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# Program for Public Information

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Story County,  
Iowa



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Adopted by the Story County Board of  
Supervisors

June 2014

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## Background

To create this Plan, Story County worked to develop educational and outreach projects with input and support from local volunteers and County staff, looking for creative and innovative ideas and tools and also employing tested outreach techniques in our toolbox. As Story County began the process to join the Community Rating System (CRS) Program, the Board of Supervisors directed County staff to develop an official outreach program created to educate, prepare, and aid residents on floodplain mapping and general information, flood and storm water protection, and best practices to consider.

Floodplains in Story County (unincorporated) were first mapped through the National Flood Insurance Program (NFIP) on November 15, 1977, and the initial Flood Insurance Rate Map (FIRM) became effective on June 1, 1983. On February 20, 2008, Story County (unincorporated) and the communities in Story County adopted new maps - the Digital Flood Insurance Rate Map (DFIRM) – and Flood Insurance Study (FIS) report completed as a countywide study produced in digital format. With the mapping revisions that occurred through the DFIRM creation and subsequent adoption, approximately 95,564 acres of land were identified as being in the Special Flood Hazard Study (SFHA) (for unincorporated Story County.) Table 1 below shows the approximate changes that occurred in terms of lands and structures affected with the adoption of the 2008 maps.

### *The Community Rating System has three goals:*

- *Reduce and avoid flood damage to insurable property,*
- *Strengthen and support the insurance aspects of the NFIP, and*
- *Foster comprehensive floodplain management.*

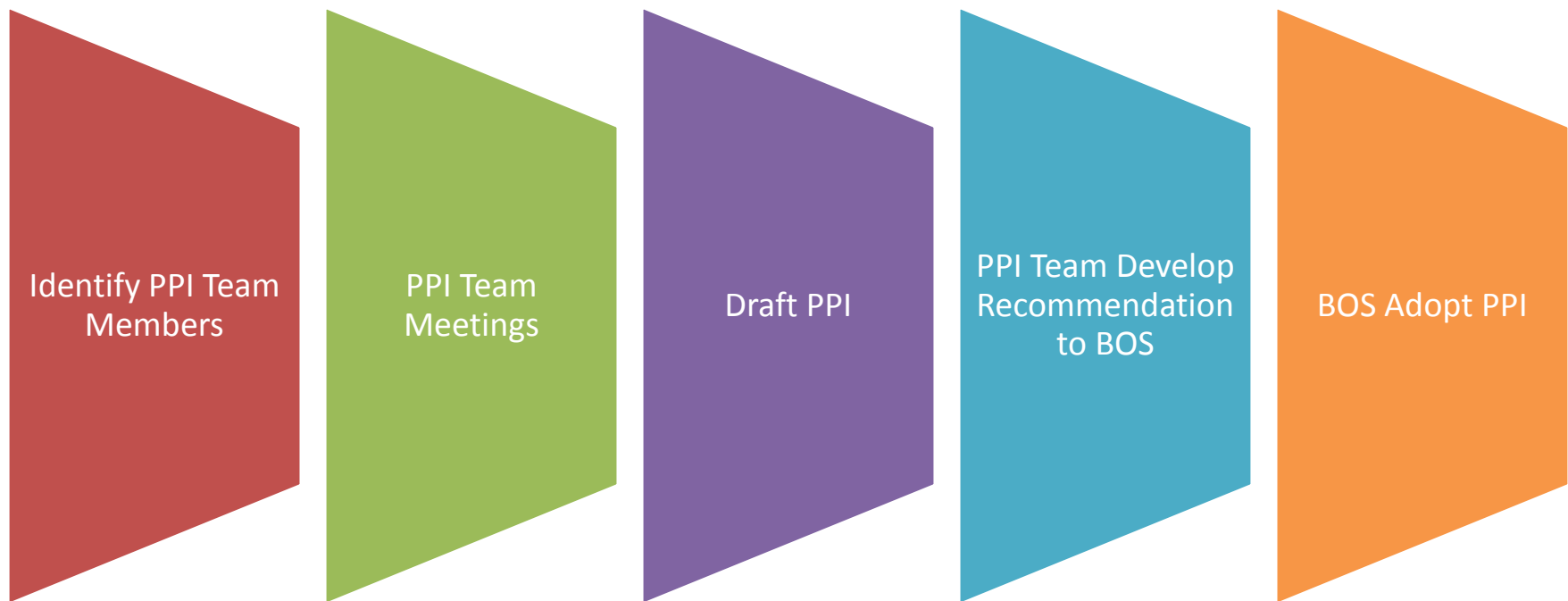
**Table 1 – Changes in acres and number of structures from 1986 – 2008 FIRMS**

	Date of Map	
	June 1, 1983	February 20, 2008
Total SFHA acres	28,266 acres	95,564 acres
Zone A acres	NA	85,165 acres
Zone AE (detailed study) acres	NA	11,399 acres
Total SFHA structures*	33 structures	132 structures

\* Structures include dwellings, low damage potential buildings, and accessory buildings.

With the numbers of structures added to the floodplain, as well as the numbers of Letters of Map Changes (LOMC) applied for and granted by FEMA subsequent to the effectiveness of the new maps, the Story County Board of Supervisors viewed the CRS as a solid program in which to actively seek participation. This Program for Public Information (PPI) sets forth strategies for the County to implement and defines more innovative ways to notify and empower the citizens with knowledge on floodplain management and insurance practices. It highlights our efforts to prepare, implement and monitor a range of public information activities.

