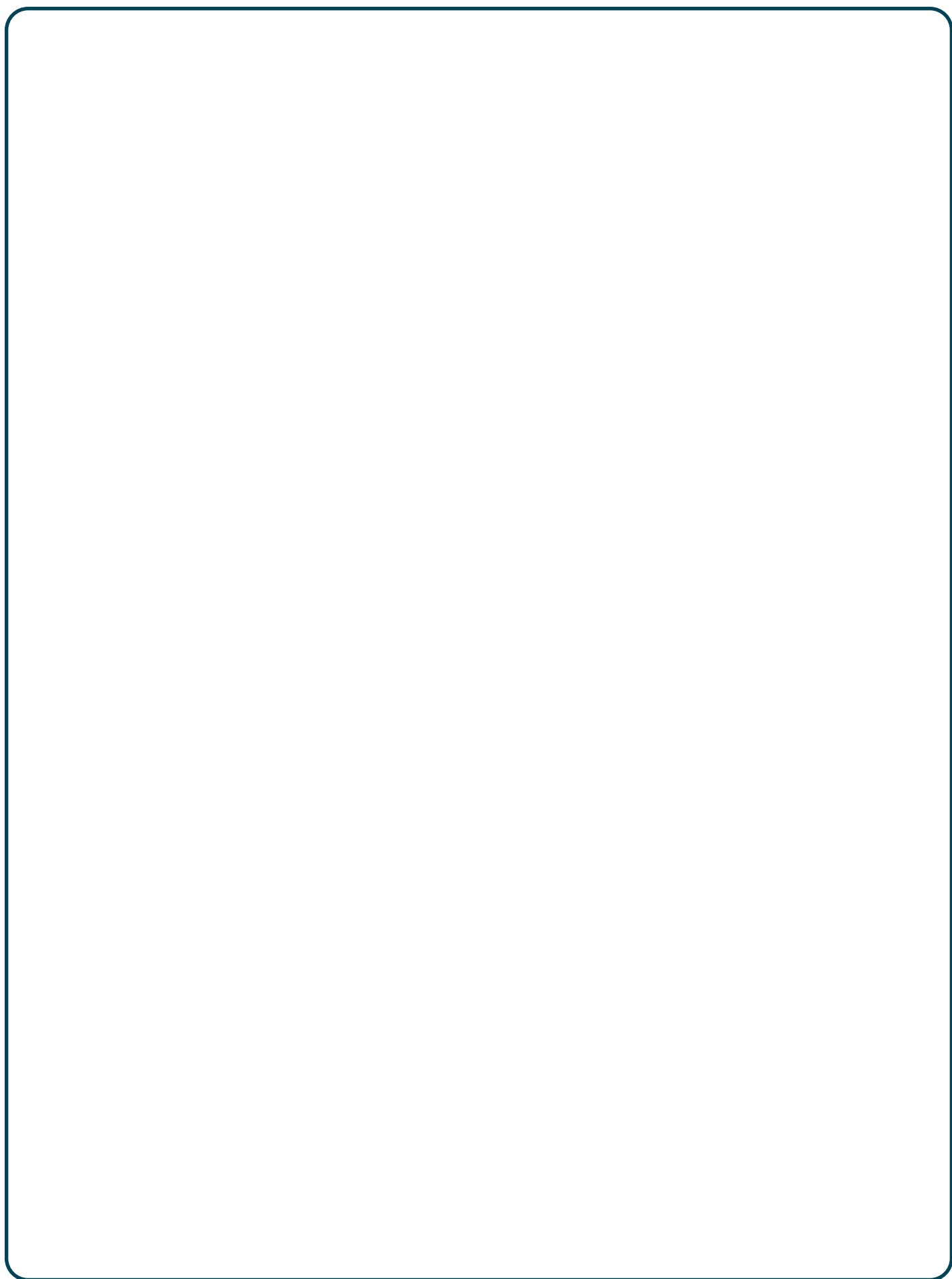


Flood Preparation Toolkit 2023



EAST FALLS DEVELOPMENT CORPORATION
CORRIDOR MANAGEMENT COMMITTEE



About the East Falls Development Corporation

Established in 1995, the East Falls Development Corporation is a 501(c)(3) not-for-profit organization dedicated to community-based economic development for the benefit of East Falls. For over 20 years, EFDC has been the go-to organization for East Falls businesses, residents and visitors to receive up-to-date planning information. Our work focuses on the Riverfront Business District (Ridge and Midvale Avenues) as well as Conrad Street and other local businesses.



