



CITY OF SIMI VALLEY

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PROGRAM FOR PUBLIC INFORMATION (PPI) COMMITTEE for the Annual PPI Plan Review

THURSDAY, APRIL 28, 2022, 7:00 P.M.
CITY HALL COMMUNITY ROOM
2929 TAPO CANYON ROAD

AGENDA

Neighborhood Councils (NC)	
NC #1 Representative	Tom Williams
NC #2 Representative	Theresa Ramirez
NC #3 Representative	Sara Rosario
NC #4 Representative	Kyle Marks
NC #1 Alternate	Dalila Minter
NC #3 Alternate	James Bartholomew
NC #4 Alternate	Brian Kane
Chamber of Commerce	
Insurance Representative	Tim Koning, Farmers Insurance Group
Insurance Representative	Jayson Wimmer, State Farm Insurance
City Staff	
Floodplain Manager	Brent Siemer, Deputy Public Works Dir.
Public Information Officer	Samantha Argabrite, Deputy City Mgr.
Emergency Services	Eileen Connors, Emergency Services Mgr.
Development Services	Maria Godinez, Counter Services Tech.

1. Call to Order/Welcome/Pledge of Allegiance
2. Introductions
3. Agenda Review
4. Approval of Minutes dated March 6, 2019 (Meeting #1 and Meeting #2)
5. Correspondence

6. Public Statements/Comments

This is the time allotted for public statements or comments on matters within the subject matter and jurisdiction of the Executive Board not on the agenda. Statements and comments are limited to no more than five (5) minutes per speaker.

7. Staff Presentations


- a. Purpose of Meeting - Brent Siemer
- b. Emergency Communications - Samantha Argabrite
- c. Emergency Services - Eileen Connors
- d. PPI Plan Overview - Brent Siemer
 - i. Potential Flood Problems
 - ii. Target Audiences
 - iii. Outreach Projects

8. Committee Discussion

9. Public Comment

10. Committee Recommendations

11. Adjournment: Future date in 2023 to be determined



Brent C. Siemer
Deputy Public Works Director
(Development Services)

If any interested individual has a disability that may require accommodation to participate in this meeting, please contact the Deputy Public Works Director at (805) 583-6805. Upon advance notification, reasonable arrangements will be made to provide accessibility to the meeting.

DRAFT MINUTES

1. Call to Order/Welcome/Pledge of Allegiance

Deputy Public Works Director, Brent Siemer, called the meeting to order at 6:30 p.m., and confirmed a quorum was present.

2019-20 Program for Public Information (PPI) Committee			
Neighborhood Councils (NC)		Alternates	
P	Kiran Khandare* – NC #1	E	Shawne Brooks* – NC #1
E	Phil Englander* – NC #2	P	Pam Campeau* – NC #2
P	Janie Trice* – NC #3	P	Jim Woods* – NC #3
P	Gloria Bowman* – NC#4	P	Sherri Rangel* – NC #4
Chamber of Commerce		P = Present E = Excused A = Absent * indicates Simi Valley Resident	
P	Tim Koning*		
P	Mark Richardson*		
City Staff			
P	Brent Siemer*		
P	Samantha Argabrite*		
P	Randy White		

Guests: Emily George, City of Simi Valley Counter Services Technician; George Bowman, Resident and Contractor; Teresa Jordan, Resident; and Ryan Ketcham, Moorpark College Journalism Student.

2. Introductions

All meeting participants and attendees gave a brief introduction.

3. Agenda Review

The agenda was approved as presented.

4. Correspondence

Brent Siemer reported correspondence was received from resident Teresa Jordan providing helpful clarifications for the Program for Public Information (PPI) Plan document. Brent Siemer prepared two letters in response to Teresa Jordan’s comments. The PPI Committee received copies of all correspondence via email.

5. Public Statements/Comments

No public statements/comments were made.

