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San Anselmo's High Water Mark Kick-Off Booth Country Fair Day- September 28, 2014

Country Fair Day in San Anselmo is a family-oriented annual celebration in downtown with a parade, booths, live music, food and drink. For the last two years, the Town Department of Public Works has had a booth focused on educating the public about local water issues. This year, in anticipation of our FEMA High Water Mark event, we focused the booth's message to be about historic flooding and high water marks. The booth was run by Town staff and FEMA employees, and displayed information and pictures of historic flooding, current flood zone delineations, a video of footage from our two most severe floods, information about the National Flood Insurance Program, and a treasure hunt.

The treasure hunt consisted of 9 stations, mounted to A-frame street barricades, throughout the fair which contained clues to the next station in the form of historic photographs of flood events. The photographs were collected with the help of the Town historical museum, and depicted floods from storms in 1923, 1944, 1982, and 2005. As in the example below, each station was located in a place where a picture of historic flooding was taken, and said 'you are here' on one picture and 'This is your clue for the next station' on another picture. Each station also had a secret word which, when compiled, spelled out 'help us keep san Anselmo from flooding again'. We estimate that 35 people, mostly kids, embarked on the treasure hunt, and about 10 completed it. People were given prizes of water bottles or 1st-aid kits for completing the treasure hunt. In some cases they were given prizes for starting the treasure hunt, or even expressing interest in it.

