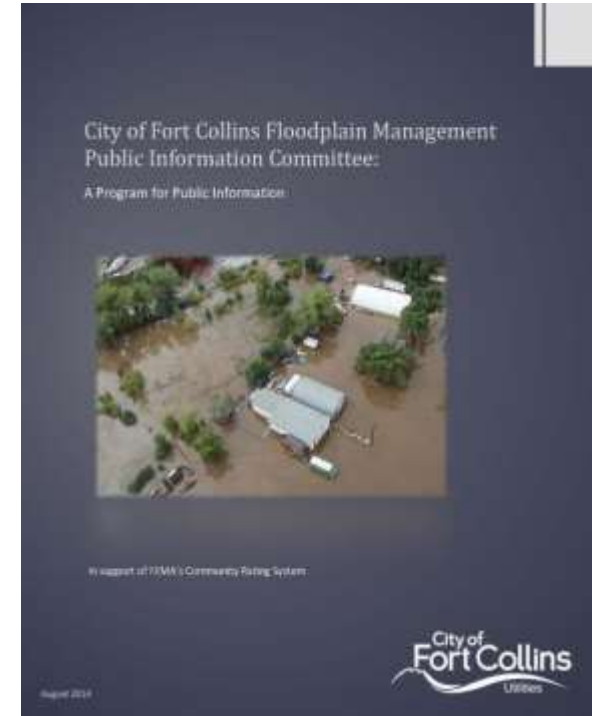


- Development of initial plan
January – March 2014
- Annual Meetings
March 2015, 2016, 2017



- **Purpose**
Develop a program for public information that will guide Stormwater in the future.
- **Goal**
Bring outside stakeholders together with the City to develop partnerships, provide expertise and create consistent messaging for the public.



- City Staff - Floodplain, PIO, Natural Resources, Social Sustainability, City Safety, Environmental Services
- Board of Realtors
- Red Cross
- FEMA
- Chamber of Commerce
- Colorado State University
- Wildland Restoration Volunteers
- Colorado Riparian Association
- Poudre School District
- Colorado Association of Stormwater and Floodplain Managers
- Volunteers of America



Fort Collins: Be Flood Ready

Poudre River flooding along
Vine Drive in September 2013



Be Red Cross Ready

Get a kit. Make a plan. Be informed.

It's important to prepare for possible disasters and other emergencies. Natural and human-caused disasters can strike suddenly, at any time and anywhere. There are three actions everyone can take that can help make a difference:

Be Red Cross Ready Checklist

- 1) Know what emergency or disaster you need to be ready for and how to respond.
- 2) Have a Red Cross Ready Kit.
- 3) Have an emergency preparedness kit.
- 4) Know how to make an evacuation plan and how to use it.
- 5) Know how to use a fire extinguisher.
- 6) Know how to use a first aid kit.
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Get a kit



As a volunteer, know the local resources in your area. Know the location of the nearest Red Cross office. Know the location of the nearest hospital. Know the location of the nearest fire station. Know the location of the nearest police station. Know the location of the nearest gas station. Know the location of the nearest grocery store. Know the location of the nearest bank. Know the location of the nearest post office. Know the location of the nearest library. Know the location of the nearest community center. Know the location of the nearest senior center. Know the location of the nearest day care center. Know the location of the nearest child care center. Know the location of the nearest religious institution. Know the location of the nearest government building. Know the location of the nearest court house. Know the location of the nearest police station. Know the location of the nearest fire station. Know the location of the nearest hospital. Know the location of the nearest pharmacy. Know the location of the nearest veterinarian. Know the location of the nearest pet store. Know the location of the nearest florist. Know the location of the nearest dry cleaner. Know the location of the nearest laundromat. Know the location of the nearest car wash. Know the location of the nearest car repair shop. Know the location of the nearest mechanic. Know the location of the nearest auto parts store. Know the location of the nearest tire store. Know the location of the nearest oil change service. Know the location of the nearest car wash. Know the location of the nearest car repair shop. Know the location of the nearest mechanic. Know the location of the nearest auto parts store. Know the location of the nearest tire store. Know the location of the nearest oil change service.

