



AIA CA - Component Disaster Toolkit

Roadmap to help AIA Chapters and their Leadership Teams to be Effective Supporting their Communities Before, During, and After a Major Disaster

FIVE PHASES OF DISASTER MANAGEMENT



In each phase of disaster there is a roadmap to enhance chapter effectiveness. Each section may be used as a standalone with checklists and options for immediate action and be used as part of annual training of new AIA Chapter leadership teams.

- **READINESS** - Annual training and preparation of Chapter Leadership to build awareness and establish relationships in the community.
- **RESPONSE** - Immediate steps to take in the first few days after disaster, reminding officials of the AIA Chapter's ability to support the community and also to provide Safety Assessments.
- **RECOVERY** - Activities and options for the AIA Chapter to take in the first few months after a disaster including working with neighboring Chapters.
- **REBUILDING** - Providing the resources and information to help local architects be effective supporting community rebuilding efforts.
- **REVIEW** - Lessons Learned - Report to AIA CA and DAN - Advocacy Items - Code Changes - Write Case Study - Update Toolkit.

TIMELINE OF DISASTER MANAGEMENT

Phase	Timeframe*	Activities
Readiness	Annually (Each new AIA Board)	Chapter Leadership Training and Awareness Community Relationship Building
Response	Days (+/- 4 days after disaster)	First Responders Life safety Temporary Shelters Cal OES Safety assessment program (SAP)
Recovery	Months (+/- 4 months after disaster)	Neighborhood organizing Safety and environmental clean up Permitting officials - streamlining Community – planning, organizing Insurance adjusting Design & Permitting
Rebuilding	Years (2 - 4 - 10 years after disaster)	Preconstruction: Testing, Design, Engineering, Permit Construction - Bidding, Contracting, Inspecting Furnishing and Moving in
Review	After (When component feels activities are complete)	Evaluation of results Lessons Learned Report out and Advocacy Toolkit Feedback Case Studies

**"4 days - 4 months - 4 years" was coined by Cameron Sinclair - Architecture for Humanity - as the average timeframe for responding, but your timeframes will vary. Insurance and regulations set 12-24-36 month limits.*

1906 DISASTER RECOVERY



JULIA MORGAN, FAIA



THE YOUNG WOMAN ARCHITECT WHO HELPED BUILD THE BIG FAIRMONT HOTEL

By Jane Armstrong

"SHE is building really in charge of a woman architect." I asked the foreman, who was directing some finishing touches to the bathroom of the Fairmont hotel.

The man read me a powerful sermon of just three short sentences, punctuated with the earnestness of a reform orator. "An architect's an architect," he said, "and you can count them all on the fingers of one hand. Now, this building is in charge of a real architect and her name happens to be Julia Morgan, but it might as well be John Morgan."

Which statement is not as explicit as it looks in type. Illuminated by the light of the man's countenance—its meaning is crystal clear. Here was an artisan who would not spare "work" as feminine gender. To him it was work, well done, and what was the use of dragging in a pettifogger?

When the "master of a good work-man shall set us to work again," I am sure that foreman will draw "the thing as he sees it for the God of France as Tracy Art." Else how could he divest himself of all masculine prejudice and insist that it is "Julia Morgan, architect," not "Julia Morgan, woman architect."

And while I waited for Julia Morgan, architect, I ruminated upon woman's ally come home dressed in a color scheme of the impressionistic school, and my mind there trooped a bizarre procession of girls who have studied, one thing or another in Paris. They were dressed in drab and severely laid-planned. Before I had time to give decent burial to these preconceived "visions," Miss Morgan dispelled another illusion. We were standing in the main dining-room, which tones into old ivory, with wide washes of dull gold. At one end is a room in softest shades of gray, like a demure young widow in second mourning. At the opposite end, through broad portals, I caught a glimpse

of the banquet room, all in scarlet and gold, like "honey splashed with port." "How you must have reveled," I said, "in this chance to squeeze dry the loveliest colors in the whole world of color." Miss Morgan smiled and answered: "I don't think you understand. Just what my work here has been. The decorative part was all done by a New York firm. In fact, most of it was finished before the fire, and has been restored on the same lines and in the same tones. My work has all been structural."

