



CRS Coverage Improvement Plan Annual Report

2023

In addition to the PPI Plan, the City of Grand Prairie decided to do further outreach projects to improve flood insurance coverage within the community. A Flood Insurance Assessment (FIA) was performed assessing the current level of flood insurance coverage throughout the city. Results of the FIA were then incorporated into a ‘Coverage Improvement Plan’ (CP) to identify where coverage needed to be improved. The CP was developed by the FMP and PPI Committee to determine the most effective ways to increase the policy count city-wide. The following is a summary of activities that were implemented to promote the increase of flood insurance coverage and the results of a new Flood Insurance Assessment to determine if the efforts had made an improvement of coverage.

FLOOD INSURANCE ASSESSMENT:

Flood Zone	2015	2016	2017	2018	2019	2020	2021	2022	2023
Policies in Zone AE	49	58	67	74	67	60	59	35	18
Policies in Zone A	2	2	2	2	1	1	1	0	0
Policies in Zone X	225	228	234	264	307	298	273	212	190
Total	276	288	303	340	375	359	333	247	208
Occupancy									
Single Family Policies	231	242	250	275	302	295	276	191	177
2-4 Family Policies	1	1	1	2	3	4	3	1	2
Other Residential Policies	4	9	9	18	22	19	12	17	9
Non-Residential Policies	40	43	43	45	48	41	42	38	20
Total	276	295	303	340	375	359	333	247	208

Notes: 2016 as of June 30, 2017; 2017 as of May 31, 2017; 2018 as of February 28, 2018; 2019 as of May 31, 2019; 2020 as of October 2, 2020; 2023 as of Aug 30, 2023.

SUMMARY OF OUTREACH PROJECTS:

Project 1: Post Flood Information on City Website and other Social Media Outlets in Both English and Spanish

Date Verified that Website and Social Media Accounts were Active and Working

City Website Floodplain page was operational on March 3, 2023, May 22, 2023, and September 27, 2023. The webpage includes the English and Spanish floodplain brochures. The information on Flood Insurance Rate Maps, including Frequently Asked Questions. All the links within the Floodplain web page worked.

The City participated in Texas Flood Awareness social media campaign (May 22-26, 2023).

- Social Media Posts to Facebook (as of August 31, 2023)
 - Summary: 5 posts reached 3,385 resulting in 90 reactions/shares
 - Flood Safety and Flood Preparedness – May 23, 2023
 - Causes of Floods – May 24 & 25, 2023
 - Learning about historic floods in Grand Prairie – May 26, 2023
 - Flood Awareness Week – May 22, 2023
 - Alert GP – January 15, 2023

- Assessment of Usefulness

The City’s website is available in English and has a Spanish translation feature. The website provides public access to floodplain-related information in a non-threatening way. Some residents are reluctant to contact the City and ask questions about their property for fear of getting themselves in trouble.

The City’s social media accounts are only available in English. The City’s Facebook account experienced a significant number of views associated with floodplain insurance, weather warnings. Twitter posts related to flood awareness week and turn around don’t drown reached the largest number of people.

- FMP, PPI, and CP were update in 2021.
 - Recommended Changes: Work with Marketing to make monthly post.

Project 2: Mayor’s Letter Promoting Flood Insurance in The Pipeline

- Flood Insurance Letter from the Mayor was in the July 2023 Pipeline

Project 3: Flood Brochures and Flood Information in City Libraries and City Buildings

- Date Verified that brochures and Information was still in Library and Lobbies
 - December 15, 2022
 - April 4, 2023
 - July 12, 2023

- English and Spanish floodplain brochures are available at The Grand Prairie Main Library, Betty Warmack Library and City Hall. Barry Fulfer visits all three locations quarterly.

- Assessment of Usefulness

- The brochures provide relevant floodplain information to the public.
- Status of 2022-2023 Recommended Changes
 - Continue checking/restocking brochures at City facilities on a quarterly basis.
- Recommended Changes
 - Continue checking/restocking brochures at City facilities on a quarterly basis.