Get Involved

If you would like to get involved:

- ▶ Sign up for our newsletter at discovereastfalls.org
- ▶ Follow along on social media:
facebook.com/EFDCorp
instagram.com/DiscoverEastFalls
- ▶ **Contact us** about joining a committee – or if you are a business owner, getting plugged in to the East Falls Business Association.
- ▶ And, just generally, if there is anything we may be able to help with – **let us know!**

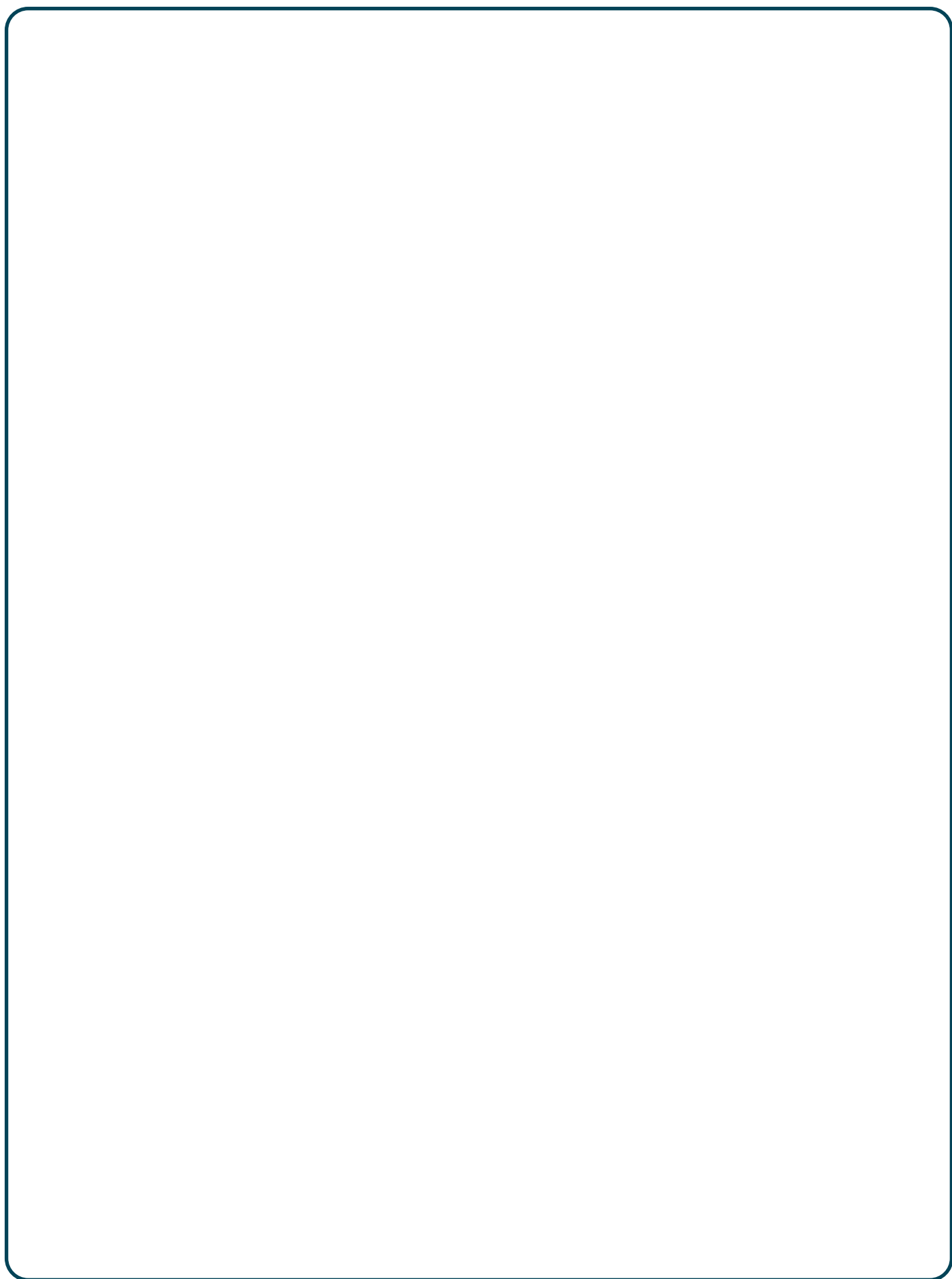


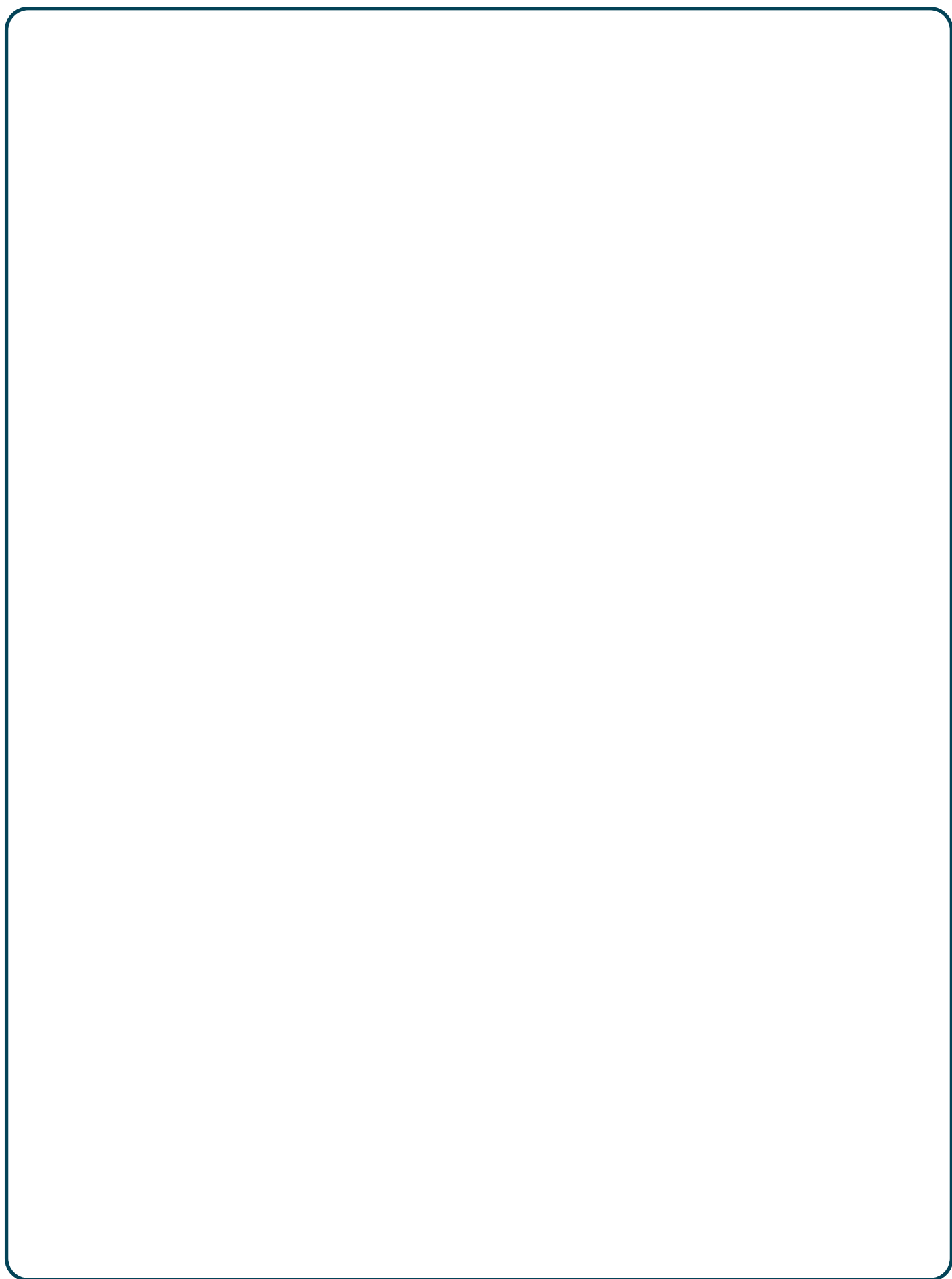
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A Note About Our Table of Contents

In September of 2021, we saw first-hand the impact of Hurricane Ida in our lives, our homes, our businesses and neighborhood. As we spoke with our community members, we heard so many stories of the damage caused as well as witnessed the strength of our individual and collective resilience. This toolkit is a compilation of the resources we learned from our community, and we hope it provides you with tools to prepare you in the event of flooding in our neighborhood.

This is a growing resource, so we really want to learn from you about ways to enhance it. We hope that this guide sparks a conversation that continues to support and foster our East Falls resilience. We invite you to send us your thoughts through email (michelle.feldman@eastfallspa.com) or social media ([instagram.com/DiscoverEastFalls](https://www.instagram.com/DiscoverEastFalls) and [facebook.com/EFD Corp](https://www.facebook.com/EFD Corp)), and utilize the hashtag #DiscoverEastFalls.



Introduction

This Toolkit was developed by East Falls neighbors to share flood preparedness resources with our residents, business leaders, and other community stakeholders after witnessing first-hand the damage caused by Hurricane Ida in September 2021. We wish to underscore here that this toolkit is not a supplement for activities carried out by dedicated emergency agencies and/or their trained personnel. This is a grass-roots educational resource we hope will complement established flood mitigation practices, share available resources, and support building a personal flood preparedness and response plan.

