

BATAVIA CITY COUNCIL CONFERENCE MEETING

**City Hall - Council Board Room
One Batavia City Centre
Monday, July 13, 2015 at 7:00 PM**

AGENDA

- I. Call to Order
- II. Program for Public Information for the Community Rating System
- III. Amend the Fire Department 2015-2016 Budget
- IV. Final Design Funding for Summit Street Reconstruction Project
- V. Adjournment



To: Jason Molino, City Manager

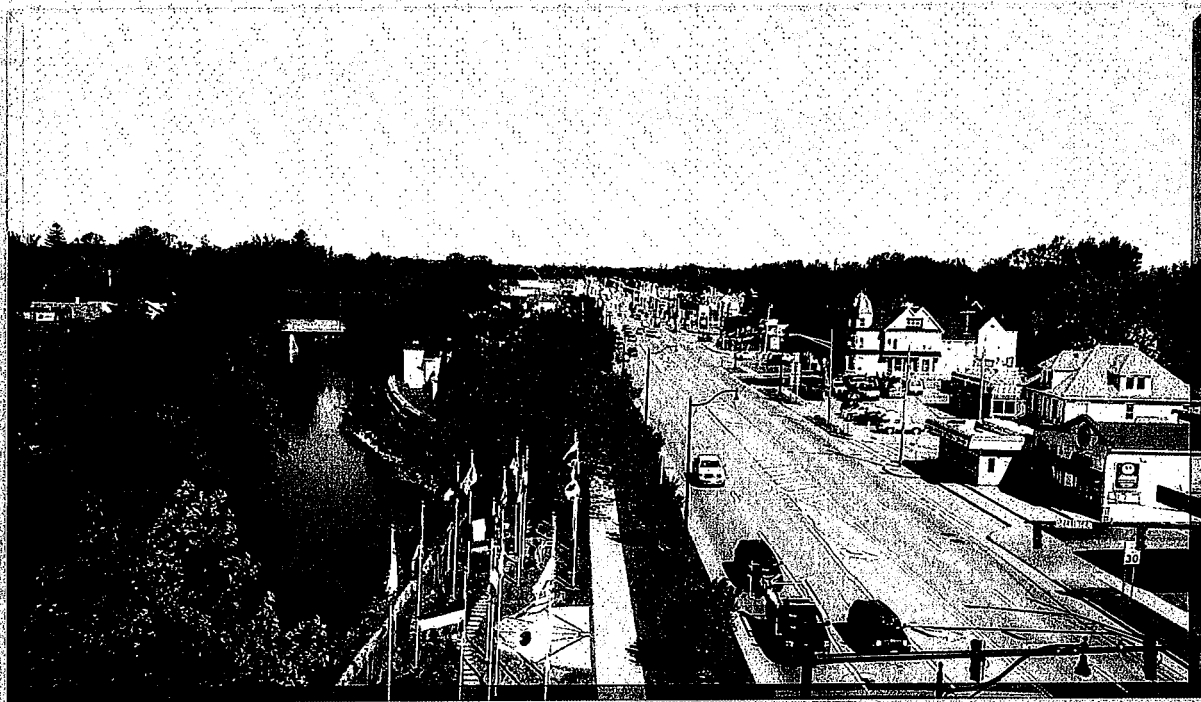
From: Gretchen DiFante, Assistant City Manager

Date: July 2, 2015

Subject: Program for Public Information for the Community Rating System

Attached please find a draft copy of the Program for Public Information (PPI). The City is seeking credit from FEMA for the PPI as part of its efforts to join FEMA's Community Rating System (CRS). The PPI is an ongoing local effort to identify, prepare, implement, and monitor a range of public information activities that meet specific local needs – in other words, a marketing plan for flood mitigation, awareness and protection. Many of the items included in the PPI are things we already do as a community. FEMA dictates the components of the PPI, as well as the contents of much of an important document used to inform the PPI – the Insurance Assessment. Both documents must be submitted to FEMA by the Insurance Services Officer for technical review. While the City's Insurance Assessment has come back from review with a favorable rating, the PPI is still in technical review with FEMA.

The PPI must also be approved by City Council before we can receive any credit for it towards our CRS rating. Therefore, I submit the City's draft PPI to you and look forward to reviewing it with City Council at the meeting on July 13.



PROGRAM FOR PUBLIC INFORMATION

CITY OF BATAVIA, NY

Presented by the City of Batavia's

Community Rating System Team

May 12, 2015



PROGRAM FOR PUBLIC INFORMATON

CITY OF BATAVIA, NY

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PPI TEAM:

Tom Turnbull, President

Genesee County Chamber
of Commerce

Tim Yeager, Director

Genesee County
Emergency Management

Lisa Gautieri, Mortgage

Loan Officer, Bank of
Castile

Joe Teresi, Vice President

Tompkins Insurance

Lisa Casey, Confidential

Secretary, City Manager's
Office

Ron Panek, Certified

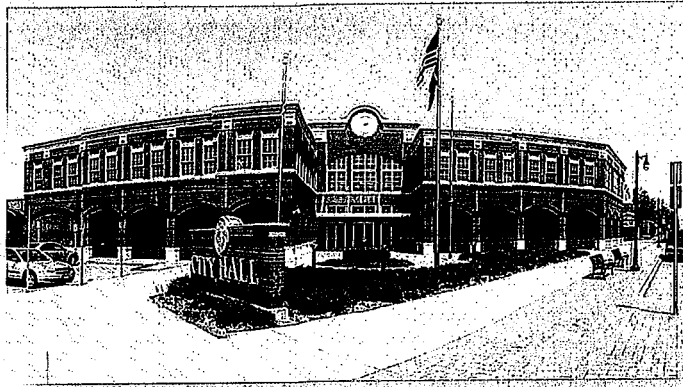
Floodplain Manager, Code
Enforcement Officer, City
of Batavia

Gretchen DiFante,

Assistant City Manager,
CRS Coordinator, City of
Batavia

BACKGROUND

The City of Batavia, located on the Tonawanda Creek at the former junction of two major Indian trails, was founded in 1801 and serves as the seat of Genesee County. Batavia occupies a land area of 5.2 square miles with a population of 15,465 and is conveniently located nearly equidistance between the cities of Rochester and Buffalo, New York.



While the City has been a member of the National Flood Insurance Program (NFIP) for many years, City leadership set a goal in 2013 to become a member of the NFIP's Community Rating System (CRS) by the year 2015. To this end the City has applied to the CRS and has been approved for consideration. As part of the process to become a CRS Community, the City has been working on both flood mitigation and public outreach activities that extend beyond the NFIP requirements.

In an effort to reduce flood insurance costs for the residents and businesses in the City and to increase the effectiveness of flood mitigation efforts, the City has formed the Program for Public Information (PPI) which is a part of the CRS.

In its brochure outlining the purpose of the PPI, the NFIP asserts the following:

- Successful public information efforts change behavior. It is not enough that people know they are in a flood prone area, they need to want to do something about it. Public information efforts need to explain what people should do about the hazard they face.
- Outreach projects and other public information efforts bring results. Research has found that floodplain residents in communities with outreach projects know more about their flood risk and are more likely to take protection measures to buy flood insurance.
- Although outreach projects can be effective, the previous approach to crediting outreach projects did not encourage local officials to design programs that could be more effective in their communities.
- Messages need to be repeated many times before people take action.
- Messages need to be delivered via multiple and different sources and partnerships in message delivery are more effective than going it alone.
- Different approaches bring various results among different audiences. Programs and tools need to be monitored, evaluated, and revised to ensure that they will be effective.

