



**City of Houston, Texas, Community Rating System (CRS)
Program for Public Information (PPI)
February 2021**

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The City of Houston has developed educational and outreach projects over the years with input and support from community volunteers, numerous area business partners and organizations, and by incorporating innovative methods. The City has also undertaken a community outreach campaign to help residents plan for and protect themselves from flooding and other disasters.

As part of the City of Houston’s CRS recertification, the City is formally coordinating outreach by developing a Public Information Plan (PPI). The PPI serves as a planning tool to support the City’s outreach efforts and increase CRS points in order to achieve a Class 4 program rating.

The City of Houston currently maintains a CRS Class 5 rating. As part of the City of Houston’s CRS recertification, the City is implementing new CRS activities in conjunction with a program for Public Information (PPI). The PPI will serve as the blueprint for a comprehensive public information program. It includes outreach projects as well as other types of public information endeavors such as a website and technical assistance. The PPI is the basis for the City’s goal to increase the current CRS rating of Class 5 to a Class 4 thereby providing NFIP policyholders in the City of Houston an increased savings from a 25% discount to a 30% discount on annual flood insurance premiums.

PPI Committee

PPI Committee members include representatives from the Houston Public Works Department, Floodplain Management office and Public Information office, as well as citizens and private-sector businesses and organizations.

Table 1: PPI Committee

NAME	REPRESENTING
Sandra Deshotel	Floodplain Management Office
Choyce Morrow	Floodplain Management Office
Hien Pham	COH Engineering
Hojin Lim	COH Engineering
Danika Bilbro	Keller Williams Realtor
Erin Jones	COH Public Information Office
Randi Cahill	Real Manage – Community Assoc. Manager
Malcolm Rene’	Metropolitan Credit Union – CEO
Sarah Bernhardt	Bayou Preservation Association – President
Afshin Gazerzadah	Huitt-Zollars, Inc. – Hydraulic Engineer
Todd Ward	HCFCD – Planning Department
Brian Edmonston	HCFCC
Rick Gallegos	Costello, Inc – Drainage Engineer
Larry Schwartz	Citizen
Adam Pisani	Allstate Insurance Agency
Janine Ellington	LAN, Inc
Tak Makino	LAN, Inc

The PPI Committee, or, *Committee*, conducted its first meeting on September 22, 2020. 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 a blueprint for goals and objectives of the Committee. Committee members were provided a list of

previous outreach efforts and asked to evaluate and provide input into consideration of current and new outreach activities. The result of the initial meeting was well-received, with meaningful discussion, suggestions, and input regarding additional outreach ideas.

The second Committee meeting was held on October 15, 2020 and a third on December 3, 2020. One objective was to revisit the current list of outreach ideas and prioritize future outreach projects. The committee agreed that the current outreach program was an effective program and offered the following ideas to improve and facilitate better organization and documentation:

- Organize and record activities, including meeting minutes
- Continue to request comments on ways to improve the program from those outside the committee, including residents, area businesses, and stakeholders
- Continue to partner with organizations, community leaders, other City departments to share resources and in an effort to broaden the outreach audience
- Utilize private sector committee members and their strengths in expanding the outreach network

Community Needs Assessment

Houston is the most populous City in Texas and the fourth most populous City in the United States. With a census-estimated 2019 population of 2.32 million people within a land area of 671 square miles, it is the largest City in the Southern United States. It is also the principal City of the Greater Houston metropolitan area and the fifth most populated metropolitan area in the United States.

A little more than 40 feet above sea level and about 40 miles from the gulf coast, Houston is naturally prone to flooding and vulnerable to hurricanes. With proximity to the Gulf Coast, its large, growing population, and increased development, the City of Houston has implemented wide range of structural and nonstructural mitigation strategies as part of a comprehensive flood mitigation program that continues to evolve. In addition to managing floodplains locally, the City has worked closely in partnership with the Harris County Flood Control District over many years resulting in watershed studies that document policy, design criteria and other mandates that guide new development and public projects in ways that do not create additional flooding.

The Department of Planning and Development regulates land development in Houston and within its extraterritorial jurisdiction (ETJ). The City of Houston does not have zoning, but development is governed by codes that address how property can be subdivided. City codes do not address land use.

