CA Silver Jackets:  
Evolution towards Effectiveness

Presentation at:
2017 Floodplain Management Association Conference

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CA Silver Jackets: Evolution Topics

• Without CA Silver Jackets
  – Pre-2005

• Survey/Gap in Conveying Flood Risk

• Using Partners and Unified Messaging

• Past Silver Jackets Projects

• With CA Silver Jackets
  – Team Benefits
Without CA Silver Jackets: Pre-2005

- Learned of projects by word of mouth
- Learned of partnership opportunities by researching on web
- Agencies interacted through projects at meetings
- Extended completion date or long projects
- Interagency Coordination fair, but needed structure
- Disaster Coordination could be improved
- Limited statewide local interaction
- No CA or NV Flood Preparedness Weeks
Local Officials

- **About 2/3 of** local officials surveyed identified their community as being at risk of flooding
- Most common methods to communicate flood risk: community website, print media, and community meetings

![Top 5 Channels Used by Local Officials to Communicate Risk Information](image1)

- **Community Website**: 69%
- **Print Media**: 66%
- **Community Meeting**: 53%
- **Posted Signs or Maps**: 36%
- **Social Media**: 24%

![Flood Risk Awareness 2010-2013](image2)

- **2010**: 68%
- **2011**: 68%
- **2012**: 66%
- **2013**: 77%

General Public

– People overwhelmingly prefer **local media** as a source of information about flood risk in general

– **Frequent** flood risk communication is associated with greater flood risk awareness.
Gap in Conveying Flood Risk

- 4-year survey
- FEMA local survey on flood risk perception
  - 2/3 of local officials know of a community’s flood risk
  - 1/3 of public know of a community’s flood risk

Using Partners and Unified Messaging in Outreach

Silver Jackets:

• Uniform Message
• Various Methods
• Coordinate Effort
• Strengthen Points
• Motivate Action
CA Silver Jackets - Evolution: Topics

• Past SJ-CA Activities
  – Alluvial Fan (pilot)
  – High Water Mark
  – CA Flood Prep Week
  – Flood Risk Videos
  – Watershed University

• Focused on non-structural interagency Flood Risk reduction accomplishments

• Outcomes
  – Structured Collaboration
  – Motivate
    • Form, Storm, Norm and Perform
  – Convey Risk
  – Prioritized Projects
Past CA Silver Jackets Activities
Moved Data to Outreach

• FEMA-led High Water Mark Initiative
  – Displayed signs
  – height of high water mark at public locations to convey flood risk
CA Silver Jackets Activities
CA Flood Preparedness Week

• Discussed flood safety through agency collaboration and public events
• Showcased data websites, flooding photos and evacuation information
Be Aware. Be Prepared. Take Action!

- California Flood Preparedness Week website: [www.floodprepareca.com](http://www.floodprepareca.com)
- 2017 CFPW October 21-28
- Silver Jackets Coordination Call Begins Sept 13.

2016 CFPW expo at USACE Sacramento District Headquarters
Flood Risk Videos

Phase I
• Northern CA
• Southern CA
• Coastal Region

Phase II
• Flood-Drought
• Post-Fire and Flood
• General Flood Risk in Spanish

Note: visit www.Floodprepareca.com

Visit:
http://www.water.ca.gov/floodsafe/ca-flood-preparedness/fpw_videos.cfm
Watershed University

- Led by California Silver Jackets
- Provides education and networking opportunities
- For CA Professionals in Floodplain management, water management, emergency management and related fields
- Flood risk reduction topics
- Recognize limited resources by communities to attend conferences
- Free event
- Certified Floodplain Managers CEC credit
Watershed University

- Prior WU, held in-person, 2-day workshops

- Future 2017 Watershed University topics:
  - 50-year Water Resources Plan for SCVWD
  - Tolerable Risk Guidelines to Manage Flood Risk
  - E19 Historical Forecast Point-Impact Information
  - San Joaquin River flood response in 2017

- http://water.ca.gov/floodmgmt/watershed-university/
With CA Silver Jackets: Team Benefits

- SJ Teams tend to recover faster during and after a disaster
- Know Capabilities & Scope
- Exchange Information-Grants
- Better Flood Operations Center Agency Coordination
CA Silver Jackets

More Information:
http://silverjackets.nfrmp.us/State-Teams/California

Silver.Jackets@water.ca.gov

California Silver Jackets Charter-Signing Ceremony, September 2016
CA Silver Jackets team expands with CVFPB

USACE Colonel Ray, CVFPB President Edgar & DWR Deputy Director Bardini, 2016
Look Ahead for Partnerships - CA Silver Jackets

- Flood Preparedness
- Flood Conferences
- Pre-Season meetings
- Watershed University
- New Partnerships

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