

State of California  
Seismic Safety Commission

Memo

To: Commissioners

From: Richard McCarthy  
Seismic Safety Commission  
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(916) 263-5506

Date: 4/29/14

Subject: Totally Unprepared Native American Pilot Project

**Background**

Governor Brown will soon release a request to all State Agencies to increase their efforts to reach out and assist Native Americans. The Commission/CalOES' current Totally Unprepared Earthquake Preparedness Project has a Native American component, but it is very limited. To meet the Governor's new request, staff requested that the contract manager for the Totally Unprepared Project (Mr. Michael Kleeman, UC San Diego) develop a proposal to assist the Commission in meeting the Governor's new Native American outreach expectations.

**Recommendation**

Staff recommends that the Commission review the attached proposal, ask Mr. Kleeman questions and/or make suggestions, and then approve the proposal.



# **Totally Unprepared Native American Pilot**

## **Goal and Objective Supported by the Project**

Increased public awareness of the need for and engagement in earthquake preparedness in Native American populations – Pilot site test

## **Summary**

The Totally Unprepared (TU) Program of individual and community engagement around the topic of disaster preparedness, with an emphasis on earthquake risks, has been uniquely successful in raising the awareness of the public about earthquake risks and preparedness activities. Targeting the channels of social media, online content, and mobile applications, with the use of broadcast interstitials and advertisements to drive traffic, it has broken new ground in preparedness media.

The work in Phase II of TU was focused on leveraging the media and web assets developed in the initial program thrust and increasing the utilization of these assets for preparedness in at risk communities in California. Of particular interest are the Native American populations in the State which have different media, cultural norms and awareness of seismic risks and preparedness. This request will help fund<sup>1</sup> a pilot effort aimed at a Native American tribal community or communities using a comprehensive approach that combines schools, community groups, faith based groups and print and broadcast media, coupled with a customized Web section on the TU site, to increase community preparedness. We will undertake this work together with the American Red Cross and New America Media on the program and media elements and measure the impact of the intervention and use the knowledge gained to revise and refine future efforts at reaching out and helping prepare these communities. If successful we will apply these learnings to a broader effort at serving this target population.

## **The Need**

California officials agree that many Californians are unprepared for a resilient response to a catastrophic natural or man-made disaster. Despite numerous efforts to encourage individual and community preparedness, the percentage of California residents that are prepared is quite low and this is particularly true in Native American populations in the State. However, community and individual preparedness are essential for effective disaster response. A prepared population is more resilient—better able to feed, shelter, and care for minor medical needs of citizens than those that are not prepared. Emergency preparedness radically reduces the demands on emergency services and supplies during crises. Raising disaster awareness and finding new ways to encourage Californians to prepare for disasters requires new strategies. The Totally Unprepared program, started in 2011, has been uniquely successful in raising awareness and expanding the resources available to California residents through digital media and online and public event engagement.

## **Proposed Work**

In the first year of Totally Unprepared saw the creation of disaster preparedness brochures in English, Spanish and Chinese; website development, launch, and hosting; blogs; video development; and event tabling. These resources can be found on the web at <http://www.totallyunprepared.com>, which also includes access to the mobile applications from the American Red Cross.

In collaboration with KPBS and IGCC, the Totally Unprepared team created two video series, “Totally Unprepared” and “Will It Shake?” The video episodes feature average citizens in their homes who

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<sup>1</sup> We will also be using grant resources from CAL-OES in part to support this effort, including media outreach, but the SSC funds will specifically be targeted at the Native American population pilot.

identify earthquake risks. Segments are then replicated in simulation exercises on the shake table at UCSD to show critical risk elements (such as wine racks) and to demonstrate the consequences of major earth tremors.

In this Pilot effort we seek to leverage these and our community outreach model, which is designed to blanket a community with preparedness messaging across multiple channels and groups, to increase the preparedness in a targeted Native American population (selected together with the Commission Staff) in California. The community outreach model includes the following elements:

- Outreach to Schools – TU, together with our partners, outreach targeted at primary, secondary and high school students (pillowcase preparedness kits, gingerbread shake tables, media club stories which can be placed on the TU site and hopefully with the local media). These will be customized for the tribal community and the preparedness efforts delivered to the specific populations.
- Outreach to Community Organizations – TU and Red Cross personnel will reach out to the tribal community organizations and deliver the customized preparedness training plus provide appropriate materials.
- Outreach to Faith Based Groups - TU and Red Cross personnel will reach out to the local faith based groups and deliver the customized preparedness training plus provide appropriate materials.
- Community Events – We will present at local community events, having Preparedness presentations and give-away materials.
- Print and local broadcast media – Working with New America Media and local media outlets we will customize preparedness messaging and deliver it as a mix of paid advertising and editorial content targeted at the local community. We will also work with the local outlets to have them carry stories created by local high school students (assuming they meet the quality levels) on air or in the papers.
- Community web page on the TU site – This will include a calendar of events and local blog postings created by the community (especially the high school students) edited and curated by TU personnel. We will also cross link with any local organizations

The program elements will be created together with the American Red Cross and the local tribal community leaders, together with New America Media and the local media outlets.

### ***Online Presence and Campaign Approach***

The Totally Unprepared campaign is unique in that it has maintained a conversation with Californians and others online throughout the campaign. Weekly the program blogged about news related to emergency preparedness, the stories behind the new materials that have been released, and other topics that enable TU to remind people about the importance of being ready.