Make a plan



1) Meet with your family or household members.
 2) Discuss how to prepare and respond to emergencies that can occur locally, by region, or across the country.
 3) Identify responsibilities for each member of your household and plan to meet regularly to review.
 4) It's a family matter to be sure that plans have the approval of all those involved.
 5) Discuss how to evacuate your home or workplace during an emergency.
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Be informed



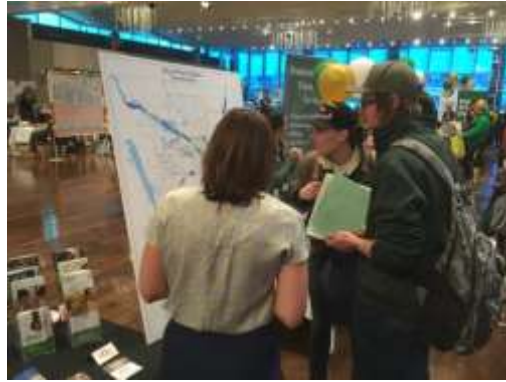
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For more information on disaster and emergency preparedness, visit RedCross.org.

- Entire city of Fort Collins
- 100- and 500-year floodplain
- Repetitive loss area (one property)
- CSU campus
 - Students living off campus
- Drivers
- Poudre School District students
- Realtors, lenders, insurance agents
- Trail users
- City employees



Committee members brainstorming target areas and audiences.

- Old Town
- Properties near detention ponds and irrigation ditches
- Offset from high flood prone area – “buffer”
- Poudre River Corridor based on RiskMAP (2017-2018)
- Erosion buffer zones
- Dam hazards
- Properties behind levees
- Contractors



Six Priority CRS Topics

- Know your flood hazard
- Insure your property for flood hazard
- Protect people from the hazard
- Protect property from the hazard
- Build responsibly
- Protect natural floodplain functions

Additional Topics

- Flood warning
- Floodplain regulations
- Basement flooding
- Drive safe



*1904 Flood on the Poudre River
Buckingham Neighborhood looking east*

Colorado State University

- Increased coordination with CSU
- Important target audience

CSU Housing Fair

- 2,000 students
- Many rentals are in floodplain
- Many rentals have basements



Bus Bench Signage

- Six locations around town
Near flood prone areas
High visibility locations
- One of the most recognized forms of public outreach

**According to Citizen Survey*

2016 Benches
Changed design



Improved Relationship

- First meeting – thought we were changing the floodplain regulations
- Upset we were previously sending info to Realtors

Became Strategic Partner

- Help distribute brochure
- Logo on brochure
- Generate ideas



Peadra River Flooding along View Drive in September 2013

Realtors, Lenders, Insurance Agents,
Property Managers and Appraisers



Help Fort Collins Be Flood Ready

Inform. Educate. Be Flood Ready.

Fort Collins: Be Flood Ready
Fort Collins Utilities would like to partner with you. As professionals in the real estate, lending, insurance, property management and appraisal industries, you have a unique opportunity to help our community be flood ready.

You are able to reach out to clients and share information on flood risks, flood insurance and how they can build responsibly. By sharing this information with property owners, they will be more informed and able to make safer, long-term decisions.

0108 04

- Children's Water Festival
- Poudre River Fest
- Earth Day
- Poudre River Forum
- Big Splash
- Safety Fair

2016 - Added questions and prizes for more interactive experience



RiskMAP

- Target Audiences
- Messages
- Communicate early!
- Info added to outreach brochures



*September 2013 Poudre River Flood
College Avenue and Vine Drive*

Commemoration of 20th Anniversary of 1997 Spring Creek Flood

- Target Audiences
- Messages
- What would make event a success?



1997 Flood on Spring Creek

- Difficulty documenting success
 - Have some metrics, but....
- Changing focus of external stakeholders
- Managing expectations
 - Too many projects

2016 Children's Water Festival



A CRS Program for Public Information

1997 Flood High Water Mark

