



Dear Community Leader:

The Earthquake Brace + Bolt (EBB) program will be in your community and we are asking you to help us spread the word about homeowner registration, which will be open from January 23 through February 23, 2018. EBB provides up to \$3,000 toward a code-compliant seismic retrofit to make houses more resistant to earthquake damage.

We developed this Community Outreach Kit with free materials that make it easy to promote the EBB program.

The Community Outreach Kit includes the following tools:

- Postcard that can be customized with your logo and return address
- One-page overview handout about the EBB program
- Press Release template that provides EBB information and quotes
- PowerPoint presentation for your community meetings
- Suggested copy for social media posts, social networks (like Nextdoor), newsletter articles and outreach emails

To access the full Community Outreach Kit go to **EBBTools.com**. There you can customize, download or order printed copies, free of charge.

About the Earthquake Brace + Bolt Program

Launched in 2013 by the California Earthquake Authority and California Governor's Office of Emergency Services, EBB is committed to helping homeowners strengthen older homes and has facilitated more than 3,500 retrofits across the state so far.

Historically, retrofits were often incomplete and not based on a uniform best-practice building code (such as the one that exists today). The consequences of an improper retrofit can be devastating. The crawl space may still be vulnerable to collapse possibly causing the home to slide off its foundation. Homeowners who experienced this type of damage in the relatively moderate 6.0-magnitude 2014 Napa earthquake received estimates up to \$300,000 to put their house back on its foundation.

Homeowners can get more information and updates about registration at **www.EarthquakeBraceBolt.com** or call 877-232-4300.

Thank you,

D'Anne Ousley
Earthquake Brace + Bolt



**EARTHQUAKE
BRACE+BOLT**
Funds To Strengthen Your Foundation®

Homeowners Can Receive Up to \$3,000 Toward an Earthquake Retrofit

Earthquake Brace + Bolt (EBB) helps homeowners lessen the potential for damage during an earthquake. EBB offers up to \$3,000 toward a code-compliant seismic retrofit for houses that qualify.

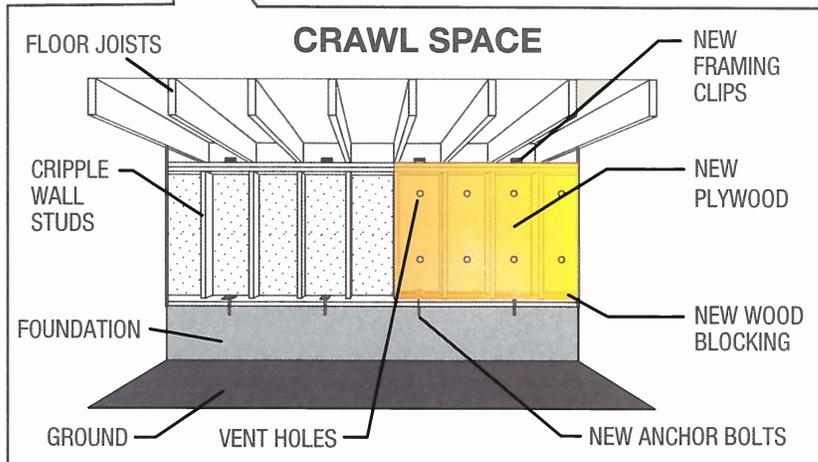
Homes That Qualify for EBB Typically:

- Are built before 1979 (but are more prevalent before 1940);
- Have a raised continuous perimeter concrete foundation;
- Sit on level ground or a low-slope; and,
- Have wood-framed walls (called cripple walls) in the crawl space under the first floor.

A Brace and Bolt Retrofit

In an EBB retrofit, the cripple wall is strengthened with bracing and bolting or only bolting depending on the house foundation.

- **Bolting:** adding anchor bolts in the crawl space to help prevent the home from sliding.
- **Bracing:** adding plywood to the cripple walls to stiffen them and help prevent the home from collapsing.



Developed by the California Earthquake Authority and the California Governor's Office of Emergency Services

EBB is a **state-supported** program that offers homeowners funding for a specific code-compliant seismic retrofit to ensure the work is done right. Historically, retrofits were often incomplete and not based on a uniform best-practice building code.

The consequences of an improper retrofit can be devastating. The crawl space may still be vulnerable to collapse possibly causing the home to slide off its foundation.