The Department checks subdivision plats for the proper subdivision of land and for adequate street or right-of-way, building lines and for compliance with Chapter 42, the City's land development ordinance. Development site plans are checked for compliance with regulations that include parking, tree and shrub requirements, setbacks, and access.

A Flood Insurance Assessment (FIA) is provided as a supplement to the PPI to provide a background on the status of flood insurance coverage in the City of Houston. One of the primary goals of the CRS program is to improve flood insurance coverage. The FIA provides numerical values for a variety of flood insurance related variables, allowing for the potential to track changes in flood insurance coverage over time.

Flood Hazards

Approximately 25% of the total City area lies within the Special Flood Hazard Area (SFHA) on FEMA flood maps. The City of Houston's Floodplain Management Office (FMO) is part of the City's Houston Public Works Department, Office of the City Engineer Division. FMO is responsible for administering the provisions of the City's Floodplain Ordinance. The FMO office provides comprehensive floodplain information to residents, builders, contractors, and other groups.

Community Rating System (CRS)

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. COH entered the CRS program in 2001 at Class 8 and improved its rating to Class 5 in 2009. Houston is one of only three communities in Texas with a Class 5 rating, qualifying residents for a discount of 25% on flood insurance premiums for properties in the Special Flood Hazard Area's (SFHA).

Repetitive flooding

Based on FEMA's current Repetitive Loss report, there are approximately 11,000 repetitive loss structures in the City of Houston. Hurricane Harvey and Tropical Storm Imelda significantly contributed to the number of repetitive loss and severe repetitive loss properties in the city.

In previous years, the City along with the Harris County Flood Control District (HCFCD) has worked with property owners to undertake flood mitigation measures such as buyout, relocation, elevation, or otherwise improving the structures so they are no longer subject to repetitive flood damage.

This analysis concludes that rather than waiting for a flood to occur, a community can protect property from flood damage through a proactive flood protection program that includes various ways to minimize or eliminate flooding.

Social and Economic Needs

The City of Houston has diverse cultural, language, religious and ethnic segments of the population. Of the 2 million-plus residents, 43% Hispanic, 25% are White, 7% Black or African American, and the remaining a combination of another race.

The demographic composition of the City is an important consideration when overcoming potential obstacles associated with language barriers. Therefore, the Committee recognized that effective and widespread communication is key to effectively distributing messages utilizing the right tools, resources, and venues to best target all residents. The City provides flood information in both English and Spanish on the website in order to reach a more diverse audience community wide.

The Committee also recognized that any message must be repeated and distributed multiple times, and in a variety of different forms. For example, delivering the message to drivers to 'Turn Around, Don't

Drown', would be more effective if promoted in multiple ways, such as on highway billboards, through the annual Yellow Pages insert and the local television weather broadcast.

Target Audiences

Target Areas:

The PPI Committee concluded that both the general population as well as specific groups should be targeted for community outreach. The list below represents various target audiences and outreach messages to each segment or group.

Target Audience #1: Community at Large

All residents and businesses throughout the City need to be aware of flood risk, availability of flood insurance, disaster preparedness measures, 'Turn Around, Don't Drown' (TADD), and other key flood information messages.

Target Audience #2: SFHAs and Repetitive Loss Properties

Several stakeholder groups have been identified to assist in outreach efforts such as Homeowner Associations (HOA's) in flood-prone neighborhoods, and environmental groups targeting protection of natural floodplains such as the Bayou Preservation Association. SFHAs may also include residents living behind dams, levees, and reservoirs.

Target Audience #3: Builders, Contractors, and Engineers

The professional services in the construction industry need outreach to ensure that they are fully aware and in compliance with NFIP, CRS, and City regulations and best practices. As a group, builders, contractors, and engineers are responsible for the construction of new buildings and infrastructure. It is essential that they receive CRS messaging.

Target Audience #4: Real Estate and Insurance Agents

Real estate and insurance agents require messaging to ensure they can accurately communicate flood risk and insurance information to the community. Purchasing a house is likely one of the largest financial decisions most people are likely to make. Actively targeting real estate and insurance agents with CRS messaging ensures that when members of the community purchase a house or decide to insure their property with an NFIP policy, they are receiving accurate information from their professional advisors.