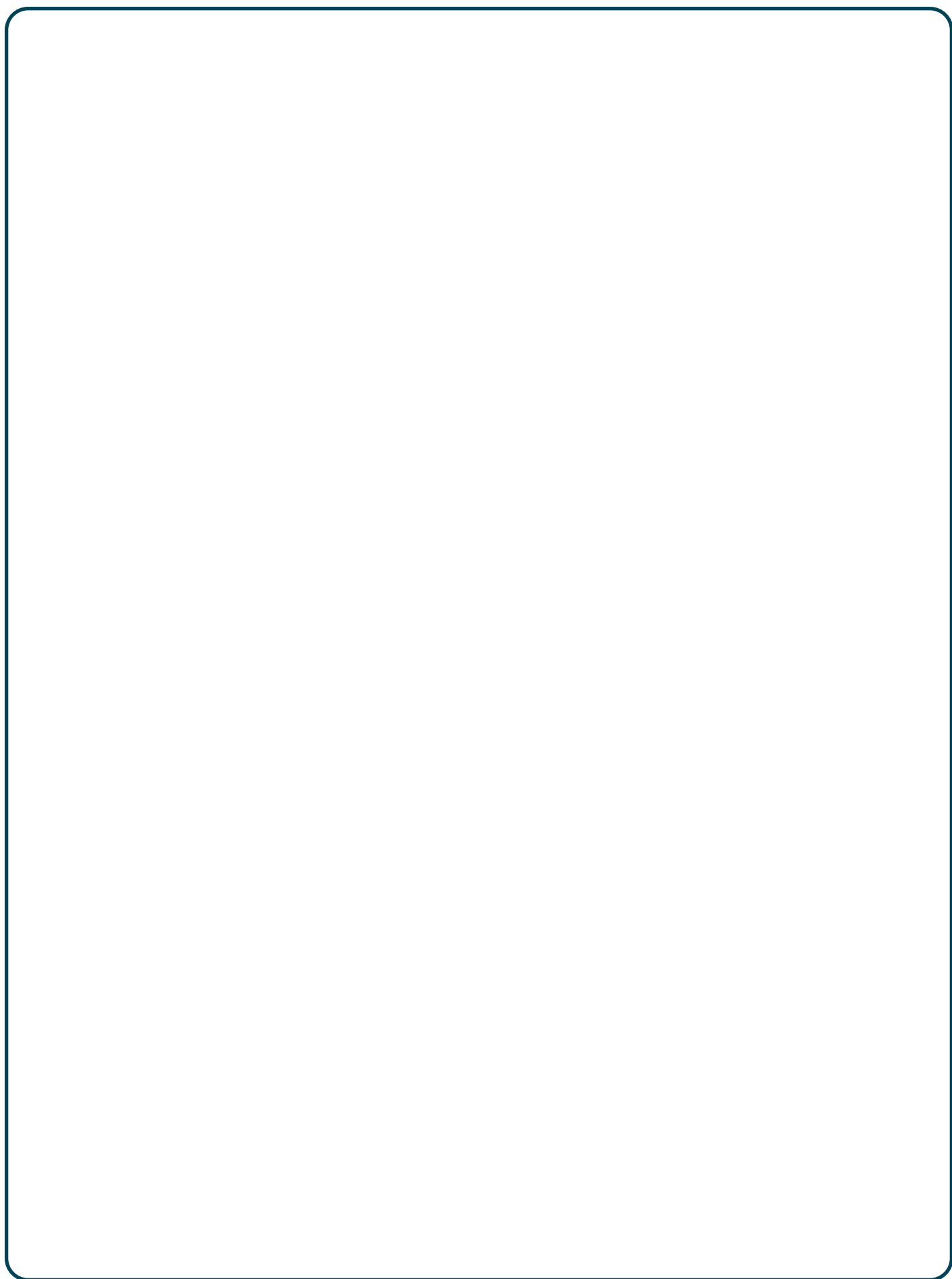
A Living Resource for Our Community

Every neighborhood experiences flooding and its impacts differently. While we hope this document is useful beyond our neighborhood, our goal with this toolkit is to create a resource that is responsive and specific to East Falls.

This toolkit is also just a part of the flood mitigation work that the East Falls Development Corporation is hoping to do in partnership with our residents, businesses, and other stakeholders. Stay tuned for further news and developments.

We invite you to share the toolkit with neighbors or friends as well as help us to continue building this community resource. Please let us know how you are using the toolkit as well as how to make it more useful moving forward. We aim for this document to be a part of a larger dialogue and learning campaign - so we can all be in conversation together about how to best look out for one another, and keep each other safe and healthy.

