

Artist Sets Out to Prepare SF Residents for “The Big One”

Earthquake safety guides hit homes on the anniversary of the 1906 earthquake

San Francisco, CA: On April 18th, the anniversary of the 1906 earthquake, safety guides will be arriving in the mailboxes of 54,000 San Francisco households. The bilingual guides (available in English/Chinese and English/Spanish versions) were sent to homes primarily in districts 10 and 11, including parts of the Bayview, Portola, Visitation Valley, and Excelsior neighborhoods.

The initiative, “BasicSafety.Net,” aims to put free earthquake safety guides into every household in San Francisco, and eventually the entire region. The guides are designed to address a gap in our disaster preparedness. “After participating in a local design challenge, I observed there’s a ton of disaster preparedness information available online, but what are you going to do if the Internet is down?” said Brian Singer, creator of the initiative. “In a region overflowing with technology, analog solutions have been overlooked. The hope is that residents will keep the guide in their kitchen drawer for use after a disaster.” Singer created the guides based on safety information available from experts such as [NERT](#), [Red Cross](#), and [San Francisco Department of Emergency Services](#).

With a 72 percent likelihood of one or more magnitude 6.7 earthquakes hitting the San Francisco Bay region in the next 25 years ([Earthquake Outlook for the San Francisco Bay Region 2014-2043](#)), Singer is eager to arm residents with important information. The guides include all the basics you’d expect, but also items such as how to purify water without electricity, and *how*, but more importantly *when*, to shut off utilities. For the residents that are prepared and have a plan, Singer states, “That’s awesome, thank you, but is your neighbor? Because fire travels real fast. The idea is to elevate the preparedness of neighborhoods as a whole.”

The initial mailing of 54,000 guides was funded by a grant from Sappi Ideas that Matter and crowdfunding. Singer is seeking support to reach the roughly 300,000 remaining households. “It might seem like a lot, but compared to the cost of damage from one fire, or the loss of just one life, it’s a worthwhile investment” Singer notes.

About Brian Singer: Singer is a San Francisco based artist and designer, with a habit of tackling social issues. He’s created global art experiments, like The [1000 Journals Project](#), taken [innovative approaches](#) to dealing with distracted driving, and created [provocative street art](#) about the homelessness issue. You can check out his latest projects and art at www.someguy.is

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