

EBB Community Outreach Guide

FREE marketing materials to help
promote the **EBB Program**



23K+
RETROFITS
MINIMIZING EARTHQUAKE DAMAGE



get up to
\$3,000
No pretest your home. Just Tremor.



no te pierdas la
FECHA LÍMITE
Obtenga hasta **\$3,000** para
preparar su casa para terremotos.

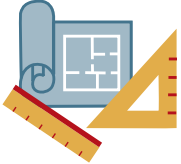
**Feedback
from
EBB
Grant
Recipients**

"It was so easy, I still can't believe it. My contractor came out the day I called him to do an estimate. It was effortless on my part. Thank you."

"I was honestly pretty impressed with how easy it was."

"I wish that I encountered more programs that run as efficiently and effectively as the CEA EBB program."

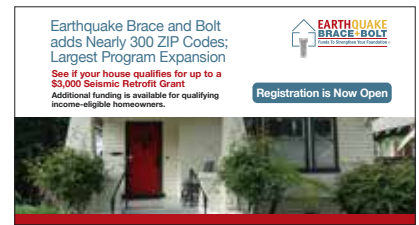
Greetings,



Registration for the 2024 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 **January 10 through February 21, 2024** 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.

This year, once again we are also offering grants specifically for income-eligible households with an annual income of \$87,360 or less. These supplementary grants, combined with the \$3,000 EBB grant, may be able to provide up to **100% OF THE FUNDS** needed to help strengthen houses for vulnerable populations. Grants are contingent upon meeting eligibility requirements and available funds.

We developed this Community Outreach Guide and free marketing materials—available digitally and as hard copies—to make it easy to promote the EBB program.



To access the full Community Outreach Guide, go to **EBBTools.com**. There you can download the digital assets or order printed copies of the marketing materials, 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 so far has facilitated more than 23,000 retrofits across the state.

Homeowners can get more information about EBB at **www.EarthquakeBraceBolt.com**.

Please contact us if you'd like a presentation about the program.

Webinars will be offered in February.

Thank you,

Janiele Maffei, S.E.

Executive Director **Earthquake Brace + Bolt**

(877) 232-4300

info@EarthquakeBraceBolt.com



Social Media and Newsletter Copy

Please help us promote registration for the 2024 Earthquake Brace + Bolt Program online. Below is suggested copy and images for your social media posts, social networks (like [Nextdoor](#)), newsletter articles, your website and outreach emails. Copy is also available in Spanish and Simplified Chinese.

Social media posts to use now through January 9, 2024.

- Don't let your life get shaken up by an earthquake. Strengthen your home with the help of up to a \$3,000 EBB seismic retrofit grant. Supplemental Grants are also available. Registration opens January 10, 2024. See if your house qualifies at [EarthquakeBraceBolt.com](#).
- YOU could get \$3,000 for an EBB seismic retrofit to strengthen your home and protect your family! Supplemental Grants are also available. Registration opens January 10, 2024. See if your house qualifies at [EarthquakeBraceBolt.com](#).

Download these and more posts on [EBBTools.com](#).

Social Media posts for use between January 10—February 21, 2024.

- Shake. Rattle. ENROLL! Homeowners can now apply for up to a \$3,000 EBB seismic retrofit grant. Supplemental Grants are also available. Register at [EarthquakeBraceBolt.com](#).
- Do you own your home? Was it built before 1980? Does it have a raised foundation? If it's located in one of 815 eligible ZIP Codes, you could get up to \$3,000 for a seismic retrofit grant to strengthen your home and protect your family. Supplemental Grants are also available. Find out if you're eligible and apply today! [EarthquakeBraceBolt.com](#).



Ad #3 - English



Ad #3 - Spanish

Download these and more posts on [EBBTools.com](#).

Newsletter/Outreach Email Copy:

HEADLINE: You could get up to \$3,000 in grant funding to help prepare for “The Big One”. Supplemental grants are also available for income-eligible homeowners

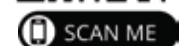
Are you ready for “The Big One”? Right now, more than 1.2 million homes in high-seismic-hazard areas of California are particularly vulnerable to earthquake damage because of the way they were constructed.

