



CRS Floodplain and Stormwater Program for Public Information (PPI) Annual Report

2024

In 2015, the City of Grand Prairie adopted a Public Protection Information Plan under the Community Rating System Program to guide city officials in how to implement floodplain information outreach projects that would be most beneficial to all residents of Grand Prairie. The 2015 plan was updated in 2021.

This is a summary of the PPI Committee Meeting that was held on September 3, 2024. This summary includes the status of the action items in the plan, an assessment of each project's usefulness, and any committee recommended changes.

Outreach Project 1 and 2: 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 September 23, 2024. 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.

Social Media Posts to Facebook (as of September 23, 2024)

- Summary: 4 posts reached 7,926 resulting in 620 reactions/shares
 - Protect Our Watershed – Feb. 18, 2024
 - Benefit of Watershed – March 13, 2024
 - Flash Flood Warning– May 28, 2024
 - Flood Insurance – September 11, 2024

- 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 updated in 2023.
- Recommended Changes 2023-2024
 - Work with Marketing to make monthly post.

Outreach Project 3: Flood Articles in The Pipeline newsletters. FY 2024 articles included in The Pipeline newsletter.

- Flood Insurance and Community Rating System- How They Work Together October 2023
- Flood Insurance and Community Rating System November 2023
- Flood Siren Information, Disaster Preparedness, Flood Safety January 2024
- Insure Your Property for Flooding February 2024
- Flood Risk, Turn Around Don't Drown March 2024
- Community Rating System and Flood Assistance Information June 2024
- Flood Safety July 2024
- Flood Insurance Letter from the Mayor August 2024
- Turn Around Don't Drown August 2024
- 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 2023-2024 Recommended Changes
 - No changes
- Recommended Changes 2024-2025
 - Add phone numbers or URLs to articles to track responses.
 - Use QR codes that lead to comprehensive information; include QR codes in addition to the written content, not as a replacement.
 - Consider how changes in weather patterns impact expectations in the region.
 - Make updates to articles if needed but avoid excessive changes to meet ISO requirements.
 - Use available space in most newsletters to expand on topics related to extreme weather, such as the City is experiencing more frequent and intense storms.
 - Include QR codes in Emergency Management articles that link to maps of flood and risk zones.
 - Collaborate with the National Weather Service (NWS) for additional information.
 - Send new or significantly modified articles to ISO to ensure they meet requirements.

- Prior to the start of the year, send all of the 2025 articles to Communications (Cami) to allow her to insert them as space allows.

Outreach Project 4: City owned Message Boards

- Dates and Messages put onto the Message Boards
 - April - May 2024

The City posts messages on the following message boards:

- Arkansas SB at SH-161 Service Rd. (next to PSB)
- Conover at SH-161 NBFR
- Fort Worth St at SH-161 SBFR
- IH-30 at SH-161 SBFR
- Main St at NW 7th West Bound
- Mayfield at SH-161 NBFR
- Tarrant at SH-161 NBFR

The City changes the messages on each board as warranted by weather conditions or local emergencies. The two messages typically used include “Flash Flood Warning / Turn Around Don’t Drown” and “Flooding Possible / If Water On Rd Turn Around Don’t Drown”.

- Assessment of Usefulness
 - Messages provide drivers with regular reminders of potentially hazardous driving conditions.
- Status of 2023-2024 Recommended Changes
 - Update FMP and PPI to show that these message boards are city owned and operated and not TxDOT
- Recommended Changes 2024-2025
 - None

Outreach Project 5: City-Owned Message Boards

- 2024 Dates and Messages put onto City Owned Message Boards

January

Do You Have Flood Insurance? [floodsmart.gov](https://www.floodsmart.gov).

February

Do You Have Flood Insurance? [floodsmart.gov](https://www.floodsmart.gov).

March

Do You Have Flood Insurance? [floodsmart.gov](https://www.floodsmart.gov).

April

Do You Have Flood Insurance? floodsmart.gov.

