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# MEMORANDUM

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Date: June 21, 2018

To: The Honorable Chairman and Members  
Pima County Board of Supervisors

From: C.H. Huckelberry  
County Administrator

A handwritten signature in black ink, appearing to be "CHH", is written over the printed name "C.H. Huckelberry".

Re: **Flood Insurance Public Information Promotion**

Please see the attached June 20, 2018 memorandum from the Regional Flood Control District (RFCD) Director Suzanne Shields.

The County now experiences a Class 5 National Flood Insurance Program Community Rating System (CRS) that allows unincorporated residents to receive a 25 percent discount on their flood insurance rates. We are very close to becoming a Class 3 CRS which will allow a 35 percent discount and place the RFCD in the top one to two percent of all floodplain management communities nationwide.

To help achieve a Class 3 standard, we need an Elected Official to provide a video community service message. The message will discuss the importance of residents who may be exposed to flood hazards to obtain national flood insurance. Our Communications Office will be contacting individual Board members to determine your willingness to provide such a public service announcement video.

CHH/anc

Attachment

c: Jan Leshar, Chief Deputy County Administrator  
Carmine DeBonis, Jr., Deputy County Administrator for Public Works  
Suzanne Shields, Director, Regional Flood Control District  
Mark Evans, Communications Manager, Communications Office

**TO:** C. H. Huckelberry  
County Administrator

**DATE:** June 20, 2018

**FROM:** Suzanne Shields, P.E.  
Director

**SUBJECT:** Program for Public Information Flood Insurance Promotion by an Elected Official

The Pima County Regional Flood Control District (District) participates in the National Flood Insurance Program's Community Rating System (CRS). The CRS encourages communities to develop a Program for Public Information (PPI) to better communicate flood risk and floodplain management goals to the public, including topics such as flood insurance, public safety and flood mitigation. On March 20, 2018, the Board of Directors adopted a PPI Document developed by the District and its stakeholders.

A primary objective of CRS and PPI is to improve and promote flood insurance coverage throughout Pima County. Since many County residents may not be aware that flood insurance is available or may not feel the need to obtain flood insurance due to our desert climate, the District has chosen to promote flood insurance as a critical component of creating a more flood resilient community.

As you are aware, the District's current rating as a Class 5 CRS community earns residents of unincorporated Pima County a 25% discount on flood insurance. The District has nearly enough points to become a Class 3 CRS community, which would increase the insurance discount to 35%, and would put the District in the top 1 to 2 percent of floodplain communities nationwide. There are a few prerequisites that need to be met in order to achieve this goal. In order to satisfy the requirements of the PPI and meet one of the prerequisites requires a statement by an elected official regarding the need for flood insurance. Statements at a regular meeting of the government body are not sufficient; however, a public service announcement made by an elected official would be acceptable. The District would like to collaborate with a member of the Board of Supervisors (Board) to deliver a statement, press release or other means to raise awareness of flood insurance and encourage homeowners or renters in at-risk areas to protect their investments against future flood losses. The statement would then be disseminated through websites, news stations, and District outreach events.

With a member of the Board participating in this important outreach effort, I feel that the essential message of public safety and the need for flood insurance will have a greater impact on Pima County residents. Although a single elected official is all that is required, perhaps a video, produced by our Communications Department with statements from all of the Board members, is possible and could be more effective.

I am requesting your direction regarding which Board member might participate, or the feasibility of all Board members participating.

Please let me know if you have any questions.

SS/tj

c: Carmine DeBonis, Deputy County Administrator – Public Works  
Eric Shepp, Deputy Director – Regional Flood Control District