

**WSSPC Awards in Excellence**

***2019 Nominations***

The Western States Seismic Policy Council (WSSPC) is pleased to announce it is accepting nominations for its 2019 Awards in Excellence. These annual awards honor exemplary programs, projects, and products that have significantly contributed to addressing earthquake risk reduction through new and creative approaches. Through these awards, WSSPC seeks to recognize the winners’ demonstrated achievements in earthquake mitigation, preparedness, and response, and facilitate the transfer of those successful experiences to others.

Winners will be honored during the 2019 WSSPC Annual Meeting. Recipients will be presented with a specially-designed plaque at the WSSPC Awards Luncheon, and featured in press releases, meeting materials, and on the WSSPC website.

**Eligibility**

During the award selection process, the following criteria are used to determine eligibility and rate the eligible nominations:

1. Is the nominated program, project or product operated, administered or sponsored by a government entity, non-profit organization or public-private partnership?
2. Has the program, project or product been operational for at least one year prior to the nomination date?
3. Does it address a significant earthquake risk reduction issue that is local, regional, state or national in scope?
4. Does it represent a new and creative approach to the earthquake risk reduction issue?
5. Has the nominated program, project or product effectively achieved its stated purpose, goals and objectives?
6. Could the program, project or product and/or its results be easily transferred for use to another local, state or regional government or non-profit organization?

**Nominations**

Anyone from outside of the nominated program, project or product may submit a nomination, whether or not they are a member of WSSPC. To make a nomination, complete all of the information on the attached form and submit it with the supporting documents to *info@wsspc.org* by Friday, January 4, 2019. For questions or additional information, please contact WSSPC at 916-444-6816 or go to *www.wsspc.org.*

**Winners**

Winners are chosen by the WSSPC Board of Directors. 2019 Award in Excellence selections – and their nominators – will be notified at the end of January 2019. Winners’ notification forms will be posted on the WSSPC website.

Attachment: 2019 WSSPC Awards in Excellence Nomination Form

**WSSPC Awards in Excellence**

***2019 Nomination Form***

**Nominated Program, Project or Product:**

|  |  |  |  |
| --- | --- | --- | --- |
| Program, Project or Product Name: Be Tsunami Siren & Evacuation Map Aware | | | |
| Nominated Administering Organization: Washington Emergency Management Division | | | |
| Contact Name/Title: Steven Friederich / Public Information Officer | | | |
| Street: 20 Aviation Dr., Building 20 | | | |
| City: Camp Murray | | State: WA | Zip: 98430-5112 |
| Telephone: (253) 512-8283 | Fax: | | |
| Email: steven.friederich@mil.wa.gov | | | |

**Nominating Individual or Group (must be nominated by someone outside the nominated organization)**

|  |  |  |  |
| --- | --- | --- | --- |
| Nominating Individual or Group: Pascal Schuback, Cascadia Region Earthquake Workgroup | | | |
| Agency Affiliation: Executive Director | | | |
| Street: 117 Louisa Street #584 | | | |
| City: Seattle | | State: WA | Zip: 98102-3203 |
| Telephone: (206) 414-8799 | Fax: | | |
| Email: [schuback@crew.org](mailto:schuback@crew.org) | | | |

**Award Category (check all that apply):**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Educational Outreach (choose all that apply from the following 3 sub-categories) | |  | Multi-jurisdictional Planning |
|  |  | Outreach to Business/Government |  | Mitigation Efforts |
|  | X | Outreach to General Public |  | Non-Profit Agency Efforts |
|  |  | Outreach to Schools |  | Research Projects |
|  | Innovations | |  | Response Plans/ Materials |
|  | Legislation | |  | Use of New Technology |

**Evaluation of Program, Project or Product** (use as much space below each question as needed)

1. How long has the nominated program, project or product been operational?

(Note: to be considered for an award, it must have been operational at least one year prior to nomination.) Since: Month January Year 2018

However, Washington state has taken a major role in tsunami preparedness since the 2001 Nisqually earthquake.

1. What is the major purpose of the program, project, or product? What problem or issue was it designed to address?

We designed an advertising campaign targeting our coastal populations, encouraging them to walk their tsunami evacuation routes and understand the role of tsunami sirens. The themes: “Are you in the zone?” and “Don’t wait for the siren to go off.” We did this after seeing uncertainty from the population of what to do in the face of a potential tsunami originating off the coast of Alaska in January 2018. Additionally, local emergency managers requested assistance in spreading hazard awareness messages during a tsunami siren test in October.

1. Describe the specific activities and operations of the program, project, or product.

In January 2018, our team outlined an outreach strategy following a tsunami scare that month that originated in Alaska. That scare renewed interest in how to stay safe and get to safety following a tsunami. The strategy was also informed by a survey on Nextdoor of coastal residents about tsunami protective actions which followed the Great ShakeOut 2017, and had an excellent response rate.

In April, our team conducted a Road Show of public forums on the coast promoting tsunami life safety messages, working with our partner agencies. This was especially important for us because we were able to have face-to-face time to help change people’s understanding of the issue. We also wanted to help the public understand the differences between a tsunami warning, advisory, watch and information statement. Our staff actually created a new graphic to help the public understand the nuances of the warnings.

Also in April, we conducted a tabletop exercise with dozens of our local partners, helping to improve knowledge of communications procedures, and work with our federal partners.

After the forums, we created flyers in both English and Spanish, which we had our staff translate and gave to local partners to distribute. We created newspaper print ads that ran in 14 newspapers, which all had to be customized for each paper because of different column widths and changes in areas. We wrote scripts and oversaw production of multiple commercials on eight radio stations, hyperlocal to their communities.

