California CRS Strategy

Objectives:

- Bring more communities into the program
- Improve communities’ standing in the program
California CRS Strategy

CRS = better floodplain management programs

- Incentive to start new activities
- Incentive to keep good activities
- Build an educated populace
- Increased flood insurance coverage
- Compliance tool
California CRS Strategy

Four Strategy Elements

1. Encourage participation
2. Facilitate credits
3. Improve local programs
4. Track progress
1. Encourage participation

- CRS PowerPoint
- CRS brochure
- Quick Check
California CRS Strategy

1. Encourage participation
   - CRS PowerPoint
   - CRS brochure
   - Quick Check
1. Encourage participation

- CRS PowerPoint
- CRS brochure
- Quick Check

<table>
<thead>
<tr>
<th>No.</th>
<th>Question</th>
<th>Now</th>
<th>Could</th>
<th>Score</th>
<th>Max</th>
</tr>
</thead>
<tbody>
<tr>
<td>310</td>
<td>Will you keep FEMA Elevation Certificates on all new buildings and substantial improvements in the SFHA?</td>
<td>56</td>
<td>56</td>
<td>56</td>
<td>56</td>
</tr>
<tr>
<td></td>
<td>Do you have FEMA Elevation Certificates on buildings built before your CRS application?</td>
<td>14</td>
<td>56</td>
<td>14</td>
<td>56</td>
</tr>
<tr>
<td></td>
<td>Do you keep paper records at a secure offsite storage site or scan them and back them up?</td>
<td>10</td>
<td>10</td>
<td>10</td>
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<tr>
<td>320</td>
<td>Are you willing to publicize that you will read FIRMs for inquirers and keep a record of what you told them?</td>
<td>140</td>
<td>140</td>
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</tr>
<tr>
<td>330</td>
<td>Do you send out newsletters or other flood informational materials to all residents in your community?</td>
<td>20</td>
<td>60</td>
<td>20</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td>Do you send out informational materials to all residents in your floodplain?</td>
<td>50</td>
<td>130</td>
<td>50</td>
<td>130</td>
</tr>
<tr>
<td></td>
<td>Do you do any other flood outreach, like provide brochures or speak about flooding to groups?</td>
<td>10</td>
<td>60</td>
<td>10</td>
<td>60</td>
</tr>
<tr>
<td>340</td>
<td>Automatic credit based on Dept of Real Estate regulations</td>
<td>15</td>
<td>15</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>350</td>
<td>Do you have any flood-related references in your public library?</td>
<td>14</td>
<td>30</td>
<td>14</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>Do you have flood-related information or links on your community’s website?</td>
<td>10</td>
<td>72</td>
<td>10</td>
<td>72</td>
</tr>
</tbody>
</table>
2. Facilitate credits

- Uniform minimum credits
- Assistance from state agencies
- DWR CRS website
- Guidance to other programs

UMC: 243
Possible: 56
Model ordinance: 295
State helps with up to 594 points
2. Facilitate credits

- Uniform minimum credits
- Assistance from state agencies

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</thead>
</table>
| **351.c WEB** | DWR – California Data Exchange Center  
http://cdec.water.ca.gov/river/rivcond.html | Linking to gages on streams that affect the community can receive 10 points. |
| **360 – Flood Protection Assistance** |   |   |
| **361.a FPA** | DWR – Levee Flood Protection Zone maps,  
http://gis.lfpz.water.ca.gov/lfpz/ | The on-line maps provide estimated flood depths from a levee failure for areas and individual properties in the Central Valley. This service is worth 10 points. |
| **361.a FPA** | Contractor’s State Licensing Board –  
www.cslb.ca.gov/GenerallInformation  
/Library/GuidesAndPamphlets.asp | The Board can supply copies of brochures on dealing with contractors worth 3 points if the community provides them at the permit counter or via other means. |
| **402 – Impact Adjustment for Areas** |   |   |
| **402** | DWR -- Salma Kibrya, **  
skibrya@water.ca.gov, 916/653-6953 | DWR can provide assistance to Central Valley communities in determining impact adjustment data. |
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3. Improve local programs
   - Public information templates
   - Models
   - Training and workshops
   - CRS users groups
California CRS Strategy

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CRS Road Show
Morning: Intro to CRS
Afternoon: Activity workshop
Help create CRS users groups
3. Improve local programs

- Public information templates
- Models
- Training and workshops
- CRS users groups
Community Rating System Users Groups

What is a users group?

A CRS users group is an informal organization of people interested in the Community Rating System. The organization is usually of people from the same metropolitan area, but there are multi-county and state-wide users groups, too.

What do they do?

They meet and talk and share good ideas. Sometimes they arrange a presentation through their ISO/CRS Specialist and sometimes one or more members will talk about how they implement an activity. When possible, the area’s ISO/CRS Specialist will attend and sometimes they can bring in a CRS technical reviewer or other national expert on a CRS activity. Some users groups have developed and help coordinate activities that result in credit for the participating communities, such as a county-wide public information program strategy.

How are they organized?

There is no required organization. CRS committees of state floodplain management associations...
California CRS Strategy

CRS Users Groups

- 75 communities in CRS
- 4 clusters with 11 – 14 communities
- Coordinate with FMA Committee
- Identify Road Show host
- Invite all communities to all sessions
- Host sessions for elected officials
California CRS Strategy

FMA Role

- Explain users groups
- Publicize the Strategy and Road Show
- Post information on FMA website
- Help communities not near a users group
California CRS Strategy

4. Track progress

- State database
- Measure progress
4. Track progress

- State database
- Measure progress

Average Savings Per Policy: $ 103
Total Community Savings: $ 13,657,486

As of 1-1-2011