

State of California  
Seismic Safety Commission

Memo

To: Commissioners

From: Richard McCarthy  
Seismic Safety Commission  
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Sacramento, CA 95833  
(916) 263-5506

Date: 2/4/15

Subject: Proposal to Enhance the Commission's Community  
and Media Outreach

Background

The Commission's participation in the "Totally Unprepared" outreach campaign will come to an end at the end of February, 2015. The Commission participated in three phases of the campaign and partnered with the California Earthquake Authority and the California Office of Emergency Services. The Commission's committed \$399,000 to this campaign and leveraged \$1,050,000 from its partners.

The Business, Consumer Services, and Housing Agency had recommended that the Commission develop a program that would highlight efforts supported and enabled specifically by the Commission and its partners. This will be done by expanding the number and quality of channels used to communicate information and build ongoing public awareness of the importance of preparedness and effective response with the resources available. In short, this program will raise the visibility of the mission of the Commission by promoting its usable products developed through cost-effective partnerships.

The attached proposal from the University of California Institute on Global Conflict and Cooperation (IGCC), UC San Diego will last two years and require \$200,000 from the Commission's research fund.

## Recommendation

Mr. Michael Kleeman from IGCC will present the attached proposal to the Commission. Commissioners should read the proposal, listen to the presentation, ask questions and provide staff guidance on the goals of the proposal. Staff recommends that the Commission approve the proposal and that a contract be sent to Department of General Services Legal for review.

**Proposal to California Seismic Safety Commission  
Community and Media Outreach  
PI: Michael Kleeman**

**Goal and Objective Supported by the Project**

The goals and objectives of this effort are increased public awareness of the need for, engagement with and community practice in earthquake preparedness and disaster response in California. We will do this by creating and then leveraging a network of services and media partners to highlight efforts supported and enabled by the Seismic Safety Commission. The effort will also significantly expand the number and quality of channels and media types used to communicate information and build ongoing public awareness of the importance of preparedness and effective response and the resources available.

**Summary**

The Alfred E. Alquist Seismic Safety Commission has for 40 years promoted the development of increased knowledge about preparedness for and response to earthquakes in California with the goal of helping decision makers and the public reduce loss and speed recovery to seismic events. The efforts of the Commission have both helped to save lives and help the people of California recover from the earthquakes that are a part of the lives of the people of California.

Much of the work supported and products and services developed or funded by the Commission is technical in nature and disseminating it in a manner that assists decision makers (including public officials) and the public to take appropriate action is a critical element of the Commissions success. The range of the efforts that the Commission has undertaken, either directly, or through contracts or partners, is significant and yet because of the episodic interest in seismic safety and response these resources often do not reach or impact their intended audiences.

The team at IGCC has seven years experience in working with the State public safety and emergency response community in outreach to elected officials and the public. We have been successful in this work because it combines elements of direct communications, web and social media, print, broadcast and public space media. The engagement with different media forms and outlets, coupled with tailoring the content to maximize interest and engagement is a key element of the efforts. We will work with the Commission and its partners and contractors to expand the ‘design’ of the content communicated and the channels through which it is communicated to help maximize both the specific information disseminated and the ability of the target audiences to access and utilize the information.

**Process**

The Commission has developed and helped fund a wide range of methods, technologies and practices for preparedness and response. Some of these are scientific, some construction related, some more consistent with general preparedness information. The Commission also has its own Web and social media outlets and relationships with other State and State related agencies (such as CAL-OES, CEA). We will work to leverage these relationships and expand them recruiting NGOs (such as the Red Cross, Tribal and faith based organizations), State-wide associations (such as the California State Association of Counties and League of Cities) and other

organizations such as New American Media and organizations such as Google and Yahoo as partners.

