

State of California
Seismic Safety Commission

Memo

To: Commissioners

From: Richard McCarthy
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Date: 7/3/12

Subject: California Earthquake Authority and American Red Cross
Join Forces to Send an Urgent Message: Get Prepared, California!

Background

The California Earthquake Authority (CEA) and the American Red Cross have joined forces 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 (securing contents / retrofitting structures).

"We are excited about merging CEA's resources to implement a statewide media campaign with Red Cross's local organization and outreach capabilities," said CEA CEO Glenn Pomeroy. "We hope our alliance with the Red Cross helps to motivate more Californians to take earthquake preparedness more seriously."

Launching the effort with a unique online auction in April, the CEA and Clear Channel Media + Entertainment raised over \$180,000 that benefits local Red Cross preparedness and response programs. The 28 amazing items auctioned off included a new car; as well as expense paid trips to meet and attend concerts for award winning country singer Taylor Swift in Ottawa (Canada), Celine Dion in Las Vegas, and Coldplay in Paris. In addition to the money raised, the auction generated \$2.6M in media coverage informing Californians how to prepare for a disaster.

September is National Preparedness Month, and CEA and Red Cross are gearing up to ensure that California residents know how to prepare to be earthquake safe. The two organizations will also be promoting participation in the Great California ShakeOut on October 18, 2012.

"Working with the CEA to help more people learn how to take care of their families and neighbors will make our communities more resilient to damaging earthquakes," said American Red Cross Bay Area Chapter CEO Harold Brooks. "The Red Cross is eager to work with the CEA to further promote a culture of earthquake preparedness through public education campaigns to motivate more residents to ready themselves for disasters large or small."

Visit www.GetPreparedCalifornia.org for more information.”

Recommendation

Staff recommends that the Commission listen to the presentations and be prepared to ask questions.