Project 4: City-Owned Message Boards

- 2022-2023 Dates and Messages put onto City Owned Message Boards
 - January
 - Do You Have Flood Insurance? gptx.org/flood-insurance.
 - February
 - Do You Have Flood Insurance? gptx.org/flood-insurance.
 - March
 - Do You Have Flood Insurance? gptx.org/flood-insurance.
 - April
 - Do You Have Flood Insurance? gptx.org/flood-insurance.
 - May
 - Do You Have Flood Insurance? gptx.org/flood-insurance.
 - Texas Flood Awareness Week May 22-26 gptx.org/floodplain
 - June
 - Do You Have Flood Insurance? gptx.org/flood-insurance.
 - July
 - Do You Have Flood Insurance? gptx.org/flood-insurance.
 - August
 - Do You Have Flood Insurance? gptx.org/flood-insurance.
 - September
 - Do You Have Flood Insurance? gptx.org/flood-insurance.
 - October
 - Do You Have Flood Insurance? gptx.org/flood-insurance.
 - November
 - Do You Have Flood Insurance? gptx.org/flood-insurance.
 - December
 - Do You Have Flood Insurance? gptx.org/flood-insurance.
- The messages run on 12-month cycle displaying 500,000 times on eight digital signs on roadways and in city buildings yearly.
- During a big rain event, the sign stating Turn Around Don't Drown is displayed approximately 10,000 times daily.
- If flooding is in progress, the sign stating Crossing Road Barrier Can Result in Fines is displayed.
- Assessment of Usefulness

- The City owns five outdoor message boards and locations in 3 city buildings that provide visual reminders regarding flood awareness, placed at these locations: I-20 @ Carrier Parkway, Roy Orr (Mike Lewis Park), MacArthur north of I-30 at landfill entrance, inside City Hall, Lake Ridge Parkway near Lynn Creek Park, and Warrior Dr near PlayGrand Adventures and the Prairie Paws Animal Shelter.
- Status of 2022-2023 Recommended Changes
 - Work with marketing department to update messages to include more FEMA flood insurance information and include information about new Risk Map 2.0
- Recommended Changes
 - Work with marketing department to update messages to include more FEMA flood insurance information and include information about new Risk Map 2.0

Project 5: Flood Articles in The Pipeline newsletters.

- 2022-2023 articles included in The Pipeline newsletter.
 - Flood Insurance and Community Rating System- How They Work Together November 2022
 - Protect Natural Floodplain December 2022
 - Flood Siren Information, Disaster Preparedness, Flood Safety January 23
 - Insure Your Property for Flooding February 2023
 - Flood Risk, Turn Around Don't Drown March 2023
 - Wear Blue for Flood Awareness and Outdoor Warning Sirens May 2023
 - Community Rating System and Flood Assistance Information June 2023
 - Flood Insurance Letter from the Mayor July 2023
 - Turn Around Don't Drown August 2023
 - Public Information and Flood Assistance Information September 2023
- Assessment of Usefulness
 - The Pipeline newsletter is only available in English. The flood-related articles have been translated into Spanish and are available on the Floodplain page of the City's website.
 - City staff experiences an increase in phone calls from residents following the newsletter distribution. Callers typically state that they read about the City's floodplain services in the newsletter.
- Status of 2022-23 Recommended Changes
 - No changes
- Recommended Changes
 - No changes were recommended in 2023-24.

Project 6: Community Events

- Tabletop Flood Model and Erosion Trailer Use
 - List of Community Events and Dates
 - Arbor Day- Canceled this year due to weather
 - Dubiski High School Engineering Students- January 11 &12, 2023 (Erosion Trailer and Tabletop Flood Model)
 - Crew Camp Grand Prairie High School- November 18, 2022 (Tabletop Flood Model)
 - Crew Camp Austin Environmental Science Academy- February 10, 2023 (Tabletop Flood Model)
 - Crew Camp Florence Hill Elementary School- April 6, 2023 (Tabletop Flood Model)
 - Earth Day- April 15, 2023 (Erosion Trailer & Tabletop Flood Model)
 - Public Works Day at the Library- May 16, 2023 (Erosion Trailer)
 - Crawfish Boil- June 3, 2023 (Erosion Trailer)
 - Hatch Chile Fest – August 12, 2023 (Tabletop Flood Model)
- The following items were available at the Stormwater booth in 2022:
 - Turn Around Don't Drown (TADD) stickers (provided by TFMA)
 - Coloring books (provided by TFMA)
 - Crayons and Pencils
 - Pencil Sharpeners (with city logo Turn Around Don't Drown)
 - Refrigerators magnets (with city logo Turn Around Don't Drown)
 - FEMA brochures (English and Spanish)
 - City brochures (English and Spanish)
 - Contents only postcards (English and Spanish)
 - Page with QR codes that would link visitors quickly to FEMA flood insurance and city floodplain information
- Assessment of Usefulness
 - The 2022-2023 city events event were all well-attended by individuals of all ages. The camps and library events were held for school students ranging from 3-12 grades. The coloring pages were a big hit with the kids! The QR code page was great success and allowed visitors and staff to make quick interactions while still getting our outreach messages out.
 - The flood model and erosion trailer were both well received! These outreach tools provide opportunities for interaction and discussion with guests.
- Status of 2021-2022 Recommended Changes
 - Focus outreach booths more on schools, library events, HOA and PID meetings, Earth Day, National Night Out.
- Recommended Changes for 2023-24
 - Focus outreach booths more on schools, library events, HOA and PID meetings, Earth Day, National Night Out.
 - Pre-stuff giveaway bag brochures, coloring pages, etc.