IGCC will work with Commission staff to create a rolling two year communications plan (with reviews each 6 months) which will address the following topics:

1. Overall goals for Commission communications (what we hope to achieve and how we can measure it)
2. Key messages and channels/resources used to communicate the messages in the past
3. Identify desired new channels and resources and plan to recruit these (such as science writers, major on-line firms, or Agency related organizations) or retail locations (if we can make the communications attractive enough, see Appendix for one example)
4. Projects and other initiatives underway
5. Partner organizations, and their goals and objectives, mapped to those of the Commission (to allow use to create maximum synergies in our approach)
  - a. Over time we will create a working group for lead partners to help us cross leverage efforts and resources)
6. Other possible communications channels for the messaging (these can be through community organizations, police and fire, insurance and construction firms/contractors, State regulators, etc.)
7. Map priority messages against desired channels and media
8. Execution plan
9. Measurement plan

We will then work with Commission and Agency staff on the implementation of the plan from Step 8. IGCC will help in recruiting new partners, identifying channels and media that are effective in reaching the target audiences and craft value propositions to incent partner or media channel involvement. We will also work with Agency staff to determine how other Agency departments (and sister State organizations) can be constructively involved in the outreach effort.

The execution plan will have specific targets for messages/stories, outlets, partners and media types all mapping to items 1 and 7 above. We will review these semi-annually (or as emergent events require) to insure that the Commissions priority messages are most effectively communicated. The measurement plan will be designed to measure both inputs (e.g. message impressions, etc.) and impacts (actions taken) to help us gauge our effectiveness and to help refine the effort in the succeeding periods.

### **Goals**

The Goals of the effort are to increase the effectiveness of the Commission in achieving its mission to increase public awareness of the need for, engagement with and community practice in earthquake preparedness and disaster response in California. We plan to do this by expanding the number and quality of channels used to communicate information and build ongoing public awareness of the importance of preparedness and effective response and the resources available. In practice we will work to raise the visibility of the mission of the Commission and the Commission itself primarily through what would be considered indirect channels and stories, where the content focuses on preparedness and response and the Commissions' role is included but not central.

If we help create awareness of new earthquake response and recovery technologies and work with writers and editors to include background on the need for them and links to other resources this is a win. If increasingly the public feels that preparedness is something they should be aware of daily not only on the day of the Great Shake Out this is a success. And if we engage a wide range of partner organizations in the messaging and leveraging our resources this meets our goals.

### **Budget**

The budget for the proposed two years of work is \$200,000 and include time of the Co-Principal Investigator Michael Kleeman and the support of the IGCC staff and dedicated resources of Graduate Student Researchers to assist in partner outreach and impact measurement. We have included an indirect rate of 25%. Details are attached in the budget.

### **Executing Agency**

University of California Institute on Global Conflict and Cooperation  
UC San Diego

### **Organization and Leadership**

As the University of California's system-wide security institute, IGCC brings together expert researchers from universities and national laboratories, and U.S. and international policy leaders, to find solutions for some of the most pressing global security challenges. IGCC brings deep expertise, policy networks, and organizational capacity to policy meetings. The institute has organized innovative research and policy dialogues on the dynamics of international conflict and cooperation since 1983.

A central mission of IGCC is to straddle the academic and policy communities. This has been accomplished with significant success. IGCC has been able to disseminate its research and the results of its regular regional dialogues widely through our extensive channels of publication and interactions with the international media, but also narrowly to key decision-makers and the policy community. IGCC's outreach to the public and policy communities is based on the extensive personal networks and reputations of the team members but also institutionally through a liaison office that IGCC maintains at the UCDC. IGCC hosts regular policy briefings and workshops at UCDC.

### ***Michael Kleeman, PI***

Michael Kleeman is a senior fellow at IGCC and will be the Project Principal Investigator and principal liaison with Commission and Agency staff. He will also review the quality of the work and request improvements when necessary. As PI, Kleeman will also provide general oversight of logistics and reporting. Kleeman developed the original Totally Unprepared project (see Appendix for Totally Unprepared Home page screen shot) and has extensive experience in media. He also developed the Senior Officials Training program for (now) CAL-OES targeting disaster communications and response for Senior Elected Officials across California. He was a Senior Fellow at the USC Annenberg Center and ran the Beyond Broadcast 2009 conference at USC. He serves as the volunteer counterpart to the President-Humanitarian Services of the American Red Cross and is the co-chair of the American Red Cross/Bay Area neighborhood

preparedness campaign, Ready Neighborhood, and was the creator of the Prepare Bay Area campaign.

