



November 14, 2023

TO: Flood Authority Members

FROM: Erika Britney, Staff

SUBJECT: **Be Aware, Be Prepared:** 2023-24 Gage Alert Sign-Up Drive – Status Update and Planned Actions



Following will be discussed at Thursday’s Flood Authority meeting. Please feel free to contact me (425/260-6640, erika.britney@icf.com) with questions.

Background

Each year before the start of the flood season, the cache of existing users for the FWS is cleared and there is a campaign to get previous and new users to sign-up for flood alerts. In the 2022-2023 flood season, 2,500 people signed up for gauge alerts. **STRETCH GOAL for 2023-24 is 3,500 sign-ups** (See status to right!)



Planned Activities and Next Steps

Action	Status
1. Sign-up email (existing/prior users)	Complete ✓
2. Webinar – Atmospheric Rivers	Complete ✓
3. Annual Flood Meeting	Complete ✓
4. Targeted Outreach Package consisting of: a. Email (English/Spanish) b. Flood Alert Sign-up Flyer (English/Spanish) c. Content for Web Updates or Social media Posts	✓ <u>E. Britney</u> : Sent to FA members, Pyramid Communications, and Partners →ACT NOW← FA members, OCB/Pyramid and Partners: 1. send emails to mailing lists 2. post sign-up message and link on websites 3. get social – Facebook, x, Instagram posts 4. suggest other audiences
5. Local Project Stories a. FWS (November) b. Farm Pads (December)	✓ FWS article submitted to OCB/Pyramid → Farm pads: assigned to Curt Hart, Ecology
6. Identify Old / outdated web content	→ E. Britney/J. McAdoo
7. Identify contacts for new audiences/partners	→ E. Britney/J. McAdoo

Discussion, Ideas, Agreement