May

Do You Have Flood Insurance? floodsmart.gov.

June

Do You Have Flood Insurance? floodsmart.gov.

July

Do You Have Flood Insurance? floodsmart.gov.

August

Do You Have Flood Insurance? floodsmart.gov.

September

Do You Have Flood Insurance? floodsmart.gov.

October

Do You Have Flood Insurance? floodsmart.gov.

November

Do You Have Flood Insurance? floodsmart.gov.

December

Do You Have Flood Insurance? floodsmart.gov.

- 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 2023-2024 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 2024-2025
 - Whether in or out of SFHA, residents should receive the same flood insurance discount from CRS.
 - Verify that residents are receiving the appropriate discount. The discount should have been applied automatically but may not be clearly itemized on their statements.
 - There is a difference in the number of homes with mandatory flood insurance versus those that actually have it. The number of mandatory policies has decreased as homeowners within the SFHA pay off their mortgages.
 - Check with John Bowman or Gilbert Giron at FEMA for the best language to communicate the CRS discount and how residents can go about verifying that they are receiving the discounted rate.

Outreach Project 6: Post Signs on Existing Flood Gauges at Low Water Crossings

- Date Implemented and Date Verified Signs are still there

The signs have been installed. For the three low water crossings with flashers, we have a series of three signs to warn drivers: 1) “Road May Flood”, 2) “When Flooded Turn Around Don’t Drown” and 3) “Water Over Road When Flashing”. For stream gauge locations without flood flashers, just the first two signs are used.
- Locations with signage and flashing lights:
 - Riverside Dr @ WFTR – Inspected September 18, 2024
 - Signage is in place, no damage.
 - Flashing lights tested and functional.
 - Carrier Pkwy @ Cottonwood Creek (with LWC gates) – July 11, 2024
 - Signage is in place.
 - Gates are out of service due to a vehicle accident on September 23, 2021. Currently being worked on by Streets Department and 3rd Party Contractor High Sierra. Site Inspected July 11, 2023
 - E Jefferson St – Inspected July 11, 2024
 - Signage is in place.
 - Flashing lights need to be recalibrated due to impact from car.
 - 3rd St @ Cottonwood Creek (McFalls Park) – Inspected July 11, 2024
 - Signage is in place.

- Flashing lights are currently under maintenance and awaiting a software update.
- Locations with signage but no lights:
 - Robinson Rd and Marshall Rd @ Cottonwood Creek – Inspected July 11, 2024
 - Carrier Pkwy @ I-20 – Inspected July 11, 2024
 - Robinson Rd @ I-20 – signs that were previously at this location have been retired due to the Robinson Road widening project, which alleviated flooding. Location observed July 11, 2024.
- City staff designed and installed 7 permanent signs at locations prone to flooding:
 - Eastbound Jefferson at Mountain Creek – Inspected July 11, 2024
 - Northbound Carrier at Cottonwood Creek– Inspected July 11, 2024
 - Southbound Carrier at Cottonwood Creek– Inspected July 11, 2024
 - Northbound SW 3rd at Cottonwood Creek– Inspected July 11, 2024
 - Southbound SW 3rd at Cottonwood Creek– Inspected July 11, 2024
 - Northbound Riverside at low water crossing– Inspected July 11, 2024
 - Westbound Riverside at low water crossing– Inspected July 11, 2024



Eastbound Jefferson at Mountain Creek

- Assessment of Usefulness
 - The signs warn of potential flooding dangers on these roadways that tend to flood.
- Status of 2023-2024 Recommended Changes
 - No Changes