The City views the PPI as a benefit to the entire community as well as to surrounding community partners and with a strong plan, collaborative partnerships and the right tools, we are confident in our potential for success in all areas of public outreach.

PPI TEAM MEMBERS

The PPI Team consists of seven members from the community and represent both City Staff and important Stakeholder Groups:

Stakeholders	City Staff
<ul style="list-style-type: none">• Tom Turnbull, President, Genesee County Chamber of Commerce• Timothy Yeager, Director, Genesee County Emergency Management• Lisa Gautieri, Mortgage Loan Officer Residential Mortgage Lending, Bank of Castile• Joe Teresi, Vice President, Tompkins Insurance	<ul style="list-style-type: none">• Ron Panek, Certified Floodplain Manager, Code Enforcement Officer, City of Batavia, Bureau of Inspection• Lisa Casey, Confidential Secretary, City Manager's Office• Gretchen DiFante, Assistant City Manager, CRS Coordinator, City of Batavia

The role of the team members is to assist in the development of the PPI by providing feedback from their unique perspectives as to the best areas and groups to target for outreach as well as to the most effective messages and methods for delivery. Members were also asked to share information on any related efforts that have occurred or will be occurring within the City and County.

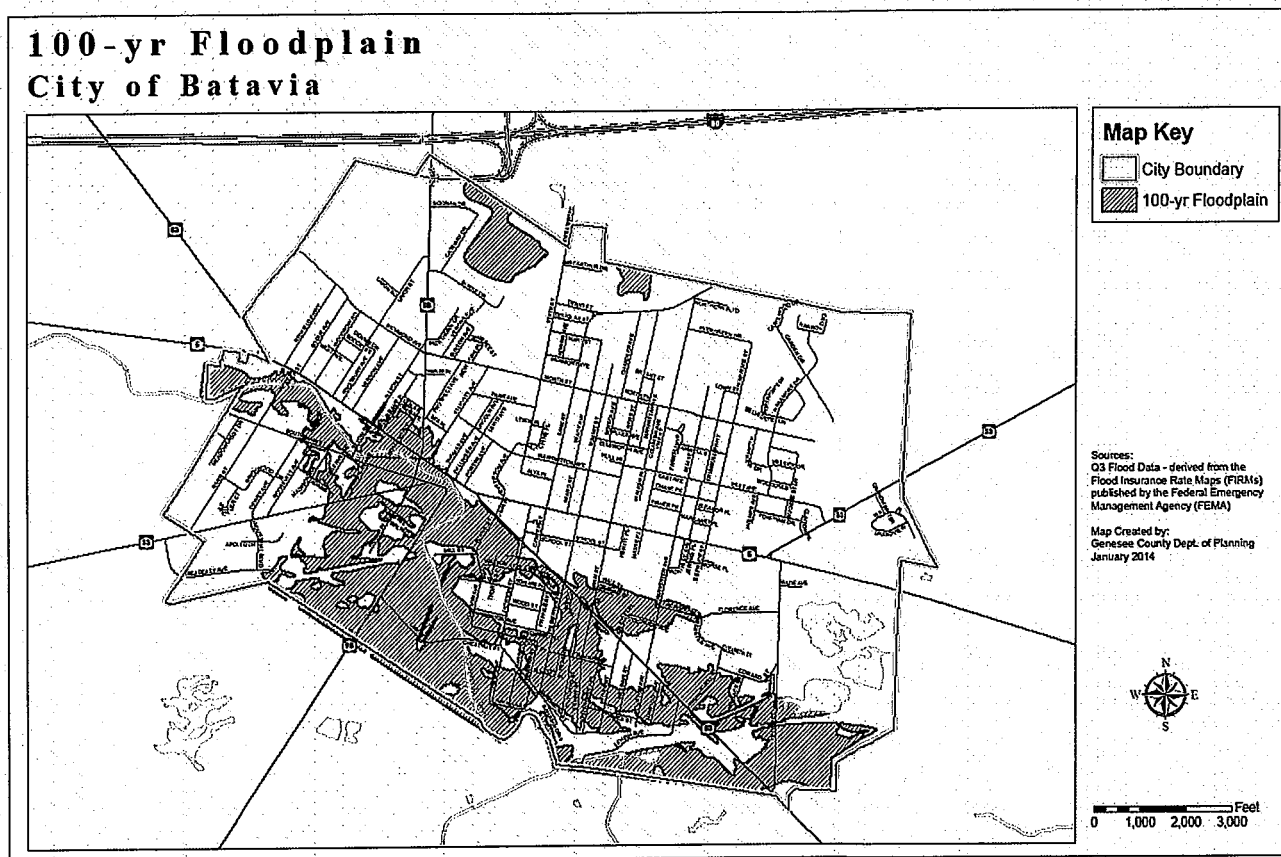
The CRS Coordinator served as facilitator to the team and set meetings and prepared agendas. The initial communication with the team involved sending a draft copy of the Insurance Assessment and a request to the team for any additions to the recommendations of that assessment. A copy of the document, "Developing a Program for Public Information," was also sent to team members so they could familiarize themselves with the goals of the PPI. The initial meeting of the team was held on April 29 and staff provided an overview of PPI's seven step process as well as a presentation of the work to date. Based on that first meeting, target areas and messages were determined. Ideas were also generated for ways to reach the target areas.

The second meeting was held on May 7, and members discussed additional CRS topics such as Flood Response Preparations, the Coverage Improvement Plan, resident training programs, and additional existing platforms to use to extend the reach of all messages. Based on the team's input, a draft PPI plan was completed and sent via email to team members, and the team met again on May 11 to review collective comments regarding the draft plan and to complete the final plan for submission to the NFIP for review.

COMMUNITY NEEDS ASSESSMENT

The City of Batavia occupies a land area of 5.2 square miles with a population of 15,465 and is conveniently located nearly equidistance between the cities of Rochester and Buffalo, New York. Approximately 700 acres, or nearly 20% of its land mass is located in a Special Flood Hazard Area (SFHA). (Figure F1, below).

