

Flood Insurance Assessment (FIA) and Coverage Improvement Plan (CP) Narrative Summary for Level of Coverage

In addition to the PPI, further outreach to improve flood insurance coverage in Houston is needed. Activity 370 of CRS focuses on improving flood insurance coverage by assessing the current level of flood insurance coverage through a 'Flood Insurance Coverage Assessment' (FIA). Results of the FIA are then incorporated into a 'Coverage Improvement Plan' (CP) to identify where coverage needs to be improved. The CP was developed by the PPI Committee to determine the most effective ways to increase policy count City-wide. Committee members are listed in Table 1 of the PPI document.

The City of Houston has identified specific 'need-areas' for increasing policy count and improving flood insurance coverage. Table 1 shows a ranking of high needs areas based on policy density count. These areas are prioritized highest to lowest for purposes of outreach to specific areas.

The examination of flood insurance policy coverage was based on data provided by FEMA in tabular format. The City received a list of current and historical flood insurance policies. From this tabular format, policy addresses were geocoded in GIS so that they could be spatially analyzed. Policy counts and parcel counts were aggregated to the need-area level. The City of Houston uses needs areas to direct CIP project funding. Need-areas provide both an appropriate level of analysis for flood insurance policy coverage and an attractive organizational framework for policy coverage improvement efforts. By examining policy count and parcel count, need-areas were ranked in order of policy density (policy count divided by parcel count). This policy density ranking was examined by the Floodplain Management Office for vetting. For example, it would be possible for a need-area to have a very low policy density if it were occupied by a single, large, uninsured agricultural parcel. While policy coverage in this area could be improved, outreach to this particular need-area might not represent the most efficient use of resources. The staff of the FMO provided expert input on the ranking and method of outreach appropriate for each need-area.

Table 1. Need-Areas – Low to high policy count density

Need-Area	H.O.A. / Method of Outreach	Super Neighborhood
M-2015-025	Garden Villas Community	Greater Hobby Area
M-2015-020	Mayor's letter	Central Southwest
M-2015-028	Mayor's letter	Lawndale / Wayside
M-2015-030	Mayor's letter	Greater Hobby Area
M-2015-009	Greater Magnolia Pineview Place Civic Club	Magnolia Park
M-2015-011	Mayor's letter	Astrodome Area
M-2015-027	Mayor's letter	Central Southwest
M-2015-032	South Acres West Civic Club	South Acres / Crestmont Park
M-2015-015	Central City Civic Club	MacGregor
M-2015-018	Langwood II Civic Club	Langwood
M-2015-019	Mayor's letter	Astrodome Area
M-2015-007	MacGregor Trail Civic Club	Greater OST / South Union
M-2015-002	Mayor's letter	Kashmere Gardens
M-2015-014	Mayor's letter	Independence Heights
M-2015-026	Mayor's letter	Sharpstown
M-2015-029	Mayor's letter	Central Southwest
M-2015-004	Westwood Civic Club	Willow Meadows/Willowbend Area
M-2015-024	Mayor's letter	IAH / Airport Area
M-2015-005	Stonehenge Association	Eldridge / West Oaks
M-2015-017	Mayor's letter	East Little York / Homestead
M-2015-021	University Place District	University Place
M-2015-J01	Uptown Houston Association	Greater Uptown
M-2015-022	South MacGregor Civic Club, Inc.	MacGregor
M-2015-006	Northwood Manor	East Little York / Homestead
M-2015-012	Near Northwest Management District	Central Northwest
M-2015-008	South MacGregor Civic Club, Inc.	MacGregor
M-2015-C01	Cottage Grove Civic Club	Washington Avenue Coalition / Memorial Park
M-2015-031	Sagemont Civic Club	South Belt / Ellington
M-2015-001	Freeway Manor Civic Club	Edgebrook Area
M-2015-023	River Oaks Property Owners	Afton Oaks / River Oaks Area
M-2015-013	Southwest Security Association	Meyerland Area
M-410028	Westbury Civic Club, Inc.	Westbury
M-2015-003	Candlelight Forest Civic Club	Greater Inwood
M-2015-010	Mayor's letter	Gulfton

