



CITY OF SIMI VALLEY

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

THURSDAY, APRIL 25, 2024, 7:00 P.M.
CITY HALL COMMUNITY ROOM
2929 TAPO CANYON ROAD

AGENDA

Neighborhood Councils (NC)

NC #1 Representative	Todd Taylor
NC #2 Representative	Theresa Ramirez
NC #3 Representative	Revathi Pudhota
NC #4 Representative	Steven Koep
NC #1 Alternate	Cameron Thompson
NC #2 Alternate	Douglas Robertson
NC #3 Alternate	Steve Baker
NC #4 Alternate	Amber Powell

Chamber of Commerce

Insurance Representative	Tim Koning, Farmers Insurance Group
Insurance Representative	Jayson Wimmer, Sate 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	Amy Nordstrom, Counter Services Tech. II

1. Call to Order/Welcome/Pledge of Allegiance
2. Introductions
3. Agenda Review
4. Approval of Minutes – April 27, 2023
5. Correspondence

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6. Public Statements/Comments

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

7. Staff Presentations

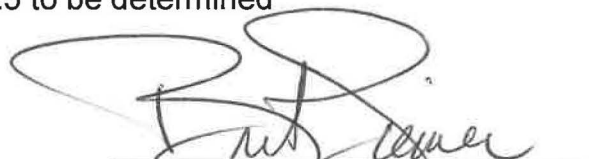
- a. Purpose of Meeting - Brent Siemer
- b. Emergency Communications - Samantha Argabrite
- c. Emergency Services - Eileen Connors
- d. Floodplain Mapping Overview – Brent Siemer
- e. PPI Plan Overview - Brent Siemer
 - i. Target Audiences
 - ii. Outreach Projects
 - iii. PPI Plan update

8. Committee Discussion on PPI Plan update

9. Public Comment

10. Recommendation to City Council

11. Adjournment: Future date in 2025 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 7:00 p.m., and confirmed a quorum was present.

2023-24 Program for Public Information (PPI) Committee			
Neighborhood Councils (NC)		Alternates	
P	David Mosso* – NC #1	E	Dalila Minter* – NC #1
P	Raine Wiseman* – NC #2	P	Gayle Sutton* – NC #2
P	Jeremy Yablan* – NC #3	E	Holly Harpham* – NC #4
P	Don Diamond* – NC#4	P = Present E = Excused A = Absent * indicates Simi Valley Resident	
Chamber of Commerce			
P	Tim Koning*		
P	Jayson Wimmer*		
City Staff			
P	Brent Siemer*		
E	Samantha Argabrite*		
P	Eileen Connors		
P	Maria Godinez*		

2. Introductions

All meeting participants and attendees gave a brief introduction.

3. Agenda Review

The agenda was approved as presented.

4. Minutes dated April 28, 2022 (Meeting #1)

Action: Received and Filed

5. Correspondence

No correspondence received.

6. Public Statements/Comments

No public statements/comments were made.

7. Staff Presentations

a. Purpose of Meeting

Brent Siemer discussed the program's overview, which allows the residents of the City to get insurance through the federally backed flood insurance program when required by mortgage lenders. The Community Rating System (CRS) is a component of the National Flood Insurance Program (NFIP), and the PPI Committee is a requirement that earns the City points to increase the CRS rating and provide additional insurance savings for the community.

The City's Flood Information website and links are part of the CRS outreach project reaching the community. In addition, Brent Siemer discussed the regulation of new development in the floodplain to protect people from the consequences of flooding. Under the CRS, public information and mapping and regulations such as map information, outreach projects, higher regulatory standards, and drainage system maintenance are key categories the City focuses on for the program.

Brent Siemer shared and discussed the CRS Class ratings for the City since the initiation of the program in 1999, the various annual city projects and the maximum number of points earned for the outreach program, and how he wants to enhance the City's CRS websites and links for the community to research information online.

b. Emergency Communications

Samantha Argabrite shared with Brent Siemer a page with the various online applications the City uses to connect with the community and share information. Brent printed the page and had the committee members circle the different applications the members are familiar with receiving information from. Brent Siemer will share feedback back with Samantha Argabrite for future planning. Brent Siemer shared the existing and the proposed new helpful links to the City's website for easy flood information lookup.

c. Emergency Services

Eileen Connors passed VC Alert cards and encouraged everyone to share and register home addresses, landlines, cell phones, emails, and TTY devices to receive trusted information about emergencies in the community.

Eileen Connors shared a presentation on how the City responds to disasters and how the community can help. Life safety, property, and the community's trust are the City's priorities during any disaster. The emergency operation consists of preparedness, response, recovery, and mitigation with multiple staff members involved in the Emergency Management Organization (EMO). Eileen Connors discussed the Hazard Mitigation Plan adopted on July 7, 2022, and the various types of hazards

and the City's EOC participation in FEMA's dam failure Virtual Tabletop Exercise with other agencies across the U.S. Staying safe, helping others, and checking in are things the community can do during any crisis. Additionally, Eileen Connors shared that the community members can attend the Community Emergency Response Team to learn life-saving skills and other online resources for additional information.

8. Committee Discussion

Brent Siemer asked the committee what resonated from Eileen Connor's presentation. David Mosso, NC#1, commented on the gathering and mutual collaboration of the EOC. Jeremy Yablan, NC#3, commented on not knowing the five dams within city limits. Brent Siemer explained the various dams and elaborated because dams could have flooding potential. David Mosso, NC#1, asked about climate change and future factors on flooding. Brent Siemer responded that climate change may take us more into drought rather than flooding.

Brent Siemer asked the committee if they had a chance to look up the City's website links and the various locations where the community can find brochures about flooding. Tim Koning, Chamber of Commerce, suggested social media to notify the community about flooding and mailings. Jayson Wimmer, Chamber of Commerce, shared that he received more calls about flooding from residents on properties near the Simi Arroyo and how news outlets promote awareness by the news shared. David Mosso, NC#1, stated how the younger population receives information from various outlets, and other populations conduct searches on Google or local government websites.

9. Committee Recommendations

Brent Siemer collected the survey from the committee members to find out which online applications are the most used to obtain information and share the results with Samantha Argabrite for the City's public information systems.

10. Adjournment: Deputy Public Works Director Brent Siemer adjourned the meeting at 8:20 p.m.