

CRMP

California Residential Mitigation Program A Joint Powers Authority

Date of Notice: Friday, July 1, 2016

PUBLIC NOTICE

A PUBLIC MEETING OF THE GOVERNING BOARD OF THE CALIFORNIA RESIDENTIAL MITIGATION PROGRAM

NOTICE IS HEREBY GIVEN that the Governing Board of the **California Residential Mitigation Program (CRMP)** will meet in Sacramento, California. The Bagley-Keene Open Meeting Act applies generally to meetings of the board, and the meeting is open to the public—public participation, comments, and questions will be welcome for each agenda item. All items are appropriate for action if the governing board wishes to take action. Agenda items may be taken out of order.

**LOCATION: California Earthquake Authority (“CEA”)
801 K Street, 10th Floor
Sacramento, California**

DATE: Thursday, July 14, 2016

TIME: 1:00 p.m.

AGENDA:

1. Call to order and member roll call:

Mitch Ziemer – Chair, Insurance Director, California Earthquake Authority
Christina Curry – Vice Chair, Deputy Director, California Office of Emergency Services
Dan Dyce – Consultant, California Earthquake Authority
Nancy Ward - Chief Deputy, California Office of Emergency Services

Establishment of a quorum

2. Consideration and approval of the minutes of the May 17, 2016, CRMP Governing Board meeting.
3. Ms. Aguirre will request approval to contract with a marketing firm pursuant to the Request for Qualifications and Proposal for Marketing and Public Relations Services #08-09.

4. Ms. Aguirre will present for Board approval additional EBB ZIP Codes for 2017, based on Board-adopted protocols.
5. Ms. Aguirre will present for approval the proposed licensing agreement between CRMP and the CEA for the proposed CEA Brace + Bolt Program.
6. Public comment on items that do not appear on this agenda and public requests that those matters be placed on a future agenda.
7. Adjournment.

Inquiries and General Information:

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**To view this notice on the CRMP website, please visit
www.CaliforniaResidentialMitigationProgram.com**

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Persons with disabilities may request special accommodations at this or any future CRMP governing board meeting or may request the accommodation necessary to receive agendas or materials prepared for its board meetings.

Please contact Jacqueline Ball by telephone at (916) 661-5607 or by email at jball@calquake.com. We would appreciate hearing from you at least five days before the meeting date to best allow us to meet your needs.

NOTE: You might have received this notice because your name, or that of your organization, appears on a public-notice list maintained by the California Earthquake Authority. If in the future you do not wish to receive public notices pertaining to the California Residential Mitigation Program, please send your request by email to info@californiarresidentialmitigationprogram.com.



Draft Meeting Minutes
are not available.
Please see CRMP Governing
Board Meeting
Approved Minutes.

CRMP Governing Board Memorandum

July 14, 2016

Agenda Item 3: Award of contract for marketing and public relations services

Recommended Action: Approve staff-recommended award

Staff recommends awarding a contract to Runyon Saltzman & Einhorn (“RSE”) to provide marketing and public relations services for the CRMP program. The contract will have a three-year term.

Contract payments to RSE will be made under CRMP-issued work orders on an hourly-rate basis for work requested by CRMP (unless CRMP agrees to a fixed fee for a particular project). The hourly rates range up to \$260 for various staff levels. The amount and scope of work is in the sole discretion of CRMP.

This recommendation is based on the procurement and evaluation process described below.

Background

We want to identify and contract with a firm that will provide marketing and public relations services for the CRMP program.

Procurement Process

On March 23, 2016, CRMP issued a Request for Qualifications and Proposals for marketing and public relations services (RFQ CRMP #08-09) with a final proposal submission date of April 22, 2016. The RFQ was posted on the California Residential Mitigation (“CRMP”) website and advertised in the Los Angeles Business Journal, the San Francisco Chronicle, SFGate.com and the Sacramento Bee.

Three proposals were received by the final proposal submission date. The proposers were:

1. Ogilvy Public Relations
2. Runyon Saltzman & Einhorn
3. Capitol Core Group

Evaluation Process

The proposals were evaluated by a panel of four members made up of staff from CRMP (executive director Janiele Maffei, managing director Sheri Aguirre, marketing specialist D’Anne Ousley and customer services specialist Mark Grissom.). CRMP legal counsel assisted staff through the process.

Program administrator Jacqueline Ball reviewed the proposals for compliance with the requirements of the RFQ as to format, submission, required attachments, and minimum qualifications. She reported to the panel that all three proposals complied.

Under the CRMP procurement guidelines, CRMP can determine which proposers to interview. Ms. Aguirre reviewed each of the proposals with the members of the panel and decided that two of the proposers should be interviewed:

1. Ogilvy Public Relations (“Ogilvy”)
2. Runyon Saltzman & Einhorn, Inc. (“RSE”)

On May 10, 2016, representatives of Ogilvy and RSE were interviewed by the panel.

