

**CALIFORNIA RESIDENTIAL MITIGATION PROGRAM  
GOVERNING BOARD MEETING  
MINUTES**

**Tuesday, September 9, 2014  
1:00 P.M.**

Location: California Earthquake Authority  
801 K Street, Suite 1000  
Sacramento, CA 95814

Members of the California Residential Mitigation Program (CRMP) Governing Board in attendance:

Mitch Ziemer, Chairperson, Insurance Director, California Earthquake Authority  
Dan Dyce, Claim Manager, California Earthquake Authority  
Christina Curry, Vice Chairperson, Deputy Director, California Office of Emergency Services  
Nancy Ward, Chief Deputy Director, California Office of Emergency Services

Members of the CRMP Staff in attendance:

Janiele Maffei, Executive Director  
Sheri Aguirre, Managing Director  
Bill Donovan, Counsel  
Marianne Knoy, Mitigation Program Manager  
Tim Richison, Treasurer  
Celia Luna, Customer Care Representative

**1. Call to order and member roll call.**

Chairperson Mitch Ziemer called the meeting to order at 1:02 p.m. A quorum was established.

**2. Consideration and approval of the minutes of the July 15, 2014, CRMP board meeting.**

**MOTION:** Board Member Dyce moved approval of the July 15, 2014, California Residential Mitigation Program Governing Board Meeting Minutes as presented. Board Member Curry seconded. Motion carried unanimously.

**3. 4. CRMP Executive Director Janiele Maffei will present her executive report.**

Executive Director Maffei addressed the recent earthquake in Napa, sharing photographs of damaged houses that would typically fit the Earthquake Brace + Bolt

(EBB) program criteria. Several houses were shown to have slipped off their foundation, toppled cripple walls, or pulled away from entry steps. A copy of her presentation is attached to these minutes.

Ms. Maffei pointed out several life-safety issues, including blocked egress from damaged buildings and fallen chimneys, issues that may have been avoided had the houses been retrofit. Had the earthquake occurred later in the day, the potential for more injuries resulting from falling bricks from failed chimneys would have been much greater.

Ms. Maffei noted that some houses had been retrofit and suffered little damage as a result from the earthquake. She is in discussion with Bruce Patton, CEA Research Director, to conduct a study of retrofit versus non-retrofit houses in the area struck by the earthquake. There is an opportunity to learn valuable information on performance of retrofit houses in a real-life event.

CRMP Board Member Nancy Ward asked if there was now consideration to expand the Earthquake Brace + Bolt Program into the Napa area. Ms. Maffei noted that the majority of homes in South Napa earthquake will require rebuilding mitigation versus typical retrofit mitigation, and likely falls outside the scope of the EBB program as it currently exists. However, Ms. Maffei responded that it certainly has created discussion on further program expansion, and consideration of additional funding sources, including Federal Emergency Management Agency (FEMA) Hazard Mitigation Grant Program (HMGP) funding.

Board Member Ward noted that a Presidential declaration of an emergency is necessary for HMGP funds to become available, and the Governor has requested such a declaration. Timing is unknown when, or if, the declaration will be made for private infrastructure damage. Federal funds received under HMGP provide up to 20 percent set-aside for use in mitigation efforts that can be used for a statewide program.

Ms. Maffei requested the name of a contact within Cal OES with whom CRMP could work to put together a plan.

Danny Marshall, CRMP Secretary, added the CRMP is able to accept funds from other sources than CEA, but suggested it still be presented to the CEA Board for their approval.

Chairperson Ziemer requested further discussion and a plan on federal funding be added to the agenda for the next CRMP Board meeting. Ms. Maffei advised the Board that staff will come back to the next meeting with a plan to utilize HMGP funding.

#### **4. CRMP Treasurer, Tim Richison, will present a financial report.**

Treasurer Richison presented and discussed the financial report attached to these minutes. Mr. Richison noted a request for additional operating funds will be made in December to the CEA Governing Board.

Vice-Chairperson Tina Curry asked if the budget reports reported expenses in arrears or if they were based on projections. Mr. Richison responded the current budget

reports have been expenses in arrears, but as CRMP moves forward and expenses become more standard, projections will be able to be reported.