Topics and Initiatives

The PPI Committee selected six priority topics for 2015-2016 that need to be disseminated to audiences. Each topic has a desired, measurable, outcome and related message for each of the identified target audiences. The first six key topics (A-F) are shown in Table 2, below. Two more topics, G and H, were added to the group as initiative projects.

Table 2: Topics and Initiatives

Topic	Outcome	Related CRS Priority Message
A. Know your flood risk	Increased flood information inquiries to Houston Public Works	<ol style="list-style-type: none"> 1. Check the online maps at GIMS to see if your property is in the floodplain 2. Find out if your property is subject to flooding. Contact FMO at fmo@houstontx.gov 3. Find out if you are in a mapped flood zone. Visit https://msc.fema.gov. 4. Find out about historical flooding conditions by visiting http://floodplain.houstontx.gov
B. Insure your property for your flood hazard	Increase number of flood policies community-wide	<ol style="list-style-type: none"> 1. Don't delay, buy flood insurance today. There is a 30-day waiting period before policies are effective. 2. Purchase flood insurance to protect your assets. Contact an insurance agent to get covered. 3. Did you know half of all flooded properties happened outside the floodplain? Ask your insurance agent about a preferred risk policy. 4. Are you renting? Get contents-only coverage to protect your assets. Contact an insurance agent to get covered.
C. Protect people from the flood hazard	Reduce number of water rescues, police citations for ignoring barricades	<ol style="list-style-type: none"> 1. Go to https://www.harriscountyfws.org/ to check bayou levels. 2. Turn around, don't drown. Don't drive around barricades. 3. Sign up for AlertHouston and stay aware of hazardous conditions. 4. Steer clear of flood-prone streets. Roadways are designed to flood.
D. Protect your property from the flood hazard	Increase number of applications for flood protection projects	<ol style="list-style-type: none"> 1. Reduce potential flood damage. Contact FMO for ways to update your home. 2. Reduce damage to existing structures. Elevate your water heater, air condition unit and electrical panel. 3. Contact FMO about grant opportunities to elevate your property. 4. Store your valuables and important documents in a waterproof container in the highest point on your property. 5. Contact Harris County Flood Control District about property buy-out opportunities.

Topic	Outcome	Related CRS Priority Message
E. Build responsibly	Reduce number of building department citations	<ol style="list-style-type: none"> 1. If you are building in the floodplain, find out what permits are required at www.houstonpermittingcenter.org 2. Be aware of substantial improvement rules. Contact FMO. 3. Hire a licensed surveyor, architect, or engineer to complete an elevation certificate. 4. You must get a permit to bring fill onto a property in the City-regulated floodplain. Visit FMO to obtain your permit.
F. Protect natural floodplain functions	Improved water quality of rivers, wetlands, streams	<ol style="list-style-type: none"> 1. Don't trash the bayous and rivers. Trash washes back into a community during a flood storm. 2. Lend a hand, take care of the land. Call 3-1-1 to report dumping in the floodplain. 3. Don't pollute bayous and rivers. Houston gets its drinking water from surface water. 4. Stay on the path when visiting a bayou park. Our floodplains are critical habitat for wildlife.
G. Hurricane Evacuation	Minimize loss of life in hurricanes and evacuations	<ol style="list-style-type: none"> 1. Have a plan for hurricane evacuation. Visit http://www.readyhouston.org/. 2. Sign up for AlertHouston and stay informed about hurricane evacuation. 3. Know your evacuation route. Visit OEM website to download your evacuation guide. https://www.houstonoem.org/preparedness-are-you-ready/ 4. Carry a digital copy of your prescription in case of evacuation. 5. Visit https://www.h-gac.com/hurricane-evacuation-planning to plan your evacuation route. 6. Only evacuate when directed by emergency management officials.
H. Stormwater Management	Increased participation in clean out projects; increased participation in Adopt-a-Drain program and Protect the Pipes campaign	<ol style="list-style-type: none"> 1. Steer clear of flood-prone streets. Roadways are designed to flood. 2. Only rain down the drain. Don't dispose of anything down the drain. 3. Adopt a drain. Clear debris from storm drains to prevent flooding. https://mycity.houstontx.gov/adopta/ 4. Give a hoot, don't pollute. Call 3-1-1 to report stormwater pollution violations.

