones to modify or discontinue. The PPI committee did not recommend any changes to the messages or desired outcomes.

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TABLE 5: YUBA COUNTY MESSAGES AND DESIRED OUTCOMES				
No.	Message:	Priority Topic(s)	Priority Audience	Desired Outcome
1	Your property is subject to flooding by the Feather, Bear, and/or Yuba Rivers	1	General and all priority audiences	Awareness of flood risk from local rivers and waterways, take steps to protect people and property
2	You are in a repetitively flooded area	1	General and all priority audiences	Awareness of elevated flood risk, take steps to protect people and property
3	You are in a dam failure – inundation area	1	General and all priority audiences	Awareness of flood risk from dam failure, take steps to protect people and property
4	Call 749-5420 to find out the flood hazard for your property	1	General and all priority audiences	Awareness of flood risk from all sources, learn steps to protect people and property
5	Flood insurance is available to all owners of eligible properties	2	General and all priority audiences	Higher % of structures insured for flooding
6	Homeowner's policies do not cover flood damage	2	General and all priority audiences	Higher % of structures insured for flooding
7	Insure your property for your flood hazard	2	General and all priority audiences	Higher % of structures insured for flooding
8	Areas not in FEMA flood zones still experience flooding	2	General and all priority audiences	Higher % of structures insured for flooding
9	People can insure both structures and personal belongings	2	General and all priority audiences	Higher % of structures insured for flooding and increase in contents coverage
10	Flood insurance is easy to get	2	General and all priority audiences	Higher % of structures insured for flooding
11	Ask if your current insurance covers flood damage	2	General and all priority audiences	Higher % of structures insured for flooding
12	Renters should buy flood insurance for their contents	2	General and all priority audiences	Higher % of structures insured for flooding
13	Take advantage of a low-cost Preferred Risk Policy	2	General and all priority audiences	Higher % of structures insured for flooding
14	Turn around; do not drown	3 (FRP)	General and all priority audiences	No vehicles or occupants are lost in a flood

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15	Do not enter a flooded building until an inspector has cleared the structure	3 (FRP)	General and all priority audiences	No vehicles or occupants are lost in a flood
16	River levels and evacuation information is available on the County's website	3 (FRP)	General and all priority audiences	Residents know when to evacuate and the safest evacuation route
17	Sign up for the County's "CODE RED" emergency warning system	3 (FRP)	General and all priority audiences	Residents know when to evacuate
18	Designate a place where your family can rendezvous after the County issues an evacuation order	3 (FRP)	General and all priority audiences. Special focus on students & parents.	Residents know where family members should meet after an evacuation order
19	Contact the County for information on how to retrofit your home to be more flood-resilient	4	General and all priority audiences	Understand how to reduce property damage and lower insurance claims
20	Replace and flooded mechanical or electrical equipment with equipment elevated above the flood level	4	General and all priority audiences	Understand how to reduce property damage and lower insurance claims
21	Store your valuables and insurance papers upstairs in a waterproof container	4	General and all priority audiences	Understand how to reduce contents damage, increase ability to recover
22	County can help you get a grant to elevate your home. Call: (530) 749-5420	4	General and all priority audiences	Assist residents in elevating homes to reduce property damage and lower insurance claims
23	Get a permit before you build	5	General and all priority audiences	Better compliance and safer structures after a flood event
24	Do not build or grade within ten (10) feet from the property line so you do not alter the drainage between properties	5	General and all priority audiences	Improved drainage, fewer instances of localized flooding due to improper drainage
25	Use only licensed contractors who understand and follow the rules	5	General and all priority audiences	Better compliance and safer structures

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26	Owners of flooded structures may be eligible for Increased Cost of Compliance (ICC) funds to help pay to mitigate a substantially damaged structure	5	General and all priority audiences	Better compliance and safer structures after a flood event
27	Protect structures by elevating, anchoring, flood-proofing, or relocating.	5	Property owners and homebuilders	Better compliance and safer structures
28	Protect natural floodplain functions	6	General and all priority audiences	Eliminate dumping, better storm water management.
29	Report broken silt fences: they help keep our streams clean	6	General and all priority audiences	Know evacuation routes, inventory documents, protect valuables
30	Do not trash the river – that is where we get our drinking water	6	General and all priority audiences	Reduce pollution discharge to water bodies
31	Flooding can occur even during a drought.	1	General and all priority audiences	Awareness of flood risk, take steps to protect people and property.