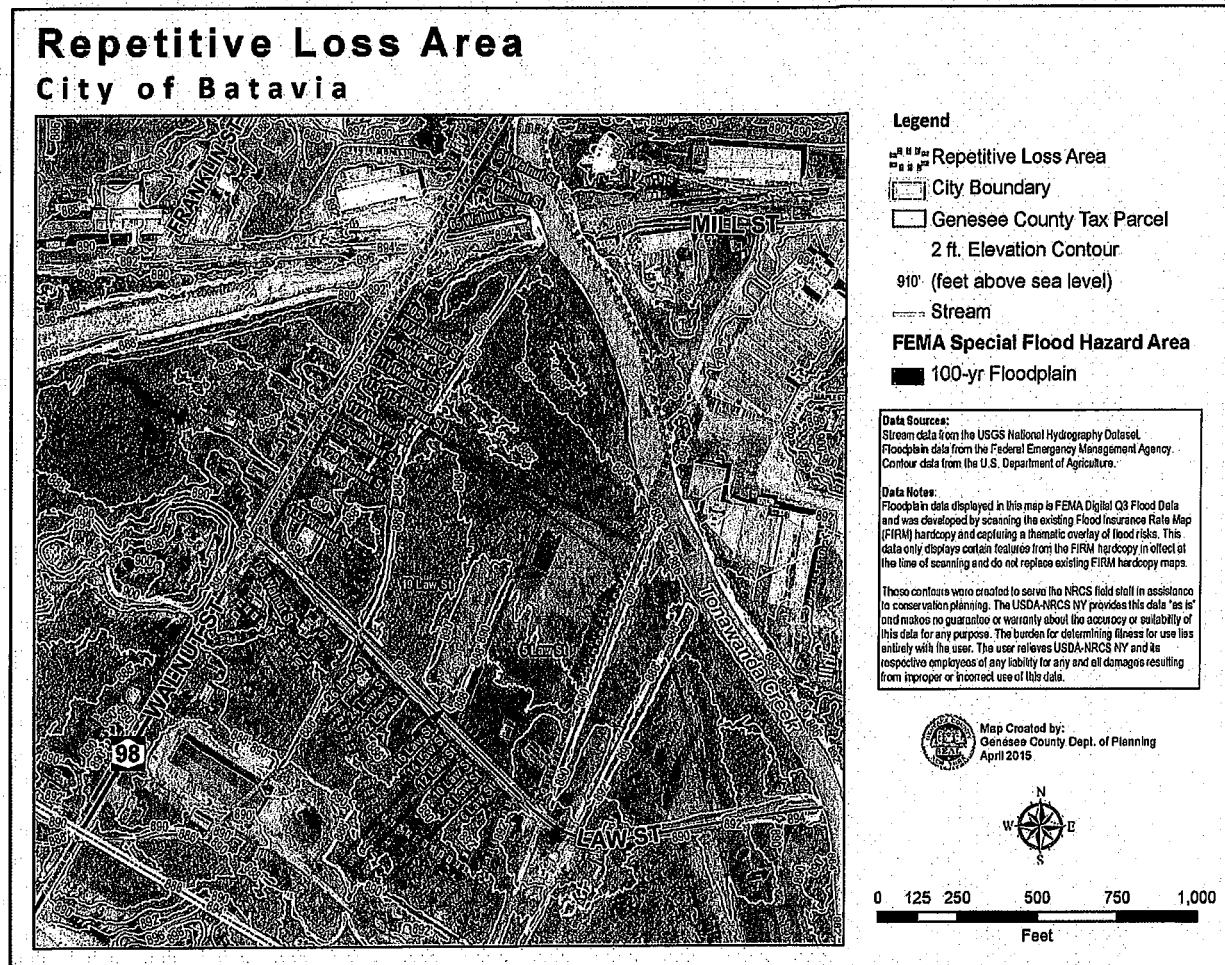
Figure F1: Special Flood Hazard Area (SFHA)



Flood Hazards

The Tonawanda Creek runs through Batavia and rain and snowmelt have caused flooding on several occasions. In December 2014, the Creek crested to over 11 feet. A crest of 10 feet is considered flood conditions – a state the Tonawanda has reached 24 times in the nearly 65 years that the National Weather Service has been measuring creek levels. The majority of Creek flooding has occurred in times of rapid snow melt combined with heavy rains. Most of the flooding conditions are limited to the Repetitive Loss Area (shown in Figure F2) and at Kibbe Park which lies at the sharp turn of the Tonawanda (Figure F3). The park is designed to act as a natural flood deterrent; and as such it holds flood waters preventing them from impacting local properties.

Figure F2: Repetitive Loss Area



While the City only has two repetitive loss properties (those with at least two flood claims in a 10-year period), City staff chose to identify the area above as a Repetitive Loss Area, based on historical water movement and the City of Batavia Fire Department's records on water rescue operations. While twenty properties are included in this area, more than half are either elevated higher than neighbors and/or have elevated utilities above the floodplain. The PPI addresses the need to educate these residents about flood insurance and what to do in a flood situation.

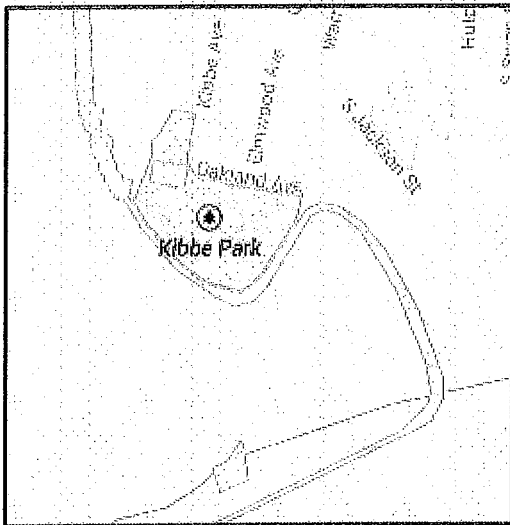


Figure F3 (right) shows Kibbe Park and its relation to the Tonawanda Creek.



When Kibbe Park floods, some residents use the park as a location for recreation and will canoe and kayak in the flooded area (photo above). These activities present a concern for the City's Emergency Management Personnel, and this PPI addresses the need to help residents understand the importance of keeping out of the park when it is flooded.

FLOOD INSURANCE ASSESSMENT

The Process

1. **Information Collection:** The CRS Team decided to generate its assessment based on General Data rather than Property Specific Data and received tables from FEMA's Community Information System (CIS) including: Insurance Review; Policies by Building Occupancy, Policies by FIRM Zone, and; Pre- and Post-FIRM Policy Summary. In addition, the Genesee County Director of Planning provided total property counts for single family homes, two-three family homes, four and greater family homes (designated commercial) and non-residential homes broken down by zones within the SFHA. The City and County Assessor worked together to generate reports from Assessment databases that furnished building counts for all properties with designations of All-Other Residential and Non-Residential.
2. **Determining Level of Flood Insurance Coverage:** The City reviewed the summary data table for building occupancy, which provides the number of policies, the premium paid, and the amount of insurance coverage for four categories of buildings. The OARS Assessment database was used to separate 4-family homes from all other residential. The team divided the amount of insurance in force by the number of policies in force to determine the average coverage by occupancy. That information is reflected in Table 1 on page 7. Staff members then divided the number of insurance policies in force within each zone by the number of total buildings in each zone to determine the percentage of buildings covered by zone. This information is shown in Table 2 (page 7) and the percentages are reflected in Finding B on page 8 of this document.
3. **Document Preparation:** The team used maps and data prepared by the Genesee County Planning Department using Q3 Flood Data derived from the FIRM published by FEMA to provide deeper analysis for its findings and assumptions in order to make recommendations. This information is being used as part of the City's PPI and recommendations are directed to that group and included in the PPI.