Public Information Efforts

Documenting what other public information is reaching City of Houston residents is an important aspect of developing a Public Information program. The program is designed to build community resilience to flooding by influencing residents to adopt behaviors to improve flood hazard preparedness and decrease future flood damage.

Table 3 contains initiatives that are in place or will be expanded upon in support of the goals and CRS messages. This list was composed through City staff research and PPI Committee members.

Table 3: Public Information Efforts

Organization	Project	Subject Matter	Frequency
Floodplain Management Office	Insert in water bill to SFHA areas and letter to Repetitive Loss property residents	Various flood-related topics, including specific advertisement of CRS Activities 320, 360, and 440.	Annually
Floodplain Management Office	Update flood information in public library	Various flood-related topics	As needed
Floodplain Management Office	Flood information inserted in water utility bill	Various flood-related topics	Annually
Engineering Dept./Floodplain Management office home page	Disseminate comprehensive flood information	Various flood-related topics	Year-round
Floodplain Management Office	Flood Awareness Week	Promote flood mitigation and reducing flood risk, flood insurance availability, demonstrate flood model to Houston-area elementary students	Annually or Bi-Annually
Floodplain Management Office	Disseminate post-flood response packet to residents utilizing brochure, flyers, permit process	Educate residents regarding need for permits to rebuild, flood safety tips, promote purchase of flood insurance	Annually
City website / Houston Public Works	Promote natural floodplain area protection	"Only water goes down the drain", hazards of dumping debris and home-based chemicals in drains	Year-round
Floodplain Management Office	Work with public broadcasting channel to promote flood information	Various flood-related topics	Annually
Harris County Flood Control District	Ready Harris	Hurricane Preparedness	Year-round
Harris County Flood Control District	Ready Harris	Flood Risk Reduction information by Channels and Bayous Watershed	Year-round
Harris County Flood Control District	Harris County Modeling, Assessment and Awareness Project (MAAPnext)	New mapping methodologies and technologies that will provide better understanding of flood risks	Year-round
Harris County Flood Control District	Flood Warning System FWS	Measures rainfall amounts and monitors water levels in bayous and major streams on a real-time* basis to inform you of dangerous weather conditions.	Year-round
Harris County Flood Control District	Home Buyout Program	Restores floodplain through buyouts	Year-round

Organization	Project	Subject Matter	Frequency
Harris County Flood Control District	96 Community Engagement Meetings	Meetings to discuss flood reduction projects by watershed	Year-round
Harris County Engineering Dept	Regulations of Harris County, Texas for the Approval and Acceptance of Infrastructure Manual	Infrastructure regulations effective 9/29/2020	Year-round
Harris County	Community Flood Resilience Task Force	The County Judge's Office hosted approximately 150 people across the 3 virtual dialogues and read 200 email comments in which community members shared a wide range of perspectives and hopes for the Task Force.	3 Virtual Meetings
Harris County Flood Control District	Customer Satisfaction Survey	Feedback from community regarding HCFC	As needed
Harris County Engineering Dept	Harris County Residential Permitting Brochure	Residential permitting	Year-round
Harris County Engineering Dept	Harris County Residential Building Code Standards	Building codes	Year-round
Houston- Galveston Area Council	Home Buyout Program	Regional Hazard Mitigation Planning	Year-round
H-GAC / Federal Emergency Management Association	Hazard Mitigation Assistance Guide	Hazard Mitigation	Year-round
Community Impact Newspaper (Bayou Preservation Assn)	Thinking Outside of the Box for a Flood Resistant Houston – Flood Resistance Series	Flood Resistance	Year-round
Realtor.com	App - Flood Risk Data for Homes	Flood risk of a location when thinking about home purchase	Year-round
Houston Properties	Guide to Houston's Best Neighborhoods - Houston Flooding Guide	Houston flood zones	Year-round
American Red Cross	Flood Safety Preparedness	Flood safety	Year-round
National Oceanic & Atmospheric Administration National Weather Service	Flood Preparation and Flood Safety Brochure	Hazard notification	As needed
Floodsmart.gov	How to Buy Flood Insurance	Flood Insurance	Year-round

Projects and Initiatives

Table 4 of this document provides a comprehensive list of the PPI program elements, which include various public information tasks, website information and other social media efforts. There are 19 projects and initiatives that would be implemented during 2021-2026. To achieve full expected CRS credit, all 19 projects must be executed in full and on schedule.

