



## Help Your City's Businesses Prepare to Outsmart Disaster

What would happen if a natural disaster struck your city? Are your city's local businesses prepared, not only for the immediate duration of the disaster, but also for the days, weeks and months after the earth stops shaking, after the fires are put out, after the floods have subsided?

The United States Geological Survey (USGS) asks the same question and models the effects of a 7.0 magnitude earthquake along the Hayward fault with an epicenter in Oakland. USGS created the HayWired scenario using data from businesses and utilities to estimate a wide range of severe impacts resulting from the earthquake. The USGS's research estimates that as much as 24 percent of the buildings in the region could be unsafe to occupy or have restricted use, and over \$110 billion dollars in losses and repair costs. The earthquake could displace 400,000 residents, trap 20,000 people in elevators, injure 18,000 people, and result in 800 casualties. HayWired could also cause severe damage to the utilities, communications, roads, and infrastructure, including 4,000 pipe breaks and 450 fires. The potential devastation caused by the HayWired scenario warrants action to increase earthquake resiliency and enable communities to outsmart disaster.

While research provides new insight to the Bay Area specifically, recommended resiliency actions can be generalized across the state. Lifeline dependencies and disruptions are affected by all types of natural disasters. With natural disasters becoming the new normal, we need to be prepared to respond and recover from these events.

The California Seismic Safety Commission and its partners designed a public engagement campaign to help communities across California to



come together and increase their resilience to natural disasters. The goals of the Outsmart Disaster campaign include:

- Promoting the HayWired research as a common framework to understand risk.
- Creating and curating tool-kits and best practices to assist California businesses and organizations in enhancing their business continuity in the wake of a disaster.
- Raising awareness of new findings and amplifying existing seismic resiliency programs.
- Serving as a “call to action” to collectively invest now to avoid disasters from becoming ongoing catastrophes.

City officials are the best leaders of the Outsmart Disaster campaign because of their knowledge of their community’s natural disaster risk (*are they located on a fault line or flood plain or adjacent to an area susceptible to wildfire...?*), emergency response system and community members. The Outsmart Disaster campaign calls on local leaders to communicate their unique risk to the private business community, because private business is critical to recovery from natural disasters. The campaign includes a Resilient Business Challenge, which invites California businesses to “step in” and begin their resiliency efforts, while also encouraging well-practiced companies to “step-up” to assist their communities.

Local government and cities provide crucial connections to the business communities throughout California. City officials’ participation and support are essential to the success of the “outsmart disaster” effort. The Seismic Safety Commission asks that, with an understanding of the risks presented above, local government officials help to protect their local business communities and residents. Therefore, the Commission requests



local governments' endorsement and distribution of promotional information, including Public Service Announcements and Calls to Action.

Cities can join the Outsmart Disaster effort by:

- Visiting [outsmartdisaster.com](http://outsmartdisaster.com) to learn more about the Outsmart Disaster campaign and Resilient Business Challenge, as well as access toolkits and resources.
- Registering on [outsmartdisaster.com](http://outsmartdisaster.com) to stay informed and receive the latest news and updates.
- Promoting the Resilient Business Challenge and toolkits to your local businesses.

In return, the Seismic Safety Commission will:

- Provide all necessary information in support of this request via an online portal. This will include: talking points, press releases, creative design for Public Service Announcements, social media for sharing, sample city resolution. *(Available late July)*
- Host a webinar featuring tutorials on accessing local government toolkits and resources *(Scheduled for August 2, 2018)*
- Host a monthly call and email with updates, new research, etc. *(Beginning in July)*

The goal is to make it easy for local government leaders to communicate to private businesses and promote the positive impact leadership is having in its community. The Seismic Safety Commission will collect information on companies registering for and completing the Resilient Business Challenge, including location and industry sector, and report back to city leaders on the progress their local businesses are making in



the challenge. The Seismic Safety Commission will also promote and recognize cities that have adopted the local resolution to thank them for their leadership in this space.

Together we can increase earthquake resilience and “outsmart disaster” in California.