Table 1: Summary Data Table for Building Occupancy:

Occupancy	Policies in Force	Total Premiums	Insurance in Force	Number of Paid Losses	\$ of Paid Losses	Average Coverage
Single Family	281	\$242,836	\$25,703,000	28	\$87,301	\$91,470
2 – 4 Family	71	\$49,413	\$5,275,000	4	\$6051	\$74,296
All Other Residential	3	\$2096	\$220,200	0	\$0.00	\$73,400
Non-Residential	28	\$88,010	\$12,928,800	1	\$633.94	\$461,742
Total	383	\$382,355	\$44,127,000	33	\$93,983	\$115,214

Table 2: Summary Data Table for Coverage by Zone (in SFHA)*

Zone	# of Buildings	Policies	Premium	Insurance in Force	Number of Paid Losses	\$ of Paid Losses	Adjustment Expense
A01-30 & AE	617	113	\$140,999	\$13,811,900	8	\$34,634	\$5245
A	10	38	\$43,042	\$3,697,300	8	\$33,350	\$4650
AO	49	12	\$12,710	\$1,281,600	0	0.00	0.00
AH	596	177	\$151,636	\$415,320,500	4	\$18,691	\$2525
Total	1272	342	\$348,387	\$34,111,300	20	\$86,675	\$12,420

*There are a total of 41 flood insurance policies in the City that are outside the SFHA located in Zones B, C and X. Of these 41 policies, there have been four paid losses for a total payout of \$1,742.

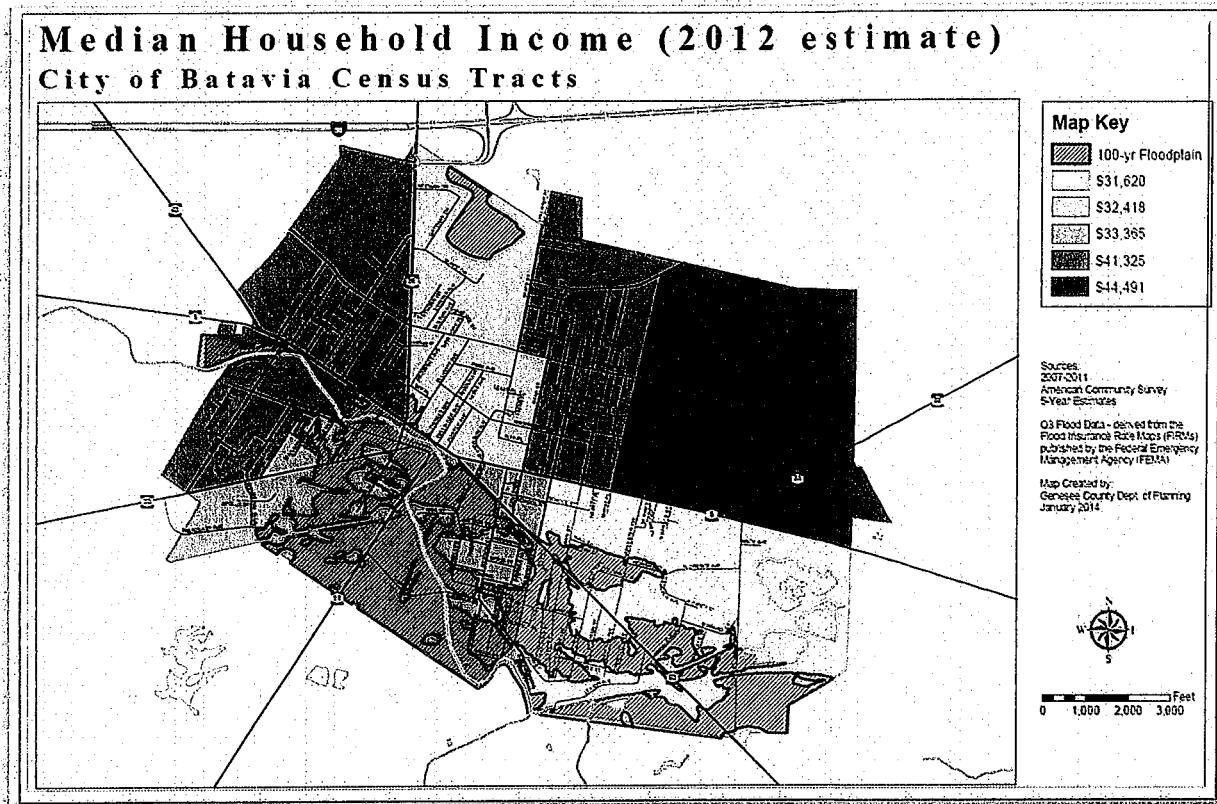
Findings and Assumptions

Staff members recognize they are not considering the number of buildings representing the 41 policies outside the SFHA in the findings on occupancy; however with that number representing about 10 percent of the total policies, the staff is not concerned with the margin of error and set its goal to focus on the insurance needs within the SFHA. These numbers do not impact nor have any margin of error when evaluating average coverage.

- **Finding A:** The average coverage for both single family and 2 – 4 family residences is greater than the average assessed value of a home within the SFHA (see figure F5, p. 10). However, the 2 – 4 Family Homes within the SFHA (of which most are rentals still show an average insured amount \$17,000 below the single family homes); therefore it is possible that the tenants do not have contents coverage.
- **Finding B:** The approximate percentage of buildings in the SFHA insured *by Occupancy*:
 - **Single Family Homes – 35%**
 - **2 – 4 Family Homes – 26%**
 - **All Other Residential – 50%**
 - **Non Residential – 15%**
- **Finding C:** While Non-Residential buildings are the most underinsured group at a 15% rate, they account for only one paid loss of \$634. Most business owners within the SFHA do not carry mortgages and therefore are not required to purchase flood insurance. It is also possible that the Non-Residential buildings in the SFHA have taken mitigation efforts to reduce flood risks; however this needs to be validated.
- **Finding D:** With the exception of Zone A, all zones within the SFHA have low coverage rates ranging from 18% in Zones A01 – AE and 30% in the AH Zone (AO Zones show a 24% building insurance rate).

- **Finding E:** Figure F4 (below) shows the Median Household Income within the SFHA to be much lower than that outside the SFHA. The staff is aware that many neighborhoods within the SFHA include large concentrations of elderly and retired citizens on fixed incomes further contributing to the lower household income averages.

Figure F4: Map of Median Household Income with SFHA Overlay



- Finding F:** Figure F5 (below) demonstrates that homes within the SFHA have a median year of construction at 1900, with an average assessed value of \$69,739. Figure F6 (p. 11) outlines the group of homes constructed closest to the date of homes within the SFHA. These homes have a median construction date of 1925; however the average assessed value of these homes is significantly higher at \$86,129, yet still below the average assessed value of a home within the City as a whole at \$90,000. These findings may indicate that residents within the SFHA (most of whom do not carry mortgages and therefore are not required to purchase flood insurance), may see themselves as unable to afford flood insurance. In addition, many of them lack sufficient property value and/or income to obtain funding that would allow them to invest in construction improvements to support flood mitigation.