-The East Falls Development Corporation, Winter of 2023



Flood Awareness and Readiness

Experiencing a flood can bring up a series of emotions, and many of us remember these events as if they happened yesterday. That is why we were moved to compile this toolkit where we hope to provide you with links to organizations and agencies that can help us learn practical ways for us to prepare, respond and recover from a flood.



Make a Plan or Have a Plan

Learn ways to stay informed during inclement weather

Visit www.ready.gov/floods for ways to prepare for and stay safe during and after a flood.

A few things we learned:

- ✓ Make a household emergency communication plan and include pets.
- ✓ Have emergency supplies in place at home, at work, and in the car.
- ✓ Check on your neighbors to make sure they're okay.
- ✓ Know what to do before, during, and after a flood.
- ✓ Flood insurance takes 30 days to take effect, so purchase now to protect your family!
- ✓ Listen to local officials by radio, TV or social media.
- ✓ Evacuate when advised by authorities or if you are in a flood or flash flood prone area.
- ✓ If you are on high ground above flooded areas, being prepared to stay where you are may be the best protection.
- ✓ Never drive or walk-through flooded streets; **Turn Around, Don't Drown!** Do not go through flood waters.



Stay Informed Locally

STAY AWARE

Get storm information and emergency details from the City.

Text **READYPHILA** to **888-777** for free text alerts or visit the **Office of Emergency Management's (OEM) website** at www.phila.gov/ready to customize your free text or emails, including flood forecasts on area waterways.

Follow the **Philadelphia Office of Emergency Management** on [Facebook.com/PhilaOEM](https://www.facebook.com/PhilaOEM) and [Twitter.com/PhilaOEM](https://twitter.com/PhilaOEM) for timely information, safety tips, and alerts on flooding and severe weather.

Stay Alert

HEAD TO PAGE 7 TO
LEARN ABOUT ANOTHER
EARLY ALERT SYSTEM.

Our Animal Companions



Have a pet? Get a **Rescue Alert Sticker** (bit.ly/RescueSticker) from the ASPCA. Visit the **ASPCA Disaster Preparedness** page (bit.ly/ASPCAsafety) to learn ways to arrange for your pets in case of an emergency including designating alternate caregivers and what to pack for your animal companions should you need to evacuate.

From ASPCA.org:

ASPCA Disaster Preparedness Checklist:

FOOD & WATER At least three days' worth for each pet in airtight containers, plus bowls and a manual can opener.

MEDICATIONS Several days' worth in a childproof container, clearly labeled with name, dose, and strength.

CARRIER Lightweight crate or carrier to ease transportation and keep pet from bolting.

COMFORT ITEMS Familiar toys or bedding to comfort your pet.

SANITATION Plastic bags to clean up after pets, plus litter or newspapers as well as a litter box for cats.

LEASH Leash and collar or harness with current ID tag (address, phone and email address, microchip number).

SHELTER List of local pet-boarding facilities, lodgings or nearby friends or family who will allow you to stay with your pet or will take care of your pet.

PET FIRST AID KIT Kits are easy to assemble and most items can be purchased from a drugstore.

ACTION PLAN Agree with family or roommates where to meet if you're not together when disaster strikes, and make sure everyone knows where emergency supplies are located.

Critical Information

- Veterinarian's name, office name and phone
- Phone and address of local animal control, boarding facilities, veterinary emergency clinics and the ASPCA Animal Poison Control Center (888) 426-4435.
- Copy of pet's medical records, rabies registration and a current photo.
- Copy of pet's microchip number and name/phone number of registration company.
- Keep a paper copy of this information in a waterproof bag, as well as on your phone or portable computer. Consider having a portable charger for electronic devices in case power is out.

Other Resources

FEMA NATIONAL FLOOD INSURANCE PROGRAM: HOW TO PREPARE FOR A FLOOD AND MINIMIZE LOSSES

bit.ly/FEMAFloodPrep

AMERICAN RED CROSS FLOOD SAFETY | FLOOD PREPAREDNESS

Additional Red Cross Resources can be found later in this toolkit

rdcrss.org/3DXwSCJ

AMERICAN PSYCHOLOGICAL ASSOCIATION: STRENGTHENING YOUR EMOTIONAL WELL-BEING AHEAD OF A FLOOD

bit.ly/APA-FloodPrep

SAMSHA DISASTER DISTRESS HELPLINE (ENGLISH)

bit.ly/SAMHSA-English

SAMSHA DISASTER DISTRESS HELPLINE (EN ESPAÑOL: LÍNEA DE AYUDA PARA LOS AFECTADOS POR CATÁSTROFES)

bit.ly/SAMHSA-Espanol

A GUIDE TO FLOODING IN PHILADELPHIA Find helpful flooding info all in one place from the city's Flood Risk Management Task Force. Assess your flood risk, give yourself an insurance check-up, know severe weather terms, and be ready for flooding including shelter-in-place and evacuation plans.