Panel members preliminarily scored the proposals individually, and then the panel met as a group to discuss the proposals. Following the panel’s discussion, members revised their scores as they deemed appropriate. The RFQ specified the following criteria and maximum score for evaluating proposals:

<u>Criteria</u>	<u>Maximum Points</u>
Work Plan	30
Qualifications, Background, and History	30
Proposed Compensation	20
Interview	15
References	<u>5</u>
Total	100

Evaluation Results for the two proposers interviewed (final scores obtained by averaging scores of panel members).

Ogilvy results:

<u>Criteria</u>	<u>Points</u>
Work Plan	29.50
Qualifications, Background, and History	29.50
Proposed Compensation	20
Interview	14.25
References	<u>0</u>
Total	93.25

RSE results:

<u>Criteria</u>	<u>Points</u>
Work Plan	28.25
Qualifications, Background, and History	29.25
Proposed Compensation	20
Interview	12.50
References	<u>0</u>
Total	90

The panel determined that accepting the Ogilvy proposal is reasonable and in the best interests of CRMP, and staff was authorized at the May 17, 2016, meeting of the Governing Board to enter into a contract with Ogilvy. Negotiations with Ogilvy were not successful, and the panel has determined that accepting the RSE proposal is reasonable and in the best interests of CRMP.

Contract

We recommend approving the award to RSE and authorizing executive director Janiele Maffei to enter into a contract with RSE on the terms and conditions specified in the RFQ.

CRMP Governing Board Memorandum

July 14, 2016

Agenda Item 4: 2017 EBB Expansion

Recommended Action: Approve EBB Expansion

Background:

The Earthquake Brace and Bolt program (EBB) does not have unlimited funding to provide financial incentives to California homeowners who retrofit their homes. Consequently, EBB is introduced into selected ZIP Codes in California using an earthquake risk ranking protocol that was adopted by the California Residential Mitigation Program (CRMP) Governing Board in July 2015.

The earthquake risk of California houses can be characterized as the combination of earthquake hazard and earthquake vulnerability. These are defined as follows:

Hazard

Hazard can be measured by determining the location of the house relative to active earthquake faults, as well as the potential at that location for earthquake induced ground failure which includes ground rupture, liquefaction, or landslides. The US Geological Survey (USGS) and the California Geological Survey (CGS) have mapped earthquake hazards for the State of California.

Vulnerability

The specific earthquake vulnerability targeted by EBB is the lack of adequate sill plate anchorage and unbraced cripple walls. This vulnerability can be found in homes constructed before 1979 but is most common in pre-1940 houses.

Ranking California ZIP Codes by Earthquake Risk

To rank California ZIP Codes by earthquake risk, earthquake hazard and earthquake vulnerability were calculated for each ZIP Code in California. Earthquake hazard and vulnerability were weighted 50/50 to create a list of California ZIP Codes ranked by earthquake risk.

2016 EBB Proposed ZIP Code Expansion

Over 100 ZIP Codes were selected using the process described above and included the following:

- The top 25 ZIP Codes on the list (with the exception of Eureka);
- All ZIP Codes in a City once one ZIP Code in that City was selected; and
- All Los Angeles ZIP Codes in the top 100 State ZIP Codes.

The entire City of Los Angeles has been deemed too large to include in the program in any one expansion year.

2017 EBB Proposed ZIP Code Expansion

The ZIP Codes, below, are proposed to be added for the 2017 EBB program expansion. Our intent is to add these Zips and keep the program available in all 2014, 2015, and 2016 ZIP Codes as well.

This list was created utilizing past experience with the number of ZIP Codes, both continuing and new, required to obtain the target number of qualified program applicants. The expansion includes all cities in the top 50 and all Los Angeles ZIP Codes in the top 200.

The proposed new ZIP Codes are as follows:

Northern California Cities (# of ZIP Codes)

El Cerrito (1)
Daly City/Colma (2)
Hayward/San Lorenzo (8)
San Bruno (1)
San Mateo (4)
Watsonville (2)
Hayward/San Lorenzo (8)

Southern California Cities (# of ZIP Codes)

Altadena (2)
Alhambra (4)
Claremont (1)
Redlands (6)
Los Angeles (Additional 9 ZIP Codes)

The cities of Eureka and Santa Barbara are located in the top 50 ZIP Codes on our California earthquake risk list. These cities have been included in a FEMA Hazard Mitigation Grant Program (HMGP) application to bring EBB to Humboldt and Santa Barbara counties that was submitted in June 2016. If the HMGP application is not approved, the cities of Eureka and Santa Barbara will be included in the 2017 program.

Eureka (2)
Santa Barbara (3)

Recommendation: Approve 2017 EBB Expansion ZIP Codes

CRMP Governing Board Memorandum

July 14, 2016

Agenda Item 5: Proposed License Agreement between CRMP and the CEA

Recommended Action: Approve proposed License Agreement between CRMP and the CEA

Ms. Aguirre will present for approval a proposed License Agreement between CRMP and the CEA licensing elements of the CRMP programs and CRMP intellectual-property rights to the CEA for the proposed CEA Brace + Bolt Program.