Figure F5: Average Assessed Value and Median Year Built of Homes within the SFHA

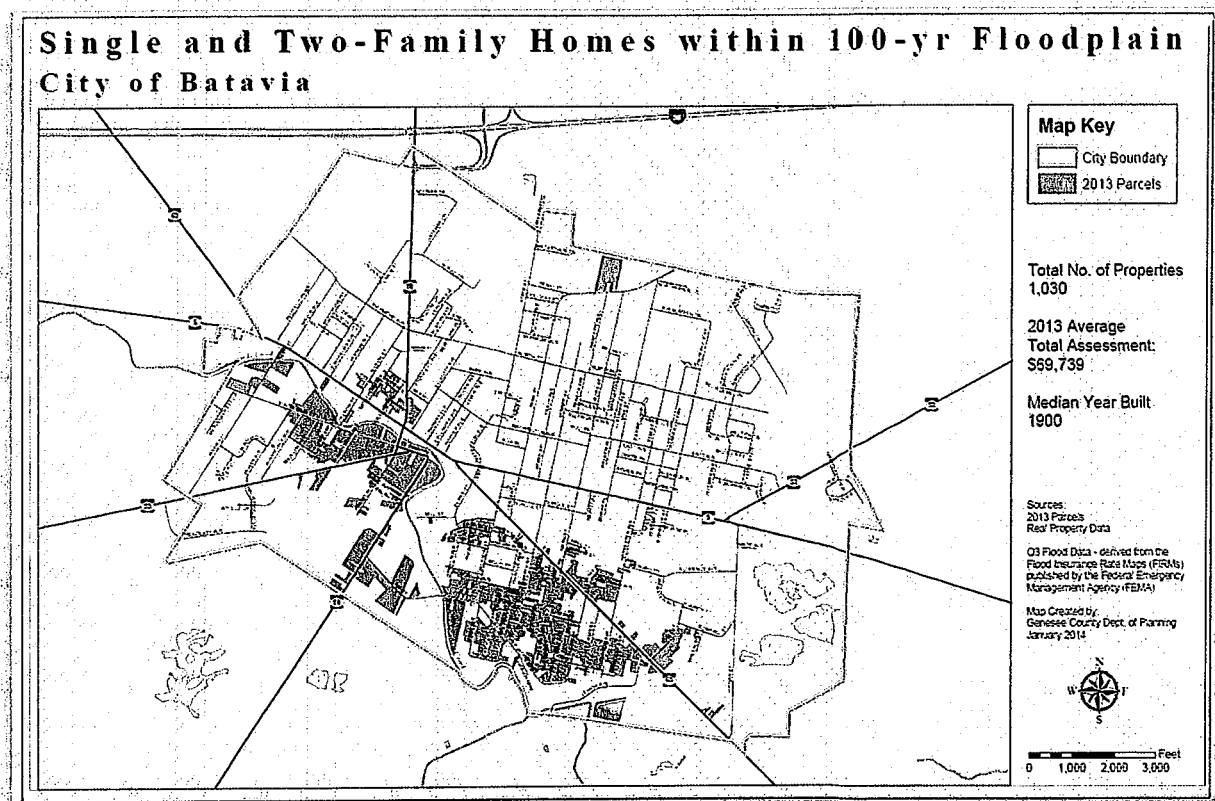
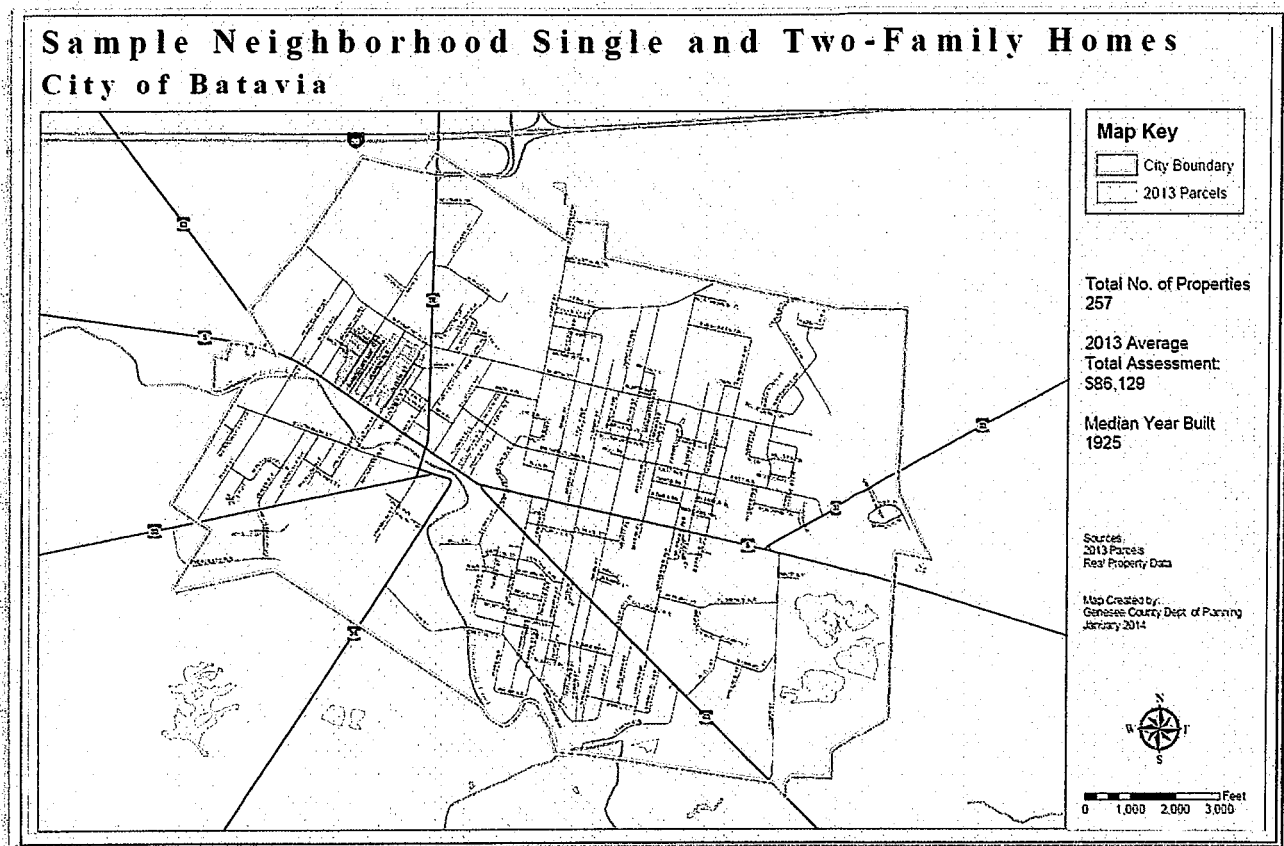


Figure F6: Average Assessed Value and Median Year Built of Similar Neighborhood Homes outside the SFHA



TARGET AUDIENCES

Based on the Community Assessment and the Insurance Assessment, the PPI team decided to target a variety of audiences to increase flood insurance coverage for buildings and contents, communicate important public safety needs and improve overall City-wide flood mitigation efforts.