**5. Mr. Richison will present an update on CRMP Insurance renewals:**

Mr. Richison presented background on the renewal of CRMP insurance coverage. He noted two changes to the Board packet memo, clarifying that "...additional named insured..." should read "...named additional insured..." and, the end of the first sentence under Directors and officers liability coverage should include "...and similar executives."

Due to program growth, additional coverage was sought, increasing 2013's coverage by \$4 million dollars, to a total of \$5 million dollars for commercial coverage, and \$2 million dollars for directors and officers liability.

It was noted CRMP is under-insured in cyber coverage and is currently working with the insurance broker to address the issue. CRMP may request authorization to purchase additional coverage at the next CRMP meeting.

Chairperson Ziemer asked about the correlation between retention and coverage amounts. Mr. Richison responded that because CRMP is still relatively new, with little insurance or operational history, the retentions were kept low. He will work with staff to modify the renewal grid included in the meeting packet to reflect the specific retention specifications. He also noted that as the CRMP continues and builds a history with current carriers, and the Earthquake Brace + Bolt program expands, it may become easier to get more coverage.

**6. Ms. Maffei will present a plan for a contract for call center services.**

Sheri Aguirre, EBB Managing Director, announced the posting of a Request for Proposal for call center services in June, 2014. A copy of her presentation is attached to these minutes. One response was received by the August 15, due date and it did not meet the 24/7 coverage requirement. Recognizing the EBB program did not required 24/7 coverage, the RFP was revised and posted with a new RFP number August 25 with a due date of September 26. Ms. Aguirre does not anticipate it will have significant impact on the initial timeline for establishing call center services. It is estimated a contract could be in place November 1, with services beginning December 1.

**7. Ms. Maffei and Sheri Aguirre, CRMP Managing Director, will present an update on the Earthquake Brace + Bolt program.**

Ms. Aguirre presented an update on the Earthquake Brace + Bolt program. A copy of her presentation is attached to these minutes.

Website management and development has been brought in-house, and the contract with Etchasoft terminated. Transition is complete and the CRMP and EBB websites are fully operational. Staff is working currently on site upgrades to include a more streamlined contractor dashboard, additional technical references to assist homeowners in determining if their house meets program criteria, an integrated email notification system, content updates and functionality improvements to the education system.

Contractor outreach will begin in earnest late September, in an effort to encourage program registration and completion of the education module to increase the contract listing by 150 new contractors. This will be accomplished through an email and direct mail marketing campaign, as well as phone follow-up. To ensure contractors are licensed and in good standing, CRMP will use the California State Licensing Board list.

Ms. Aguirre noted that contractors have also expressed interest in posting the EBB logo and link on their websites. Board Member Tina Curry asked if CRMP has considered outreach to Home Depot and Lowes. Ms. Maffei and Ms. Aguirre responded that consideration has been given to putting EBB brochures in retrofit materials supply sections in these stores and noted that more local lumberyards that directly serve the contractor community have provided good results in targeting contractors. Member Ward noted that Cal OES could assist in distribution of EBB information when their staff members are deployed to home supply box stores to provide information to consumers on emergency services in response to earthquakes. Ms. Ward is to provide a contact name to Ms. Aguirre.

Discussion continues with the Lottery Commission to finalize details on providing EBB random and ordered draws of program participants.

Presentations and meetings to city council members and building departments continue.

Board member Nancy Ward asked if building departments were asking for information. Ms. Aguirre responded they have been receptive to posting a graphic link to the EBB website and having one-pager information sheets on the program available.

Mr. Ziemer asked if there had been any request to help with programming or staffing. Ms. Aguirre noted that the areas to which EBB is expanding have existing mitigation programs, and have not requested additional support services from EBB. However, San Leandro has quite a bit of information that could be compiled into a information packet for localities. Los Angeles has offered to assign inspectors to work specifically on EBB projects.

Ms. Aguirre added that a comprehensive homeowner outreach plan will be presented at the November meeting.

#### **8. Public comment on items that do not appear on this agenda and public requests that those matters be placed on a future agenda**

There were no comments or requests from members of the public pertaining to the CRMP or the Governing Board.

#### **9. Adjournment**

There being no further matters to consider, Chairperson Ziemer adjourned the meeting at 2:02 p.m.