In developing this PPI, Story County followed the planning process highlighted below. The sections that follow present more detailed information as to the steps undertaken and resulting directions.



## PPI Team

The Story County Board of Supervisors identified the intrinsic value in incorporating stakeholder organizations from the inception of the PPI through the development and adoption stages and viewed the involvement as a positive means to spread awareness about this educational program. A core group of names were identified, following guidance from the CRS Coordinator's Manual as follows:

- PPI Team has to consist of at least five people; and
- At least half of PPI Team are stakeholders and non (County) employees.

PPI Team members included the following:

Steve Soupir, PE, CFM – Fox Engineering

Steve McGill – State Bank and Trust

Marc Olson - Hunziker & Associates, REALTORS

Drew Kamp – Ames Economic Development Commission

Dave Miller – Iowa State University

Margaret Jaynes – Story County Environmental Health Director

Darren Moon – Story County Engineer

Mike Cox – Story County Conservation Director

Leanne Harter – Story County Planning and Development

Melissa Spencer – Story County Emergency Management Deputy Coordinator

Three PPI Team meetings were initially scheduled, each one anticipated to last two hours. Agendas and sign-in sheets from each meeting are attached as Appendix A. After the second meeting, the PPI Team reached consensus to recommend approval of the proposed Plan to the Board of Supervisors, and, as such, the third meeting was deemed unnecessary.

The first PPI Team meeting lasted two hours, during which time current outreach practices were identified and an overview of the floodplain management program was presented. A brainstorming session took place, and PPI Team members were asked to suggest new outreach techniques to possibly incorporate.

During the second PPI Team meeting, scheduled for two hours, the draft PPI was presented for discussion. PPI Team members reviewed the document and presented the comments listed on the following page.

PPI Team members noted the following in regards to changes to make on the draft PPI document:

- Footnote needs amended – states *Participation* rather than *Implementation*;
- Correct instances of *PPT* rather than *PPI*;
- Verify the numbers of structures in Table 2 prior to final approval;
- In list of target audiences, add numbers for consistency with text;
- Rename *Builders and Contractors* to *Development Community* to include engineers and surveyors;
- With the strategy for “Compile Fact Sheets and post online”, revise to remove the “Drainage System Maintenance” sheet and add “Know Your Watershed Address”;
- For messages that include the “Presentations on disaster preparedness to groups, communities” add “schools”;
- Under “Turn around, don’t drown” message, add strategy for “Enhance links to Emergency Management information online”;
- Under “How to prepare for flooding” message, amend last strategy by replacing *brochure* with *packet*.
- Under message “Don’t dump in our streams and ditches”, add “Report from Skunk River Navy” under the outcome.
- Add “Biennial training on floodplain mapping, insurance and management to development community” to “Know flood building requirements” and “Get a permit before you build” messages.
- In *Follow Up* section, second paragraph, replace *Country’s* with *County’s*: and
- Add new strategy for all messages entitled “Develop a ‘Know your Floodplain’ curriculum geared for high school-age students” with an associated timeframe of March 2014 – ONGOING.
- Under Community Needs Assessment, in Table 2 (pg. 5), the 23 total policies are of the 132 structures mentioned in Background, Table 1?
- Under Projects and Initiatives, Know Your Flood Risk Message, I can help in distributing information to public libraries throughout the County (pg. 8).
- With regards to publicizing the Flood Smart website, I can assess the interest of local communities and businesses in participating (pg. 9).
- On page 9, I can also assist in distributing National Flood Insurance Program literature to realtors throughout the County as needed.
- On page 10, I support integrating any and all floodplain management regulations and permitting requirements to the BEACON site to inform the public.
- Page 12, under outcomes for everyone can buy flood insurance, what is Zone X?
- Page 13, I can assist in whatever the appropriate capacity, in presentations to groups, civic associations, and communities (identify and recruitment).
- Similarly, on page 15, I can help facilitate contact and recruit schools for possible presentations.
- Page 15, Flood Protection Brochure. I strongly support this. Communities really like simplified and easy dissemination of information and communication.
- Page 16, Stormwater Management Best Practices brochure. Please see attachments from IDNR. EPA’s *Stormwater Management Best Practices* and *National Menu of Stormwater Best Management Practices*.

- Page 7 target Audience #2 references Table 4. Should that be table 3?
- Page 8 target audience #3 references 100 structures demonstrated in Table #1. The table does not show that number. I know it is the 132 minus the Letters of map changes but that is not shown. Should it be?
- Throughout where we reference the “know your floodplain” curriculum, I’d like to change it to middle school or high school. Jerry pointed out that getting into high schools is very difficult.

These comments were all incorporated into the PPI before presenting for consideration by the Board of Supervisors.

## Community Needs Assessment

### Flood Insurance Data

Flood insurance is required as a condition of Federal aid, a mortgage, or loan that is federally insured for a building located in the Special Flood Hazard Area. In unincorporated Story County, the breakdown on flood insurance policies in place as of March 18, 2014, is shown below on Table 2.