PPI Projects and Initiatives

Table 4: Outreach Projects 2021-2026 (OP)

OP	Target Audiences	#Topics/ Message (see Table 2)	Specific Project (OP)	Assignment	Schedule	Stakeholder
1	SFHA Properties	2 Key Topics / Initiatives (A, B)	Disseminate flood information insert in utility bill including specific advertisement of CRS Activities 320, 360, and 440.	Floodplain Management Office Staff	Annually	N/A
2	Repetitive Loss Area Properties / SFHA Areas	2 Key Topics / Initiatives (A, E)	Presentation to HOAs in RL areas	Floodplain Management Office Staff	Annually (March – May)	N/A
3	Community At Large / SFHA Areas / RL Areas	0 Key Topics / Initiatives	Harris County Flood Control District Watershed informational video	Houston Permitting Center Communications / Social Media Admin	Annually, quarterly for digital signage	N/A
4	Community At Large	5 Key Topics / Initiatives(A-E)	Flood information presented at booth at city festivals and events	Floodplain Management Office Staff	Waterworks Festival – May Weather Ready Expo – August Trash Bash - March	N/A
5	Community At Large	5 Key Topics / Initiatives(A-E)	Participate in Texas Flood Awareness week	Floodplain Management Office Staff	Annually (May)	N/A

OP	Target Audiences	#Topics/ Message (see Table 2)	Specific Project (OP)	Assignment	Schedule	Stakeholder
6	Repetitive Loss Area Properties	2 Key Topics / Initiatives (A, B)	Disseminate flood information by letter, including specific advertisement of CRS Activities 320, 360, and 440.	Floodplain Management Office Staff	Annually	N/A
7	Builders, Contractors, Engineers	1 Key Topics / Initiatives (E)	Provide EC training webinar to City Staff reviewing ECs and outside surveyors and other professionals filling out ECs.	Floodplain Management Office Staff	Twice annually	N/A
8	Builders, Contractors, Engineers	2 Key Topics / Initiatives (B-E)	Presentation to construction industry associations	Floodplain Management Office Staff	Quarterly	N/A
9	Community at Large	5 Key Topics / Initiatives (A-E)	Attend Harris County Delinquent Property Tax Sale	Floodplain Management Office Staff	Monthly (first Tuesday)	N/A
10	Community at Large / SFHA Areas	1 Key Topic / Initiatives(A)	Signs placed along bayou trails and parks	Floodplain Management Office Staff / Houston Permitting Center Communications / Bayou Preservation Association	Permanent, once installed	Bayou Preservation Association
11	Community at Large	2 Key Topics / Initiatives (A, B)	Flood-related electronic newsletter	Floodplain Management Office Staff / Houston Permitting Center Communications	Annually (March – May)	N/A
12	Community at Large / RL Areas / SFHA	6 Key Topics / Initiatives (A-F)	Flood-related social media topics (rotating topics)	Houston Permitting Center Communications Social Media Administrators	Monthly	N/A