The word pegged my imagination down to earth again. For in the back of my mind I had been wondering whether architecture is not a fine field for any woman with a sensitive feeling for color and form. But "structural" conjured up a vision of strength of materials, maximum handiwork moments and all sorts of problems which no amount of sensitive feeling would solve. Miss Morgan took me into the Laurel court, which is between the foyer and

the main dining room. "In the rehabilitation of this room," she said, "it was necessary entirely to replace the glass dome, and you have no idea how much important detail is involved in a skylight of such magnitude." "But I suppose you found the other details of the room more interesting," I hazarded, pointing at the trellis work which criss-crosses the walls, arbor fashion, and the clusters of grape festooning their graceful golden length over the wall panels.

"Barraguarden of New York," quoth Miss Morgan, tersely. "I was not called into the building until after the fire, and on this floor my chief work has been the staircase, skylights, the bar, offices and general rehabilitation. From the first conception of the building the structural decoration has not been in the architect's province."

It is difficult for a mere woman with no more serious problem in life than the construction of a new Easter bonnet to realize what a compliment it is to the sex that a woman architect was chosen to restore the Fairmont. When I had gone over the entire building with Miss Morgan I fully realized that foreman's assertion that her name happened to be Julia Morgan, but it might as well have been John Morgan.

To be sure she has had the best training that the world affords. Miss Morgan was graduated from the University of California and then spent several years at the Beaux Arts, the great French school of architecture. She had special training for an undertaking like the Fairmont, having studied the construction of one of the finest hotels in the world from the foundations to the last detail of convenience and elegance.

After all, women are clean-shaven and saw, rising far over the water escape, the Fairmont, fitting the skyline without a wrinkle. I wanted a woman above-it the part that a woman has played in its construction. And the fact that the foreman nobly insists it is Julia Morgan, Architect, will not prevent me from by hook or by crook the fierce onslaught of fame the la-

terior was still in the decorator's hands and with cruel persistency the fire sought out the inflammable materials scattered around and flame leaped to meet flame until the beautiful interior was ruined.

In its present state of completion the building does not show nearly as much of Miss Morgan's work as it will when entirely finished. Even the garden that slopes down to Mason street has been laid out by this clever young woman and will be an attractive foreground for the marine view, which is framed in every one of the command ing windows of the building.

When I was crossing the bay that night and saw, rising far over the water escape, the Fairmont, fitting the skyline without a wrinkle, I wanted a woman above-it the part that a woman has played in its construction. And the fact that the foreman nobly insists it is Julia Morgan, Architect, will not prevent me from by hook or by crook the fierce onslaught of fame the la-