6. Informal Presentation

a. Community Rating System (CRS) Primer

Brent Siemer discussed the National Flood Insurance Program (NFIP) which establishes federally backed flood insurance, and is intended to protect properties from a 1% chance of flooding. Federal Insurance Rate Maps (FIRMs) were developed to show properties within the Special Flood Hazard Area (SFHA), and may be viewed online at <https://msc.fema.gov/portal/home>.

The CRS is under the umbrella of the NFIP, and pertains to the discount a community receives on federally backed flood insurance. By participating in specific CRS outreach projects, such as the PPI Committee, the City earns points to increase the CRS rating and provide additional insurance savings for the community.

7. New Business

a. CRS Program for Public Information Plan – **Plan Assessment**

i. Assess Community Public Information Needs

Brent Siemer shared that individuals who are in the SFHA and unaware they're at risk for a flooding event (ex. renters, homes without a mortgage, homes purchased prior to the establishment of the FIRMs) would be the ones who would benefit most from receiving flood insurance and preparedness information.

ii. Identify Priority Areas (Section 3)

Brent Siemer indicated priority areas have historically been properties wholly or partially within the SFHA, however, the extremely high number of NFIP claims paid outside the City's SFHA suggest additional areas are at risk.

iii. Assess Flood Insurance Coverage (Appendix 5)

Brent Siemer referred the Committee to review page 43 of the PPI Plan document. The City of Simi Valley has been paying out more in flood insurance premiums than they have received actual paid claims. The figures indicate the current flood zone in Simi Valley is too generous, and the City is working toward getting new FIRMs.

As of the week of February 25, 2019, Ventura County provided the City with a Geographical Information System layer that shows the structures within the City that may be at risk of flooding.

iv. Determine Priority Audiences (Section 3)

Brent Siemer presented a slide of target audiences, and showed the PPI Committee a copy of the current mailer sent to every property within the SFHA. Committee Members suggested simplifying the mailer to increase visual appeal. Brent Siemer suggested looking for a community stakeholder to sponsor, create and distribute the flyer for future mailings.

Janie Trice, NC #3 Committee Member, suggested providing information to architects, contractors and builders should be a higher priority since they're pulling permits and working directly with homeowners. Brent Siemer agreed the City could look into moving the flyers currently available at the Public Works Counter over to Building and Safety.

Gloria Bowman, NC #4 Committee Member, suggested sending information home with school children, and reaching out to the PTA President to pass along information to each PTA representative.

Kiran Khandare, NC #1 Committee Member, stated the schools send out a weekly PDF to parents with information, and he would ask his daughter's school if they'd include flood preparedness messages in their email communications.

Samantha Argabrite, Deputy City Manager & PIO, confirmed a flood preparedness message could be included on water bills to Ventura County Waterworks District No. 8 customers, however, there would be an associated cost to consider.

v. Inventory Other Initiatives/Publicity/Surveys (Appendix 2)

Brent Siemer stated he is unaware of any other agency that is currently promoting a message regarding floods.

1. City of Simi Valley
2. Other Public Agencies
 - a. Ventura County Watershed Protection District
3. Organizations
4. Companies

10. Adjournment: Deputy Public Works Director Brent Siemer adjourned the meeting at 7:22 p.m.

DRAFT MINUTES

1. Call to Order/Welcome/Pledge of Allegiance/Introductions

Deputy Public Works Director, Brent Siemer, called the meeting to order at 7:31 p.m., and confirmed a quorum was present.

2019-20 Program for Public Information (PPI) Committee			
Neighborhood Councils (NC)		Alternates	
P	Kiran Khandare* – NC #1	E	Shawne Brooks* – NC #1
E	Phil Englander* – NC #2	P	Pam Campeau* – NC #2
P	Janie Trice* – NC #3	P	Jim Woods* – NC #3
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2. Agenda Review

The agenda was approved as presented.

3. Correspondence

Brent Siemer reported correspondence was received from resident Teresa Jordan providing helpful clarifications for the Program for Public Information (PPI) Plan document. Brent Siemer prepared two letters in response to Teresa Jordan’s comments. The PPI Committee received copies of all correspondence via email.

