



Mitigation Survey *Report*

Outreach

October 11-30, 2019

- Facebook Posts: 4
- Twitter Posts: 3
- Instagram Posts: 2
- Nextdoor Posts: 1
- Total Impressions: 26,255
- Total Engagement: 657
- Total Link Clicks: 150
- Paper Surveys Received: 13
- Attendance at Town Hall: 25

Our outreach strategy was to target the greatest number of residents and interested parties via social media and targeted ads. All survey materials were available in English and Spanish.

To maintain accessibility, we placed paper copies of the survey at the San Marcos Public Library and San Marcos Activity Center. Neighborhood Enhancement reached out to Neighborhood Commissioners across the city to share the link with their members or request paper copies if needed.

City staff also held a Town Hall meeting on Tuesday, October 29 from 10 a.m.-7 p.m. at the San Marcos Activity Center Multipurpose Room where staff were on-hand to answer questions and distribute the survey. The Communications Staff also sent out two press releases, one about the survey and one about the Town Hall.

Direct Feedback

Throughout our Social Media Outreach, we received comments and suggestions from the public. Examples of feedback are below:

- Wanted to see buyouts as a Mitigation Option
- Wanted to see raising homes as a Mitigation Option
- A request to focus Mitigation on east San Marcos or the Springtown area of west San Marcos.



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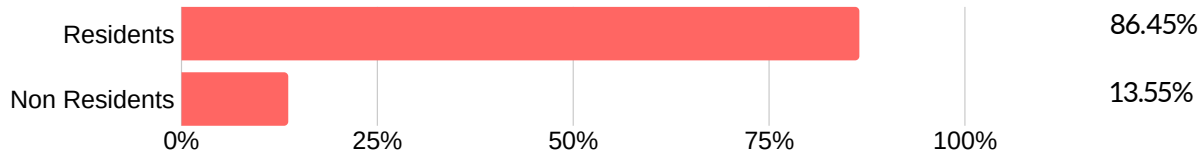
The Results