Our ads were focused in October, when attention is on earthquakes because of the National ShakeOut campaign. Our print ads ran twice in October and all month on the radio. We also did social media ads throughout the month. We wanted the conversation for those who live and visit on the coast to not just be on drop, cover and hold on – but the life safety messages of going to high ground after the ground stops shaking. One key message to clarify was that for near-source tsunamis, the Earthquake shaking may be the only warning received in advance of a tsunami.

After our print and radio advertising campaign was over, we continued with social media ads through the month of December into January. We also repurposed the date-specific print and radio ads to make them more generic and provided them to our local partners as free content to use on their own social media and traditional media channels. Since then, the commercials have been airing on podcasts and non-profit radio stations.

Our staff also met with local leaders and encouraged them to apply for grants to help with preparedness in their communities.

1. What new and creative approach or method does the program, project, or product use to address an issue or problem?

We are the first state in the nation granted federal approval to do social media ads under NOAA/NWS Tsunami Activities Grant funds, per Rocky Lopes, Deputy Program Manager / NTHMP Administrator, NOAA/National Weather Service Tsunami Program. Using social media ads with this grant will now be written in as an allowable activity list for other states to take advantage of.

1. What was the start-up budget and source(s) of funding?

Budget: $20,000 Source: \_ NOAA/NWS Tsunami Activities Grant funds \_\_\_\_\_\_\_\_\_\_\_\_

1. What are the annual operational costs and source(s) of funding?

Budget: $ One-time project. No Annual costs. Source: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. How many employees (full-time equivalent) work(ed) with the program or project, or on the product? Four.
2. Where did this program, project or product idea originate?

\_X\_\_ Originated within the nominated organization

\_\_\_\_ Adapted from another source

* Original source:
* How was it modified?

1. Has the program been fully implemented? X­\_ Yes \_\_\_\_ No
2. If the program has not been fully implemented, what actions remain to be taken?

The program has been fully implemented.

1. Is there evidence that the program has been effective in achieving its stated purpose? Briefly summarize evaluations (pro and con) of how well the program has addressed the defined problem or issue.

We had two goals. The first was to make local residents more aware of existing products that can be used for life safety by using traditional media and social media to directly connect them with our materials. The second was to create more public education materials our local partners can use on a regular basis. We succeeded in both goals.

Our Google Analytics show that since Oct. 1, when we began pushing our advertisements, we’ve had 3,687 people visit our tsunami resources website (with PDF evacuation and inundations maps ready to be downloaded) and 3,842 people visit our tsunami preparedness tips website. As a comparison in the three-month time period before the ad campaign, we just had 155 people visit our resources page to download maps and 743 people visit our tsunami tips page.

Our traditional media campaign of newspaper ads and radio ads reached, roughly, half a million people. Our social media Facebook ads reached 421,368 people based on Facebook analytics.

That means, for about $20,000 and developing all of our ads in-house, we were able to spread life safety messages to nearly 1 million people – or about 2 cents per person.

1. What limitations or obstacles were encountered? How were they overcome?

Our biggest obstacle was figuring out how to connect with people. We saw record turnout in the many thousands who attended our public forums, but that obviously wasn’t everybody.

Demographics from our public forums showed attendees skewed older, so we needed to figure out a way to get our life safety messages to a younger audience.

Radio ads on music stations gave us one way to reach a younger audience. Social media ads also helped us on that front.

Traditional print media ads connected us with an older audience, who may not have access or be as tech savvy to have access to social media. We also advertised on news stations, which had a mix of demographics.

Traditional radio and print ads allowed us a passive one-way message with an audience.

Social media ads allowed us to actually engage with our audience – much like a virtual town hall experience. We would pay for ads to appear in coastal residents’ Facebook timelines. When we would see people run into issues of finding the right kind of map, our public information officer working on this project would respond to them – sometimes within minutes, sometimes within hours. The result was a back and forth and sometimes a person who came in with fatalistic ideas would emerge asking how to buy a NOAA Weather Radio and where to get it programmed (which we would answer).

The results are in the Google Analytics, where we have clear evidence that thousands of people went to our pages for life safety information and to download tsunami maps who, otherwise, would never have been to our pages or even thought about it without our outreach campaign.

1. Additional information for the WSSPC Board to consider in evaluating the program, project or product. Supporting documentation, samples, or other items may be attached.

Items Attached:

Items Attached via this Google Folder:

<https://drive.google.com/drive/folders/1wvunY9vSIkUFyKuh_J0qizaphJisyW4g>

Actual Print ads created for the campaign (& created after for PSAs)

Actual radio ads for the campaign (& created after for PSAs)

Google Analytics.

Facebook Analytics

2017 NextDoor public Survey

News Articles:

<http://www.northcoastnews.com/news/tsunami-roadshow-brings-latest-information-to-coast/>

<https://www.king5.com/article/news/local/disaster/how-to-prepare-if-60-foot-tsunami-strikes-washington-coast/281-537164299> (has video)

<http://www.nwnewsnetwork.org/post/coastal-counties-put-heads-together-avoid-future-tsunami-alert-glitches> (has radio clip)

(More News Clips saved as PDFs because they’re behind pay walls)

Some of the Actual Social Media Ads we used:

<https://www.facebook.com/123602574448465/posts/1348322781976432>

<https://www.facebook.com/123602574448465/posts/1344065519068825>

<https://www.facebook.com/123602574448465/posts/1392194700922573>

Submit the nomination form and all supporting documents to Program Manager Erin Mommsen at [***info@wsspc.org***](mailto:info@wsspc.org) ***.*** Documentation that cannot be sent electronically may be mailed to: WSSPC, 801 K Street, Suite 1236, Sacramento, CA 95814. If you have any questions, please feel free to contact us at 916-444-6816. **Deadline is Friday, January 4, 2018**.