

## **BasicSafety.Net Sets Out to Prepare SF Residents for “The Big One”**

### *Local artist launches crowdfunding campaign on 1906 Earthquake anniversary*

San Francisco, CA: Today, local artist Brian Singer a [crowdfunding campaign](#) for his latest social good initiative, “[BasicSafety.Net](#),” that aims to put free disaster preparedness guides into every home in San Francisco. Launching on the anniversary of the 1906 Earthquake, this campaign goal is to raise a grand total of \$182,000 to fund the printing and distribution of 345,000 guides—one for each San Francisco household. The guide includes information on safety measures before, during, and after an earthquake or other disaster.

“After participating in a local design challenge, I was inspired to ensure SF residents had access to the information they need when the next massive earthquake hits. All the information is available online, but what are you going to do if the Internet is down?” said Brian Singer, creator of the initiative. “The hope is that residents will keep the guide in their kitchen drawer for use after a disaster.” Singer designed these guides based on safety information provided by 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 close the gaps in residents’ preparedness and has identified the following priorities:

- Highlight lesser known information (*How*, and more importantly *when*, to shut off utilities)
- Prioritize lower income zip codes
- Provide bi-lingual guides

For the residents that are prepared and have a plan, Singer asks, “Is your neighbor? Because fire travels real fast. The idea is to elevate the preparedness of neighborhoods as a whole.”

In addition to individual donations from community members, [BasicSafety.Net](#) is also looking for corporate sponsorship. The goal for the first phase is \$50,000 to reach an initial 90,000 households. As Singer puts it, “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.”

Contributions can be made [here](#).

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](http://www.someguy.is)