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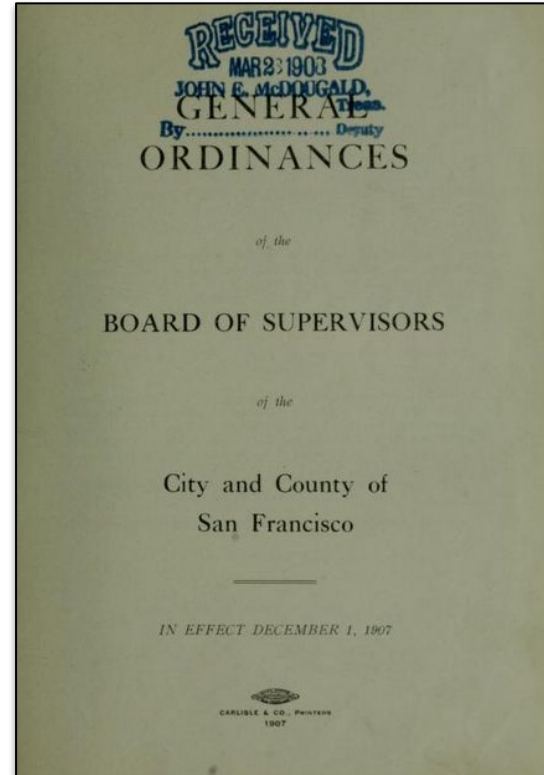
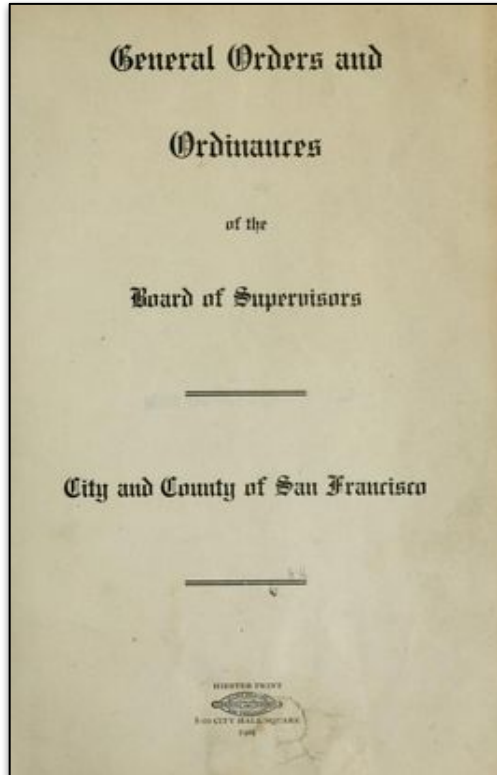
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1903 5-STORY REINFORCED CONCRETE TOWER



MAY DAY AT MILLS

BUILDING CODE CHANGES | 4 MONTHS



NEW TECHNOLOGY ADOPTED POST-DISASTER

104 *The Architect and Engineer of California*

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THE ONLY FORM OF CONSTRUCTION WHICH SUCCESSFULLY
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- Standard Safety Water Tube Boilers
- Erie Tubular Boilers
- Fisher Generator Sets
- Erie Automatic Engines
- Michigan Lubricator Company Specialties
- Geo. J. Leyner Engineering Works Company (Denver, Col.), Compressors, Hoists and Drills
- Pierce (Vacuum) Heating Systems for Hotels and Large Buildings As installed in Palace Hotel, San Francisco

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110 LA SALLE STREET, CHICAGO, ILL.

READINESS - annually

The logo for AIA (American Institute of Architects) is a red circle with the letters "AIA" in white, bold, sans-serif font.

Readiness means having current Leadership aware of the resources available to them at the beginning of each year and ongoing efforts to build the relationships that will facilitate collaboration during a Disaster event and after. This includes:

- Annual Leadership Training
- Annual Readiness and Outreach Plan
- Annual Business Continuity Plan

CHECKLIST - READINESS



- ❑ Annual AIA CA Disaster Readiness Training - Q1
 - ❑ In Person, Online or by Video
 - ❑ AIA Component Disaster Toolkit and AIA Handbook Access
 - ❑ Ongoing and “Day One” Communication Strategies
- ❑ Annual AIA Component Leadership Readiness & Outreach Plan
 - ❑ Participation in the Disaster Area Network (DAN)
 - ❑ Engagement plan with community leaders and CBO’s
 - ❑ Communication outreach plan to staff and members
- ❑ AIA Component Business Continuity Plan
 - ❑ Information technology - Backup of Documents and Data
 - ❑ Facilities management - Protection of Physical Assets
 - ❑ Remote Work Policy
 - ❑ Project management continuity plan
 - ❑ Office administration/human resources - Emergency Contact List
 - ❑ Business Continuity Financial Plan

RESPONSE - days

The response phase of a disaster is the time when the disaster event is occurring and continuing for a number of **days** following the disaster as the first responders make the community safe and assess the structural safety of those structures that remain. During this phase, Community Leadership will want to start engaging with the community:

