

## Western States Seismic Policy Council 2014 Awards in Excellence

### *Award in Excellence for Educational Outreach*

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<b>Administering Agency:</b>	California Earthquake Authority
<b>Program/Project Name:</b>	Public Education (Marketing), Mitigation, and Research Activities of the CEA
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#### **Program Summary:**

The California Legislature established the California Earthquake Authority (CEA) as a publicly managed, largely privately funded entity in 1996. In 2011, the California Residential Mitigation Program (CRMP) was created through a Joint Exercise of Powers Agreement between the California Office of Emergency Services and CEA. CEA has worked tirelessly to promote and support long-term community resilience by providing risk education, loss mitigation and insurance protection to help Californians prepare for and recover from damaging earthquakes. Accomplishments in the last several years include:

- Implementation of a year-round marketing program to reverse previous cyclical downturns in policy sales by highlighting CEA's value proposition—The Strength to Rebuild® -- using a standardized value-based preparedness message that combines “what to do” with “why to do it”.
- Joining forces with the American Red Cross (Red Cross) to help more people prepare to survive and recover from California's next damaging earthquake by combining Red Cross expertise on preparing a kit, making a family disaster plan, and being informed, with the CEA's residential earthquake insurance expertise and loss-mitigation knowledge. As a result of Joined Forces, \$340,000 was raised over 2 years to benefit Red Cross preparedness and response programs through a unique online auction, and a statewide tour of the Traveling Red Table™ was launched to promote participation in The Great California ShakeOut™ earthquake drill.
- Sponsoring the NGA-West2 project (NGA Next Generation Attenuation) and the UCERF3 (Uniform California Earthquake Rupture Forecast Version 3) model to: develop and use the best science to make earthquake insurance rates; and update the National Seismic Hazard Maps, which are used for the seismic design of buildings having an impact on almost all new building construction in California.
- Implementation of a pilot seismic retrofit program – Earthquake Brace + Bolt (EBB) – to provide up to \$3,000 in rebates to participating homeowners in two specific locations in the state, with plans to expand statewide in the future.
- Following the passage of the first statewide building code for existing structures, and in coordination with FEMA, taking the lead on a project to develop prestandards, with a goal of acceptance as standards, and eventual adoption into building codes.
- Funding research to conduct detailed numerical, component, and shake table analysis of non-retrofit and retrofit elements to develop data to be used in calculating and determining insurance discounts.

- The creation of the position of Chief Mitigation Officer (CMO), which has done much to draw focus and push the topic of mitigation to the forefront. The CMO works to build relationships and network with stakeholders in local and state governing agencies, regulatory agencies, the engineering and research communities, and specialists in earthquake mitigation, to gain their input and their buy-in to the goals of the CEA Mitigation and CRMP programs efforts.

Additional information can be found at:

Joined Forces: [www.getpreparedcalifornia.org](http://www.getpreparedcalifornia.org)

CRMP: [www.californiar ResidentialMitigationProgram.com](http://www.californiar ResidentialMitigationProgram.com)

EBB: [www.earthquakebracebolt.com](http://www.earthquakebracebolt.com)