The Earthquake Brace + Bolt (EBB) program offers eligible homeowners grants up to \$3,000 to help offset the cost of seismic retrofits. These code-compliant retrofits brace the cripple walls of older homes, when present, and bolt the houses to their foundations. Income-eligible homeowners also may apply for supplemental grants that could provide up to 100 percent of the retrofit costs.

Homeowners can apply for grants online during open registration, which extends from January 10 through February 21, 2024. Thanks to additional funding from FEMA that is administered by Cal OES, EBB grants will be available to homeowners in 815 ZIP Codes this year. To date, more than 23,000 Californians have retrofitted their homes with grant funding from EBB.

Learn more, find out if you qualify and register at EarthquakeBraceBolt.com.

Additional images to post on your website or social media available at EBBTools.com:



Scan to download additional digital assets

FREE Materials to Help You Share EBB Grant Opportunities

Earthquake Brace and Bolt adds Nearly 300 ZIP Codes; Largest Program Expansion

See if you qualify for an EBB \$3,000 seismic retrofit grant

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.

Supplemental Grants Available

EBB is offering Supplemental Grants to help income-eligible households pay up to 100 percent of the cost to seismically retrofit their homes. Income-eligible is defined as a household with an annual income at or below \$87,360.

Register for EBB:

Go to EarthquakeBraceBolt.com between January 10, and February 21, 2024. Create an online account and answer questions for an opportunity to participate. Once registration closes, EBB will select homeowners through an electronic random drawing. All homeowners who successfully registered will be notified by email whether they have been selected to participate or whether they have been placed on the wait list.

Important! To remain eligible to receive the \$3,000 grant and the EBB Supplemental Grant, you must not obtain a permit or begin retrofit construction work before being notified by EBB.

“I thought it would be harder and take longer but the contractor I chose took care of everything and did it fast.”

Mark Whitney
Seismic retrofit completed, Los Angeles



Earthquake Brace and Bolt adds Nearly 300 ZIP Codes; Largest Program Expansion

See if your house qualifies for up to a \$3,000 Seismic Retrofit Grant

Additional funding is available for qualifying income-eligible homeowners.

Registration is Now Open



For more information call: 877-232-4300 EarthquakeBraceBolt.com

Registration is open for a limited time— January 10 through February 21, 2024

EBB has helped more than 22,000 homeowners seismically retrofit their older house.

Visit EarthquakeBraceBolt.com/register/ to see if you qualify or scan the QR code below.

EBB is offering a Supplemental Grant to help households with income at or below \$87,360 pay up to 100 percent of the cost to seismically retrofit their home. These grants are based on available funds.

In an EBB retrofit, the foundation is bolted to the frame of the house, and if there is a cripple wall in the crawl space under the house, it is braced.

Homeowners will be randomly selected and notified whether they have been selected to participate or are on the wait list. To qualify for the retrofit grant, homeowners must not apply for a permit until they have been accepted into the program. Retrofit work must not start until the homeowner has been approved by EBB. For complete program rules visit: EarthquakeBraceBolt.com/What-is-EBB-Program-Rules.

EarthquakeBraceBolt.com A program of the California Earthquake Center & California Governor's Office of Emergency Services



A Brace and Bolt Retrofit

In an EBB retrofit, the foundation is bolted to the frame of the house, and if there is a cripple wall in the crawl space under the house, 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.

An EBB seismic retrofit is only done on wood-framed, pre-1980 homes with a raised foundation. To be eligible for an EBB grant, you must own and live in the house you want to retrofit.

“We realized that it has an older style foundation, which is particularly susceptible to earthquakes.”

Jason & Cheryl Sew Hoy
Oakland, CA



Houses that qualify, typically:

- Are built before 1980;
- Have a raised continuous perimeter concrete foundation;
- Sit on level ground or a low-slope;
- May have wood-framed walls (called cripple walls) in the crawl space under the first floor; and
- Are located in one of the EBB program areas, which are designated by ZIP Code*.

EBB has helped more than 22,000 homeowners seismically retrofit their older house. EBB is working to create more resilient communities, one house at a time.

*For a complete list of 2024 EBB ZIP Codes, go to EarthquakeBraceBolt.com

CEA California Earthquake Center
Cal OES California Governor's Office of Emergency Services

EarthquakeBraceBolt.com
(877) 232-4300 • info@EarthquakeBraceBolt.com

Shareable Postcard

Postcard with information about homeowner grant opportunities

Earthquake Brace + Bolt

FOR INFORMATION PURPOSES ONLY

Earthquake Brace + Bolt Grants Now Available

The largest program expansion in the history of EBB was available in 413 High-Risk ZIP Codes.