- **Target Audience #1 – Tenants in multi-family homes in the SFHA.** The team chose this group as a target to increase awareness of and stress the importance of flood insurance contents coverage as data revealed this group to be largely underinsured.
- **Target Audience #2 – Nonresidential building owners in the SFHA.** The team again saw this as an underinsured group and needs to determine the types of buildings for which owners are lacking insurance and communicate the importance of that coverage.
- **Target Audience #3 – All Homeowners in the SFHA:** Given the age of homes in this area as in the SFHA in total, the team chose to communicate the risks associated with no coverage or insufficient coverage. At first, the team thought to target only residents in Zones A01 – AE Zones; however, after further discussion, it decided to direct these efforts to all properties in the SFHA
- **Target Audience #4 – Residents within the Repetitive Loss Area** – the team believes this group to benefit from ongoing communication regarding flood insurance, flood preparation and response and property mitigation.
- **Target Audience #5 – Realty, lending and insurance professionals:** The team felt this was a vital group as all members are critical to conveying information about flood hazards and the need for flood insurance. It is recommended that the City continue its communication encouraging flood elevation certificates for City residents and publicize programs like the Flood Elevation Grant Program.
- **Target Audience #6 – Builders and Remodelers** – the team views this group to be often unaware of floodplain regulations especially given the small amount of construction within the City in general and within the SFHA in particular. of Recommendation F: It is recommended that the CRS team work with County and Town government to encourage the expansion of CRS efforts and to facilitate a collective focus on CRS activities including outreach, mitigation projects and creative financing for low- to moderate-income residents.
- **Target Audience #7 – Children and parents** – The City's residents have become accustomed to playing in Kibbe Park during flooding conditions and going near the Creek in flooded conditions to capture photos and videos and just out of simple curiosity. The team believes that if it focuses on educating the youngest of citizens around flood safety practices, it will instill more appropriate behavior in their parents and in these children as they become adults.
- **Target Audience #8 – All residents** –The team believes all residents need to be more aware of flood safety measures and their part in maintaining a clean and working storm water drainage system. People pay attention to messages from the people they know and trust. Often an individual who has a parent, child or friend living in the SFHA brings critical information to that person's attention and can serve as a strong motivator for behavioral change.

INVENTORY OF OTHER PUBLIC INFORMATION EFFORTS

It is important to be aware of the public information efforts that are already impacting Batavia residents. Table xx contains initiatives that are in place and that support all CRS efforts and messages. The list was composed through City staff research and PPI Team Members:

Table 3: Existing PPI Efforts

Organization	Project	Subject Matter	Frequency
Genesee County Emergency Management	Handouts & brochures at various locations	Emergency preparedness, including flood-related preparation and reaction	Year-round
Tonawanda Creek Watershed Committee	Handouts and brochures at various locations	Water Quality, Watershed stewardship	Year-round
Buffalo Niagara Riverkeeper	Shoreline Sweep	Waterway clean up and stewardship	Annually in April
Blackcreek Watershed Coalition	Handouts and brochures at various locations	Watershed protection	Year-round
City of Batavia administration/City Fire Department	<u>Email and text alerts</u> Brochures and handouts at City Hall	<u>Flood emergencies</u> Various flood-related information	<u>As needed</u> Year-round
City Bureau of Inspection	Handouts and brochures <u>Map inquiry service</u>	Various flood-related topics Flood hazards, insurance, flood protection	Year-round
Insurance Agencies	Handouts on flood insurance	Flood insurance	As needed
Local Realtors	Handouts/pamphlets	Flood insurance	As needed
Army Corp of Engineers	Creek Inspection	Flood mitigation	Annually
Association for the Conservation or Recreational & Natural Spaces (ACORNS)	Various handouts, classes and educational experiences at Genesee County park	Environmental Stewardship and education	Year-round
Department of Environmental Conservation	Handouts, brochures and website information	Various flood-related topics	Year-round

American Red Cross		Handouts, brochures and website information	Various emergency response topics	Year-round
Genesee County Chamber of Commerce		Home Show with various vendors	Various resources for homeowners	Annually in the Spring
City Water Department		Water bills	Topics of importance to communicate to citizens	Quarterly
GO Art!		Independence Day in Centennial Park	Various topics/resources for attendees	Annually on 4 th of July weekend
BID		Summer in the City	Various topics/resources for attendees	Annually in the Summer
Vibrant Batavia		Handouts/brochures/small group discussions at neighborhood parties/events	Topics of importance to communicate to citizens in particular neighborhoods	Year-round
Batavia Development Corporation		Often times the first point of contact with potential developers – various meetings and communication opportunities	Various topics/resources to communicate to potential developers regarding regulations	On-going

MESSAGES

The PPI Team plans to include outreach messages related to the six CRS priority topics and has added two additional topics related to Kibbe Park and storm water drains. Below are the eight priority topics that are addressed in this PPI. The second chart below is a reminder of the target audiences to which these priority topics will be addressed. The team chose to group those in audiences 2 – 5 together into one target audience since all are living or working in the SFHA and will benefit from similar messages and outreach projects.

Priority Topics

1. **Know your flood hazard**
2. **Insure your property from the flood hazard**
3. **Protect people from the flood hazard**
4. **Protect your property from the flood hazard**
5. **Build responsibly**
6. **Protect natural floodplain functions**
7. **Keep away from Kibbe Park when it is flooded**
8. **Don't place anything in storm drains**

Target Audiences

1. **General Public**
2. **Tenets in multi-family homes in the SFHA**
3. **Nonresidential building owners in the SFHA**
4. **All Homeowners within the SFHA**
5. **Residents within the repetitive loss area**
6. **Realty, lending and insurance professionals**
7. **Builders and remodelers**
8. **School children and guardians**

OUTREACH PROJECT PLAN

Target Audience #1: General Public

The general public will benefit from messages from most of the priority topics since everyone in the City can be affected by flooding, water quality and natural floodplain management. The target messages, related priority topics and desired outcome for the general public are listed in the table below:

TABLE 4: OUTREACH MESSAGES FOR THE GENERAL PUBLIC

Messages	Outcome
Know the flood hazards that impact you personally	Increase in number of SFHA determinations requested to Bureau of Inspection and ACM Office
General flood safety messages such as: Turn Around, Don't Drown, stay away from flooded areas, & do not enter a flooded basement	<ul style="list-style-type: none"> Reduction in the number of automobiles that attempt to access flooded streets/areas No injuries or fatalities related to flooding
Keep storm drains clear: Avoid pouring grease and oils down drains; don't put grass clippings in stormwater drains	Reduced number of calls related to sewer backups
Stay away from Kibbe Park when water is rising	No injuries or fatalities in Kibbe Park related to flooding

Target Audience #2: Homeowners, tenants, non-residential building owners and residents within the repetitive loss area

Homeowners, business owners and tenants within the SFHA as well as those living in the repetitive loss area are at higher risk of flooding. Because the groups are very similar, the same target outreach messages have been developed for all of these groups and are listed in Table 4 below. They would also benefit from the messages targeting the general public listed above in Table 3.

TABLE 5: OUTREACH MESSAGES FOR SFHA AND REPETITIVE LOSS AREAS

Messages	Outcome
Your property is at risk for flooding	Increase in flood insurance policies
You need flood insurance – you are not covered for flood damage by your homeowners policy	Increase in flood insurance policies
Renters can buy flood insurance to protect contents	Increase in flood insurance contents policies
Know how to get emergency information about flooding and know when to evacuate	Reduced number of water rescues
Replace furnaces, air conditioners and water heaters with elevated ones.	Increase in number of permits to elevate utilities (?)
Get a floodplain permit before you build	No increase in notices of violations issued for floodplain ordinances
Safeguard your possessions	Better preparedness
Make a household inventory	Better preparedness
Prepare your house	Reduction in or no rise in claims for contents loss

Target Audience #3: Realty, lending and insurance professionals

Real estate agents, lenders and insurers will all benefit from the messages directed at the general public, as well as messages directed specifically to their groups which are listed below in Table 5.

