



Dear Community Leader:

Registration for the 2019 Earthquake Brace + Bolt (EBB) program will be open in your community, and we are asking for your help to spread the word. Homeowners will be able to register from **October 9 through November 13, 2018** for a grant of up to \$3,000 to be used toward a code-compliant seismic retrofit to make their houses more resistant to earthquake damage.

We developed this Community Outreach Kit with free marketing materials—available digitally and as hard copies—to make it easy to promote the EBB program. The Kit includes the following tools:

- Postcard that can be customized with your logo and return address
- Small postcard handout with the registration dates for the 2019 program
- 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
- Digital assets for posting on your website or social media posts and linking to EarthquakeBraceBolt.com

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 6,000 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 about EBB at EarthquakeBraceBolt.com.

Thank you,

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MORE \$3,000 GRANTS FOR CA HOMEOWNERS AS RETROFIT PROGRAM EXPANDS

**New FEMA funding helps
Earthquake Brace + Bolt seismic retrofit program
expand to 70 high-risk cities**

Sacramento, Calif.— 2,000 more California homeowners will be eligible for \$3,000 grants next year to make their houses less vulnerable to earthquake damage through Earthquake Brace + Bolt (EBB), a program jointly administered by the California Earthquake Authority (CEA) and the California Governor's Office of Emergency Services (Cal OES).

Eligible homeowners can apply for grants online during the registration period, **October 9 through November 13, 2018**. EBB continues to grow. With new funding from the Federal Emergency Management Agency (FEMA), and continued funding from the CEA, the 2019 EBB program will be available in 255 ZIP Codes in 70 cities.

"EBB is growing—creating more resilient communities one house at a time before the next big earthquake," said Janiele Maffei, chief mitigation officer of CEA and executive director of EBB. "We encourage Californians in designated EBB ZIP Codes to apply for funding through this unique program to help strengthen their house with a seismic retrofit."

Since the program was founded in 2013, EBB grants have helped more than 6,000 homeowners retrofit their houses. Because older houses are more likely to slide off their foundation during an earthquake, an EBB seismic retrofit braces the cripple walls and bolts the house to the foundation making the house more resistant to earthquake damage.

"Living in California, we need to protect our families by strengthening older homes, which are particularly vulnerable to earthquake damage," 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."

More than 1.2 million houses in high-hazard areas are particularly vulnerable to earthquakes because of the type of construction, according to the CEA. These homes are typically built before 1980, are wood-framed with a raised foundation and may have a cripple wall in the crawl space under the house.

Typical retrofits cost between \$3,000 and \$7,000. The cost is minimal compared to earthquake damage, which can result in tens of thousands of dollars in repairs.

Beginning October 9, 2018, eligible homeowners can apply for retrofit funding at EarthquakeBraceBolt.com, where they can also find detailed program information, select a California licensed and FEMA trained contractor and view the full list of eligible ZIP Codes in the following program areas:

- | | | | |
|--------------|-----------------|------------------|-----------------------|
| • Alameda | • Foster City | • Pasadena | • Santa Barbara |
| • Albany | • Glendale | • Piedmont | • Santa Monica |
| • Altadena | • Granada Hills | • Pomona | • Santa Paula |
| • Alhambra | • Hayward | • Redlands | • Santa Rosa |
| • Arcata | • Highlands | • Redwood City | • Sierra Madre |
| • Berkeley | • Hillsborough | • Richmond | • Sonoma |
| • Burbank | • La Crescenta | • San Bernardino | • South Pasadena |
| • Burlingame | • La Verne | • San Bruno | • South San Francisco |
| • Claremont | • Loleta | • San Carlos | • Sun Valley |
| • Colma | • Los Angeles | • San Fernando | • Sylmar |
| • Colton | • Los Gatos | • San Francisco | • Tujunga |
| • Daly City | • Menlo Park | • San Gabriel | • Valley Village |
| • El Cerrito | • Millbrae | • San Jose | • Watsonville |
| • Emeryville | • Mission Hills | • San Leandro | • West Hollywood |
| • Eureka | • Monrovia | • San Lorenzo | • Woodside |
| • Ferndale | • Montecito | • San Marino | • Yucaipa |
| • Fillmore | • Napa | • San Mateo | |
| • Fortuna | • Oakland | • San Pablo | |
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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 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 CaliforniaResidentialMitigationProgram.com.