**Table 2 - Number and type of flood insurance policies**

Type of Policy	Number of Policies
For properties located in the SFHA	6
Standard B, C and X* Zone policies	4
Preferred Risk Policies	13
Total Policies	23

*\*Zone X is defined in the Flood Insurance Study – Story County, Iowa and Incorporated Areas as: Zone X is the flood insurance rate zone that corresponds to areas outside the .02-percent-annual-chance floodplain, areas within the 0.2-percent-annual-chance floodplain, areas of 100-year flooding where average depths are less than 1 foot, areas of 1-percent-annual chance flooding where the contributing drainage area is less than 1 square mile, and areas protected from the 1-percent-annual-chance flood by levees. No BFEs or depths are showing within this zone.*

### Social and Economic Needs

Total population (for all of Story County) has increased from the 2000 Census population at 79,981 to the 2012 estimates at 89,734. The total unincorporated population was 8,474 persons according to the 2010 Census. As Figure 1 on the following page demonstrates, new housing construction has remained on the rise since 2011, and the average value of a single-family dwelling construction in unincorporated Story County rose to \$257,957 in 2013.

### Community Description (Section 2.2 from Flood Insurance Study)

Story County is located near the center of Iowa. It is approximately 30 miles west of Marshalltown. Total land area is approximately 576 square miles....The climate of Story County typifies central Iowa with wide seasonal fluctuations in temperature and precipitation. The average annual temperature is 47 degrees Fahrenheit (F.) with an average high in June of 87 degree F. and average low in January of 11 degrees F. There is an average of 155 frost-free days each year. The annual precipitation for the study area averages 32 inches. Of this, 71 percent or 23 inches fall during the growing season from April to September. An average of 32 inches of snowfall occurs each winter.

The surface is characterized by nearly level to gently and strongly sloping terrain, the latter of which is most dominant along the south Skunk River and its tributaries. Due to the relatively level nature of the topography, up to one-half of the county has been drained by artificial systems through the use of tile and open ditches.

All of Story County lies in the Clarion-Nicollet-Webster soil association area which contains some of the best agricultural soils in the State of Iowa. These soils were originally formed from glacial till of the last ice age under the influence of prairie vegetation. The Clarion loam soils are located on the upland highs and ridges on typical two to five percent slopes. These soils range from slightly to severely susceptible to erosion, have good internal drainage and high water holding capacity.

Nicollet soils have a loamy texture and are found on upland intermediate high elevations on typical one to three percent slopes. They are slightly susceptible to erosion, have poor internal drainage and a high water holding capacity.

The general geology in Story County consists basically of the unconsolidated deposits of glacial origin (Pleistocene Drift) above the consolidated rock formations of the Pennsylvanian and Mississippian Age. The unconsolidated deposits may be as thick as 200 feet containing silt, clay, sands and gravels. The uppermost bedrock units in the northwest third of the county are dolomites and limestone of the Mississippian Age. In the remainder of the county, the bedrock unit is chiefly shale of the Pennsylvanian Age with thin layers of sandstone.

Over 90 percent of Story County lies in the upper reaches of the Skunk River basin whose drainage eventually outlets to the Mississippi River.

Development in the county is sparse residential. Development in the floodplain consists of single-family residential.



The strategies outlined in this Plan make sure that the right messages, tools, and resources will be communicated to our identified “target audiences”. The County is cognizant that messages will need to be repeated and distributed in varying forms, media and come from different sources.

## Target Audiences

The PPI Team identified the following target audiences towards which strategies should be put in place. Projects are to be directed to all properties (residential, commercial, industrial, and public) in these six main areas:

1. Repetitive Loss Areas
2. Commercial Zoning/Use Areas
3. Structures Added with 2008 DFIRM
4. Real Estate, Lending and Insurance Companies
5. Development Community
6. General Public

## Repetitive Loss Areas (Target Audience #1)

According to information provided by FEMA, there are only two repetitive loss properties (RPLs) in unincorporated Story County. This number is further reduced to one property in that the records do not reflect that one of the RPLs was a “buy-out property”. The house and accessory structures have been destroyed and the property is under the ownership of Story County.

A repetitive loss property is a property for which two or more flood insurance claims of more than \$1,000 have been paid by the NFIP within any 10-year period since 1978. Some information on repetitive loss properties is subject to the Privacy Act. Information such as the names of people and addresses of properties that have received repetitive flood insurance claims payments or the amounts of the claims may not be released to the public.

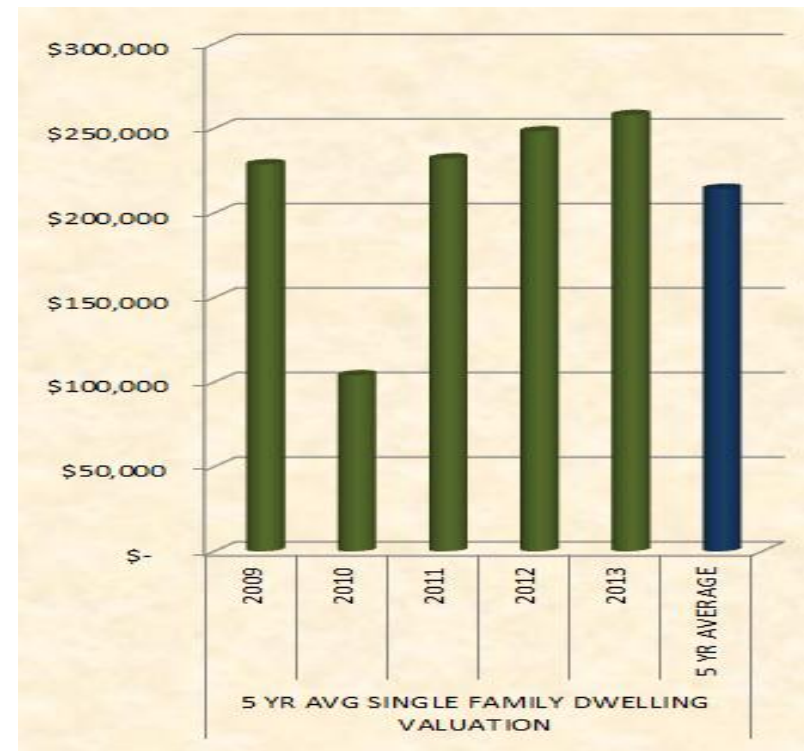


Figure 1- Average single-family dwelling construction values (unincorporated Story County)

