

2023

# Great CA ShakeOut Tour | Briefing

# ShakeOut Tour Stops

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

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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



Cal OES



OCTOBER 11 >> OCTOBER 12 >> OCTOBER 13 >> OCTOBER 16 >> OCTOBER 17 >> OCTOBER 18 >> OCTOBER 19



# 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](#)





# 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



Cal OES



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# ShakeOut Tour Media Summary

Date	Outlet	Audience Reach
10/11/2023	KCRA Channel 3	2667724
10/19/2023	<u>NewsBreak</u>	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	FOX 11 Los Angeles	1603426
10/19/2023	KTVU Fox 2	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

Cal OES



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