- Recommended Changes 2024-2025
 - None

Outreach Project 7: Tabletop Flood Model and Erosion Trailer Use

- List of Community Events and Dates
 - March 27-28, 2024: CREW Camp with High School Students (Tabletop Flood Model).
 - April 20, 2024: Earth Day- (Discontinued due to inclement weather).
 - May 7-9, 2024: CREW Camp with Elementary School Students (Tabletop Flood Model).
 - August 3, 10, 17, 24, 31, 2024: Farmers Market (Tabletop Flood Model).
 - September 7, 2024: Pickleball Fest @ Market Square (Tabletop Flood Model).
 - September 28, 2024: Meat on Main BBQ Fest @ Market Square (Tabletop Flood Model).
- The following items were available at the Stormwater booth in 2024. All items include either “Turn Around Don't Drown” or “City of Grand Prairie Storm Water Utility” logos:
 - Pencil Sharpeners (with city logo Turn Around Don't Drown).
 - City Floodplain brochures (English and Spanish).
 - Water bottles with Turn Around Don't Drown Logo.
 - Pencils.
 - Stress Balls.
 - Reusable Straws.
 - Water Guns.
 - Notepads.
 - Sunglasses.
- Assessment of Usefulness
 - The 2023-2024 City events were attended by individuals of all ages. The CREW camp events were held for school students ranging from 3rd-12th grades.
 - The flood model was well received! These outreach tools provide opportunities for interaction and discussion with guests.
- Status of 2023-2024 Recommended Changes
 - Focus outreach booths more on schools, library events, HOA and PID meetings, Earth Day, National Night Out.
- Recommended Changes for 2024-2025
 - Focus on outreach booths at library events, HOA and PID meetings, and National Night Out.

- Pre-stuff giveaway bag brochures, bookmarks, rack cards, coloring pages, etc.
- Special mascot (example Dallas uses small teddy bear; other use rubber duck; color changing cups; trash bags for cars)
- Keep brochures for larger projects and CRS points while also distributing smaller items.
- Background boards for quicker information

Outreach Project 8: Alert GP Service

- Date Implemented
 - Articles promoting Alert GP service were published in the Pipeline during 2024
- Assessment of Usefulness
 - The articles provided information on how to sign up for the service.
- Status of 2023-2024 Recommended Changes
 - No Changes
- Recommended Changes 2024-2025
 - Incentives for new signups (gift card, preparedness kit)

Outreach Project 9: Flood Brochures and Flood Information in City Libraries and City Buildings

- Date Verified that brochures and Information was still in Library and Lobbies
 - July 2024
 - September 2024
- English and Spanish floodplain brochures are available at The Grand Prairie Main Library and Betty Warmack Library.
- Assessment of Usefulness
 - The brochures provide relevant floodplain information to the public.
- Status of 2023-2024 Recommended Changes
 - Continue checking/restocking brochures at City libraries.
- Recommended Changes 2024-2025
 - Check/restock brochures at City facilities on a quarterly basis.
 - Provide floodplain brochures outside Engineering area at City Hall

Outreach Project 10 and 11: Flood Information Brochure in Both English and Spanish Mailed to Residents in SFHA and RL Area (Target Audience) Date Implemented 23 August 2024.

- Mailing labels were reused from 2023.
- Assessment of Usefulness
 - As of August 23, 2024 - 12 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 |
| 2024 | 16 |

- Status of 2023-2024 Recommended Changes
 - All hyperlinks were verified.
 - Added 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)
- Recommended Changes 2024-2025
 - No changes were recommended.

Outreach Project 12: “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: August 23, 2024
 - Mailing labels were reused from 2023.
- Assessment of Usefulness
 - The City mailed 866 postcards to this Target Audience (residents who rent property within mapped SFHA and flood prone areas).
- Status of 2023-2024 Recommended Changes
 - No changes were recommended.
- Recommended Changes 2024-2025
 - 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.

Outreach Project 13: Flood Brochure to Residents below Joe Pool Dam, Dorchester and Landfill Levee (Target Audience)

- Date Implemented: August 23, 2024
- Assessment of Usefulness
 - The City mailed 341 postcards 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 |
| 2024 | 2 |

- Status of 2023-2024 Recommended Changes
 - No change.
- Recommended Changes 2024-2025
 - Update target audience to generally include areas within the probable breach inundation area of Mountain Creek and Padera Lake Dams.