bit.ly/PHL-FloodGuide

Holding Space for Mental Health and Wellbeing

If you are a member of a community impacted by acute stress, trauma, loss, or violence—or you are close to that community—you are in the best position to serve as a bridge between the community and Philadelphia's Network of Neighbors Program: You are encouraged to call 267-233-4837 or email networkofneighbors@phila.gov to speak with Network staff. Your call or email will be answered within 1-2 business days.

PHILADELPHIA'S DBHIDS NETWORK OF NEIGHBORS TRAUMA RESPONSE

bit.ly/dbhids-response

MANAGE FLOOD-RELATED DISTRESS BY BUILDING RESILIENCE (APA.ORG)

bit.ly/APA-distress

COPING WITH AFTERMATH OF A FLOOD

bit.ly/FloodCoping



Preparedness and Response Resources

Government agencies at all levels—local, state and federal—have programs and resources to assist with flooding prevention, response, and recovery. That includes financing and insurance initiatives, as well as toolkits and preparedness guides. Our team has included these resources here.

Again, we hope to hear from you if there are government programs you know of that may not yet be included in this toolkit. We also want to know if you have had experience taking part in these initiatives; that way we can help to better inform and direct others—or coordinate with our government representatives, together, to help East Falls best take advantage of these opportunities.



Is Your Property at Risk?

This **FLOOD MAP TOOL** will help you determine if your property is in danger of 100 and 500 year flooding: bit.ly/FloodMapTool

Preparation Resources

LIHEAP (LOW INCOME ENERGY ASSISTANCE PROGRAM) liheap.org

PHFA (PENNSYLVANIA HOUSING FINANCE AGENCY) phfa.org

U.S. SMALL BUSINESS ADMINISTRATION (SBA) bit.ly/SBA-disasterhelp

PECO SAFETY bit.ly/PECO-safety

PWD (PHILADELPHIA WATER DEPARTMENT) bit.ly/PWD-floodguide

PGW (PHILADELPHIA GAS WORKS) bit.ly/PGW-emergencies

HOUSING TRUST FUND bit.ly/DHCD-Programs

PA WEATHERIZATION PROGRAMS bit.ly/PA-weatherization

U.S. Geological Survey Water Alert System (USGS)

While flood insurance can make someone whole again financially, having an action plan ahead of time that can be implemented within a specified window can actually make an even bigger difference. You can download the United States Geological Survey (USGS) Water Alert to receive a warning when river waters reach a specific height in Norristown that historically results in Manayunk being flooded and then results in East Falls flooding. On average the travel time of floor water from Norristown to our area takes between 1-2 hours to travel leaving that amount of time to prepare for the impending flood. Detailed instructions on how to utilize this tool can be found below.

Between having time to prepare, formulating an action plan, and flood insurance, we hope that everyone in East Falls will be in a much better position the next time the threat arises.

- ▶ Google "USGS PA"
- ▶ Click on "USGS Current Water Data for Pennsylvania"
- ▶ Click on "Statewide Streamflow Current Conditions Table"
- ▶ Scroll down the list of 380 unique stream gage IDs to the river basin of interest; in this case the Schuylkill Basin. There are 25 gages in the Basin listed from the upstream most gage down to the tidal gage near 30th Street.
- ▶ Click on "01473800 Schuylkill River at Manayunk, Phila." which is located on Green Lane Bridge.
- ▶ Select "00065 Gage Height" under the list of available parameters and scroll down the page to that graph showing recent/current conditions of the parameter of interest. (Gage height is the USGS term for elevation of the water surface measured in feet. You can choose it or any of the parameters listed)
- ▶ Just below the selected graph, click on "WaterAlert"; WaterAlert is a USGS tool that is free to the public and is capable of setting notification thresholds for parameters of interest.
- ▶ Enter your email address (the only email you will receive is requesting you to confirm subscription to the program; make sure to check your Spam folder if you don't receive it).
- ▶ Select how often you want to be notified of your threshold exceedance, for flooding most likely hourly
- ▶ Select "Greater than" and then enter 28' which is the approximate gage height under which portions of Fountain Street begins flooding.
- ▶ Acknowledge reading the statement
- ▶ Click "Submit"
- ▶ Whenever the river rises above 28 ft, you will receive an email alerting you of that fact asking you to reply and send.
- ▶ The gage at Norristown is about 10.3 miles upstream from Green Lane Bridge, travel times between the two gages are about 1-2 hours. Falls Bridge is an additional 2+ miles downstream.
- ▶ There is a strong correlation for a gage height of 15.2 feet at Norristown corresponding to a gage height of 28' at Green Lane.
- ▶ Establishing a WaterAlert threshold for 15' at Norristown will give approximately 2 hours of lead time downstream at Falls Bridge and provide an opportunity to take some precautionary preparations.