- Immediate Action - Core Team
- Disaster Recovery Committee
- Community Outreach

CHECKLIST - RESPONSE



☐ Day One - First Meeting Core Team:

- ☐ Convene Core Team to define path forward for several days
- ☐ Open Toolkit and go to Response Checklist, create plan
- ☐ Review Business Continuity Plan and Communication Plan

☐ Phase Two - Safety of Staff and Members

- ☐ Return to Charter Office, if safe, or determine alternate location to safely operate
- ☐ Contact State and Federal Agencies for Disaster Support
- ☐ Reach out to other Staff to verify safety - personal and business

☐ Phase Three - Begin Community Outreach

- ☐ Leadership Engage Community and CBO Leaders
- ☐ Reach out to adjacent Jurisdictions - collaboration

☐ Prepare collateral materials -

- ☐ Day One Response Materials
- ☐ One pager of what Leadership can provide to community
- ☐ Elevator speech - How AIA Can Help Community

☐ First Week - Disaster Recovery Committee Chair

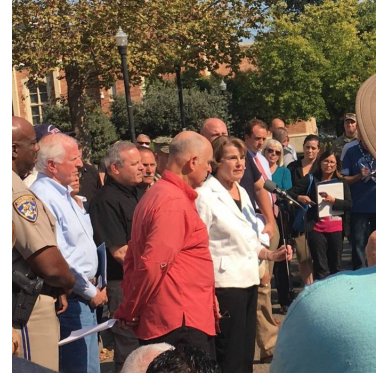
- ☐ Schedule first meeting, notify membership and adjacent chapters

RESPONSE - SHOWING UP

 **AIA** Redwood Empire

FIRESTORM RECOVERY COMMITTEE

Providing the support of AIA Architects to the community for:



ARCHITECT SERVICES and CAPACITIES

- Pro Bono Assistance (Waivers)

- Volunteer Architects via Cal OES SAP
- DRC/LAC Centers Help Homeowners
- Workshops - Group and One on One

- Design and Engineering

- Insurance pays for design (not pro bono)
- Reasonable Fees, Proper Estimating
- Don't over design (HSWS equivalency)
- "Stay in Your Lane"
- "Only bite off what you can chew."

- Consumer Protection of a Vulnerable Population

- Beware of non-architects holding out and charging as if
- Promote the value of AIA Architects providing Construction Administration
- Contractor relationships
- Fraudulent Contractors



CO-ORDINATING with COMMUNITY

OUTREACH AND AWARENESS

- Politicians – Government leads in Response phase
- Social Media – Next Door, Facebook
- Community Groups forming - join
- Follow Communication Plan

PROFESSIONAL ACTIVITIES

- Learning about the effects of the Disaster
- Offering to collaborate with building officials
- Collaboration with Builder's Exchange and CSLB



RECOVERY - months

The Recovery phase of a disaster is the next several **months** when the community and property owners are planning their recovery process. There is a lot of confusion and the government agencies are still predominantly leading the efforts, but the government does not design or build structures except their own. Property owners have to step up and they need a lot of help, which AIA Chapters can help with. In this time of pivoting from government to building industry, there are many activities and options for the AIA Chapter to take.

- Disaster Recovery Committee Meetings
- Architects Engaging Recovery Planning
- Community Outreach
- Professional Development

CHECKLIST - RECOVERY



❑ DISASTER RECOVERY COMMITTEE MEETINGS

- ❑ Decide how the Chapter wants to get involved
- ❑ Organize the subcommittees and teams that have similar interests
- ❑ Communication Plan for Committee - Basecamp

❑ COMMUNITY OUTREACH

- ❑ Workshops and Hotlines
- ❑ Lead Community Charrettes to Plan Recovery and Resilience for Future
- ❑ Promote good design and resilient rebuilding
- ❑ Promote value of architects in helping rebuild community
- ❑ Online resources to help property owners find available architects

❑ PROFESSIONAL DEVELOPMENT

- ❑ Provide learning opportunities regarding immediate issues
- ❑ Participate with collateral organizations
- ❑ Provide links for component membership to access online resources and guidelines

DISASTER RECOVERY BASECAMP

The image displays a grid of eight project cards, each representing a different initiative within a disaster recovery basecamp. Each card includes a title, a three-dot menu icon, and a row of member avatars with their initials. The cards are arranged in three rows: the first row has three cards, the second row has three cards, and the third row has two cards.

