



ShakeOut Tour Stops

Cal OES made seven stops across the state in nine days to educate Californians on earthquake preparedness and the MyShake App.

October 11th – Downtown Commons, Sacramento

October 12th - San Francisco State, San Francisco

October 13th - Monterey Convention Center, Monterey

October 16th - Old Historic Mission, Santa Barbara

October 17th - Olvera Street Plaza, Los Angeles

October 18th - Agua Caliente, Palm Springs

October 19th (ShakeOut Day)- Cuyamaca College, San Diego



ShakeOut Tour Overview





Sacramento – Downtown Commons (DOCO)

Wednesday, October 11

- Excellent media market
- Close proximity to Capitol
- MyShake App Downloads 2,993





San Francisco – San Francisco State University

Thursday, October 12

- Excellent media market
- Coordination with pre-existing university preparedness event
- High foot traffic with students in school
- Opportunities for university partnerships
- MyShake App Downloads 1,856







Monterey – Conference Center

Friday, October 13

- Good media market
- High foot traffic in tourist-heavy zone
- Located near Aquarium
- MyShake App Downloads 2,104





Santa Barbara - Old Mission

Monday, October 16

- Good media market
- Heavy foot traffic with museum attendees
- Close to recent Ojai earthquake
- MyShake App Downloads 3,107





Cal OES

Los Angeles – Olvera Street

Tuesday, October 17

- Excellent media market
- Public meeting place historic within the Latino community
- MyShake App Downloads 3,215





Palm Springs – Indian Canyons Golf Resort

Wednesday, October 18

- Good media market
- High foot traffic
- No simulator events in the area to date
- MyShake App Downloads 19,310*

* Download increase enhanced due to Isleton Rapid Response



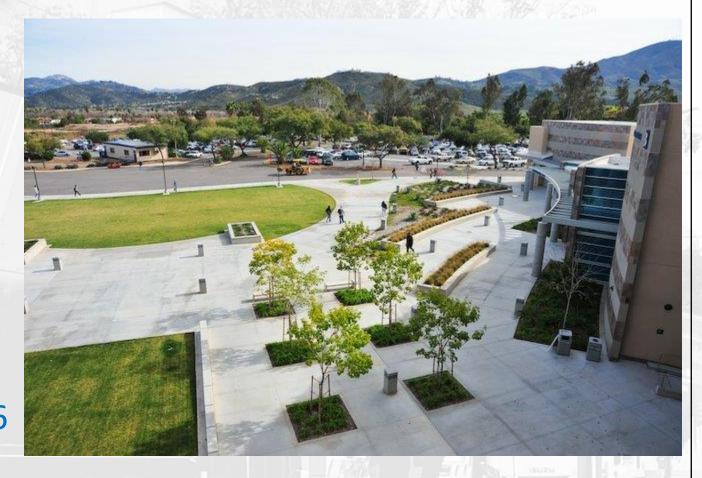




San Diego – Cuyamaca College

Thursday, October 19

- Local ShakeOut Event
- CERT coordination with local contacts for event
- Local partners participating
- High foot traffic with college students and faculty, and local elementary school students
- MyShake App Downloads 20,586





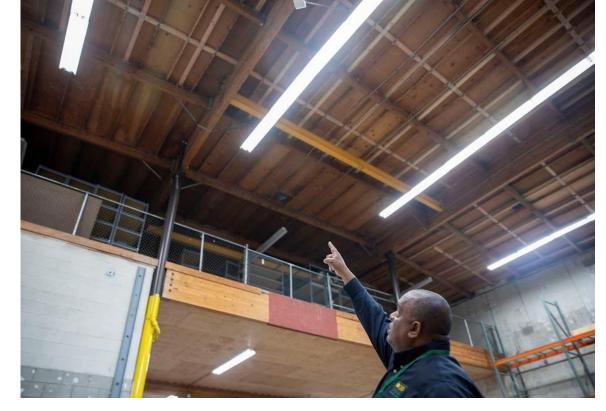


ShakeOut Day Event Cal OES and Earthquake Country Alliance



Thursday, October 19

- 2 Press Events, No Public
 - Seismic Retrofit Press Conference
 - ShakeOut Drill & Preparedness Press
- ShakeOut Drill & Evacuation Exercise
- Interviews with Experts & Shaker Truck Experience





ShakeOut Tour Media Summary

Date	Outlet	Audience Reach
Dale	Collei	Kedcii
10/11/2023	KCRA Channel 3	2667724
10/19/2023	NewsBreak	10202567
10/18/2023	The San Diego Union-Tribune	3451859
10/19/2023	KTVU-SF (FOX)	76184
10/19/2023	KCRA Channel 3	2667724
10/17/2023	KABC-LA (ABC)	178305
10/18/2023		1603426
10/19/2023		1323722
10/19/2023	KTVU Fox 2	1323722
10/17/2023	KABC-LA (ABC)	120373



Great ShakeOut Tour Summary













Seven Cities Over Nine Days

Total Ad Equivalency \$2.4 Million

500+Shake Simulator Experiences

39+ Media Outlets

507 Media Mentions

1,662 Social Media Posts

Total Number of MyShake Downloads as of October 19, 2023 – 2,857,832

Total Increase of MyShake downloads since ShakeOut Tour Kick-off (October 11, 2023) – 53,171