Some messages are part of a pre-flood plan that specifically identifies “Flood Response Projects” (FRP) that the County implements both during and after flood events. These messages are prepared in advance, and are reviewed and adjusted each year. This review occurs during the annual evaluation of other PPI messages; the County and other stakeholders also review FRP messages during regular updates to the County’s Multi Hazard Mitigation Plan. Table 6 summarizes these FRP messages.

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TABLE 6 – YUBA COUNTY’S FRP MESSAGES AND OUTCOMES

Message:	Priority Topic(s)	Priority Audience	Desired Outcome
Turn around; do not drown	3 (FRP)	General and all priority audiences	No vehicles or occupants are lost in a flood
Do not enter a flooded building until an inspector has cleared the structure	3 (FRP)	General and all priority audiences	No vehicles or occupants are lost in a flood
River levels and evacuation information is available on the County’s website	3 (FRP)	General and all priority audiences	Residents know when to evacuate and the safest evacuation route
Sign up for the County’s “CODE RED” emergency warning system	3 (FRP)	General and all priority audiences	Residents know when to evacuate
Designate a place where your family can rendezvous after the County issues an evacuation order	3 (FRP)	General and all priority audiences; students & parents	Residents know where family members should meet after an evacuation order
Contact the County for information on how to retrofit your home to be more flood-resilient	4 (FRP)	General and all priority audiences	Understand how to reduce property damage and lower insurance claims
Replace and flooded mechanical or electrical equipment with equipment elevated above the flood level	4 (FRP)	General and all priority audiences	Understand how to reduce property damage and lower insurance claims
Store your valuables and insurance papers upstairs in a waterproof container	4 (FRP)	General and all priority audiences	Understand how to reduce contents damage, increase ability to recover
County can help you get a grant to elevate your home. Call: (530) 749-5420	4 (FRP)	General and all priority audiences	Assist residents in elevating homes to reduce property damage and lower insurance claims
Get a permit before you build	5 (FRP)	General and all priority audiences	Better compliance and safer structures after a flood event
Do not build or grade within ten (10) feet from the property line so you do not alter the drainage between properties	5 (FRP)	General and all priority audiences	Improved drainage, fewer instances of localized flooding due to improper drainage
Use only licensed contractors who understand and follow the rules	5 (FRP)	General and all priority audiences	Better compliance and safer structures
Owners of flooded structures may be eligible for Increased Cost of Compliance (ICC) funds to help pay to mitigate a substantially damaged structure	5 (FRP)	General and all priority audiences	Better compliance and safer structures after a flood event

4 IDENTIFY OUTREACH PROJECTS TO CONVEY THE MESSAGES

Once the PPI Committee reviewed and confirmed the needed messages and desired outcomes, the PPI Committee considered how the County and potentially other stakeholders should convey those messages through specific projects. The PPI Committee also reviewed who will complete the various projects and when. While the County's floodplain manager is responsible for completing most of the projects, the PPI committee identified some projects that local businesses or other stakeholder organizations should deliver.

The PPI Committee reviews and updates the County's floodplain management projects annually, and the County implements those projects on an ongoing basis. Projects include both ***Outreach Projects (OP)***, which the County must implement at least once each year, and ***Flood Response Projects (FRP)***, which are prepared but not distributed until a flood event occurs. Table 7 lists the projects reviewed and confirmed by the PPI Committee.

The PPI Committee provided specific recommendations concerning an expanded use of social media for dissemination of materials.