Image provided by FEMA

To ensure proper retrofits, EBB offers free FEMA training to California licensed contractors across the state. Once they take the FEMA training, contractors are added to the EBB Contractor Directory. Many homeowners choose their contractor from the EBB directory at EarthquakeBraceBolt.com.

2018 Program ZIP Codes

(New ZIP Codes for 2018 in bold)

Northern CA

Albany 94706
Berkeley 94702, 94703, 94704, 94705, 94707, 94708, 94709, 94710
Burlingame/Hillsborough 94010
Daly City/Colma 94014, 94015
El Cerrito 94530
Emeryville 94608
Eureka 95501, 95503
Hayward 94541, 94542, 94544, 94545
Los Gatos **95030, 95032, 95033**
Millbrae 94030
Napa **94558, 94559**
Oakland 94601, 94602, 94603, 94605, 94606, 94607, 94609, 94612, 94618, 94619, 94621
Piedmont 94610, 94611
Redwood City 94061, 94062, 94063, 94065
San Bruno 94066
San Carlos **94070**
San Francisco 94102, 94103, 94107, 94108, 94109, 94110, 94112, 94114, 94115, 94116, 94117, 94118, 94121, 94122, 94123, 94124, 94127, 94131, 94132, 94133, 94134
San Leandro 94577, 94578, 94579
San Lorenzo 94580
San Mateo 94401, 94402, 94403, 94404
Watsonville 95076
Woodside 94061, 94062

Note: Eligibility is solely based on ZIP Code, not the city or neighborhood.

Southern CA

Alhambra 91801, 91803
Altadena 91001
Claremont 91711
Colton **92324**
Fillmore **93015**
Glendale **91201, 91202, 91203, 91204, 91205, 91206, 91207, 91208, 91210**
Granada Hills **91344**
La Crescenta **91214**
La Verne **91750**
Los Angeles 90004, 90005, 90006, 90011, 90012, 90014, 90015, 90016, 90017, 90018, 90019, 90020, 90021, 90022, 90023, 90024, **90025**, 90026, 90027, 90028, 90029, 90031, 90032, 90033, 90035, 90036, **90037**, 90038, 90039, 90041, 90042, **90043**, 90046, 90048, 90049, 90057, 90063, 90064, 90065, 90068, 91601, 91604
Mission Hills **91345**
Monrovia **91016**
Pasadena 91101, 91103, 91104, 91105, 91106, 91107
Redlands 92346, 92354, 92359, 92373, 92374
San Bernardino 92401, 92404, 92405, 92407, 92408, 92410, 92411, 92415
San Fernando **91340, 91344, 91345**
San Gabriel **91775, 91776**
San Marino 91108
Santa Barbara/Montecito 93101, 93103, **93105, 93108, 93109, 93110, 93111, 93117**
Santa Monica 90401, 90402, 90403, 90404, 90405
Santa Paula **93060**
Sierra Madre **91024**
South Pasadena 91030
Sun Valley **91352**
Valley Village **91607**
West Hollywood 90046, 90048, 90069

Visit EarthquakeBraceBolt.com to:

- Review video and pictures of EBB retrofits;
- See answers to frequently asked questions;
- Learn about EBB program details;
- Get a complete list of 2018 EBB ZIP Codes; and,
- Read what EBB customers are saying about the program.

Registration

Online registration will open again in January 2018. To participate homeowners must:

- Own a home in a designated ZIP Code;
- Create an online account and register; and,
- Confirm eligibility by answering questions about the home.

Contractors: Are You Listed in the EBB Directory?

More than 95 percent of EBB retrofits are done by contractors listed in the EBB Contractor Directory. Here's why you should participate:

- To grow your business;
- There are no fees to join;
- Free FEMA online seismic training; and,
- Access to free marketing materials.

Earthquake Brace + Bolt

(877) 232-4300

info@earthquakebracebolt.com

801 K Street
Sacramento, CA 95814

EarthquakeBraceBolt.com



The California Residential Mitigation Program (CRMP) is a joint-exercise-of-powers entity formed by its members, the California Earthquake Authority (CEA), and the California Governor's Office of Emergency Services (Cal OES). CRMP is a legally separate entity from its members.



