ShakeOut Overview

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The Great Southern California ShakeOut

- November 12-16, 2008
- A week of special events to inspire southern Californians to get ready for big earthquakes
- Regional earthquake drill on Nov. 13
- Los Angeles International Earthquake Policy Conference
- “Get Ready Rally” in downtown L.A.
- Concurrent with statewide “Golden Guardian” emergency exercise
ShakeOut Organization

• History:
  • Inspired by the 1906 Centennial, the Earthquake Country Alliance developed the *Dare to Prepare* campaign for the 150th anniversary of the 1857 Ft. Tejon earthquake, with plans for a regional earthquake drill.
  • USGS Multihazard Program then produced Southern San Andreas “ShakeOut” Scenario as basis of Golden Guardian exercise, which set the date (11/13/08) of the regional drill.

• Steering Committee Organizations and participants:
  • USGS, SCEC, City of LA, OES, CSSC, Art Center, Caltech, State Farm, and others in the Earthquake Country Alliance with key activities/roles during the ShakeOut week.
  • Group met biweekly beginning Dec. 07 and weekly beginning Sep. 08.
  • Members contributed significant time developing materials, giving presentations, managing web content, confirming registrations, securing sponsorships, and more.
ShakeOut Goals

• Participation of at least 5 million people in the ShakeOut Drill
  – School, Business, and Community Organization recruitment efforts led to nearly 5.5 million people participating in drop, cover, hold on drills, with many organizations holding more extensive drills.
  – Everyone was encouraged to “spread the word” to promote people participating in the ShakeOut!

• Shift the culture in southern California about earthquakes
  – We must all take greater responsibility for readiness
  – We all need to talk about earthquakes and preparedness more often

• Significant increase in earthquake readiness at all levels
Major Sponsors

- **Diamond ($250K+):** USGS ($1.8M), SCEC/NSF ($1.3M), CEA ($800K), Time Warner Cable ($300K)
- **Platinum ($100K+):** City of Los Angeles, The Home Depot, State Farm, FEMA
- **Gold ($50K+):** Illusion Factory, Kaiser Permanente, OES, Tyco Electronics, QuakeHold!, Westfield
- **Silver ($25K+):** ABC7 Los Angeles
- **Bronze ($10k+):** IBHS DisasterSafety.org, Pearce Global Partners, ServPro, NPA, 3n

- **ShakeOut Cost Estimate of 2/8/09:** $6 million (will be higher)
  - In-kind: $3.6 million
  - Expenses: $2.4 million
  - Scenario: $2.8 million, Conference: $400K++, Rally: $300K+
  - Implementing the drill, CEA campaign, etc.: ~$2.5 million
Case Study: Home Depot

- Sponsorship: $100,000
  - $55,000 radio campaign
  - $17,000 for “Beat the Quake” game
  - $28,000 for *Putting Down Roots* and other printing

- Additional Contributions
  - In-store end-cap displays
  - Product demonstrations and trainings
  - Radio station events at stores

- Tracked Sales
  - Home Depot has provided sales reports for 19 products sold in stores throughout LA market
  - Promotion of products varied among stores
  - Longer-term tracking needed
ShakeOut Outcome: Home Depot

- WATER HEATER STRAP
- PUTTY/WAX
- FURNITURE STRAPS
- TV STRAPS
- EMERGENCY BACKPACK
- A-MAZE-ING P/C. HOOKS
- GAS/WATER SHUT-OFF WRENCH
- CRANK RADIO
Major Campaign Components

- ShakeOut Earthquake Scenario and shaking animations
- ShakeOut.org (English and Spanish) and ShakeOut Blog
- Registration of participants (and listing of statistics/participants)
- Comprehensive *multi-level* ShakeOut Drill Scripts for key groups, and simpler instructions for many more.
- School drill resources, take home materials, seminars, media event
- ShakeOut Resources (flyers, posters, buttons, postcards, videos, presentations, suggested articles)
- Updated *Putting Down Roots* and new *7 Steps to an Earthquake Resilient Business* booklets
- Regional Associate groups in each county
- Community presentations by speaker’s bureau
- www.dropcoverholdon.org & Beat the Quake game
- Drop, Cover, Hold On T-Shirts, Billboards, posters
- *Preparedness Now* movie (based on scenario)
- Drill Broadcast (audio and video 2-minute narrated clips)
- Technical drill resources (simulated CISN display, etc.)
- Radio, TV, and print advertising and PSAs (supported by sponsors)
- Comprehensive News Media Resources

Strategy: Provide resources for people and organizations to “participate, promote, and prepare”
www.ShakeOut.org

The Great Southern California ShakeOut

At 10 a.m. on November 13, join millions of people throughout Southern California in the ShakeOut Drill, the largest earthquake preparedness activity in U.S. history! Please register today.

The Great Southern California ShakeOut also includes other events to help us get ready for big earthquakes.

Resources for participants and news media

- The What You Can Do section includes simple suggestions as well as detailed drill scripts for certain groups.
- NEW! Audio and Video "Drill Broadcast" recordings have been created in English and Spanish to provide instructions during your drill (Video versions have text captions).
- NEW! "Preparedness Now" compelling new film that depicts what will happen in a "big one," and other videos.
- NEW! Technical Drill Resources including a simulated CISM Display, ShakeMaps, and more.
- NEW! News Media Resources including contacts, visuals, media advisories and releases, and more.