***Tai Ming Cheung, Co-PI***

Professor Tai Ming Cheung, the Co-Principal Investigator for the project, brings strong professional experience, excellent networks, and a reputation for bridging the academic and policy communities for international and security affairs. He is a leading scholar on East Asian security and defense affairs and is the leader of the Study of Innovation and Technology in China research group, a Department of Defense–funded project on China’s technology and national security. Cheung leads the Defense Information Sharing portion of the Northeast Asia Cooperation Dialogues. He is a long-time analyst of Chinese and East Asian security and political, economic, and foreign policy issues and has written widely on these issues for scholarly and media outlets. Cheung’s publications include *Fortifying China* (Cornell University Press, 2008). Cheung is also an associate professor in residence at UC San Diego’s School of International Relations and Pacific Studies (IR/PS), where he teaches courses on Asian security and Chinese security and technology.

**Facilities and Resources**

IGCC is a multicampus research unit of the University of California, located on the UC San Diego campus. IGCC has a staff of 35, including faculty, a fellow, post-doctoral researchers, students, and administrators. IGCC occupies 3,477 square feet of office space at UC San Diego, (2,477 sq. ft. on Level 2 in the Robinson Building Complex and 1,000 sq. ft. in the San Diego Supercomputer Center East Expansion). This office space accommodates the PI and the administrative staff. The staff and PI all have University-owned computers in their offices to use for word processing, email, and other applications pertinent to their work and research. The PI and staff also have access to secured shared drives to store files including reports and meeting materials. IGCC also has a full range of office machines including a scanner, fax, conference phone, and printers. All the UC campuses have distance-learning and video-conferencing facilities that can be used for logistical or supplementary meetings. Staff have University-owned computers to use for word processing, email, and other applications pertinent to their work.