The website is the principal media distribution outlet for TU, and through using electronic means we are able to reduce both media reproduction costs and greenhouse gas impacts. The new blog posts and other media may take the form of new contests, outreach to new blogs, and new takes on preparedness that reference the existing assets. TU will:

- Maintain an active online presence blogging and social media.
- Collaborate with the Bay Area Red Cross to revamp [www.prepare.org](http://www.prepare.org) with content from Totally Unprepared, the Red Cross, and other partners.
- Continue graphic/HTML support for the online presence and technical support for Wordpress (the website content management system).
- Extend and expand the preparedness checklists on the site.

### ***Monitoring and Evaluation***

Since the main goal of this pilot is to derive greater value from the media content, tracking the different online and print outreach programs and their impact on site access and content downloads will be essential. We will use online tracking and analysis tools below to gather and analyze data on the impacts of TU digital products, which in turn will drive subsequent outreach activities and products, specifically focusing on the TU Community web page for the Pilot community:

- Constant Contact: Email marketing
- Hootsuite
- Twitalyzer
- Get Satisfaction
- Batchbook CRM

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### **Executing Agency –**

Institute on Global Conflict and Cooperation  
UC San Diego

### **Period of Performance**

June –November 2014

### **Funding Requested**

\$49,973

Details provided in attached proposal budget form.

# UCSD PROPOSAL BUDGET FORM

University of California San Diego

**Budget Period:** From August 1 2014 Through October 31 2014 Year 1 of 1

**Direct Costs:**

List Personnel Salary and Fringe Benefits

**UCSD#** \_\_\_\_\_

| Name   | Payroll Title   | Monthly Salary | # of Months    | % Effort    | Person Months | Requested Salary  | * Fringe Benefits |                  | Total    |
|--|---|----------------|----------------|-------------|---------------|---|-------------------|------------------|----------|
|  |   |                |                |             |               |   | %                 | Amount           |          |
| Michael Kleeman  | Specialist  | 10,559         | 3              | 50.00       | 1.5           | 15,838  | 44.2              | 7,000            | 22,838   |
| Connie Chan  | Project Manager   | 4,950          | 3              | 40.00       | 1.2           | 5,940   | 44.2              | 2,625            | 8,565    |
|  |   |                |                |             |               |   |                   |                  |          |
|  |   |                |                |             |               |   |                   |                  |          |
|  |   |                |                |             |               |   |                   |                  |          |
|  |   |                |                |             |               |   |                   |                  |          |
| <input type="checkbox"/> Check box for additional personnel. List "Additional Personnel" on next page.   |   |                |                |             |               |   |                   |                  |          |
| List Graduate Student Researchers (GSRs) Salary and Fringe Benefits  |   |                |                |             |               |   |                   |                  |          |
| # of   | Name  | Payroll Title  | Monthly Salary | # of Months | % Effort      | Person Months   |                   |                  |          |
|  |   |                |                |             |               |   |                   |                  |          |
|  |   |                |                |             |               |   |                   |                  |          |
|  |   |                |                |             |               |   |                   |                  |          |
| Fringe Benefit Rate % and Tuition Remission Calculation:<br>* Enter the appropriate <b>Fringe Benefit Rate %</b> . For example: 17.0% enter 17 in the box.<br>The budget form will calculate the Fringe Benefit Amount and the Total automatically.  |   |                |                |             |               | <b>\$ 21,778</b>  | <b>\$ 9,626</b>   | <b>\$ 31,404</b> |          |
| Tuition Remission: # of GSR's: ___ x # of Months ___ x Tuition Remission Rate: _____ = _____<br>Tuition Remission: # of GSR's: ___ x # of Months ___ x Tuition Remission Rate: _____ = _____<br>Tuition Remission: # of GSR's: ___ x # of Months ___ x Tuition Remission Rate: _____ = _____<br>Tuition Remission: # of GSR's: ___ x # of Months ___ x Tuition Remission Rate: _____ = _____ |   |                |                |             |               | The "Totals" above also include Salary and Fringe Benefit amounts from the next page. |                   |                  | \$       |
| Consultant(s)  | New American Media  | 5,000          |                |             |               |   |                   |                  | \$ 5,000 |
| Equipment  |   |                |                |             |               |   |                   |                  | \$       |
| Supplies and Materials   | Preparedness Kits and supplies<br>(class room supplies, etc.) | 2,000          |                |             |               |   |                   |                  | \$ 2,000 |
| Travel   | Airfare, Hotel, Rental Cars                                   | 2,400          |                |             |               |   |                   |                  | \$ 2,400 |
| Subaward(s)  |   |                |                |             |               |   |                   |                  | \$       |
| Other Expenses   | Online monthly expenses<br>(\$500 x 3 months)                 | 1,500          |                |             |               |   |                   | 235              | \$ 1,735 |
| <b>Total Direct Costs</b>  |   |                |                |             |               |   |                   | <b>\$ 42,538</b> |          |

**Indirect Costs:**

|  |         |   |                   |   |       |   |                  |
|--|---------|---|-------------------|---|-------|---|------------------|
| On Campus Federally-Negotiated Rate(s) | _____ % | x | MTDC Base: _____  | = | _____ | = | _____            |
| Off Campus Federally-Negotiated Rate   | 17.5 %  | x | MTDC Base: 42,538 | = | _____ | = | 7,434            |
| Other Rate                             | _____ % | x | Base: _____       | = | _____ | = | _____            |
| <b>Total Indirect Costs</b>            |         |   |                   |   |       |   | <b>\$ 7,434</b>  |
| <b>Total Costs Requested</b>           |         |   |                   |   |       |   | <b>\$ 49,973</b> |