4. Public Statements/Comments

No public statements/comments were made.

5. Informal Presentation

- a. PPI Plan Assessment Findings

Brent Siemer informed the PPI Committee that this meeting will be held annually as a PPI Plan evaluation. The PPI Plan will have to be updated every five years, and will require two separate meetings. The first meeting will allow the PPI Committee to provide PPI Plan content updates, and a second meeting to review the revised version of the PPI Plan.

6. New Business

a. CRS Program for Public Information Plan – **Plan Development**

i. Review Community Public Information Needs

Brent Siemer reiterated the Community Public Information Needs would be preparedness messages to the target audience. The target audience is individuals who are unaware they're at risk and in the SFHA (ex. renters, homes without a mortgage, homes purchased prior to the establishment of the FIRMs).

ii. Formulate Messages/Outcomes

1. Standard CRS Topics

Brent Siemer informed the PPI Committee that the NFIP CRS required messages are as follows: know your flood hazard, insure your property for flood hazard, protect your property from hazard, build responsibly and protect natural floodplain functions.

2. Additional Topics

a. General Preparedness

Collaborate with the Community Emergency Response Team (CERT) Program to encourage residents to think about safety in general (ex. getting an emergency plan together).

b. Flood Economics

Provide information to residents advising them of the costs associated with flood loss versus cost of insurance premiums.

c. Understanding Flood Insurance

Brent Siemer stated Simi Valley residents have paid far more in insurance premiums than they've received back in claims paid. PIO Samantha Argabrite highlighted the fact that people may have incurred damages from flooding but without flood insurance there would be no recovery for losses and no way for the City to know about the damage.

Committee Member Tim Koning also mentioned 69% of paid claims in the City are outside the SFHA. The goal of a flood insurance promotion is to make residents aware of this risks associated with flood hazards so they may make informed decisions about purchasing policies. A home is more likely to flood than it is to burn, which is part of the reason why flood insurance is purchased under a separate policy.

Committee Member Mark Richardson suggested that since 69% of paid claims have been outside the SFHA, then the PPI Committee may want to consider this group a high priority target audience.

iii. Identify Outreach Projects to Convey the Messages

1. Flood Insurance Promotion Plan

The definition of a flood is two or more properties inundated with water. A Flood Insurance Promotion Plan would encourage people to purchase and maintain flood insurance to assist in protecting themselves and their property.

The PPI Committee discussed various outreach methods including flood brochures, displays in City Hall, messages on water bills, working with Emergency Services Manager Randy White on general preparedness messages, social media, etc. that include the CRS required topics.

2. Program for Public Information

The PPI Committee reviewed the various outreach methods outlined in the PPI Plan including letters to target audience, participation in Flood Preparedness Week, posting slides on SVTV, FEMA ads in the local Cinemas, Nixel community message, City websites, Twitter, recruiting community stakeholders to sponsor messages, contests or create brochures. Committee Member Kiran Khandare suggested

approaching schools with electronic message boards to see if they'd be willing to include flood preparedness messages on their boards. Alternate Jim Woods suggested providing Public Service Announcements to the Star and/or Acorn. Samantha Argabrite suggested collaborating with the Simi Valley H2O website to bring awareness to people concerned about water related issues. Randy White also reported the Nextdoor app has been used successfully for CERT recruitment, and may be a good tool to use as well.

City Staff will be working on outreach items for the Summer and will be communicating with the PPI Committee via email. The hope is to coincide all efforts with Flood Preparedness in October. Repetitive messages to residents are key.

ACTION: A motion to recommend the PPI Plan to the City Council for adoption was made by Janie Trice and seconded by Sherri Rangel.

PPI Committee vote: 9 Ayes; 0 Noes; 0 Abstentions

The motion passed.

7. Adjournment: Deputy Public Works Director Brent Siemer adjourned the meeting at 8:44 p.m.