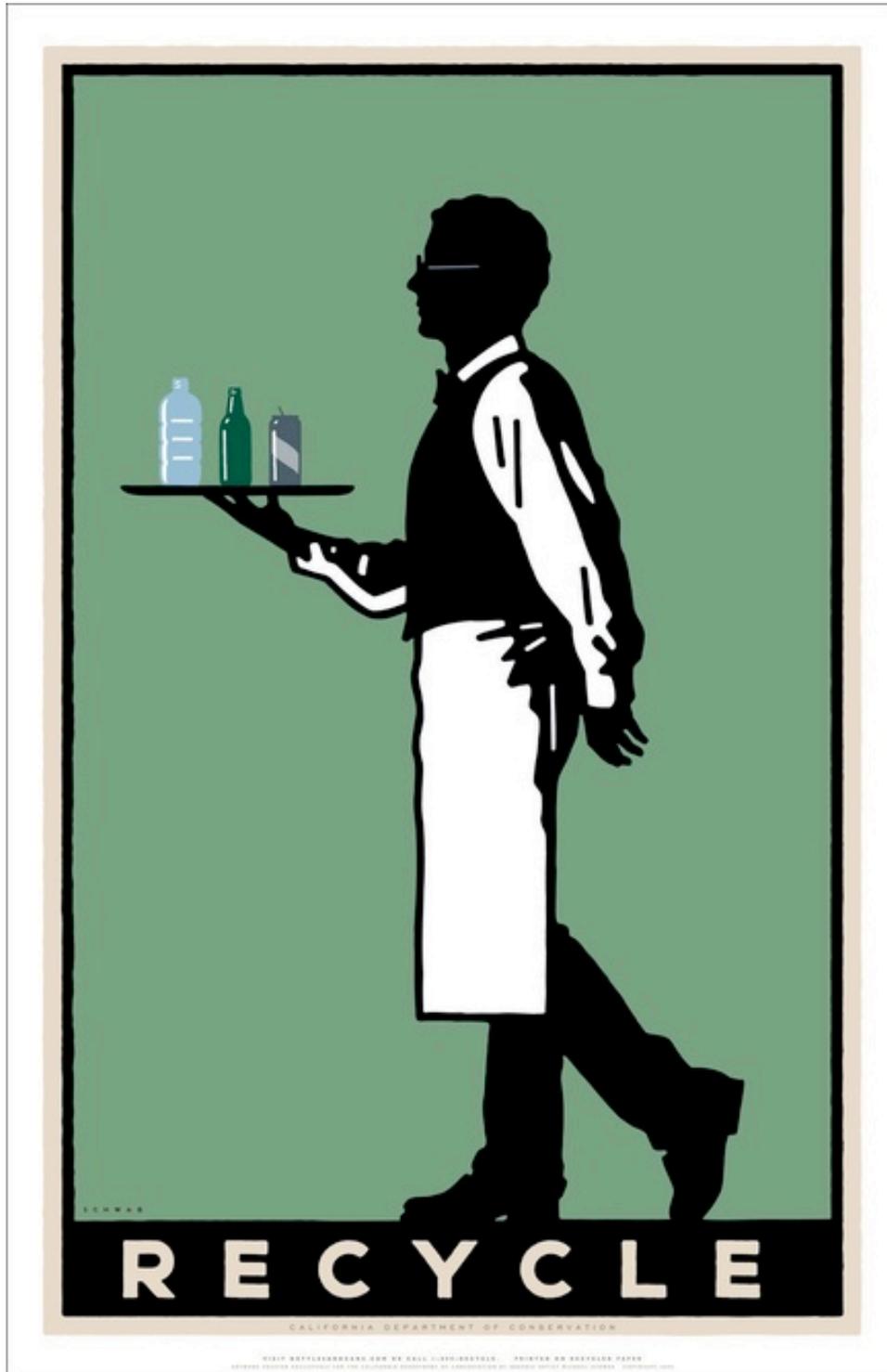
**Period of Performance**

March 1, 2015 –February 28, 2017

**Funding Requested**

\$200,000.

Appendix  
Outreach Examples



Example of poster by the State Department of Conservation that is displayed in commercial locations.



Share This With New Parents:

Download The Earthquake Ready Baby Kit

In the News

- Far From Home When an Earthquake Hits? You Need A Car Kit! Winterize Your Disaster Kit 4th of July Pet Food Safety Tricks of the First Aid Trade Make an OUCH POUCH For Your Day Pack

Apps to teach and recover

Emergency Bleeding Test yourself Fire ... Tornados, hurricanes, wildfires, earthquakes oh my! The Red Cross can teach you to be prepared for any disaster with their collection of preparedness and safety apps available for iOS and Android.

Wine rack + quake = ?

We did an experiment at the UCSD Shake Lab to find out what happens when your precarious wine rack meets our quakes. Watch the video and see if the unsecured rack survives.



# UCSD PROPOSAL BUDGET FORM

University of California San Diego

**Budget Period:** From March 1, 2015 Through February 28, 2016 Year 1 of 2

**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	10,769	12	50.00	6.0	64,614	44.4	28,689	93,303	
<input type="checkbox"/> Check box for additional personnel. List "Additional Personnel" on next page.										
<b>List Graduate Student Researchers (GSRs) Salary and Fringe Benefits</b>										
# of	Name	Payroll Title	Monthly Salary	# of Months	% Effort	Person Months	Requested Salary	%	Amount	Total
1	TBN - summer	GSR II	3,151	3	50.00	1.5	4,727	2.3	109	4,835
1	TBN - academic	GSR II	3,246	3	24.99	0.7	2,433	.6	15	2,448
<b>Fringe Benefit Rate % and Tuition Remission Calculation:</b> * Enter the appropriate <b>Fringe Benefit Rate %</b> . For example: 17.0% enter 17 in the box. The budget form will calculate the Fringe Benefit Amount and the Total automatically.						<b>\$ 71,774</b>	<b>\$ 28,812</b>	<b>\$ 100,586</b>	The "Totals" above also include Salary and Fringe Benefit amounts from the next page.	
Tuition Remission: # of GSR's: ___ x # of Months ___ x Tuition Remission Rate: ___ = ___ Tuition Remission: # of GSR's: ___ x # of Months ___ x Tuition Remission Rate: ___ = ___ Tuition Remission: # of GSR's: ___ x # of Months ___ x Tuition Remission Rate: ___ = ___ Tuition Remission: # of GSR's: ___ x # of Months ___ x Tuition Remission Rate: ___ = ___						\$				
Consultant(s)										\$
Equipment										\$
Supplies and Materials	Supplies		58							\$ 58
Travel	Airfare, rental car		4,340							\$ 4,710
	Mileage		370							
Subaward(s)										\$
Other Expenses	Communications/computing		534							\$ 534
<b>Total Direct Costs</b>									<b>\$ 105,888</b>	