TABLE 6: OUTREACH MESSAGES FOR REALTY, LENDING AND INSURANCE PROFESSIONALS

Messages	Outcome
Standard homeowners or commercial policies will not cover damage to structures or contents caused by flooding.	Increase in flood insurance policies – number of residents insured against flood damage
Flood Insurance is required – you need to purchase it if you are buying a home in the SFHA	Increase in flood insurance policies
Communicate the risk to homes in the SFHA at point of contact with potential buyer	Increase in number of inquiries about a property's location within the SFHA and flood protection measures at the Bureau of Inspection and the ACM Office
The City is making progress with the CRS including flood mitigation activities, insurance and risk communication, and we need your help to disseminate this information and reduce the amount of false information in the community	Increase in the number of residents insured against flood damage and increase in number of inquiries listed above

Target Audience #4: Builders and remodelers

In addition to the topics listed for the general public, builders and remodelers would also benefit from the messages listed in Table 6 below.

TABLE 7: OUTREACH MESSAGES FOR BUILDERS AND REMODELERS

Messages	Outcome
Check for floodplain issues during the planning phase of a project – before architects and engineers develop plans	Increase in number of requests about floodplain construction to the Bureau of Inspection
Follow floodplain ordinance requirements	No increase in notices of violation issued for floodplain ordinances

Target Audience #5: School Children and Guardians

In addition to the messages targeted to the general public, school children and guardians will benefit from the following messages listed in Table 7 below.

TABLE 8: OUTREACH MESSAGES FOR SCHOOLCHILDREN AND GUARDIANS

Messages	Outcome
Flooded places like the creek, streets and Kibbe park are dangerous and you need to keep away from them	No injuries or fatalities related to flooding
If a friend falls in a flooded area, do not try to save him or her – Call 911 and get help	No injuries or fatalities related to flooding

OUTREACH PROJECTS

Outreach projects planned for the next year are listed in Appendix 1. Many projects will be continued from previous years; however the messages will be refined to better encourage behavior changes and produce the outcomes listed in each of the outreach message tables (Tables 4 - 8). Some outreach projects were begun when the City applied for entry into the CRS, and these are also reflected in Appendix 1 with past dates as well as dates for continuation.

COVERAGE IMPROVEMENT PLAN

Based with discussions with the PPI team, several outreach projects have been created specifically to increase flood insurance coverage rates in the City of Batavia, including at least one project for each of the target areas. The list of proposed projects for the Coverage Improvement Plan is included in Table 8 below.

TABLE 9: COVERAGE IMPROVEMENT PLAN

Project Name	Description	Outcome	Assignment	Schedule
Target Audience #1: General Public				
CIP 1. Batavia Daily News articles & on-line presentations	Articles that communicate the need to purchase flood insurance	Increase in flood insurance policies	CRS Coordinator	Quarterly August 2014 – July 2015
CIP 2. City website	Update website to include flood insurance page attached to main flood webpage	Increase in flood insurance policies	CRS Coordinator	By May 2015 and updated each quarter
CIP 3. Flood Insurance Information at Home Show	Brochures related to flood insurance at Home Show booth	Increase in flood insurance policies	CRS Coordinator	April 2016
CIP 4. Flood Insurance information at City Hall	Brochures and handouts related to flood insurance in kiosk in lobby of City Hall	Increase in flood insurance policies	CRS Coordinator	Brochures replaced as needed
Target Audience #2: Floodplain residents, tenants and repetitive loss properties				
CIP 5. Flood insurance flyer in whole SFHA	Include flood insurance flyer in annual letter to SFHA properties	Increase in flood insurance policies	City Manager	Annually, each Spring
CIP 6. Flood insurance flyer to added mailing to Repetitive Loss Area	Add a second mailing to repetitive loss area with insurance flyer included	Increase in flood insurance policies	CRS Coordinator	Annually, each Spring

Target Audience #3: Realty, lending and insurance professionals

CIP 7. Local realtor Advisory Team	Meet monthly to provide education about flood insurance and CRS progress. Enlist them as champions	Increase knowledge about flood insurance and the likelihood they will speak with potential buyers	CRS Coordinator	Six times/year
CIP 8. Insurance and Lender Advisory Group	Include at least one presentation annually related to flood insurance	Increase knowledge about flood insurance	CRS Coordinator	Meeting by September 1 each year
CIP 9. Homebuyer Education Agency Presentations	Develop a mailing list and send annual mailing to these groups advising them of need for insurance	Increase knowledge about and # of inquiries about flood insurance purchase needs	CRS Coordinator	Meeting by October of each year

Target Audience #5: Builders and Remodelers

CIP 10. Developer Advisory Group Meetings	Include at least one presentation annually related to flood insurance	Increase knowledge about flood insurance	Floodplain Manager	Meeting by March 1 each year
CIP 11. Batavia Development Corporation (BDC) Meetings	Meet with BDC to provide updates regarding upcoming development plans	Increase knowledge about flood mitigation measures in construction	Floodplain Manager	Twice each year

Target Audience #6: Guardians of School Children

CIP 12. Flyer sent home with Elementary and Intermediate School Students in district	Flyer that goes home with school children after fire department presentation on safety will include a message about flood insurance	Increase knowledge about flood insurance	CRS Coordinator	Once each year by June 1.
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FLOOD RESPONSE PLAN (FRP)

In addition to the annual outreach projects and coverage improvement plan projects, the PPI team discussed options for flood response projects for use in future flood situations. The team decided to include the projects listed in Table 9 below.

TABLE 10: FLOOD RESPONSE PREPARATIONS

Project Name	Description	Outcome	Assignment	Procedure
FRP 1. Letter to flooded properties	Letters sent to those in flooded areas advising residents of flood clean up procedures and ways to protect property, flood insurance availability	Increased awareness of flood safety and clean up procedures.	CRS Coordinator	Letters will be sent by the CRS Coordinator after flooding has occurred. Addresses will be determined using GIS data & feedback from first responders
FRP 2. Press release	Press release sent to local media listing information about how to protect people, property and flood insurance availability	No injuries or fatalities due to flooding.	CRS Coordinator	Press release will be sent to media outlets as soon as information is available during a flood
FRP 3. Text/email alerts	Text messages and alerts sent to registered users of City alert list. The alerts will inform people of the flood conditions and include information on how to protect people and property	No injuries or fatalities due to flooding	CRS Coordinator or Fire Station Commander	Alerts are drafted and sent via City website as soon as information is received from County Emergency Management via Sheriff's office
FRP 4. Turn Around, Don't Drown Signs	Signs to be placed at entrances to flooded streets to deter vehicles from entering	Reduction in water rescue situations on flooded streets	Fire Department Incident Commander during Flood	Fire Department Incident Commander will Coordinate with Police Chief and Superintendent of the Bureau of Maintenance to have signs placed as soon as streets become hazardous or are identified as potentially hazardous.

OTHER PUBLIC INFORMATION INITIATIVES

Map Information Service

The city of Batavia provides map information in several ways. The most common method is by calling the Bureau of Inspection at 585-345-6345 and providing contact information and address of the property in question. Bureau staff are committed to responding to inquiries within two business days if they are not able to provide the information during the call. In addition, the City's flood information pages found at www.batavianewyork.com provide a direct link to the City's Flood Insurance Rate Map (FIRM) and to the "Know Your Risk Profile Tool" directly linked to FloodSmart.org where inquirers can enter an address to determine risk profile information. Information about flood insurance is also included through both locations. This service is advertised annually to residents of the SFHA as well as to those in the repetitive loss area. It is also advertised at least annually to real estate agencies, lenders, insurance companies and to builders and remodelers.

