



AGENDA MEMORANDUM

Action Item for the City Council Meeting December 20, 2022

DATE: December 20, 2022

TO: Peter Zanoni, City Manager

FROM: Ernesto De La Garza, PE, Public Works Director
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Resolution approving the Floodplain Management Program for Public Information.

CAPTION:

Resolution approving the Program for Public Information, a community outreach campaign to help residents plan for and protect themselves from flooding and other disasters, as part of the City's participation in the Community Rating System Program (CRS).

SUMMARY:

Through the City's participation in CRS, flood insurance premium rates are discounted to reflect the reduced flood risk resulting from the community actions meeting the three goals of CRS: 1) Reduce flood losses, 2) Facilitate accurate insurance rating, and 3) Promote the awareness of flood insurance.

In an effort to further improve the City's CRS score, staff created the Program for Public Information (PPI), which plans to implement educational and outreach projects, with input and support from community volunteers, numerous area business partners and organizations, and by incorporating innovative methods.

BACKGROUND AND FINDINGS:

In October 1991, the City of Corpus Christi qualified for participation in the Community Rating System Program (CRS). CRS is a part of the National Flood Insurance Program (NFIP), which provides discounts on flood insurance premiums in participating communities. The reductions are based on community floodplain management programs, including public information activities.

In order to maintain and improve those discounts, communities must continue to implement their programs and provide status reports to the NFIP annually.

The City of Corpus Christi currently maintains a CRS Class 8 rating. As part of the City's CRS recertification, staff formally coordinated outreach by developing a Program for Public Information (PPI), Flood Insurance Assessment (FIA), and a Coverage Improvement Plan (CIP).

The PPI serves as the blueprint for a comprehensive outreach program. The program includes outreach projects as well as other types of public information endeavors such as a website and technical assistance, as recommended by the PPI Committee.

The PPI Committee members include a representative from the community's flood plain management office, the Public Works Department, the Public Information Office, and representatives from the insurance industry, to include the Board of Realtors, Texas A&M University Corpus Christi Environmental Science program, and two (2) representatives from outside local government.

Table 1: Program for Public Information Committee

NAME	REPRESENTING
Kathleen Chapa, CFM	Community's Floodplain Management Office
Gabriel Hinojosa, CFM	Community's Public Works Department
Richard Vargas	Community's Public Information Office
Jennie Dibala	Insurance Industry
Elke Gonzalez	Board of Realtors
Jennifer Smith-Engle, PH.D.	Texas A&M University Corpus Christi Environmental Science Program
Sandra Morales	Citizen
Cathy Cruz	Citizen

The PPI Committee provided input about target audiences, types and delivery of messages, and insight into ongoing efforts in the community. Members were provided information regarding CRS and the recertification efforts, along with an assessment of the City's flood-prone areas, number of flood insurance policies in place, repetitive loss structures, and an outline of the goals and objectives of the Committee.

The approval of the PPI will be the basis for the City's goal to improve the current CRS rating from Class 8 to a Class 6 score, providing National Flood Insurance Policy (NFIP) policy holders in the City of Corpus Christi increased savings from a 10% discount to a 25% discount on annual flood insurance programs.

With the adoption of the PPI, bonus points are added to outreach projects and other CRS public information activities implemented by the City and/or other organizations or agencies listed as stakeholders. There is a 40% increase in the credit under Activity 330 for outreach projects that are listed in the PPI. Other activities have different increases in credit. Website contents covered in the PPI will increase from the maximum of 47 points to 75 points. The proposed PPI identifies stakeholders as implementing outreach

projects and those will receive an extra 30% Stakeholder bonus in addition to the 40% PPI bonus.

ALTERNATIVES:

City Council could vote not to approve the Program for Public Information, however this would cause the City to miss the opportunity to gain bonus points on activities, hindering the City's goal to improve the current CRS rating from Class 8 to a Class 6 score. Furthermore, disapproval of the program would mean the City is ineligible for additional discounts on annual flood insurance programs.

FISCAL IMPACT:

There is no fiscal impact for this item.

RECOMMENDATION:

Staff recommends approval of the Program for Public Information.

LIST OF SUPPORTING DOCUMENTS:

Resolution
Program for Public Information Plan