Figure 1. Need Areas for Coverage Improvement

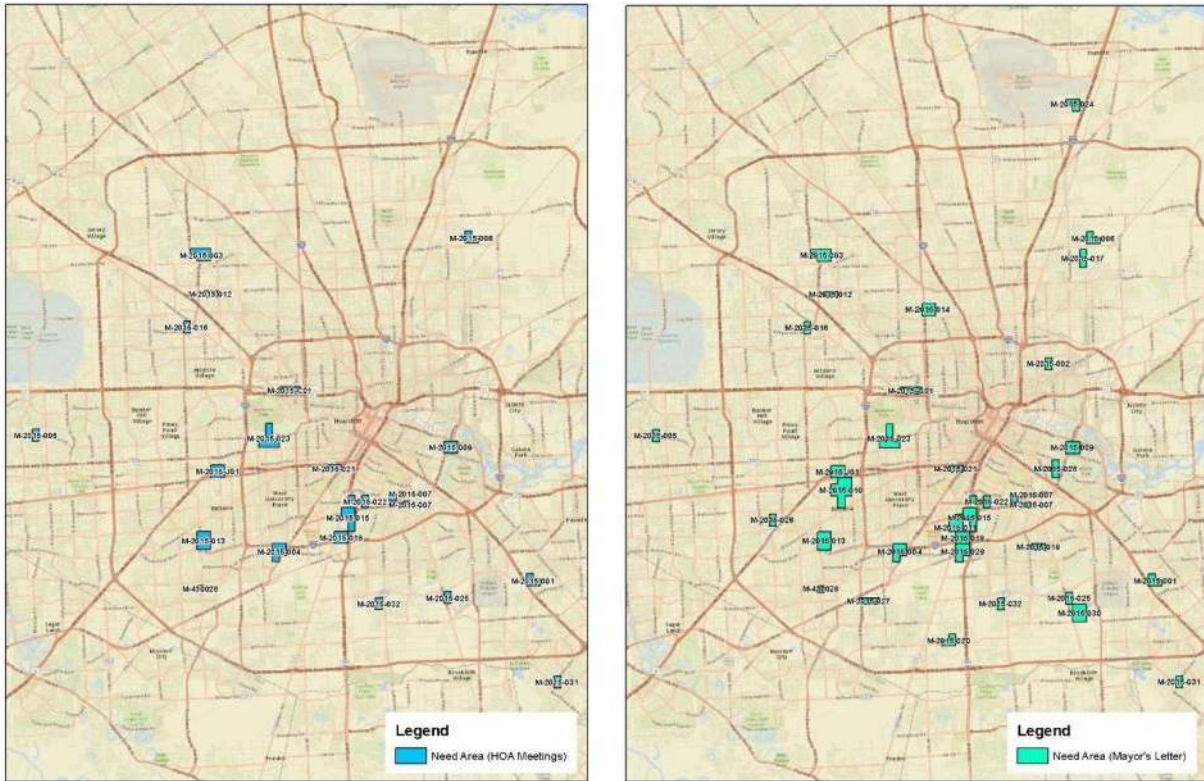


Table 2. General Policy Data

Flood Zone	Policies in Force	Premium	Insurance in Force	Number of Closed Paid Losses	\$\$ of Closed Paid Losses	Adjustment Expense
A	1,179	\$1,420,294	\$155,677,000	4,748	\$111,585,897.89	\$3,514,728.05
AO/AH	162	\$205,469	\$36,759,100	336	\$15,329,312.43	\$590,581.56
AE	37,011	\$36,924,144	\$8,798,859,100	33,541	\$2,462,291,304.94	\$111,394,496.39
X	119,284	\$52,471,360	\$35,933,970,600	44,981	\$2,135,026,851.16	\$98,242,366.45
Total	157,637	\$91,026,876	\$44,925,349,700	83,611	\$4,724,267,390.47	\$213,744,012.45

Table 3. Pre-FIRM Policy Data

Flood Zone	Policies in Force	Premium	Insurance in Force	Number of Closed Paid Losses	\$\$ of Closed Paid Losses	Adjustment Expense
A	1,025	\$1,054,101	\$107,172,600	4,612	\$108,507,809.90	\$3,384,050.26
AO/AH	124	\$121,186	\$21,634,400	270	\$9,153,849.61	\$399,117.94
AE	23,433	\$27,959,593	\$4,884,865,000	26,902	\$1,920,418,994.58	\$86,044,461.66
X	60,495	\$26,852,867	\$17,811,104,700	35,973	\$1,438,740,205.15	\$66,891,113.67
Total	85,077	\$55,987,747	\$22,824,776,700	67,762	\$3,476,854,883.29	\$156,720,583.53