### Commercial Zoning/Use Areas (Target Audience #2)

Story County first established zoning on September 2, 1958, for the unincorporated areas. While the majority of the unincorporated area is zoned A-1, Agricultural, there are more intensive land uses in zoning districts non-agricultural in nature. As Table 3 indicates, approximately 67.08 acres zoned HI – Heavy-Industrial, C-LI – Commercial-Light Industrial or A-2 Agribusiness are located in the general floodplain (where detailed elevations have not been developed by FEMA). In addition, approximately 48.38 acres are in the areas where detailed studies have been completed and have one of the three zoning designations listed above.

**Table 3 – Commercial zoning areas in the SFHA**

<b>Zoning District</b>	<b>Total Acres of Zoning (not Concerned with Floodplain)</b>	<b>Detailed Study (Zone AE) – Floodway and Floodway Fringe Delineated</b>	<b>General Floodplain (Zone A)</b>	<b>Total Floodplain and Percentage of Total Acres for Zoning</b>
HI – Heavy Industrial	239.8 acres	0.11 acres	0.22 acres	0.33 acres (0.14%)
C-LI – Commercial-Light Industrial	580.1 acres	22.72 acres	50.74 acres	73.46 acres (12.66%)
A-2 Agribusiness	506.4 acres	25.55 acres	16.12 acres	41.67 acres (8.23%)
<i>Totals</i>	<i>1,326.30 acres</i>	<i>48.38 acres</i>	<i>67.08 acres</i>	<i>115.46 acres (8.71%)</i>

### Structures Added with 2008 DFIRM (Target Audience #3)

As Table 1 demonstrates, nearly 100 structures were included in the areas mapped with the 2008 DFIRM adopted by Story County. Prior to 2008, 36 Letters of Map Change (LOMC) had been approved by FEMA (dating back to 1986). However, in the time period from the 2008 – 2014, 37 LOMCs had been requested and acted upon. A great number of structures, whether refinancing, sales, or new construction, are now being told they are required to have flood insurance or seek a LOMC through FEMA to remove the structure from the floodplain.

### Real Estate, Lending and Insurance Companies (Target Audience #4)

All three of these entities are key to conveying information about flood hazards and flood insurance. This PPI encourages strategies that make sure they understand flood hazards and insurance and communicating effectively about risks that may be assumed. The goal is to provide as many tools as possible with the information.

### **Development Community (Target Audience #5)**

Builders, contractors, surveyors, and engineers need to know the floodplain management regulations, construction rules, post-disaster repair rules, and possible mitigation grants that could help their customers protect their homes from flooding.

### **General Public (Target Audience #6)**

In general, when flooding occurs, it impacts residents of Story County even when their properties are not flooded. This Plan recognizes that general outreach strategies on Story County's programs and the NFIP should be implemented.

## Projects and Initiatives

This PPI defines public outreach programs to use to help get information out in regards to floodplain management, flood insurance and mitigation. To ensure the programs reach the intended audience(s), the following “Messages and Outcomes” are set as priorities for Fiscal Year 2015 (July 1, 2014 – June 30, 2015).

Message	Outcome(s)	Related CRS Topic	Target Audience(s)
<b>Know your flood risk.</b>	<ul style="list-style-type: none"> <li>• More map inquiries.</li> <li>• More floodplain permit applications/less enforcement “without a permit”.</li> <li>• Increase in number of “hits” on website.</li> </ul>	Know your flood hazard.	1 2 3 4 5 6
<p><i>Know your flood risk STRATEGIES:</i></p> <ul style="list-style-type: none"> <li>• Compile Fact Sheets and post online: Public Service Notice; Natural and Beneficial Functions; Know Your Watershed Address; Flood Hazard Areas, Flood Safety; Flood Warning System; Where to Get Information on SFHA?; Property Protection Measures; Floodplain Permit Requirements; Substantial Improvement/Damage; Flood Insurance Purchase Requirements; How to Select a Contractor; Key to Acronyms. TIMEFRAME: April 2014 – August 2014</li> <li>• Compile information for Flood Protection Library – available in digital format online and distributed to all public libraries in Story County. TIMEFRAME: July 2014 – December 2014</li> <li>• Create “Know your Floodplain” mapping toolkit TIMEFRAME: July 2014 – December 2014</li> <li>• Biennial training on floodplain mapping, insurance and management to lenders, insurance agents, and real estate agents. TIMEFRAME: July 2014 – ONGOING – First training session to occur during Fall 2014.</li> <li>• Publicize flood warning information TIMEFRAME: May 2014 - ONGOING</li> <li>• Create map information service log and log inquiries for properties located in unincorporated Story County. TIMEFRAME: May 2014 – ONGOING</li> <li>• Newsletter article in <i>Our Story</i> (published quarterly) TIMEFRAME: May 2014 – ONGOING</li> <li>• Develop a “Know your Floodplain” curriculum geared for middle and high school-age students. TIMEFRAME: May 2014 – ONGOING</li> </ul>			