OP	Target Audiences	#Topics/ Message (see Table 2)	Specific Project (OP)	Assignment	Schedule	Stakeholder
13	Repetitive Loss Area Properties / SFHA Areas	1 Key Topic / Initiatives (B)	Notice on electronic utility bill	Houston Public Works Communication / Floodplain Management Office Staff	Annually	N/A
14	Community at Large	6 Key Topics / Initiatives (A-F)	Informational fact sheets and other documents in City buildings	Floodplain Management Office Staff / Houston Permitting Center Communications	Brochures and fact sheets available year-round; larger displays rotating locations monthly (March – May)	N/A
15	Repetitive Loss Area Properties / SFHA Areas	8 Key Topics / Initiatives (A-H)	Purchase media advertisements	Houston Public Works Public Information Office / Floodplain Management Office Staff	Annually	N/A
16	Community at Large	8 Key Topics / Initiatives (A-H)	Appearances on local talk shows, radio shows, and newspapers	Houston Public Works Public Information Office / Floodplain Management Office Staff	Annually (April – May)	N/A
17	Real Estate and Insurance Agents	5 Key Topics / Initiatives (A-E)	Brochure for real estate agents should give to prospective buyers	Floodplain Management Office Staff/Houston Permitting Center Communications/ Real Estate Agents	Year round	Real Estate Agents
18	SFHA Areas	1 Key Topic / Initiative (B)	Advertisements placed on targeted Metro routes or stations	Houston Public Works Public Information Office /Floodplain Management Office Staff	Annually	N/A
19	RL Areas / SFHA Areas	1 Key Topic / Initiative (B)	Yard signs for Homeowners Associations	Floodplain Management Office Staff / Houston Permitting Center Communications/ HOAs	Annually	HOAs

N/A - With the exception of OP 10 (Bayou Preservation Association), OP 17 (Real Estate Agents), and OP19 (HOAs), the OPs do not use stakeholder delivery in delivering the CRS messaging.

Key Topics:

- A. Know your flood risk
- B. Insure your property for your flood hazard
- C. Protect people from the flood hazard
- D. Protect your property from the flood hazard
- E. Build responsibly
- F. Protect natural floodplain functions

Initiative Topics:

- G. Hurricane Evacuation
- H. Stormwater Management

Sample Messages:

1. Check the online maps at GIMS to see if your property is in the floodplain.
2. Find out if your property is subject to flooding. Contact FMO at fmo@houstontx.gov.
3. Find out if you are in a mapped flood zone. Visit <https://msc.fema.gov>.
4. Find out about historical flooding conditions by visiting <http://floodplain.houstontx.gov>
5. Don't delay, buy flood insurance today. There is a 30-day waiting period before policies are effective.
6. Purchase flood insurance to protect your assets. Contact an insurance agent to get covered.
7. Did you know half of all flooded properties happened outside the floodplain? Ask your insurance agent about a preferred risk policy.
8. Are you renting? Get contents-only coverage to protect your assets. Contact an insurance agent to get covered.
9. Go to <https://www.harriscountyfws.org/> to check bayou levels.
10. Turn around, don't drown. Don't drive around barricades.
11. Sign up for AlertHouston and stay aware of hazardous conditions.
12. Steer clear of flood-prone streets. Roadways are designed to flood.
13. Reduce potential flood damage. Contact FMO for ways to update your home.
14. Reduce damage to existing structures. Elevate your water heater, air condition unit and electrical panel.
15. Contact FMO about grant opportunities to elevate your property.
16. Store your valuables and important documents in a waterproof container in the highest point on your property.
17. Contact Harris County Flood Control District about property buy-out opportunities.
18. If you are building in the floodplain, find out what permits are required at www.houstonpermittingcenter.org
19. Be aware of substantial improvement rules. Contact FMO.
20. Hire a licensed surveyor, architect, or engineer to complete an elevation certificate.
21. You must get a permit to bring fill onto a property in the City-regulated floodplain. Visit FMO to obtain your permit.
22. Don't trash the bayous and rivers. Trash washes back into a community during a flood storm.
23. Lend a hand, take care of the land. Call 3-1-1 to report dumping in the floodplain.
24. Don't pollute bayous and rivers. Houston gets its drinking water from surface water.
25. Stay on the path when visiting a bayou park. Our floodplains are critical for wildlife.

Implementation, monitoring and program evaluation

The PPI committee will meet at least annually to review the PPI program. In this review, the committee will review the execution of PPI activities in the previous year and assess the outcomes of the outreach projects and evaluate the need for changes to the program.

This PPI evaluation report, discussing the efficacy of the PPI program and its outreach projects, will be prepared annually, and submitted along with the annual recertification. Additionally, the PPI evaluation report will be submitted to City Council as an informational document to ensure that local leaders are apprised of any modifications or evaluations of the PPI component of the CRS program.

Adoption

This document will become effective upon adoption by the City Council.

Date