Project 7: Flood Information Brochure in Both English and Spanish Mailed to Residents in SFHA and RL Area (Target Audience)

- Date Implemented 20 and 21 September 2023
 - Mailing labels were updated based on returned mail from 2022.
- Assessment of Usefulness
 - As of September 1, 2023- (? #) properties in the SFHA had flood insurance policies.

Year	Number of Policies
2017	69
2018	76
2019	68
2020	61
2021	60
2022	35
2023	18

- Status of 2021-2022 Recommended Changes
 - Add a cover sheet on City letterhead to 2023 SFHA mailouts with a brief explanation of the important information in the brochure. (RL already has a cover sheet)
 - Made slight changes to letter by update web links that were broken.
- Recommended Changes
 - None

Project 8: “Contents Only” Flood Brochure in Both English and Spanish Mailed to Residents Who Rent Property in the SFHA or Flood Prone Areas (Target Audience)

- Date Implemented: 20 and 21 September 2023.
 - The mailing list was updated based on returned mail in 2022.
- Assessment of Usefulness
 - The City mailed 868 postcards to this Target Audience (residents who rent property within mapped SFHA and flood prone areas).
- Status of 2021-22 Recommended Changes
 - No changes were recommended.
- Recommended Changes
 - Update postcard message; several addresses in Willow Bend MHP were not included in mailing list; consider adjusting the target audience as the number of policies in the current mailing list is currently zero.

Project 9: Flood Brochure to Residents below Joe Pool Dam (Target Audience)

- Date Implemented: 20 and 21 September 2023
- Assessment of Usefulness

- The City mailed 341 postcards in September 2023 to the Target Audience (areas generally within the probable breach inundation area of Joe Pool Dam).

Year	Number of Policies
2017	5
2018	9
2019	Unable to determine
2020	Unable to determine
2021	Unable to determine
2022	5
2023	5

- Status of 2021-2022 Recommended Changes
 - Update postcard message and add Mountain Creek Dam and Padera Dam Residents to 2023-2024
- Recommended Changes
 - Update postcard message to cover dams and levees Residents to 2023-2024 outreach.

Project 10: Flood Brochure Mailed to Residents of Kirby Creek Erosion Area (Target Audience)

- Date Implemented
 - In 2019, City staff developed a postcard to replace the letter for this outreach project. The postcard included information in English and Spanish.
- Assessment of Usefulness
 - The City mailed 129 postcards to this target audience in September 2023.

Year	Number of Policies
2017	2
2018	0
2019	Unable to determine
2020	Unable to determine
2021	Unable to determine
2022	3
2023	2

- Status of 2022-2023 Recommended Changes
 - Update postcard message
- Recommended Changes
 - Update postcard message to make generic to cover all creeks and streams in city.

Project 11: Flood Postcard for Flood Siren Locations

- Date Implemented

- In late 2021, City staff developed a postcard for this outreach project. The sirens went live in October 2021 but have not been activated other than for testing. There has not been a flood event since activation. The postcard gives residents information about the flood sirens located near them and what they should do in the event the sirens are sounded for a flood. The postcard included information in English and Spanish.
- Assessment of Usefulness
 - The usefulness will be assessed after the sirens are activated during a flood event.
- Status of 2022-2023 Recommended Changes
 - No changes were recommended.
- Recommended Changes
 - Update and mail post cards
 - Complete the standard operating procedures for activating the sirens

Project12: Floodgate Information Postcard (Postcard not sent out this year due to both sites being out of service)

- Date Implemented
 - In late 2022, City staff update a postcard for this outreach project to reflect second gate location. The new gate location at SW 3rd St went live in September 2022. The postcard included information in English and Spanish.
- Assessment of Usefulness
 - Gives useful information to resident about what to expect when gates deploy during a flooding event.
- Status of 2022-2023 Recommended Changes
 - No changes were recommended.
- Recommended Changes
 - Update the postcards to not only give information to resident about what to expect when gates deploy during a flooding event but, also give information about the dangers of going around barricades.

Project 13&14: Mandatory Purchase Requirement Letter to Lenders, Realtors, and Insurance Agents:

- Date Implemented
 - The letters were printed in English and Spanish and mailed in September 2023. Contact information was updated prior to the mailing.
- Assessment of Usefulness
 - This is a FEMA-required annual mailing. Based on the increased calls City staff receives from real estate agents and insurance agents, the outreach activities to these groups appears to be effective.
- Status of 2022-2023 Recommended Changes

- No changes were recommended.
- Recommended Changes
 - Update mailing list before 2024 letters are sent out.