



California CRS Strategy



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

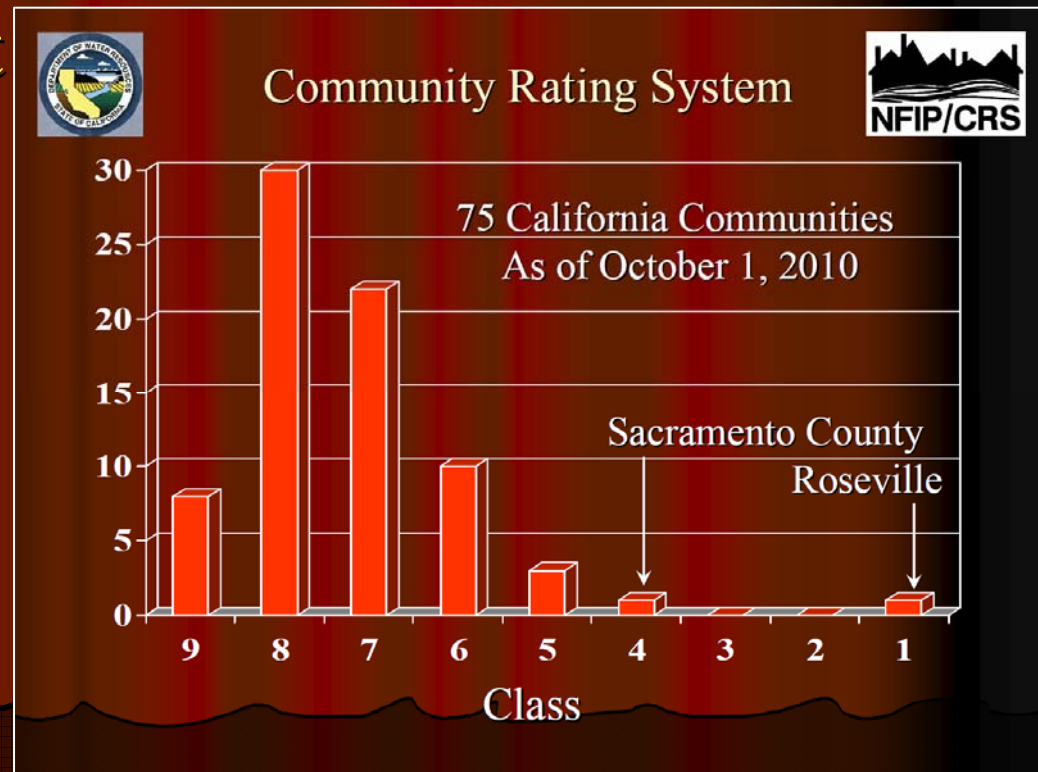


California CRS Strategy



1. Encourage participation

- CRS PowerPoint
- CRS brochure
- Quick Check





California CRS Strategy



1. Encourage participation

- CRS PowerPoint
- **CRS brochure**
- Quick Check



*The National Flood
Insurance Program's*

*Community Rating
System (CRS)*





California CRS Strategy



1. Encourage participation

- CRS PowerPoint
- CRS brochure
- Quick Check

		Scores	Now	Could	Score	Max
310	a	Will you keep FEMA Elevation Certificates on all new buildings and substantial improvements in the SFHA?	56		56	56
	b	Do you have FEMA Elevation Certificates on buildings built before your CRS application?			14	56
	f	Do you keep paper records at a secure offsite storage site or scan them and back them up?			10	10
320		Are you willing to publicize that you will read FIRMs for inquirers and keep a record of what you told them?			140	140
330	a	Do you send out newsletters or other flood informational materials to all residents in your community?			20	60
	b	Do you send out informational materials to all residents in your floodplain?			50	130
	c.1	Do you do any other flood outreach, like provide brochures or speak about flooding to groups?			10	60
340	b	Automatic credit based on Dept of Real Estate regulations	15		15	15
350	a	Do you have any flood-related references in your public library?			14	30
	c	Do you have flood-related information or links on your community's website?			10	72



California CRS Strategy



2. Facilitate credits

- **Uniform minimum credits**
- Assistance from state agencies
- DWR CRS website **UMC: 243**
- Guidance to other programs **Possible: 56**