Hazard Disclosure/Real Estate Agent's Brochure

Based on the Seller's Disclosure of Property Conditions form, real estate agents in New York State and in the City of Batavia are required to disclose whether a property is located in a floodplain. Real estate agents can obtain this information from the same means described above, and this service has also been promoted to them through the CRS Team's monthly Realty Advisory Group Meetings held at City Hall the second Wednesday of every month. All real estate agents have also been given copies and agreed to distribute FEMA brochure number F-683, "Why You Need Flood Insurance."

Flood Protection Website

The City of Batavia's website has been updated to include information on all eight of the priority topics listed in the PPI. Additional information related to outreach projects will also be included on the website. Since the flood protection of the website is new, the committee will include its evaluation and seek ways to improve the content in annual PPI review meetings.

Flood Protection Assistance

The PPI team agreed that the City must continue to seek ways to help residents in the SFHA with low cost measures to help with flood mitigation improvements for their homes and properties. The City has approved the Flood Elevation Certificate Grant program which is promoted both on the website, directly to target groups such as realtors and insurance professionals and is communicated in the annual outreach letter to homes within the SHFA.

PLAN MAINTENANCE PROCEDURES

The PPI Team will meet annually to monitor the implementation of the outreach project and determine whether the desired outcomes are being achieved and if any changes need to be made. An annual evaluation report will be prepared and submitted for annual recertification.

PLAN ADOPTION

The PPI must achieve formal official status within the community.

The City of Batavia, NY Plan for Public Information was formally adopted by the Batavia City Council based on the passing of Resolution _____, adopted on _____.

APPENDICES

Appendix 1: Table 11: Outreach ProjectsPages A1 – A4

Appendix 2: List of Acronyms & Glossary.....Page A5



City of Batavia

To: Jason Molino, City Manager

From: Jim Maxwell, Fire Chief

Date: July 6, 2015

Subject: Resolution to amend the Fire Department 2015-2016 Budget

Jason, attached is a Resolution to amend the Fire Department 2015-2016 to reflect the receipt of an award in the amount of \$100,000.00 from the New York State Department of Homeland Security.

This amendment will affect the following budget lines:

001.3410.0200.1148 \$51,025
Fire Department Equipment

001.3410.0201.1148 \$48,975
Fire Department Small
Equipment

Should you have any questions please feel free to contact me.

Fire Department
18 Evans Street
Batavia, New York 14020



Phone: 585-345-6375
Fax: 585-345-5639
www.batavianewyork.com

#-2015

**A RESOLUTION TO AMEND THE 2015-2016 FIRE DEPARTMENT BUDGET TO
REFLECT THE RECEIPT OF A NEW YORK STATE-DEPARTMENT OF
HOMELAND SECURITY GRANT – IN THE AMOUNT OF \$100,000.00**

Motion of Councilperson

WHEREAS, the City of Batavia Fire Department has received a grant in the amount of \$100,000.00 for Award period October 16, 2015 through August 31, 2016 from the New York State Department of Homeland Security for increased Technical Water Rescue Training and Response capabilities in the City of Batavia and Genesee County; and

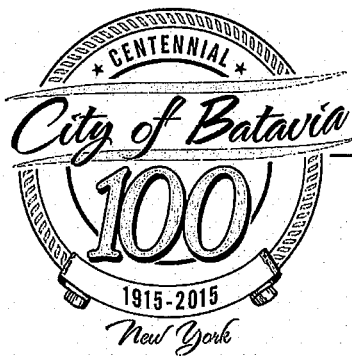
WHEREAS, to properly account for the expenditure of this money, a budget amendment needs to be made; and

NOW THEREFORE, BE IT RESOLVED, by the Council of the City of Batavia that the City Manager be and hereby is authorized to make the following budget amendment to the 2015-2016 budget effective July 13, 2015, to cover various details and equipment purchases associated with this grant:

Increase expenditure accounts:


001.3410.0200.1148	\$51,025
Fire Department Equipment	
001.3410.0201.1148	\$48,975
Fire Department Small Equipment	

**Seconded by Councilperson
and on roll call**



City of Batavia

To: Honorable City Council

From: Jason Molino, City Manager 

Date: July 8, 2015

Subject: Final Design Funding for Summit Street Reconstruction Project

New York State Department of Transportation notified the City of Batavia that funding to prepare Final Design Plans for the Reconstruction of Summit Street from North Street to East Main Street have been approved and the actual construction will now begin in 2016.

The Reconstruction of Summit Street is a Federal Highway Pass Thru Project administered through the New York State Department of Transportation. The City will receive 80% Federal and 20% State funds to complete the reconstruction project.

The attached resolution requires adoption by City Council to engage the services of the project consultant for final design preparation.

Department of Public Works
Bureau of Inspection
One Batavia City Centre
Batavia, New York 14020

Phone: 585-345-6325
Phone: 585-345-6345
Fax: 585-345-1385
www.batavianewyork.com

#-2015

**A RESOLUTION AUTHORIZING AGREEMENT WITH NEW YORK STATE
DEPARTMENT OF TRANSPORTATION FOR FINAL DESIGN PLANS ASSOCIATED
WITH THE RECONSTRUCTION OF SUMMIT STREET FROM EAST MAIN STREET
TO NORTH STREET**

Motion of Councilperson

WHEREAS, a project for the Reconstruction of Summit Street from East Main Street to North Street, City of Batavia, Genesee County, P.I.N. 475436 (the "Project") is eligible for funding under Title 23 U.S. Code, as amended, that calls for the apportionment of the costs of such program to be borne at the ratio of 80% Federal funds and 20% non-Federal funds; and

WHEREAS, the City of Batavia desires to advance the Project by making a commitment of 100% of the non-Federal share of the cost to prepare Final Design Plans; and

NOW THEREFORE, the City Council, duly convened does hereby resolve that the above-referenced Project is approved; and

IT IS FURTHER RESOLVED, that the City Council hereby authorizes the payment in the first instance 100% of the Federal and non-Federal share of the cost to prepare Final Design Plans for the Project or portions thereof; and

IT IS FURTHER RESOLVED, that the sum of \$232,578 is hereby appropriated and made available to cover the cost of participation in the above phase of the Project; and

IT IS FURTHER RESOLVED, that in the event the full Federal and non-Federal share of the Project costs exceeds the amount appropriated above, the City Council shall convene as soon as possible to appropriate said excess amount immediately upon notification by the New York State Department of Transportation thereof; and

IT IS FURTHER RESOLVED, that the Council President be and is hereby authorized to execute all necessary agreements, and the City Manager is authorized to execute certifications or reimbursement requests for Federal aid and/or Marchiselli aid on behalf of the City Council with the New York State Department of Transportation in connection with the advancement or approval of the Project and providing for the administration of the Project and the municipality's first instance funding of Project costs and permanent funding of the local share of Federal aid and State aid eligible Project costs and all Project costs within appropriations therefore that are not so eligible; and

IT IS FURTHER RESOLVED, that a certified copy of this resolution be filed with the New York State Commissioner of Transportation by attaching it to any necessary Agreement in connection with the Project; and

IT IS FURTHER RESOLVED, that this resolution shall take effect immediately.

**Seconded by Councilperson
and on roll call**

DRAFT