- Fire Resilient Building** (***): JD, LE
- FRC Advocacy Project Committee** (***): CS, JD, LE, LE, +4
- FRC Community Outreach Project Comm...** (***): CC, DE, JD, +8
- FRC Housing and ADU (Accessory Dwel...** (***): AJ, AG, CS, JD, +8
- FRC Professional Knowledge Project ...** (***): AA, JD, LH, LE
- FRC Sustainability Project** (***): ASA, BOA, CG, CC, JD, LE, ZZ
- STEP Permitting Project Committee** (***): CW, GP, JZ, JD, KBK, LE, +4
- Whole Neighborhood Rebuild Project ...** (***): JD, LE, LF, MD, NB, ND, RH

ARCHITECT SERVICES and CAPACITIES

- Pro Bono Assistance (Waivers)

- SAP Safety Assessment
- DRC/LAC Centers Help Homeowners
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COMMUNITY OUTREACH



**American Institute of Architects
Redwood Empire** **Homeowner
Rebuild
Workshop**



Vet's Hall Memorial Building
1351 Maple Avenue, Santa Rosa

AIARE.org

RECOVERY - ARCHITECTS HELPING COMMUNITY

LAKE COUNTY - PREP

- Community Workshops
- One on Ones
- Trust of Authorities
- Educating Homeowners



REBUILDING - years

Rebuilding takes **years** and involves architects intimately in the design and construction phases. Architects can be so busy, that they don't engage with the component activities. And AIA Components can help architects be effective, maintain stamina, and drive a successful rebuilding effort by:

- Continuing Disaster Recovery Committee Activities
- Supporting Local Architects
- More Community Outreach
- Showcasing Rebuilding Efforts and Projects

CHECKLIST - REBUILDING



- ❑ DISASTER COMMITTEE ONGOING COMMUNICATION
- ❑ SUPPORT LOCAL ARCHITECTS
 - ❑ Professional Development - Resilient Design, New Materials, Sustainability
 - ❑ Collaborative opportunities with AEC community - code and streamlining
 - ❑ Continuing networking activities and promoting stamina
- ❑ COMMUNITY OUTREACH
 - ❑ Workshops and Hotlines for property owners to meet with architects
 - ❑ Presentations about resilient design
 - ❑ Provide online "Architect Finder" with availability, specializations, and contact info
 - ❑ Educate community about architect services during construction to protect assets
- ❑ SHOWCASE REBUILDING EFFORTS AND PROJECTS
 - ❑ Include special categories in Design Awards
 - ❑ Find collaborative opportunities to exhibit design award entries
 - ❑ Media outreach with articles, social media, newsletters and press releases

REBUILDING IS DIFFICULT – 4 MONTHS, 1 HOUSE

24 Months




1. Debris removal Insurance #1
Public or private
2. Architect as Team Leader Insurance #2
3. Geotech/Survey/Topo
Individual or group
4. Permitting and bidding
(Contractor)
5. Construction
6. Change Orders Insurance Complete
7. Furnish and move in!



Coffey Park neighborhood of Santa Rosa: 1 house standing 4 months after the fire

CUSTOM HOMEBUILDING - CAN BE 25+ YEARS



20 years⁺	+ 2 years	+ 2 years	+ 1 year ...
<p data-bbox="247 537 390 620">Imagine Acquire</p> 	<p data-bbox="660 537 803 620">Design Explore</p> 	<p data-bbox="1066 537 1209 620">Engage Improve</p> 	<p data-bbox="1483 537 1626 620">Inhabit Furnish</p> 

ARCHITECT SERVICES and CAPACITIES

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LEARNING ABOUT PROCESS & CONTRACTS

How many contracts? Design choices?