Message	Outcome(s)	Related CRS Topic	Target Audience(s)
<b>You need flood insurance.</b>	<ul style="list-style-type: none"> <li>Increase in number of flood policies.</li> <li>Increase in number of “hits” on website.</li> </ul>	Insure your property for your flood hazard.	1 2 3 4 5 6
<p><i>You need flood insurance</i> <b>STRATEGIES:</b></p> <ul style="list-style-type: none"> <li>Compile Fact Sheets and post online: Public Service Notice; Natural and Beneficial Functions; Know Your Watershed Address; Flood Hazard Areas, Flood Safety; Flood Warning System; Where to Get Information on SFHA?; Property Protection Measures; Floodplain Permit Requirements; Substantial Improvement/Damage; Flood Insurance Purchase Requirements; Key to Acronyms. TIMEFRAME: April 2014 – August 2014</li> <li>Compile information for Flood Protection Library – available in digital format online and distributed to all public libraries in Story County. TIMEFRAME: July 2014 – December 2014</li> <li>Mailer sent to all properties in the floodplain TIMEFRAME: January 2015</li> <li>Mailer to RPL properties TIMEFRAME: January 2015</li> <li>Mailer targeted to Commercial/Industrial properties TIMEFRAME: January 2015</li> <li>Biennial training on floodplain mapping, insurance and management to lenders, insurance agents, and real estate agents. TIMEFRAME: July 2014 – ONGOING – First training session to occur during Fall 2014.</li> <li>Newsletter article in <i>Our Story</i> TIMEFRAME: May 2014 – ONGOING</li> <li>Publicize the Flood Smart website (<a href="http://www.floodsmart.gov">www.floodsmart.gov</a>) through business cards on the counters of Emergency Management, Planning and Development, Board of Supervisors, and County Engineer Departments TIMEFRAME: October 2014 – ONGOING</li> <li>Distribute National Flood Insurance Program (NFIP) literature to real estate agents in area, ask that they distribute it to all buyers TIMEFRAME: January 2015 – March 2015</li> <li>Develop a “Know your Floodplain” curriculum geared for middle and high school-age students. TIMEFRAME: May 2014 – ONGOING</li> </ul>			

Message	Outcome(s)	Related CRS Topic	Target Audience(s)
<b>Get a permit before you build.</b>	<ul style="list-style-type: none"> <li>• More floodplain permit applications/less enforcement “without a permit”.</li> <li>• Increase in number of “build flood smart” packets distributed.</li> </ul>	Protect your property from the hazard. Build responsibly.	1 2 3 4 5 6
<p><i>Get a permit before you build</i> <b>STRATEGIES:</b></p> <ul style="list-style-type: none"> <li>• Compile information for Flood Protection Library – available in digital format online and distributed to all public libraries in Story County. TIMEFRAME: July 2014 – December 2014</li> <li>• Mailer sent to all properties in the floodplain TIMEFRAME: January 2015</li> <li>• Biennial training on floodplain mapping, insurance and management to lenders, insurance agents, and real estate agents. TIMEFRAME: July 2014 – ONGOING – First training session to occur during Fall 2014.</li> <li>• Biennial training on floodplain mapping, insurance and management to development community. TIMEFRAME: March 2015 – ONGOING – First training session to occur during Fall 2014.</li> <li>• Newsletter article in <i>Our Story</i> TIMEFRAME: May 2014 – ONGOING</li> <li>• Integrate floodplain management regulations and permitting requirements on the Story County Assessor’s (BEACON) website. TIMEFRAME: December 2014 – March 2015</li> <li>• Develop a “Know your Floodplain” curriculum geared for middle and high school-age students. TIMEFRAME: May 2014 – ONGOING</li> </ul>			

Message	Outcome(s)	Related CRS Topic	Target Audience(s)
<b>Know flood building requirements.</b>	<ul style="list-style-type: none"> <li>• More floodplain permit applications/less enforcement “without a permit”.</li> <li>• Increase in number of “build flood smart” packets distributed.</li> </ul>	Protect your property from the hazard. Build responsibly.	5
<p><i>Know flood building requirements</i> <b>STRATEGIES:</b></p> <ul style="list-style-type: none"> <li>• Compile information for Flood Protection Library – available in digital format online and distributed to all public libraries in Story County. TIMEFRAME: July 2014 – December 2014</li> <li>• Mailer sent to all properties in the floodplain TIMEFRAME: January 2015</li> <li>• Biennial training on floodplain mapping, insurance and management to lenders, insurance agents, and real estate agents. TIMEFRAME: July 2014 – ONGOING – First training session to occur during Fall 2014.</li> <li>• Biennial training on floodplain mapping, insurance and management to development community. TIMEFRAME: March 2015 – ONGOING – First training session to occur during Fall 2014.</li> <li>• Newsletter article in <i>Our Story</i> TIMEFRAME: May 2014 – ONGOING</li> <li>• Integrate floodplain management regulations and permitting requirements on the Story County Assessor’s (BEACON) website. TIMEFRAME: December 2014 – March 2015</li> <li>• Develop a “Know your Floodplain” curriculum geared for middle and high school-age students. TIMEFRAME: May 2014 – ONGOING</li> </ul>			