EBB Program-Candidate ZIPs Announced with More than 22,000 Homeowners Receiving Seismic Retrofit Grants Over the Past Decade.

Seismically, CA's cities after the devastating Northridge Earthquake, new retrofit opportunities are available. Thousands of California homeowners are now eligible to apply for Earthquake Brace + Bolt (EBB) seismic retrofit grants to approximately 300 new ZIP Codes. Homeowners have been added to the program. Starting today, January 10 and continuing until February 21, eligible homeowners in 413 ZIP Codes can apply for \$3,000 seismic retrofit grants to help strengthen their homes against earthquake damage.

More than \$30 million in grant funding will be available to help offset the cost of seismic retrofit that brace the crawl space walls of older homes, retrofits, and bolt houses to their foundations, making them less vulnerable to earthquake damage. In the past years since it began, the EBB program has assisted more than 22,000 homeowners in strengthening their homes against earthquake damage. The EBB grant program is administered by the California Residential Seismic Program (CRSP) in partnership with the California Earthquake Center (CEC) and the California Governor's Office of Emergency Services (Cal OES).

"California has an ever-growing risk of earthquakes and no one knows when or where the next Big One might hit. But we know older homes are the most at risk. If they haven't been strengthened with a seismic retrofit," said Jason Wolfe, the Chief Mitigation Officer of CEC and Executive Director of CRSP. "By responding to 413 ZIP Codes, we're broadening our reach to help more homeowners safeguard their families and properties. I strongly encourage homeowners to seize this opportunity and join the growing community of Californians who've taken the time to brace their homes."

Income-eligible homeowners may also qualify for supplemental grants. Up to \$1,000 in additional grant funds are available for households with an annual income at or below \$87,360, which may be able to provide up to 100% of the funds needed to cover a seismic retrofit. Grants are contingent upon meeting eligibility requirements and available funds.

There are more than 1.1 million houses in California built before 1980 in high-risk areas that are vulnerable to collapse or destruction by shaking of the foundation during a strong earthquake.

"The Northridge earthquake that shook the Northridge area in 1994 is a profound reminder for Californians to check if their homes qualify for the EBB grant," said Diane Peirson, Chief Technical Officer of the California Earthquake Center. "Given the unpredictable nature of earthquakes and the possibility of a life-threatening event, it's crucial for homeowners to regularly check with other homeowners to take proactive steps that can lessen the impact of a seismic event."

For more information, visit EarthquakeBraceBolt.com or call 877-232-4300.

Program Flyer
One-sheet overview of the EBB program—available in English, Spanish and Chinese

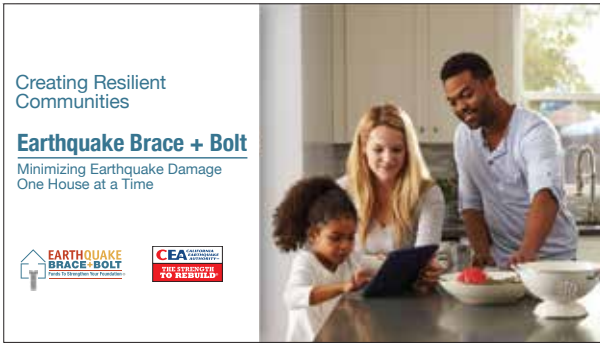
2024 Press Release
Information about 2024 seismic retrofit grant opportunities for homeowners in participating Zip Codes

Go to EBBtools.com to Order Printed and Digital Creatives Today—
Time is Limited!



Digital Creative

Ads and video to share homeowner grant opportunities on your website and social media



Program Presentation

PowerPoint to share homeowner grant opportunities at community and team meetings



Scan to download additional digital assets



801 K Street, Ste 1000
Sacramento, CA 95814

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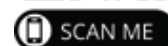
EBB Retrofit Stories

Hear what homeowners are saying about the EBB retrofit grants program.



Earthquake Brace and Bolt adds Nearly 300 ZIP Codes; Largest Program

Help us get the word out by sharing FREE marketing materials that you can order on EBBTools.com



Scan to view a video of what homeowners are saying