

# Flood Awareness Messaging

Six CRS Priority Topics	Proposed Messages
1. Know your flood hazard	<ul style="list-style-type: none"> <li>• Everyone has flood risk: know yours.</li> <li>• Know Ft. Collins' flood history.               <ul style="list-style-type: none"> <li>◦ Not if...it's when: floods happen in Ft. Collins.</li> </ul> </li> <li>• Fort Collins has a flood history: learn from the past.</li> <li>• You live in or near the floodplain.</li> <li>• Know your flood risk.</li> <li>• If you live behind a levee, you still have a flood risk.</li> </ul>
2. Insure your property for your flood hazard	<ul style="list-style-type: none"> <li>• Only flood insurance covers floods.</li> <li>• You don't have to be in a floodplain to get flooded.</li> <li>• Everyone can purchase flood insurance.</li> <li>• CSU students: Flood insurance renter coverage available.</li> </ul>
3. Protect people from the hazard	<ul style="list-style-type: none"> <li>• Get a kit, make a plan, be informed.</li> <li>• Red Cross message.</li> <li>• Turn around, don't drown.</li> <li>• Don't play in flood water.</li> </ul>
4. Protect your property from the hazard	<ul style="list-style-type: none"> <li>• Know how to protect your property.</li> <li>• Know where your valuables are and move them up!</li> <li>• Number of best ways to protect your property.</li> <li>• Free site visits available, schedule a home visit.</li> <li>• Keep our drainage system clean.</li> <li>• Don't dump in detention ponds or drainage channels. The house you flood could be your own.</li> </ul>
5. Build Responsibly	<ul style="list-style-type: none"> <li>• Stay Dry...Build High!</li> <li>• Build responsibly: Know the floodplain regulations.</li> <li>• Get a permit before you build.</li> </ul>
6. Protect natural floodplain functions	<ul style="list-style-type: none"> <li>• The Poudre needs room to roam.</li> <li>• Only rain down the storm drain.</li> <li>• Protect habitat – don't damage wetlands or streamside vegetation.</li> <li>• Protect the floodplain... it protects you.</li> </ul>
Additional Topics	Proposed Messages
7. Flood Warning	<ul style="list-style-type: none"> <li>• We can't warn you, if we can't reach you. Sign up for LETA 911.</li> <li>• Know the difference between a <i>Watch</i> and a <i>Warning</i>.</li> <li>• View real-time rainfall and streamflow Information.</li> <li>• Stay informed during a flood.</li> </ul>
8. Floodplain Regulations	<ul style="list-style-type: none"> <li>• Floodplain regulations are for your protection. Know the requirements.</li> <li>• Check into floodplain requirements before planning your next project.</li> <li>• Get a floodplain use permit.</li> </ul>
9. Basement Flooding	<ul style="list-style-type: none"> <li>• Basements collect floodwater: Protect your home and family.</li> <li>• Four inches of water can mean \$10,000 of damage.</li> <li>• Raise your valuables to higher floor levels.</li> </ul>
10. Drive Safe	<ul style="list-style-type: none"> <li>• Six inches of flood water can move your vehicle.</li> <li>• Don't drive through floodwaters.</li> <li>• Respect the power of water.</li> <li>• Turn around, don't drown.</li> </ul>