HOMEOWNERS CAN RECEIVE UP TO \$3,000 TOWARD A SEISMIC RETROFIT Earthquake Brace + Bolt will expand in 2018—Registration opens January 23

Sacramento, Calif.—The Earthquake Brace + Bolt (EBB) program is expanding to include more California cities in high hazard areas, where eligible homeowners can receive up to \$3,000 for a seismic retrofit of their older homes making them more resistant to earthquake damage. The EBB registration period will open for 30 days from January 23 through February 23 and will have funds to complete an additional 2,000 plus code-compliant seismic retrofits.

“We encourage Californians in the designated EBB ZIP Codes to apply for retrofit funding through this unique program,” said Janiele Maffei, chief mitigation officer of CEA and executive director of EBB. “Historically, retrofits were not based on a uniform building code like they can be today. The consequences of an improper retrofit or of not strengthening your older home can be devastating.”

More than 1.2 million houses in high-hazard areas are particularly vulnerable to earthquakes because of the type of construction according to the California Earthquake Authority (CEA). These homes are typically built before 1979, wood-framed with a raised foundation and have a cripple wall in the crawl space under the house.

“The EBB program is very well put together and very efficient. We’re 100 percent happy, and I recommend EBB to anybody,” said Wilson Chow, a San Mateo homeowner and EBB participant. “I hope we never have to rely on it but I feel much better knowing we are retrofitted!”

Typical retrofits cost between \$3,500 and \$5,500, and the work, which is done in the crawlspace, involves bolting a house to its foundation and adding bracing around the perimeter. The cost is minimal compared to earthquake damage, which can result in tens of thousands of dollars in repairs. In the relatively moderate 6.0-magnitude Napa earthquake of 2014, homeowners received estimates of up to \$300,000 to put their house back on its foundation.

“Living in California, we need to protect our families by strengthening older homes, which are particularly vulnerable to earthquake damage, and by making sure we have the financial strength to rebuild with earthquake insurance,” said CEA CEO Glenn Pomeroy. “CEA is committed to providing financial incentives, including up to a 20 percent discount on earthquake insurance premiums for homes that have been properly retrofitted.”

Beginning January 23 and through February 23, eligible homeowners can apply for retrofit funding at EarthquakeBraceBolt.com, where they can also find detailed program information, select a licensed FEMA trained contractor and view the full list of eligible ZIP codes.

The 2018 program will be available in select ZIP codes in the following cities:

<ul style="list-style-type: none"> • Albany • Altadena • Alhambra • Berkeley • Burlingame • Claremont • Colma • Colton • Daly City • El Cerrito • Emeryville • Eureka • Fillmore • Glendale • Granada Hills • Hayward • Hillsborough • La Crescenta • La Verne • Los Angeles • Los Gatos • Millbrae • Mission Hills • Monrovia • Napa 	<ul style="list-style-type: none"> • Oakland • Pasadena • Piedmont • Redlands • Redwood City • San Bernardino • San Bruno • San Carlos • San Fernando • San Francisco • San Gabriel • San Leandro • San Lorenzo • San Marino • San Mateo • Santa Barbara • Santa Monica • Santa Paula • Sierra Madre • South Pasadena • Sun Valley • Valley Village • Watsonville • West Hollywood • Woodside
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About Earthquake Brace + Bolt (EBB)

Established by the California Residential Mitigation Program, EBB offers up to \$3,000 to help California homeowners retrofit their house to reduce potential damage from earthquakes. A residential seismic retrofit makes a house more resistant to earthquake activity, such as ground shaking and soil failure, by bolting the house to its foundation and adding bracing around the perimeter of the crawl space. For more information, please visit <http://www.EarthquakeBraceBolt.com>.

About the California Residential Mitigation Program (CRMP)

CRMP was established in 2011 to help Californians strengthen their homes against damage from earthquakes. CRMP is a joint powers authority created by the California Earthquake Authority and the California Governor’s Office of Emergency Services. For more information, please visit <http://www.CaliforniaResidentialMitigationProgram.com>.