223 Total Responses

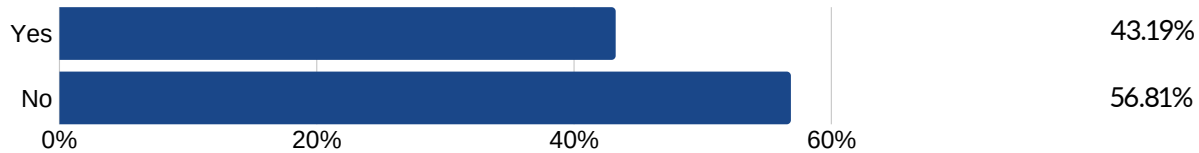
210 Electronic

13 Paper

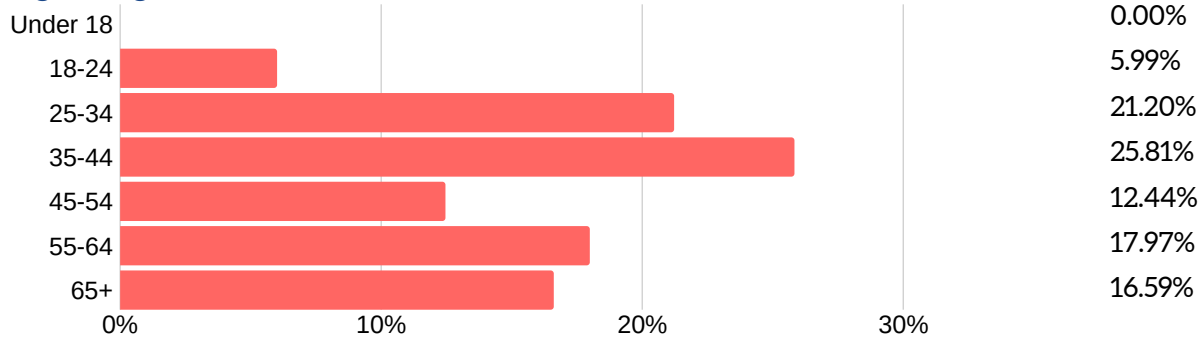
Respondent Classification



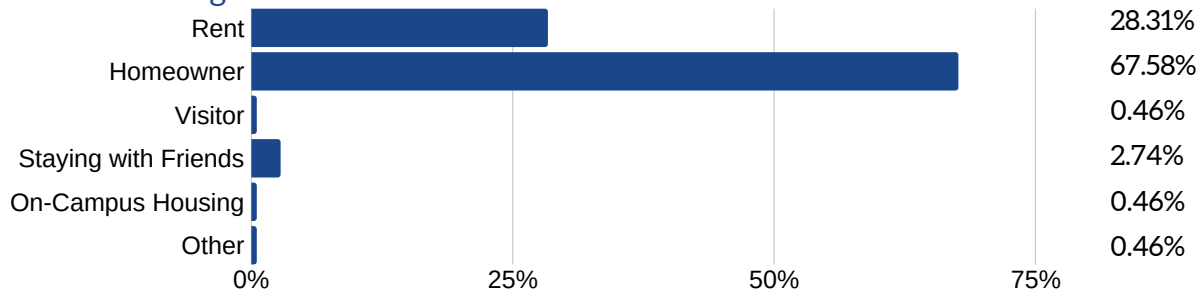
Have you or your property been impacted by flooding in San Marcos?