Message	Outcome(s)	Related CRS Topic	Target Audience(s)
<p><b>Everyone can buy flood insurance. Flood insurance will cover damages from flooding that most homeowner's policies don't cover.</b></p>	<ul style="list-style-type: none"> <li>• Increase number of flood policies in Zone X.</li> <li>• Increase in number of "hits" on website.</li> </ul>	<p>Insure your property for your flood hazard.</p>	<p>4 6</p>
<p><i>Everyone can buy flood insurance. Flood insurance will cover damages from flooding that most homeowner's policies don't cover</i> <b>STRATEGIES:</b></p> <ul style="list-style-type: none"> <li>• Compile information for Flood Protection Library – available in digital format online and distributed to all public libraries in Story County. TIMEFRAME: July 2014 – December 2014</li> <li>• Biennial training on floodplain mapping, insurance and management to lenders, insurance agents, and real estate agents. TIMEFRAME: July 2014 – ONGOING – First training session to occur during Fall 2014.</li> <li>• Newsletter article in <i>Our Story</i> TIMEFRAME: May 2014 – ONGOING</li> <li>• Publicize the Flood Smart website (<a href="http://www.floodsmart.gov">www.floodsmart.gov</a>) through business cards on the counters of Emergency Management, Planning and Development, Board of Supervisors, and County Engineer Departments TIMEFRAME: October 2014 – ONGOING</li> <li>• Distribute National Flood Insurance Program (NFIP) literature to real estate agents in area, ask that they distribute it to all buyers TIMEFRAME: January 2015 – March 2015</li> <li>• Develop a "Know your Floodplain" curriculum geared for middle and high school-age students. TIMEFRAME: May 2014 – ONGOING</li> </ul>			



Message	Outcome(s)	Related CRS Topic	Target Audience(s)
<b>Turn around, don't drown.</b>	<ul style="list-style-type: none"> <li>Decrease in traffic incidents related to flooded roadways.</li> </ul>	Protect people from flooding.	6
<p><i>Turn around, don't drown</i> <b>STRATEGIES:</b></p> <ul style="list-style-type: none"> <li>Compile information for Flood Protection Library – available in digital format online and distributed to all public libraries in Story County. TIMEFRAME: July 2014 – December 2014</li> <li>Presentations on disaster preparedness to groups, civic associations, communities, schools TIMEFRAME: July 2014 – ONGOING</li> <li>Publicize <i>Flooding in Iowa</i> ISU Extension Series videos TIMEFRAME: July 2014 - ONGOING</li> <li>Newsletter article in <i>Our Story</i> TIMEFRAME: May 2014 – ONGOING</li> <li>Develop a “Know your Floodplain” curriculum geared for middle and high school-age students. TIMEFRAME: May 2014 – ONGOING</li> <li>Enhance links to Emergency Management information online. TIMEFRAME: July 2014 - ONGOING</li> </ul>			

Message	Outcome(s)	Related CRS Topic	Target Audience(s)
<b>You can protect your house from flooding.</b>	<ul style="list-style-type: none"> <li>• More map inquiries.</li> <li>• Increase in number of “hits” on website.</li> <li>• Increase in number of “build flood smart” packets distributed.</li> <li>• Presentations at civic and community groups</li> </ul>	Protect people from flooding.	4 5 6
<p><i>You can protect your house from flooding</i> <b>STRATEGIES:</b></p> <ul style="list-style-type: none"> <li>• Compile information for Flood Protection Library – available in digital format online and distributed to all public libraries in Story County. TIMEFRAME: July 2014 – December 2014</li> <li>• Presentations on disaster preparedness to groups, communities, schools TIMEFRAME: July 2014 – ONGOING</li> <li>• Publicize <i>Flooding in Iowa</i> ISU Extension Series videos TIMEFRAME: July 2014 - ONGOING</li> <li>• Mailer sent to all properties in the floodplain TIMEFRAME: January 2015</li> <li>• Mailer to RPL properties TIMEFRAME: January 2015</li> <li>• Biennial training on floodplain mapping, insurance and management to development community. TIMEFRAME: March 2015 – ONGOING – First training session to occur during Spring 2015.</li> <li>• Newsletter article in <i>Our Story</i> TIMEFRAME: May 2014 – ONGOING</li> <li>• Publicize the Flood Smart website (<a href="http://www.floodsmart.gov">www.floodsmart.gov</a>) through business cards on the counters of Emergency Management, Planning and Development, Board of Supervisors, and County Engineer Departments TIMEFRAME: October 2014 – ONGOING</li> <li>• Develop a “Know your Floodplain” curriculum geared for middle and high school-age students. TIMEFRAME: May 2014 – ONGOING</li> </ul>			