How To Prepare Your Property: Flood Mitigation

FLOOD PROTECTION

There are two methods of flood protection 1) **wet flood proofing** and 2) **dry flood proofing**. Both can help protect the building lower flood insurance. In the case of new buildings in a flood zone, they are often required by building code.

- Wet floodproofing allows for water to enter and leave a crawl space, basement, or other enclosed space. The space type is limited to parking, storage, and other non-inhabitable spaces.
- Dry floodproofing fully stops water from entering a structure and is often constructed of planks or more modern carbon fiber panels that are installed over openings within the floodplain. Structural reinforcement may or may not be required and special attention is paid to egress issues and will ultimately need to be reviewed by a professional and approved by a regulating agency.

Each method of protection can be very technical and property type and construction specific. A professional should be consulted in the design of any of these systems and consultations are often provided for free by companies such as those provided below:

[Smartvent bit.ly/SmartVent-FAQ](https://bit.ly/SmartVent-FAQ)

[Floodproofing bit.ly/DryFloodproofing](https://bit.ly/DryFloodproofing)

STORMWATER INCENTIVES

The Philadelphia Water Department (PWD) offers incentives to property owners, project managers, and developers to install and enhance stormwater management on their property to lower costs and better manage stormwater leading to healthier and safer communities.

[PWD Stormwater Incentives bit.ly/PWD-stormwater](https://bit.ly/PWD-stormwater)

Resources: City of Philadelphia



CITY OF PHILADELPHIA OFFICE OF SUSTAINABILITY + OFFICE OF EMERGENCY MANAGEMENT

- [Guide to Flooding](https://bit.ly/Phila-FloodGuide) bit.ly/Phila-FloodGuide
- [Flood Protection Forms](https://bit.ly/FloodProtectionForm) bit.ly/FloodProtectionForm
- [Report Flooding to the City](https://bit.ly/Phila-ReportFlooding) bit.ly/Phila-ReportFlooding
- *If you see a blocked storm drain/inlet causing street flooding, call (215) 685 6300*
- [Severe Weather Safety Guide](https://bit.ly/SevereWeatherGuide) bit.ly/SevereWeatherGuide
- [Family Emergency Plan + Toolkit Template](https://bit.ly/Phila-FamilyPlan) bit.ly/Phila-FamilyPlan
- [How to Prepare for an Emergency](https://bit.ly/Phila-EmergencyPlan) bit.ly/Phila-EmergencyPlan
- [ReadyPhiladelphia Alerts](https://bit.ly/ReadyPhilaAlerts) *Get severe weather safety and helpful preparedness tips sent straight to your inbox every month by signing up for ReadyPhiladelphia newsletters.* bit.ly/ReadyPhilaAlerts

HOUSING TRUST FUND

bit.ly/Phila-HousingTrust

PWD HOMEOWNERS EMERGENCY LOAN PROGRAM

bit.ly/PWD-EmergencyLoan

PWD BASEMENT BACKUP PROTECTION PROGRAM

bit.ly/BasementProtectionProgram

PWD STORMWATER INCENTIVE PROGRAM

bit.ly/PWD-stormwater

CITY OF PHILADELPHIA FLOOD PLAIN MANAGER

floodplainmanager@phila.gov

(215) 686-2423

Resources: Commonwealth of Pennsylvania

PEMA PENNSYLVANIA FLOODPLAIN MANAGEMENT bit.ly/PEMAFloodManagement

READY PA *Be Informed through preparedness guide, alerts, and newsletter* bit.ly/ReadyPA

- ▶ **Flooding Tips and Checklists**
bit.ly/ReadyPA-Flooding
- ▶ **How to Get Involved and Assist in Flood Mitigation**
bit.ly/ReadyPA-BeInvolved
- ▶ **After the Disaster Guide**
bit.ly/ReadyPA-After
- ▶ **Find out if disaster assistance is available to you**
bit.ly/RecoverandRebuild