**Indirect Costs:**

On Campus Federally-Negotiated Rate(s)	___ %	x	MTDC Base: ___	=	___	=	___
	___ %	x	MTDC Base: ___	=	___	=	___
Off Campus Federally-Negotiated Rate	___ %	x	MTDC Base: ___	=	___	=	___
Other Rate	25.0 %	x	Base: 105,888	=	___	=	26,472
<b>Total Indirect Costs</b>							<b>\$ 26,472</b>

**Total Costs Requested \$ 132,360**

# UCSD PROPOSAL BUDGET FORM

University of California San Diego

**Budget Period:** From March 1, 2016 Through February 28, 2017 Year 2 of 2

**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	10,984	5.2	50.00	2.6	28,558	45.2	12,908	41,467	
<input type="checkbox"/> Check box for additional personnel. List "Additional Personnel" on next page.										
<b>List Graduate Student Researchers (GSRs) Salary and Fringe Benefits</b>										
# of	Name	Payroll Title	Monthly Salary	# of Months	% Effort	Person Months	Requested Salary	%	Amount	Total
1	TBN - summer	GSR II	3,246	3	50.00	1.5	4,869	2.3	112	4,981
1	TBN - academic	GSR II	3,343	3	24.99	0.7	2,507	.6	15	2,522
<b>Fringe Benefit Rate % and Tuition Remission Calculation:</b> * Enter the appropriate <b>Fringe Benefit Rate %</b> . For example: 17.0% enter 17 in the box. The budget form will calculate the Fringe Benefit Amount and the Total automatically.							<b>\$ 35,934</b>	<b>\$ 13,035</b>	<b>\$ 48,969</b>	
Tuition Remission: # of GSR's: ___ x # of Months ___ x Tuition Remission Rate: ___ = ___ Tuition Remission: # of GSR's: ___ x # of Months ___ x Tuition Remission Rate: ___ = ___ Tuition Remission: # of GSR's: ___ x # of Months ___ x Tuition Remission Rate: ___ = ___ 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)										\$
Equipment										\$
Supplies and Materials	Supplies		60							\$ 60
Travel	Airfare, rental car		4,470							\$ 4,852
	Mileage		381							
Subaward(s)										\$
Other Expenses	Communications/computing		231							\$ 231
<b>Total Direct Costs</b>									<b>\$ 54,112</b>	

**Indirect Costs:**

On Campus Federally-Negotiated Rate(s)	___ %	x	MTDC Base: ___	=	___	=	___
	___ %	x	MTDC Base: ___	=	___	=	___
Off Campus Federally-Negotiated Rate	___ %	x	MTDC Base: ___	=	___	=	___
Other Rate	25.0 %	x	Base: 54,112	=	___	=	13,528
<b>Total Indirect Costs</b>							<b>\$ 13,528</b>

**Total Costs Requested \$ 67,640**

# UCSD PROPOSAL BUDGET FORM

University of California - San Diego

## Cumulative Budget

Cumulative Budget Period: From March 1, 2015 Through February 28, 2017

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

	Year 1	Year 2	Year 3	Year 4	Year 5	Cumulative
<b>Salaries</b>	71,774	35,934	-	-	-	107,708
<b>Fringe Benefits</b>	28,812	13,035	-	-	-	41,847
Tuition Remission	-	-	-	-	-	-
<b>Consultant(s)</b>	-	-	-	-	-	-
<b>Equipment</b>	-	-	-	-	-	-
<b>Supplies and Materials</b>	58	60	-	-	-	118
<b>Travel</b>	4,710	4,852	-	-	-	9,562
<b>Subaward(s)</b>	-	-	-	-	-	-
<b>Other Expenses</b>	534	231	-	-	-	765
<b>Total Direct Costs</b>	\$ 105,888	\$ 54,112	\$ -	\$ -	\$ -	\$ 160,000

<b>Total Indirect Costs</b>	\$ 26,472	\$ 13,528	\$ -	\$ -	\$ -	\$ 40,000
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<b>Total Costs Requested</b>	\$ 132,360	\$ 67,640	\$ -	\$ -	\$ -	\$ 200,000
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