Message	Outcome(s)	Related CRS Topic	Target Audience(s)
How to prepare for flooding?	<ul style="list-style-type: none"> <li>• Presentations at civic and community groups</li> <li>• Increase in number of presentations to schools</li> <li>• County preparation of pre-flood plans and toolkits for responding before, during and after events</li> </ul>	Protect people from flooding.	6
<p><i>How to prepare for flooding?</i> <b>STRATEGIES:</b></p> <ul style="list-style-type: none"> <li>• Compile information for Flood Protection Library – available in digital format online and distributed to all public libraries in Story County. TIMEFRAME: July 2014 – December 2014</li> <li>• Presentations on disaster preparedness to groups, communities, schools TIMEFRAME: July 2014 – December 2014</li> <li>• Publicize <i>Flooding in Iowa</i> ISU Extension Series videos TIMEFRAME: July 2014 - ONGOING</li> <li>• Mailer sent to all properties in the floodplain TIMEFRAME: January 2015</li> <li>• Newsletter article in <i>Our Story</i> TIMEFRAME: May 2014 – ONGOING</li> <li>• Publicize the Flood Smart website (<a href="http://www.floodsmart.gov">www.floodsmart.gov</a>) through business cards on the counters of Emergency Management, Planning and Development, Board of Supervisors, and County Engineer Departments TIMEFRAME: October 2014 – ONGOING</li> <li>• Flood protection assistance log TIMEFRAME: September 2014 – ONGOING</li> <li>• Real-time flood gage information TIMEFRAME: November 2014 – ONGOING</li> <li>• Flood protection packet: have Flood Insurance on your property and also on its content; know how to shut off the electricity and gas to your house when a flood comes; make a list of emergency numbers and identify a safe place to go to; make a household inventory, especially of basement content; put insurance policies, valuable papers, medicine, etc. in a safe place; collect and put cleaning supplies, camera, waterproof boots, etc. in a handy place; develop a disaster response plan; consider some permanent flood protection measures; mark your fuse or breaker box to show the circuits to the floodable areas; check your building for water entry points (in basements); install a floor drain plug, stand pipe, overhead sewer, or sewer backup valve to prevent sewer back up flooding. TIMEFRAME: December 2014 – February 2015</li> <li>• Develop a “Know your Floodplain” curriculum geared for middle and high school-age students. TIMEFRAME: May 2014 – ONGOING</li> </ul>			

Message	Outcome(s)	Related CRS Topic	Target Audience(s)
<b>Don't dump in our streams and ditches.</b>	<ul style="list-style-type: none"> <li>Secondary roads reports decrease in the number of illegal dumping in roadside ditches</li> <li>Report from the Skunk River Navy</li> </ul>	Protect Natural Floodplain Functions	1 2 3 4 5 6
<p><i>Don't dump in our streams and ditches</i> <b>STRATEGIES:</b></p> <ul style="list-style-type: none"> <li>Compile information for Flood Protection Library – available in digital format online and distributed to all public libraries in Story County. TIMEFRAME: July 2014 – December 2014</li> <li>Presentations on disaster preparedness to groups, communities, schools TIMEFRAME: July 2014 – December 2014</li> <li>Publicize <i>Flooding in Iowa</i> ISU Extension Series videos TIMEFRAME: July 2014 - ONGOING</li> <li>Newsletter article in <i>Our Story</i> TIMEFRAME: May 2014 – ONGOING</li> <li>Create stormwater best management practices brochure and release in digital and print copy. Distribute existing digital resources such as EPA's <i>Stormwater Management Best Practices</i> and <i>National Menu of Stormwater Best Management Practices</i>. TIMEFRAME: January 2015 – April 2015</li> <li>Develop a "Know your Floodplain" curriculum geared for middle and high school-age students. TIMEFRAME: May 2014 – ONGOING</li> </ul>			

Message	Outcome(s)	Related CRS Topic	Target Audience(s)
High Water Marks	<ul style="list-style-type: none"><li>High water marks are permanently identified post-flood events and mapped in GIS</li></ul>	Protect Natural Floodplain Functions	1
			2
			3
			4
			5
			6
<p><i>High Water Marks</i> <b>STRATEGIES:</b></p> <ul style="list-style-type: none"><li>Compile information for Flood Protection Library – available in digital format online and distributed to all public libraries in Story County. TIMEFRAME: July 2014 – December 2014</li><li>Publicize <i>Flooding in Iowa</i> ISU Extension Series videos TIMEFRAME: July 2014 - ONGOING</li><li>Newsletter article in <i>Our Story</i> TIMEFRAME: May 2014 – ONGOING</li><li>Define guidelines as to when high water marks are to be permanent and responsible party(ies) for identify and marking and entering into GIS TIMEFRAME: January 2015 – May 2015</li><li>Develop a “Know your Floodplain” curriculum geared for middle and high school-age students. TIMEFRAME: May 2014 – ONGOING</li></ul>			

## Follow Up

Story County will monitor the projects as they develop, along with organizations that have volunteered to help, and the CRS Coordinator will annually report the results to the Board of Supervisors. The County will record all input from the PPI Team members and suggestions from other employees, elected officials, stakeholders participating in the activities, and concerned citizens. These suggestions will be forwarded annually to the PPI Team who will meet annually at least once to review the outcomes of each project. The PPI Team will recommend to the Board of Supervisors whether the projects should be changed or discontinued, or new strategies incorporated.

All outcomes and revisions will be approved annually by the Board of Supervisors and submitted as part of the County's annual recertification package to the CRS.

## Adoption

**ADOPTED** by the Story County Board of Supervisors this 24th day of June 2014.

*Effective July 1, 2014.*

\_\_\_\_\_

Story County Board of Supervisors

ATTEST: \_\_\_\_\_

Story County Auditor





## Appendix A





Story County Planning and Development  
Administration Building  
900 6<sup>th</sup> Street, Nevada, Iowa 50201

Ph. 515-382-7245 Fax 515-382-7294  
[www.storycountyiowa.gov](http://www.storycountyiowa.gov)

## AGENDA

Story County PPI Team  
Wednesday, April 23, 2014  
9:00 am – 11:00 am  
EOC – Basement

- I. Roll Call and Introductions
- II. What is CRS?
- III. Story County Floodplain Management Program
- IV. IFSMA/IDNR CRS Toolkit
- V. CRS "To-Do" List
- VI. Comments
- VII. Adjournment