PHFA HOME REPAIR LOAN PROGRAMS

bit.ly/PHFA-RepairLoans

HOUSING TRUST FUND

bit.ly/PHFA-PHARE



Resources: National

FEMA FLOODPLAIN MANAGEMENT PROGRAM

bit.ly/FEMA-FloodManage

NATIONAL FLOOD INSURANCE PROGRAM

floodsmart.gov

FEMA FLOOD MAP SERVICE CENTER

Official public source for flood hazard information

bit.ly/FEMA-FloodInfo

FEMA MITIGATE YOUR HOME TOOLKIT

bit.ly/FEMA-HomeMitigate

U.S. SMALL BUSINESS ADMINISTRATION DISASTER ASSISTANCE AND MITIGATION FUNDING

For loans and grants after an event

bit.ly/SBA-disasterhelp

HAZARD MITIGATION ASSISTANCE GRANT PROGRAMS

bit.ly/HazardGrants

FIELD GUIDE FOR CLEANING UP FLOODED HOMES

bit.ly/NDCleanUp

Resources: American Red Cross

The American Red Cross, a humanitarian organization led by volunteers and guided by its Congressional Charter and the Fundamental Principles of the International Red Cross and Red Crescent Movement, provides relief to victims of disasters and helps people prevent, prepare for and respond to emergencies.



AMERICAN RED CROSS HURRICANE RELIEF EFFORTS

bit.ly/RC-HurricaneRelief

- ▶ **Be Prepared:** [Learn How to Prepare for Hurricanes](https://bit.ly/RC-HurricanePrep) bit.ly/RC-HurricanePrep
- ▶ **Be Prepared:** [Learn How to Prepare for Flood](https://bit.ly/RC-FloodPrep) bit.ly/RC-FloodPrep
- ▶ **Checklist:** [Download the Hurricane Safety Checklist](https://bit.ly/RC-HurricaneChecklist) bit.ly/RC-HurricaneChecklist
- ▶ **Preparedness Quiz:** [Hurricane Preparedness Quiz](https://bit.ly/RC-HurricaneQuiz) bit.ly/RC-HurricaneQuiz
- ▶ **Stay connected for critical information and support:** [Download the Emergency App](https://bit.ly/RC-EmergencyApp) bit.ly/RC-EmergencyApp



EMERGENCY SUPPLY CHECKLIST

bit.ly/RC-EmergencySupplyList

RED CROSS MOBILE APPS

Free apps from the Red Cross

bit.ly/RC-MobileApps

PREPARING FOR A DISASTER FOR THOSE WITH SPECIAL NEEDS OR DISABILITIES

bit.ly/DisasterPrep-SpecialNeeds

FOLLOW ON LINKEDIN FOR TRAINING VIDEOS

bit.ly/RC-LinkedInTraining

Allyship and Advocacy

East Falls neighbors and businesses have come together time and again in good times and challenging ones. That was never more evident than throughout the response and recovery from Hurricane Ida.

We have included here some tips for how to be in allyship with one another before, during, and after an extreme weather event - and how we can work together, in partnership with government at all levels, to protect each other's health, safety, and well-being.



Allyship

- Proactively ask your neighbors what they need, and how you can help.
- Offer to help neighbors with tasks they may need assistance with - grocery shopping, etc.
- Spread information to your neighbors or our East Falls organizations.
- Offer to connect your neighbors to a resource you may have a good contact with.
- Donate if you can - to organizations (whether that is in-kind or financial) or individuals in need.

Advocacy

- Contact our elected officials.
- Ask others if they have had the same experiences (whether good or bad) with a government resource or program, so our community can contact our elected officials collectively, too.
- Bring issues or positive experiences with a government resource or program to the East Falls Business Association, or one of our two Registered Community Organizations ([East Falls Community Council](#), eastfallscommunity.org, and [East Falls Forward](#), eastfalls.com).
- Attend community meetings.
- Spread the Word!

Our Local Elected Officials

CONGRESSMAN DWIGHT EVANSbit.ly/RepresentativeEvans

STATE SENATOR VINCENT HUGHESbit.ly/SenHughesContact

STATE REPRESENTATIVE TARIK KAHNbit.ly/RepTarikKhan

COUNCILMAN CURTIS JONES, JR.bit.ly/CouncilmemberJones

Share This

Please feel free to give a copy to a friend or two (or better yet, email it to a group!), put it on your social media, and tell us what you think and what we're missing!

Contact Us

discovereastfalls.org

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East Falls Development Corporation
michelle.feldman@eastfallspa.com

facebook.com/EFDCorp
instagram.com/DiscoverEastFalls

Disclaimer

This guide does not constitute or replace advice from emergency management expert advice. Should you have a specific question about the resources included here, or emergency management programs or best practices, please reach out to the relevant agency or entity. EFDC is happy to assist in trying to connect you.



discovereastfalls.org