PowerPoint Thumbnail View

Available online at **EBBTools.com**



2018 Program Overview

- Homeowner registration is January 23 through February 23
- Register online (only once)
- Reimburse up to \$3,000
- Code-compliant retrofit
 - In accordance with California Building Code Chapter A3



EarthquakeBraceBolt.com

2018 Program Overview

- Qualifying houses typically:
 - Are constructed pre-1979
 - Have a raised continuous perimeter concrete foundation
 - Sit on level ground or a low-slope site
 - Have wood-framed walls (cripple walls) in the crawl space



EarthquakeBraceBolt.com

Typical House for an EBB Retrofit



EarthquakeBraceBolt.com

EBB Targets Cripple Wall Failure



Cripple wall collapse



EarthquakeBraceBolt.com

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EBB Retrofit Example



Before

After



EarthquakeBraceBolt.com

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Program Highlights

- Random selection process once registration closes
- Homeowners notified if accepted or wait listed
- Once accepted, have 8 weeks to:
 - Select contractor and get permit, or
 - Decide to Do-It-Yourself and get permit
- Six months to complete project
- Must be accepted to EBB before getting permit or starting retrofit work



EarthquakeBraceBolt.com

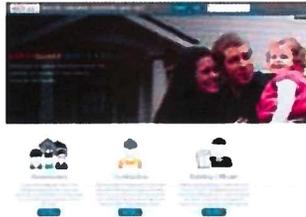
Marketing Materials



EarthquakeBraceBolt.com

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EBB Website



Detailed program information and complete list of 2018 cities and ZIP Codes.

EarthquakeBraceBolt.com

EBB Contractor Directory

- 95 percent of homeowners use the directory



EarthquakeBraceBolt.com

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EBB Homeowner Registration
January 23 through February 23

For more information visit
www.EarthquakeBraceBolt.com





Pictures for Social Media for 2018 EBB
(Available at EBBTools.com)

HOUSES THAT QUALIFY FOR EBB:



CODE-COMPLIANT RETROFIT strengthens a house to try to avoid this type of damage:



CODE-COMPLIANT RETROFIT strengthens a house to try to avoid this type of damage:





Social Media Copy for 2018 EBB

Please help us promote the 2018 registration for EBB through social media. Registration will be open January 23 through February 23. To make it easy, below is suggested copy for social media posts, social networks (like Nextdoor), newsletter articles and outreach emails.

Posts to use before January 23, 2018:

- Kick off the new year with \$3,000 for an EBB seismic retrofit to protect your family and strengthen your home! Registration opens January 23. See if your house qualifies at www.EarthquakeBraceBolt.com
- Is your home earthquake ready? Check the specs to see if you're eligible to receive up to \$3,000 in EBB retrofit funds. Registration opens Jan 23! www.EarthquakeBraceBolt.com.
- Homeowners! Registration opens in January for EBB funds—up to \$3,000—to protect your family and strengthen your home. Learn more: www.EarthquakeBraceBolt.com.

Posts for use between January 23 and February 23, 2018:

- Register now! Eligible homeowners could receive up to \$3,000 for a seismic retrofit: www.EarthquakeBraceBolt.com.
- Homeowners! Registration is now open for EBB. You could qualify for \$3,000 to protect your family and strengthen your home: www.EarthquakeBraceBolt.com.
- Register now for up to \$3,000 in retrofit funds! Help protect your family and your home before an earthquake strikes: www.EarthquakeBraceBolt.com/HomeownerRegistration.
- Calling all contractors! Hundreds of homeowners will complete a retrofit this year. Join the EBB Directory (it's free!), take the free FEMA online training and access free marketing materials to get their business. <https://goo.gl/mKef8b>

This content to post on Twitter (is less than 140 characters) now through February 23, 2018.

- Check to see if your home is at risk and eligible for \$3,000 of EBB funds: <http://bit.ly/2gllbaf> #Earthquake #Preparedness
- You've got questions, we've got answers! Check our #FAQ page with 50+ answers about #Earthquake #Safety! <http://bit.ly/2gjNhpL>
- Watch to see how BRACE + BOLT makes homes more resistant to earthquake damage <https://www.youtube.com/watch?v=iSDwQXztTt8>

Content to post on Twitter (is less than 140 characters) for use between January 23 and February 23, 2018.

- Register now! Eligible homeowners could receive \$3,000 for a seismic retrofit www.EarthquakeBraceBolt.com
- Get earthquake ready. EBB homeowner registration is now open #retrofit www.EarthquakeBraceBolt.com
- Shake Rattle ENROLL: Homeowners can now apply for earthquake retrofit grants <http://tinyurl.com/j2yyy8n>
- Register today for \$3,000 in #earthquake retrofit funds www.EarthquakeBraceBolt.com. #Earthquake
- Contractors! Join our directory to retrofit homes in your area. No fees + free training just some of the perks: <https://goo.gl/mKef8b>