Outreach Project 14: Flood Brochure Mailed to Residents of Creek Erosion Area (Target Audience was determined as properties within 50 feet of a creek)

- Date Implemented: August 23, 2024.
 - 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 545 postcards to this target audience in August 2024.

| Year | Number of Policies |
|-----------|---------------------|
| 2017 | 2 |
| 2018 | 0 |
| 2019-2021 | Unable to determine |
| 2022 | 3 |
| 2023 | 2 |
| 2024 | 4 |

- Status of 2023-2024 Recommended Changes

- Target audience was expanded from Kirby Creek to all creeks represented on the City’s GIS layer named “River Creeks.”
- Recommended Changes 2024-2025
 - Update postcard message

Outreach Project 15: Flood Postcard for Flood Siren Locations

- Date Implemented: September/October 2024 (Sent to Printers on 09/19/2024. Waiting update from the Printers)
- In late 2021, City staff developed a postcard for this outreach project. The sirens were completed in October 2021 but have not been activated nor tested on a regular basis. 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 2023-2024 Recommended Changes
 - No changes were recommended.
- Recommended Changes 2024-2025
 - Update and mail postcards – full size sheet to show all siren locations, goal by end of year
 - Complete the standard operating procedures for activating the sirens
 - Email sent 3 Sep 2024 for feedback.

Outreach Project 16: Floodgate Information Postcard (Postcard not sent out this year due to both sites being out of service) Cottonwood Creek, Carrier and SW 3rd Street crossings

- Date Implemented: N/A
- 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 2023-2024 Recommended Changes
 - No changes were recommended.
- Recommended Changes 2024-2025

- 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.
- Information was provided on how to escape if stuck in the gate; The City is working on rewording it.
- City plans to build a bridge to eliminate the need for gates.

Outreach Project 17 and 18: Mandatory Purchase Requirement Letter to Lenders, Realtors, and Insurance Agents:

- Date Implemented: August 23, 2024.
 - The letters were printed in English and Spanish and mailed in August 2024. Contact information was verified and updated as needed prior to the mailing.
- Assessment of Usefulness

This is a FEMA-required annual mailing. Based on feedback from the insurance agent on the Floodplain Management Committee, the mailing labels were updated to resemble handwriting in hopes to increase effectiveness.
- Status of 2023-2024 Recommended Changes
 - Updated mailing list before 2024 letters were sent out.
- Recommended Changes 2024-2025
 - Update mailing list before 2025 letters are sent out.

Outreach Project 19: Bus Driver Training at Grand Prairie ISD

- Date Implemented
 - In progress. Video of table-top storm water model has been created.
- Assessment of Usefulness
 - Ongoing development activity
- Status of 2023-2024 Recommended Changes
 - Develop a presentation that can be shared with school district so they can do self-paced on-line training.
- Recommended Changes 2024-2025
 - Get with school districts (Midlothian, Arlington, Mansfield, Grand Prairie) to provide training materials. Contact now for February for example.
 - Use video from interns with training; consider sending to them vs. in-person at a staff meeting with sign-in sheet.
 - Give bus drivers a copy of the calendar.

Outreach Project 20: “Do Not Dump” Markers

- Date Implemented: Continuous
- Assessment of Usefulness
 - Environmental Services Department adds to and updates inventory of the markers. Gives residents reminders to not dump in inlets and streams.
- Status of 2023-2024 Recommended Changes
 - No changes were recommended.
- Recommended Changes 2024-2025
 - Work with Environmental Services Department to update location listing and target with social media post or newsletter article.
 - Under new MS4 permit, need to inventory all storm drain inlets and work on adding markers to them.
 - New inlets, stamp in concrete; potentially add to standard details for inlets.
 - Use PHEQ inlet marker map to identify inlets in flood prone areas and emphasize getting markers there first.
 - Check with Code Compliance if have an inventory of “no dump” signs. Language counts.