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TABLE 7 – YUBA COUNTY’S OUTREACH PROJECTS

Outreach Project	Project Type	Message(s)	Responsible Agency	When Implemented
OP1: Flood insert in local newspaper either during flood awareness month or in "99 Things to Do" edition (Appeal Democrat).	General Outreach	All CRS Messages, 1 thru 30	Yuba County Floodplain Manager, Yuba County OES, Appeal Democrat	October
OP2: Presentation on County's PPI at Board of Supervisors meeting.	General Outreach	All CRS Messages, 1 thru 30	PPI Committee	November / December
OP3: Presentation to local engineers and designers regarding construction requirements for SFHA, flood openings, and substantial improvements.	Targeted Outreach (Engineers, surveyors, architects)	CRS Messages 19 thru 26	Yuba County Floodplain Manager	TBD
OP4: Presentation to local realtors concerning flood risk & floodplain management. Advertise one-on-one assistance regarding Property Protection Advice.	Targeted Outreach (Real Estate Professionals)	CRS Messages 4 through 13, & 19	Yuba-Sutter Board of Realtors	When invited
OP5: Post informational material on Facebook and YouTube. Advertise one-on-one assistance regarding Property Protection Advice. Advertise BePreparedYuba.org, emergency notification	Informational material	All CRS Messages, 1 thru 30	Yuba County Floodplain Manager	Year-round
OP7: Include an article in local agency / business newsletters.	Informational material	CRS Messages 4 thru 13	Varies	When available
OP8: Host an informational booth at local events such as the Yuba-Sutter Home & Garden Show, Christmas Stroll, Swan Festival, Business After Hours; and Flood Awareness event.	General Outreach	All CRS Messages, 1 thru 30	Yuba County Floodplain Manager	When available
OP9: A brochure "Building in a High Risk, Special Flood Hazard Area - Do I Need to Elevate?"	Informational material	CRS Messages 19 & 20	Yuba County Floodplain Manager	Year-round

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OP10: A brochure for Yuba County floodplain - "Important Information in the Event of Flood"	Informational material	CRS Messages 1, 3, & 8	Yuba County Floodplain Manager and OES	Year-round
OP11: Chamber of Commerce hosts presentation on flood risk. Date: TBD	General Outreach	All CRS Messages, 1 thru 30	Yuba-Sutter Chamber of Commerce & County Floodplain Manager	Year-round
OP12: Distribute FEMA's "Answers to Questions About the NFIP" to County residents in SFHAs.	Informational material	CRS Messages 5 thru 13	Yuba-Sutter Chamber of Commerce & Yuba County Floodplain Manager	Year-round
OP13: Investigate opportunity to establish a scholarship to student(s) who demonstrate understanding of flood risk, flood mitigation measures, and NFIP.	Targeted Outreach (School-age children)	All CRS Messages, 1 thru 30	Yuba County Floodplain Manager	TBD
OP14: A brochure A brochure from Cal_OES: "Winter Weather and Flood Preparedness"	Informational material	CRS Messages 3, 4, & 8	Yuba County Floodplain Manager	Year-round
OP15: A brochure from Office of Emergency Services "Disaster Assistance"	Informational material	CRS Message 2	Yuba County Office of Emergency Services	Year-round
OP16: A brochure from Cal_EMA: "10 Ways you can be Disaster Prepared"	Informational material	CRS Messages 8 & 21	Yuba County Floodplain Manager	Year-round
OP17: A brochure from Contractors State License Board "10 Tips - Make sure your Contractor Measures Up"	Informational material	CRS Message 23 & 25	Yuba County Building Department	Year-round
OP18: A brochure from Contractors State License Board "After a Disaster - Don't Get Scammed!"	Informational material	CRS Message 23 & 25	Yuba County Building Department	Year-round
OP19: List of local registered engineers & Land Surveyors	Informational material	CRS Message 25	Yuba County Floodplain Manager, Building Dept.	Year-round
OP20: A brochure: "Wet Floodproofing Checklist of Requirements"	Informational material	CRS Message 27	Yuba County Floodplain Manager	Year-round