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

"EBB is an excellent program! Super easy for homeowners, thanks EBB. My home is much safer now." —David, Pasadena

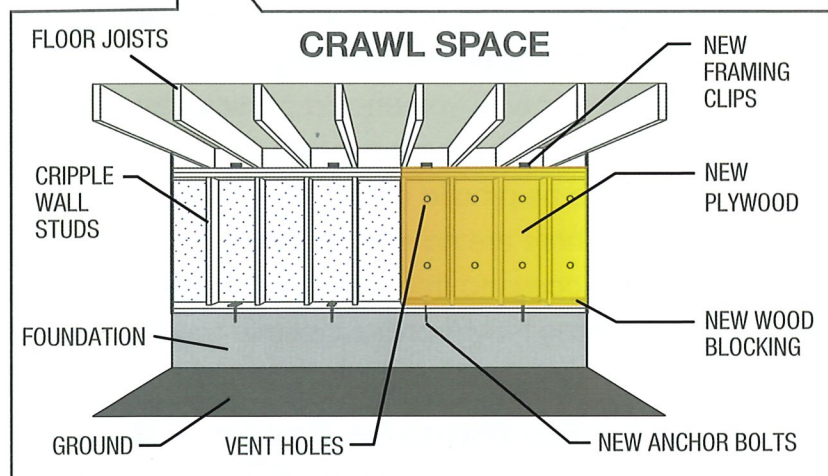
Receive Up to \$3,000 Toward an Earthquake Retrofit

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.

A Brace and Bolt Retrofit

In an EBB retrofit, the foundation is bolted, and if there is a cripple wall, it is braced.

- **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.



EBB Participating Homeowners

Qualifying homeowners will be selected through a random drawing and will be notified if they are selected to participate or are placed on the wait list. For a retrofit to qualify for an incentive, a permit **must not be issued or retrofit work started** before being selected to participate.

Eligible Applicants

YOU may be eligible to receive up to \$3,000 if you own a qualifying house in an EBB ZIP Code and you:

- Use the house as your primary residence;
- Are an owner of record; and
- Reside in the house when registering and when the retrofit is complete.

*A list of EBB cities is on the back. For a complete list of EBB ZIP Codes (**eligibility is based on ZIP Codes**) visit EarthquakeBraceBolt.com.*

Houses That Qualify, Typically:

- Are built before 1980 (but are more prevalent before 1940);
- Have a raised continuous perimeter concrete foundation;
- Sit on level ground or a low-slope; and
- May have wood-framed walls (called cripple walls) in the crawl space under the first floor.

Registration

To learn when EBB registration opens, sign up for updates at EarthquakeBraceBolt.com.

To participate, homeowners must:

- Own a home in a designated ZIP Code;
- Create an online account and register;
- Confirm eligibility by answering questions; and
- Be selected after registration through a random drawing.

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 current EBB ZIP Codes;
- Find a FEMA-trained contractor; and
- Read what EBB customers are saying about the program.



As of August 2018, EBB has helped more than 6,000 homeowners seismically retrofit their older house. EBB is working to create more resilient communities, one house at a time.

2019 Program Areas*

(New cities for 2019 in **bold**)

Northern CA

Alameda
 Albany
Arcata
 Berkeley
 Burlingame
 Colma
 Daly City
 El Cerrito
 Emeryville
 Eureka
Ferndale
Fortuna
 Foster City
 Hayward
 Hillsborough
Loleta
 Los Gatos
Menlo Park
 Millbrae
 Napa
 Oakland
 Piedmont
 Redwood City
Richmond
 San Bruno
 San Carlos
 San Francisco
San Jose
 San Leandro
 San Lorenzo
 San Mateo
San Pablo
Santa Rosa
Sonoma
South San Francisco
 Watsonville
 Woodside

Southern CA

Alhambra
 Altadena
Burbank
 Claremont
 Colton
 Fillmore
 Glendale
 Granada Hills
Highland
 La Crescenta
 La Verne
 Los Angeles
 Mission Hills
 Monrovia
 Montecito
 Pasadena
Pomona
 Redlands
 San Bernardino
 San Fernando
 San Gabriel
 San Marino
 Santa Barbara
 Santa Monica
 Santa Paula
 Sierra Madre
 South Pasadena
 Sun Valley
Sylmar
Tujunga
 Valley Village
 West Hollywood
Yucaipa

**Note: Eligibility is solely based on ZIP Code, not city or neighborhood. For a list of current EBB ZIP Codes, go to EarthquakeBraceBolt.com.*

EBB Program

The EBB Program was developed by the California Earthquake Authority (CEA) and the California Governor's Office of Emergency Services (Cal OES).

Code-Compliant Retrofit

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.



Image provided by FEMA

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.

FEMA-Trained Contractors

To ensure proper retrofits, EBB offers free FEMA seismic retrofitting training to California licensed contractors. FEMA-trained contractors are added to the EBB Contractor Directory. Participating Homeowners must choose their contractor from the EBB Directory at EarthquakeBraceBolt.com.

Contractors: Are You Listed in the EBB Directory?

Here's why you should participate:

- To grow your business;
- To help build more resilient communities;
- There are no fees to join;
- Access to free marketing materials; and
- Free FEMA online seismic training.

Earthquake Brace + Bolt

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The California Residential Mitigation Program (CRMP) is a joint powers authority created by the CEA and Cal OES. CRMP is a legally separate entity from its members.