Main Activities

- ShakeOut Drill (November 13)
- Golden Guardian 2008 (November 13-18)
- International Earthquake Conference (November 12-14)
- After Shock Multi-player Simulation (Starts 10:02 a.m. Nov. 13)
- Los Angeles Earthquake: Get Ready Rally (November 14)
- Take One More Step (November 14-16)

En español

Information in other languages

5.2 Million and Counting!

Time until the ShakeOut Drill: 1 day 0:00:00

Register Here

- archdiocese of los angeles
  - St. John the Baptist School, Baldwin Park
  - St. Joseph Elementary School, Hawthorne
  - St. Joseph the Worker School, Winnetka
  - St. Jude the Apostle School, Westlake Village
  - St. Louise de Marillac School, Covina
  - St. Martin of Tours School, Los Angeles
  - St. Mary Catholic Elementary, Palmdale
  - St. Rita School, Sierra Madre
  - Transfiguration Catholic School, Los Angeles
  - Transfiguration Catholic School, Los Angeles
  - Azusa Unified School District, Azusa
  - Bassett Unified School District, La Puente
  - Bellflower Unified School District, Bellflower
  - Frank E. Woodruff Elementary, Bellflower
  - Mayfair Middle/High School, Lakewood
  - Washington Elementary, Bellflower
  - Bonita Unified School District, San Dimas
  - Lone Hill Middle School, San Dimas
  - Burbank Unified School District, Burbank
  - Charter Oak Unified School District
  - Cedargrove Elementary School, Covina
  - Charter Oak High School, Covina
  - Washington Elementary, Claremont
  - Clarmont Unified School District, Claremont
  - Chaparral Elementary, Claremont
  - El Roble Intermediate School, Claremont
  - Compton Unified School District
  - Dominguez High School, Compton
  - Covina-Valley Unified School District, Covina
  - Culver City Unified School District, Culver City
  - La Ballona Elementary School, Culver City
  - Downey Unified School District, Downey
  - Duarte Unified School District, Duarte
  - www.ShakeOut.org
ShakeOut Flyers, Posters, Banner Ads

Join Us for the Largest Earthquake Drill in U.S. History.
November 13, 2008

Get Ready to Shake Out.
November 13, 2008
Register Now at www.shakeout.org

ShakeOut. Don’t Freak Out.
November 13, 2008
Register Now at www.shakeout.org

The Great Southern California ShakeOut

Largest Earthquake Drill in U.S. History
11/13/08
www.ShakeOut.org
5.47 million participants:

- Imperial: 44,407
- Kern: 107,734
- Los Angeles: 2.7 million
- Orange: 896,669
- Riverside: 590,677
- San Bernardino: 501,677
- San Diego: 468,878
- Ventura: 83,472
- Other: 59,369
Participant Types

- **Schools:** 3.95 million (1589 registrants)
  - 207 districts, 650+ private schools, throughout 8 counties

- **Colleges:** 564,000 (121 registrants)
  - USC, UCLA, UCI, Caltech, CSUs, community college districts, and many private schools

- **Businesses:** 342,000 (2531 registrants)
  - State Farm, Home Depot, Wal-Mart, Nestle, Marriott, BofA, Wells Fargo, Countrywide, SoCal Edison, San Diego Zoo, Warner Bros, Mercury Insurance, AT&T…

- **Government:** 289,600 (593 registrants)
  - All Kern, LA, Orange, San Bernardino county employees, 9 full cities, Caltrans, many others in GG

- **Faith and Community organizations:** 142,000 (1161 reg.)
  - 148 faith-based organizations, 348 community groups, 171 scouting groups, hundreds of others

- **Medical:** 107,000 (280 registrants)
  - Providence, Kaiser, Cedars-Sinai, Loma Linda, UCLA, many others…

- **Individuals/Families:** 57,600 (19,200 registrants)
Lessons learned: What worked?

- Comprehensive scenario with vivid animations and real-world examples
- A vision that this would make a difference in preparedness
- Registration system (and listing of participating organizations)
- Art Center involvement- branding, posters, web design, PSAs, more
- Variety of “day-of” resources (drill broadcast, customized drill scripts, etc.)
- Multiple approaches through multiple organizations through multiple channels
- Empowering individuals, community groups, businesses and government agencies to take ownership of the ShakeOut (Regional Associates, etc.)
- Corporate and government sponsorship
- A one day event, following many months of broad outreach (this is a year-round awareness and preparedness program)
- Many committed individuals working beyond their normal duties
Next Steps: “Great California ShakeOut”

- ShakeOut 2009: Statewide?
  - October 15: Third Thursday (each year)
    - This year, two days before Loma Prieta 20th anniversary
  - Initial participation plan:
    - Los Angeles Unified has moved their annual earthquake drill to October, and four So. Cal. County Offices of Education already committed
    - Next: involve State-level education leaders to include all other counties
    - Then open registration statewide
    - Engage with statewide business organizations
    - Partner with city/county/state emergency management agencies
    - Coordinate with community groups, CERT teams, others throughout the state through California Volunteers
    - Likely to repeat the ShakeOut Scenario in So. Cal. this year. Other areas could choose basic scenarios.
    - Important: Information in more languages, and for vulnerable groups such as the elderly and disabled

- Statewide: build on resources and sponsors developed in 2008, but will require significant resources for promotion

- Expand use of social networking sites, viral marketing, etc.
Next Steps: Coordination

- Statewide Public-Private Partnership
  - Bay Area Earthquake Alliance and Redwood Coast Tsunami Workgroup are joining the Earthquake Country Alliance to create a statewide “alliance of alliances.”
  - Expand ECA websites and resources to serve entire state and link to regional partners and state agency sites.
  - Share PSAs and other promotional tools among regional alliances
  - Create new regional alliances (Central coast especially)
  - Build on existing collection of consistent printed materials (*Putting Down Roots in Earthquake Country, Seven Steps to an Earthquake Resilient Business*) and other resources

- Expand coordination with state agencies (CalEMA, California Volunteers, Department of Education, others)
  - CalEMA earthquake program strategic planning process
  - Citizen’s Readiness Advisory Group