Age Range



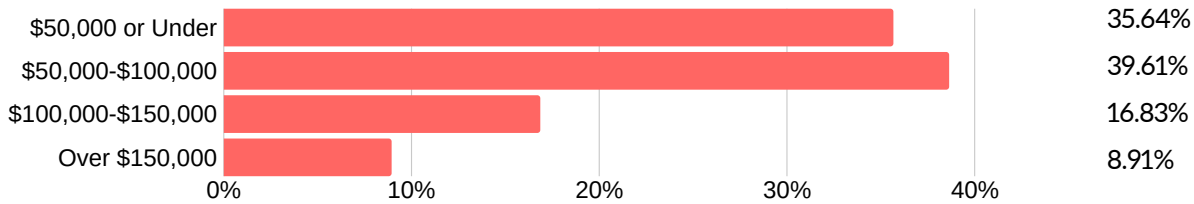
Current Living Situation



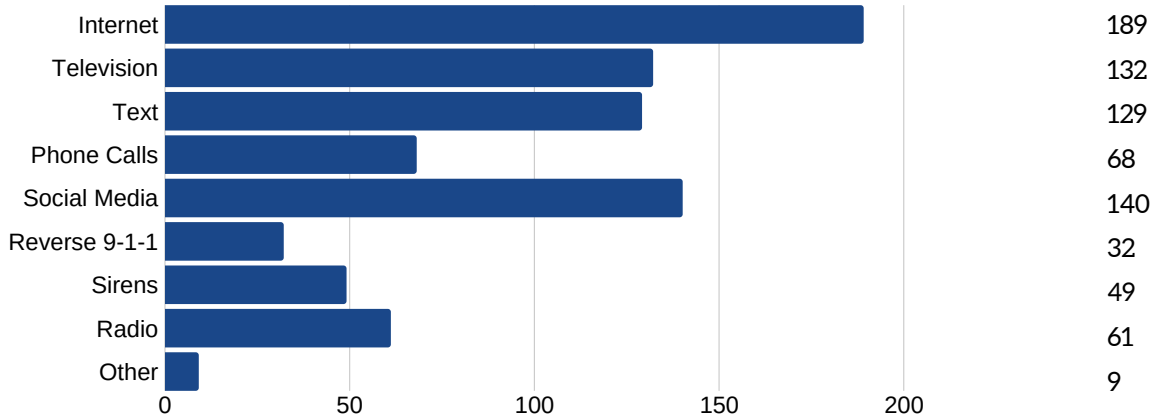


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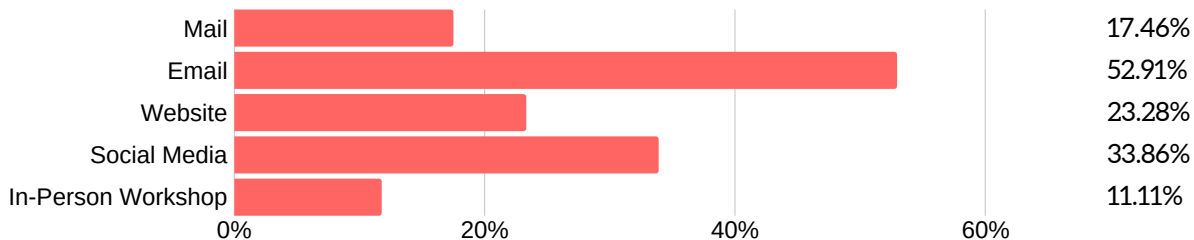
Combined Household Income



What methods do you use to learn about the threat of potential incoming disasters?



If you are interested in remaining informed of the City's development and implementation of the Mitigation Action Plan, what is your preferred method of engagement?

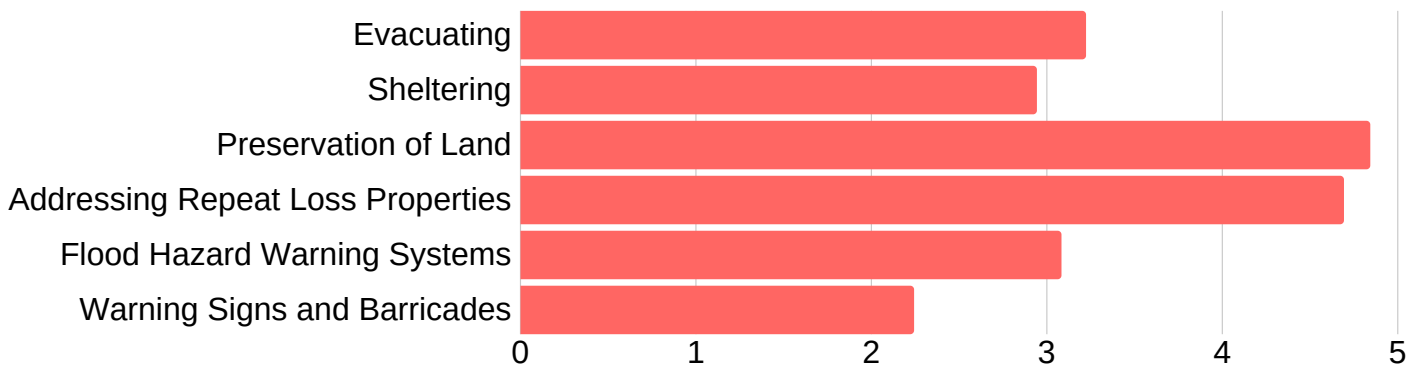




Mitigation Survey Report

Mitigation Actions

Respondents were asked to rank the potential mitigation activities from 1-6 According to their priorities. (1-Most Important; 6-Least Important)



	1	2	3	4	5	6	Total	Score
Evacuating	10.31% 23	10.31% 23	24.22% 54	20.18% 45	16.59% 37	18.39% 41	223	3.22
Sheltering	4.93% 11	8.07% 18	23.77% 53	21.97% 49	21.52% 48	18.73% 44	223	2.94
Preservation of Land	44.84% 100	26.91% 60	11.21% 25	7.17% 16	4.04% 9	5.83% 13	223	4.84
Addressing Repeat Loss Properties	34.08% 176	35.87% 80	8.97% 20	11.66% 26	4.48% 10	4.93% 11	223	4.69
Flood Hazard Warning Systems	3.59% 8	13.45% 30	20.18% 45	17.94% 40	39.46% 88	5.38% 12	223	3.08
Warning Signs and Barricades	2.24% 5	5.38% 12	11.66% 26	21.08% 47	13.90% 31	45.74% 102	223	2.24