Model ordinance: 295

State helps with up to 594 points



California CRS Strategy



2. Facilitate credits

- Uniform minimum credits
- Assistance from state agencies

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/GeneralInformation/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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2. Facilitate credits

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

The screenshot shows the Department of Water Resources website. The header includes the CA.GOV logo and the text "DEPARTMENT OF WATER RESOURCES". A navigation menu contains links for Home, Newsroom, Flood & Safety, Planning, State Water Project, Funding, Environment, Supply & Use, and Data. Below the menu, there is a search bar and a "Skip to: Content | Footer | Accessibility" link. The main content area is titled "Flood Management" and features a sidebar with links to Hydrology & Flood Operations, Delta Suisun Marsh, Flood Projects, Levee Repairs & Floodplain Management, and Flood Maintenance. The main content area includes a breadcrumb trail: "Flood & Safety Topics -> Flood Management -> Levee Repairs & Floodplain Management -> Floodplain Management Assistance -> Risk Notification". A prominent banner reads "LIVING WITH LEVEES: KNOW YOUR FLOOD RISK! Be Aware. Be Prepared." Below the banner are four columns: "Be Prepared", "Buy Flood Insurance", "Prevent Problems", and "Protect Your Property", each with a corresponding image.



California CRS Strategy



2. Facilitate credits

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



California CRS Strategy



3. Improve local programs

- Public information templates
- Models
- Training and workshops
- CRS users groups



Jane Smith

*Ask Before You Buy:
Know Your Flood Risk!*

Contact us at:
555-543-5432
www.yourwebsitehere.com





California CRS Strategy



3. Improve local programs

- Public information templates
- **Models**
- Training and workshops
- CRS users groups



California CRS Strategy



3. Improve local programs

- Public information templates
- Models
- Training and workshops
- CRS users groups

CRS Road Show

Morning: Intro to CRS

Afternoon: Activity workshop

Help create CRS users groups



California CRS Strategy



3. Improve local programs

- Public information templates
- Models
- Training and workshops
- **CRS users groups**



California CRS Strategy



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



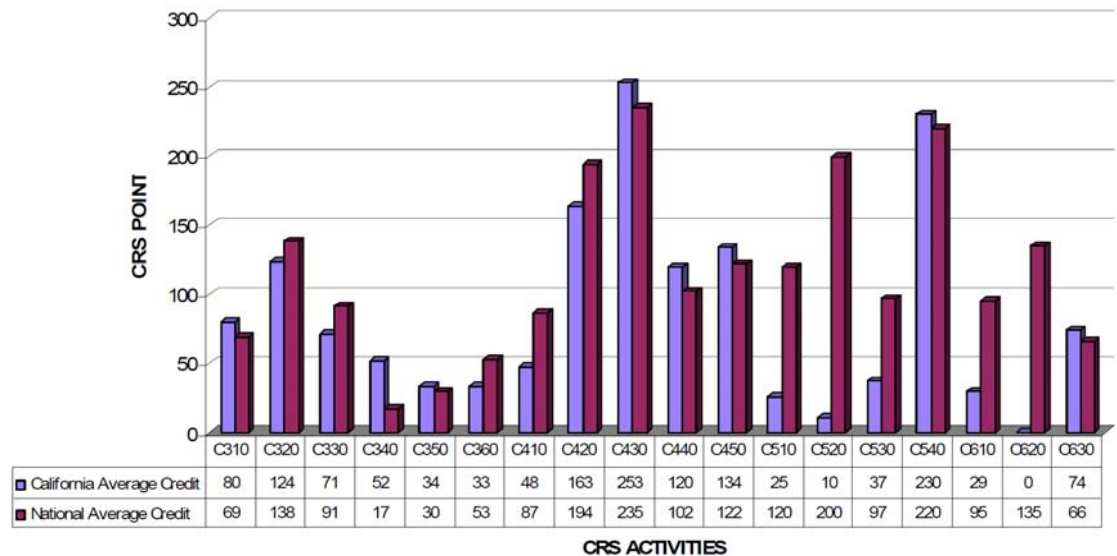
California CRS Strategy



4. Track progress

- State database
- Measure progress

FIGURE 4. STATE AND NATIONAL AVERAGE POINTS PER ACTIVITY





California CRS Strategy



4. Track progress

- State database
- **Measure progress**

Average Savings Per Policy:		\$ 103
Total Community Savings:	As of 1-1-2011	\$ 13,657,486