Table 4. Post-FIRM Policy Data

Flood Zone	Policies in Force	Premium	Insurance in Force	Number of Closed Paid Losses	\$\$ of Closed Paid Losses	Adjustment Expense
A	154	\$366,193	\$48,504,400	136	\$3,078,087.99	\$130,677.79
AO/AH	38	\$84,283	\$15,123,700	66	\$6,175,462.82	\$191,463.62
AE	13,578	\$8,964,551	\$3,913,994,100	6,639	\$541,872,310.36	\$25,350,034.79
X	58,788	\$25,618,098	\$18,122,515,900	8,905	\$690,727,189.03	\$31,175,168.28
Total	72,559	\$35,038,734	\$22,100,223,000	15,746	\$1,241,853,050.20	\$56,847,344.42

Table 5. Number of Buildings with Coverage and Insurance in Force

Occupancy	Policies in Force	Total Premiums	Insurance in Force
Single Family	134,425	\$68,566,086	\$38,240,170,100
2-4 Family	1,690	\$736,940	\$346,420,200
All Other Residential	15,220	\$7,001,717	\$3,031,869,600
Non Residential	7,087	\$15,183,540	\$3,374,579,700
Total	158,422	\$91,488,283	\$44,993,039,600

Table 6. Proportion of flood insurance coverage by zone.

Flood Zone	Policies in Force	Number of Structures (estimated)	Proportion of Structures Insured
SFHA	38,397	57,000	0.67
X	123,096	461,000	0.27
Total	161,493	518,000	0.31

Based on information provided by FEMA for general policy data, the vast majority of flood insurance policies are for Zone X properties. The number of flood policies for properties in the low- to moderate flood risk zones are more than double the number of policies for properties located in the Special Flood Hazard Area. Non-residential flood policies total less than 6,000, an indication that the vast majority of businesses and commercial properties are not policy holders. Please note that Table 6 reflects an updated insurance count and shows slightly different policy counts than other tables.

There are over three times more Zone X flood policies for Post-FIRM structures than there are for Post-FIRM properties located in Zone A and AE. This may be an indication that City of Houston community officials, the Harris County Flood Control District, social media, and other Stakeholders have done a good job educating residents regarding flood risk outside identified Special Flood Hazard Areas. It may also be an indication that many homeowners in the SFHA have paid off their mortgage and are no longer required by the lender to carry flood insurance under NFIP’s ‘Mandatory Purchase of Flood Insurance’ provision.

There are more than 2 million residents living in the City of Houston. Given Houston’s flat terrain,

proximity to the coast, and historical flooding record, all Houstonians need to be protected by federal flood insurance. With fewer than 160,000 total number of flood policies in force in the City of Houston, in some respects, the entire community should be considered in need of improved insurance coverage. However, due to the practicalities of financial and labor resources, priority is currently given to the neighborhoods identified above. These represent the “low hanging fruit” than can be prioritized first before widening coverage improvement efforts. City of Houston officials recognize the need to promote flood insurance in an effort to increase the policy count and protect property.

A number of outreach projects are designed to increase the flood insurance policy count within the City. The City’s PPI outreach program developed a number of outreach projects that promote flood insurance. Table 7 catalogs these outreach efforts.

Table 7. Flood Insurance Promotion Outreach Projects

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	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
3	Community At Large	5 Key Topics / Initiatives(A-E)	Participate in Texas Flood Awareness week	Floodplain Management Office Staff	Annually (May)	N/A
4	Repetitive Loss Area 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
5	Builders, Contractors, Engineers	2 Key Topics/ Initiatives (B-E)	Presentation to construction industry associations	Floodplain Management Office Staff	Quarterly	N/A
6	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
7	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

OP	Target Audiences	#Topics/ Message (see Table 2)	Specific Project (OP)	Assignment	Schedule	Stakeholder
8	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
9	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
10	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
11	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
12	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
13	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	Year round	Real Estate Agents
14	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

OP	Target Audiences	#Topics/ Message (see Table 2)	Specific Project (OP)	Assignment	Schedule	Stakeholder
15	RL Areas / SFHA Areas	1 Key Topic / Initiative (B)	Yard signs for Homeowners Associations	Floodplain Management Office Staff / Houston Permitting Center Communications	Annually	HOAs
16	SFHA / RL Areas	1 Key Topic/ Initiative (B)	Mayor's Letter	Floodplain Management Office Staff / Mayor's Office	Annually	N/A

N/A - With the exception of OP 13 (Real Estate Agents), and OP16 (HOAs), the OPs do not use stakeholder delivery in delivering the flood insurance promotion messaging.