



FOR IMMEDIATE RELEASE
October 7, 2013

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CRMP Launches Program to Help Homeowners 'Brace + Bolt' for Earthquakes
Pilot Program begins in Rockridge, Eagle Rock neighborhoods

(OAKLAND – October 7, 2013) Today, the California Residential Mitigation Program (CRMP) announced the launch of a pilot earthquake retrofit program to provide residents in Oakland and Los Angeles up to \$3,000 to strengthen their houses against earthquake damage.

CRMP – a joint powers authority created by California Earthquake Authority and the Governor's Office of Emergency Services – introduced a pilot retrofit program called, *Earthquake Brace + Bolt: Funds To Strengthen Your Foundation*, in an effort to help California homeowners protect their largest investment and loved ones during an earthquake.

"We are thrilled to announce the *Earthquake Brace + Bolt* Pilot Program," said CRMP Executive Director Janiele Maffei. "*Earthquake Brace + Bolt* gives homeowners a great incentive to protect the people they care about the most. We are looking forward to piloting this program in two areas and taking the information we learn for a statewide rollout of this program."

The Rockridge and Eagle Rock neighborhoods were selected based on the high number of houses that meet program requirements for these retrofits, and the high rate of homeowner-occupied units.

"This program is about keeping Californians safe and finding ways to motivate homeowners to protect their most valuable asset," said Councilmember Dan Kalb. "District 1 is proud to be part of this Pilot, and I look forward to reaching out and sharing information with Oakland residents to ensure they are prepared for the next earthquake."

A typical seismic retrofit can cost between \$2,000 and \$10,000. *Earthquake Brace + Bolt* will pre-qualify homeowners whose houses meet certain criteria. Program participants will be selected from a random drawing. Selected Homeowner Participants will then have the opportunity to receive a \$3,000 incentive payment upon meeting all Pilot Program requirements.

Program officials are holding local contractor seminars in October to provide information on the program and the Contractor Listing, available to homeowners seeking contractors with seismic retrofit experience. CRMP offers an on-line education course on seismic retrofits for contractors. Contractors who successfully complete the course may be placed on CRMP's Contractor Listing.



“Many contractors are already performing these important retrofits,” said Maffei. “Contractors are the lifeblood of the system and an invaluable player in our efforts.”

Time is limited on the *Earthquake Brace + Bolt* pilot program; registration will run from September 30, 2013 through October 30, 2013. For more information, visit EarthquakeBraceBolt.com or call (877) 232-4300.

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