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OP21: A brochure: "Required Notes - Wet Floodproofing"	Informational material	CRS Message 27	Yuba County Floodplain Manager	Year-round
OP22: A brochure: "Required Notes - Residential Structures within Special Flood Hazard Area"	Informational material	CRS Message 27	Yuba County Floodplain Manager	Year-round
OP23: A brochure: "Elevation Certificate Handout"	Informational material	CRS Message 23 & 25	Yuba County Floodplain Manager	Year-round
OP24: A brochure: "Floodplain Development Variance - Application Packet"	Informational material	CRS Message 27	Yuba County Floodplain Manager	Year-round
OP25: A brochure: "Grading and Erosion Control Permit"	Informational material	CRS Messages 23, 24, & 25	Yuba County Floodplain Manager	Year-round
OP26: A brochure: "Substantial Improvement or Substantial Damage"	Informational material	CRS Message 23	Yuba County Floodplain Manager	Year-round
OP27: A mailing to all residents of the SFHA. It has messages under all six CRS topics (targeted outreach) and advertises one-on-one assistance regarding PPA, PPV, and FAA. Coordinate with local water agencies to include information in monthly billing.	Targeted Outreach (Residents in SFHA)	CRS Messages 1, 4, 5, 6, 7, 9, 12, 14, 16, 19, 23, 27, 28, & 30	Yuba County Floodplain Manager	October / November
OP28: A mailing is sent each year to the Yuba-Sutter Board of Realtors regarding flood map information services provided by Yuba County, including PPA.	General Outreach	CRS Messages 4, 22, & 30	Yuba County Floodplain Manager	October / November
OP29: Establish school outreach	Target Outreach (School-age children)	CRS Message 1, 4, 8, 14, 18, & 29	Yuba County Floodplain Manager	As invited by school district
OP30: Presentations to local clubs / agencies. Exchange Club, Soroptomists' Club, Business Connection Meeting, Business Network International.	General Outreach	All CRS Messages, 1 thru 29	Yuba County Floodplain Manager	As invited

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OP31: Presentations to Churches, Hispanic Chamber of Commerce, and other venues to reach non-English speaking audiences. Date: TBD	Targeted Outreach (Non-English speaking audiences)	All CRS Messages, 1 thru 29	Yuba-Sutter Chamber of Commerce and Local Churches	As invited
OP32: Annual letter to owners of Repetitive Loss Properties	Targeted Outreach (Repetitive Loss Properties)	CRS Messages 1, 2, 4, 5, 6, 16, 17, 19, 22, & 30	Yuba County Floodplain Manager	October / November
OP33: Develop a handout for Real Estate Agents discussing flood risk, flood insurance, map information services, historic flooding, and County's PPA service.	Informational material	CRS Messages 4 through 13, 19, & 30	Sutter-Yuba Board of Realtors	October / November
OP34: Prepare and distribute a photo retrospective of past Yuba County Floods.	Informational material	CRS Messages 1 & 14	PG&E & Yuba County Water Resources	October / November
OP35: Presentation to the Farm Bureau concerning agricultural issues associated with flooding.	Targeted Outreach (Agriculture)	CRS Messages 4, 5, 7, 10, 16, 19, 23, 27, & 30	Yuba County Floodplain Manager	As invited
OP36: Prepare and distribute "Go Bags" containing information on evacuation routes, when to evacuate, the Emergency Alert System, and what to pack.	General Outreach	CRS Messages 1, 8, 14, 16, & 17	Yuba County Floodplain Manager & Emergency Operations Manager	As funding permits
OP37: Prepare and distribute annual letters to local Churches, civic organizations, and schools to introduce the County's public education messages.	General Outreach	All CRS Messages, 1 thru 29	Yuba County Floodplain Manager	October / November
OP38: Prepare and present a video message at local movie theatres during previews.	General Outreach	CRS Messages 1, 3, 5 thru 13	Yuba County Floodplain Manager and County Public Information Officer	As invited by movie theatres

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5 EXAMINE OTHER PUBLIC INFORMATION INITIATIVES

In addition to outreach projects, the PPI Committee also looked at all the activities Yuba County should pursue to inform people and motivate them to protect life and property, buy insurance, and protect natural floodplain functions. During this process, the PPI committee considered the full range of public information programs and activities. These activities, as described in the CRS Coordinator's Manual, include the following:

- Activity 320 – Map Information Service: This activity identifies what map information the County should provide to inquirers. The PPI committee did not propose any changes for 2022-2023.
- Activity 340 – Hazard Disclosure: This activity involves the disclosure requirements for real estate agencies and available informational brochures. California Government Code Section 8589.3 requires a seller or seller's agent to disclose if property is in a Zone A, a Zone V, or an area of potential flooding from dam failure. The PPI committee did not propose any changes for 2022-2023.
- Activity 350 – Flood Protection Information: The PPI committee did not propose any changes for 2022-2023.
- Activity 360 – Flood Protection Assistance: This activity determines how the County offers and advertises property protection advice (PPA), advice after a site visit (PPV), and financial assistance advice (FAA). The annual letter distributed to all owners of properties in a special flood hazard area describes these available services. The PPI committee did not propose any changes for 2022-2023.
- Activity 370 – Flood Insurance Promotion: This activity identifies how the County promotes flood insurance. The benefits of flood insurance are described in the annual letter distributed to all owners of properties in a special flood hazard area. **The PPI Committee felt that the County should continue promoting flood insurance as a high priority.** The PPI committee did not propose any changes for 2022-2023.
- Activity 510 – Floodplain Management Planning: This activity refers to Yuba County's *Local Hazard Mitigation Plan* and its *Multi-Hazard Mitigation Plan*. The PPI committee did not propose any changes for 2022-2023.
- Activity 540 – Drainage System Maintenance: This activity involves how the County publicizes dumping regulations in annual letters and on its website. This activity overlaps with the County's NPDES activities. The PPI committee did not propose any changes for 2022-2023.
- Activities 610 – Flood Warning and Response, 620 – Levees, and 630: This activity describes how the County distributes flood warning messages conveys the importance of those messages. The PPI committee did not propose any changes for 2022-2023.

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6 PREPARE AND ADOPT THE PPI DOCUMENT

The County of Yuba must record the PPI committee's annual findings and recommended program changes in a formal document. This *County of Yuba 2022-2023 Program for Public Information* satisfies that formal documentation requirement. After the PPI Committee meets to confer on the public information program, the County's floodplain manager documents the Committee's findings and recommendations in a draft PPI document. The floodplain manager then circulates the draft PPI document to the Committee members for review and editing. Once all the Committee members submit their comments and agree on the final form and content of the document, the floodplain manager will request approval of the PPI document by the Yuba County – Board of Supervisors. Typically, the floodplain manager and members of the PPI Committee make a brief presentation during the Board of Supervisors meeting to provide an update on the PPI for the upcoming year.

7 PROGRAM MONITORING AND EVALUATION

The PPI committee annually reviews the effectiveness of the prior year's program for public information. Table 8 summarizes the committee's evaluation of the program's progress and recommended changes; once the PPI Committee completes the evaluation, the Committee reports its findings to the Yuba County – Board of Supervisors for approval. The County submits this annual evaluation report, which is included in the annual PPI document, to FEMA each year with the County's annual recertification.

The PPI Committee typically meets once or twice per year so that staff can update and present the PPI Document to the Board of Supervisors for adoption. The Yuba-Sutter region celebrates October as *Flood Awareness Month*, which is when many of the PPI activities begin for the flood year. The goal of Flood Awareness is to have residents protected from flood events through flood insurance and general preparedness.

Table 8 summarizes the PPI's evaluation of the prior-year public information outreach activities.

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TABLE 8 – EVALUATION OF YUBA COUNTY’S 2021-2022 OUTREACH PROJECTS

Outreach Project	Project Type	Times Delivered	Desired Outcomes Achieved?	Proposed Changes
OP1: Flood insert in local newspaper either during flood awareness month or in "99 Things to Do" edition (Appeal Democrat).	General Outreach	1	Yes	None
OP2: Presentation on County's PPI at Board of Supervisors meeting.	General Outreach	1	Yes	None
OP3: Presentation to local engineers and designers regarding construction requirements for SFHA, flood openings, substantial improvements.	Targeted Outreach (Engineers, surveyors, architects)	1	Yes	Continue providing workshops on varied construction topics
OP4: Presentation to local realtors concerning flood risk & floodplain management. Advertise one-on-one assistance regarding Property Protection Advice.	Targeted Outreach (Real Estate Professionals)	0	No	Request permission to make a presentation to the Sutter-Yuba Association of Realtors.
OP5: Post informational material on Facebook and YouTube. Advertise one-on-one assistance regarding Property Protection Advice. Advertise BePreparedYuba.org, emergency notification	Informational material	Multiple	Yes	Continue updating with new material
OP6: Include annual postcard with tax bill. Advertise one-on-one assistance regarding PPA, PPV, and FAA.	Informational material	0	No	Complete in 2022/2023 if funds available
OP7: Include an article in local agency / business newsletters.	Informational material	0	No	Continue working with local businesses to generate interest
OP8: Host an informational booth at local events such as the Yuba-Sutter Home & Garden Show, Christmas Stroll, Swan Festival, and Business After Hours event.	General Outreach	0	No	Need to coordinate early
OP9: A brochure "Building in a High Risk, Special Flood Hazard Area - Do I Need to Elevate?"	Informational material	1	Yes	None