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## SIGN-IN SHEET

Story County PPI Team  
Wednesday, April 23, 2014  
9:00 am – 11:00 am  
EOC – Basement

### NAME

### CONTACT INFORMATION

Melissa Spencer - Story EMA	m Spencer@storycounty.com
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## AGENDA

Story County PPI Team  
Wednesday, April 23, 2014  
9:00 am – 11:00 am  
EOC – Basement

### I. Roll Call and Introductions

Those present: Darren Moon, Mike Cox, Melissa Spencer, Leanne Harter, Margaret Jaynes, Drew Kamp, Steve Soupir, Marc Olson

Ms. Leanne Harter thanked everyone for agreeing to serve on the PPI Team and for attending the meeting. The agenda was reviewed, and Ms. Harter explained that minutes of the meeting were to be kept as record of the meeting. A sign-in sheet was passed around.

Ms. Harter distributed hand-outs for the meeting and agenda was review.

Members present introduced themselves and shared what they knew about floodplain in Story County and what concerns them most about floodplain development.

### II. What is CRS?

Ms. Harter presented a PowerPoint presentation on the CRS Program and steps required to enter the program.

### III. Story County Floodplain Management Program

PPI Team members were provided with an overview of the Story County Floodplain Management Ordinance and the Flood Insurance Study was passed around for review. Ms. Harter explained the County's jurisdiction was limited to the unincorporated areas of Story County.

Recent modifications to Story County's website at [www.storycountyiowa.gov](http://www.storycountyiowa.gov) were presented and discussed and additional revisions and changes highlighted.

### IV. IFSMA/IDNR CRS Toolkit



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Ms. Harter went to the IFSMA website at [www.iowafloods.org](http://www.iowafloods.org) and briefly introduced team members to the CRS Toolkit. She indicated the toolkit was being used extensively to walk through the CRS application process, and that the toolkit include templates to modify at part of the PPI.

V. CRS "To-Do" List

Ms. Harter referred everyone to the "To-Do List" that was included in the meeting packet. The PPI Team worked through the list and discussed the following:

Direction from the PPI Team that the Flood Protection Library should made available in both digital and paper copy formats at local libraries, as well as on the Story County website.

Team members discussed the Beacon (Story Assessor) website and what floodplain information was available and how easily-understood it was. Direction was given to enhance the information with Letters of Map Changes (LOMC). Also, PPI Team members discussed using and making the publicly aware of the availability and "how to use" Google Earth – National Flood Hazard Layer and the FIRMette Tool through FEMA's Map Service Center.

Team members brainstormed these ideas:

- Key to acronyms
- Make sure acronyms are well defined/explained on public outreach documents
- Link to Emergency Management information and resources
- Training for real estate agents, lenders, insurance agents
- Partner with "one call"
- Maximum use of the Iowa Flood Center
- Provide a "how to read and understand" a typical floodplain map.
- Outreach to schools
- FAQs

VI. Comments

VII. Adjournment

PPI Team next meeting in Wednesday, May 7, 2014.



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## AGENDA

Story County PPI Team  
Wednesday, May 7, 2014  
9:00 am – 11:00 am  
EOC – Basement

- I. Roll Call and Introductions
- II. Review and Approve Meeting Notes from April 23, 2014, meeting.
- III. Review Draft *Program for Public Information*
- IV. Comments
- V. Adjournment



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## AGENDA

Story County PPI Team  
Wednesday, May 7, 2014  
9:00 am – 11:00 am  
EOC – Basement

- I. Roll Call and Introductions  
Those present: Darren Moon, Mike Cox, Melissa Spencer, Leanne Harter, Margaret Jaynes, Steve McGill, Marc Olson, Paul Toot (ex-officio)
- II. Review and Approve Meeting Notes from April 23, 2014, meeting.  
Motion by Jayne, Second by Olson MCU
- III. Review Draft *Program for Public Information*
  - PPI Team members noted the following in regards to changes to make on the draft PPI document:
  - Footnote needs amended – states Participation rather than Implementation;
  - Correct instances of PPT rather than PPI;
  - Verify the numbers of structures in Table 2 prior to final approval;
  - In list of target audiences, add numbers for consistency with text;
  - Rename Builders and Contractors to Development Community to include engineers and surveyors;
  - With the strategy for “Compile Fact Sheets and post online”, revise to remove the “Drainage System Maintenance” sheet and add “Know Your Watershed Address”;
  - For messages that include the “Presentations on disaster preparedness to groups, communities” add “schools”;
  - Under “Turn around, don’t drown” message, add strategy for “Enhance links to Emergency Management information online”;
  - Under “How to prepare for flooding” message, amend last strategy by replacing brochure with packet.
  - Under message “Don’t dump in our streams and ditches”, add “Report from Skunk River Navy” under the outcome.



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- Add “Biennial training on floodplain mapping, insurance and management to development community” to “Know flood building requirements” and “Get a permit before you build” messages.
- In Follow Up section, second paragraph, replace Country’s with County’s: and
- Add new strategy for all messages entitled “Develop a ‘Know your Floodplain’ curriculum geared for high school-age students” with an associated timeframe of March 2014 – ONGOING.

#### IV. Comments

PPI Team members indicated it would be necessary to meet again. The plan would be amended to reflect the changes discussed and forwarded via email, and based on that, recommendation by the PPI Team will be forwarded on to the Board of Supervisors.

#### V. Adjournment



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