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OP10: A brochure for Yuba County floodplain - "Important Information in the Event of Flood"	Informational material	1	Yes	None
OP11: Make presentation to Chamber of Commerce. Date: TBD	General Outreach	0	No	Request date to make presentation in 2022-2023.
OP12: Distribute FEMA's "Answers to Questions About the NFIP" to County residents in SFHAs.	Informational material	1	Yes	None
OP13: Investigate opportunity to establish a scholarship to student(s) who demonstrate understanding of flood risk, flood mitigation measures, and NFIP.	Targeted Outreach (School-age children)	0	No	Continue exploring opportunities to establish a scholarship fund.
OP14: A brochure A brochure from Cal_EMA: "Winter Weather and Flood Preparedness"	Informational material	1	Yes	None
OP15: A brochure from Office of Emergency Services "Disaster Assistance"	Informational material	1	Yes	None
OP16: A brochure from Cal_EMA: "10 Ways you can be Disaster Prepared"	Informational material	1	Yes	None
OP17: A brochure from Contractors State License Board "10 Tips - Make sure your Contractor Measures Up"	Informational material	1	Yes	None
OP18: A brochure from Contractors State License Board "After a Disaster - Don't Get Scammed!"	Informational material	1	Yes	None
OP19: List of local registered engineers & Land Surveyors	Informational material	1	Yes	None
OP20: A brochure: "Wet Floodproofing Checklist of Requirements"	Informational material	1	Yes	None
OP21: A brochure: "Required Notes - Wet Floodproofing"	Informational material	1	Yes	None
OP22: A brochure: "Required Notes - Residential Structures within Special Flood Hazard Area"	Informational material	1	Yes	None
OP23: A brochure: "Elevation Certificate Handout"	Informational material	1	Yes	None
OP24: A brochure: "Floodplain Development Variance - Application Packet"	Informational material	1	Yes	None
OP25: A brochure: "Grading and Erosion Control Permit"	Informational material	1	Yes	None

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OP26: A brochure: "Substantial Improvement or Substantial Damage"	Informational material	1	Yes	None
OP27: A mailing to all residents of the SFHA. It has messages under the first nine CRS topics (targeted outreach) and advertises one-on-one assistance regarding PPA, PPV, and FAA. Coordinate with local water agencies to include information in monthly billing.	Targeted Outreach (Residents in SFHA)	1	Yes	None
OP28: A mailing is sent each year to the Yuba-Sutter Board of Realtors regarding flood map information services provided by Yuba County, including PPA.	General Outreach	1	Yes	None
OP29: Establish school outreach	Target Outreach (School-age children)	1	Yes	Request permission to make presentations at Yuba Community College and Marysville Unified School District. Coordinate with local businesses and Yuba Water Agency to establish scholarship.
OP30: Presentations to local clubs / agencies.	General Outreach	1	Yes	None
OP31: Presentations to Churches, Hispanic Chamber of Commerce, and other venues to reach non-English speaking audiences. Date: TBD	Targeted Outreach (Non-English speaking audiences)	1	Yes	Need to reach leaders of organizations
OP32: Annual letter to owners of Repetitive Loss Properties	Targeted Outreach (Repetitive Loss Properties)	1	Yes	None
OP33: Develop a handout for Real Estate Agents discussing flood risk, flood insurance, map information services, historic flooding, and County's PPA service.	Informational material	0	Still under Development	None