How to get done – DIY? One Stop?

- Appraisers and Adjusters
- Geotech & Surveyors
- Architects and Engineers
- T24 and Green Consultants
- Permits and Expeditors
- Cost Estimators
- Contractors
- Specialty Subcontractors
- Buying Specialty Items
- Replacing Personal Property

20

+



UNDERSTANDING INSURANCE



Insurance Company A

Inputs	
Policy (Dwelling)	\$500,000
House Sq Foot	2,200
Garage Sq Foot	500
Price per square foot: low case	\$325
Price per square foot: high case	\$450

Homeowner Information	
Name -	Joe Policyholder
Address -	1234 Nice Home Avenue American Town, USA

Insurance Policy	Maximum Policy Limit	Primary Coverage %
A - Dwelling (Green upgrades included)	\$500,000	
B - Other Structures	\$50,000	10%
A1 - Replacement Cap	\$250,000	50%
Code Upgrade	\$100,000	20%
Trees, shrubs, landscaping	\$25,000	5%
SUBTOTAL COVERAGE A	\$925,000	
C - Personal Property	\$350,000	70%
SUBTOTAL DWELLING + PERSONAL PROPERTY	\$1,275,000	
A - Debris Removal - Dwelling	\$25,000	5%
B - Debris Removal - Other Structures	\$2,500	5%
C - Personal Property Debris Removal	\$17,500	5%
D - Loss of Use	\$200,000	40%
SUBTOTAL COVERAGE B	\$245,000	
TOTAL	\$1,520,000	304%

Project Estimates	Low	High	% of Project
Dwelling	\$796,250	\$1,102,500	
Site Structures	\$159,250	\$220,500	20%
Soft Costs (7-25% possible)	\$119,438	\$165,375	15%
Landscaping	\$79,625	\$110,250	10%
SUBTOTAL	\$1,154,563	\$1,598,625	
Interior Design & Furnishings*	\$115,456	\$159,863	10%
SUBTOTAL DWELLING + INTERIORS	\$1,270,019	\$1,758,488	
Debris Removal	\$45,000	\$45,000	
(Actual Loss Sustained)	\$200,000	\$200,000	
SUBTOTAL	\$245,000	\$245,000	
PROJECT COSTS	\$1,515,019	\$2,003,488	

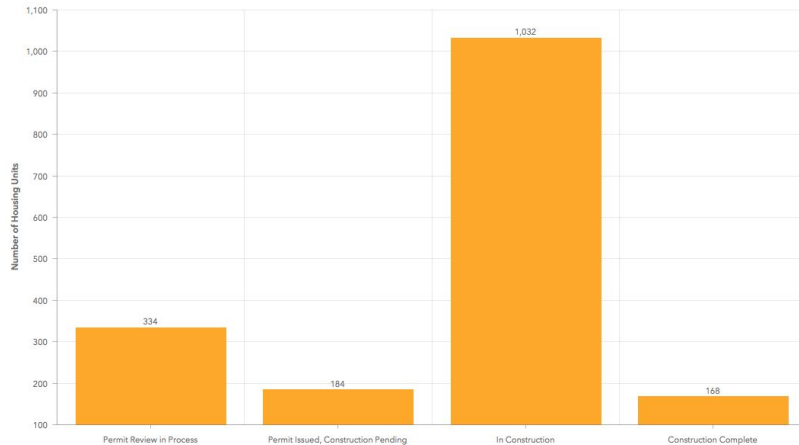
REBUILDING STATS – 15 Months to 33 Months

4% Built ➡ 50% Built

50% Rebuilding ➡ 80% Built & Rebuilding

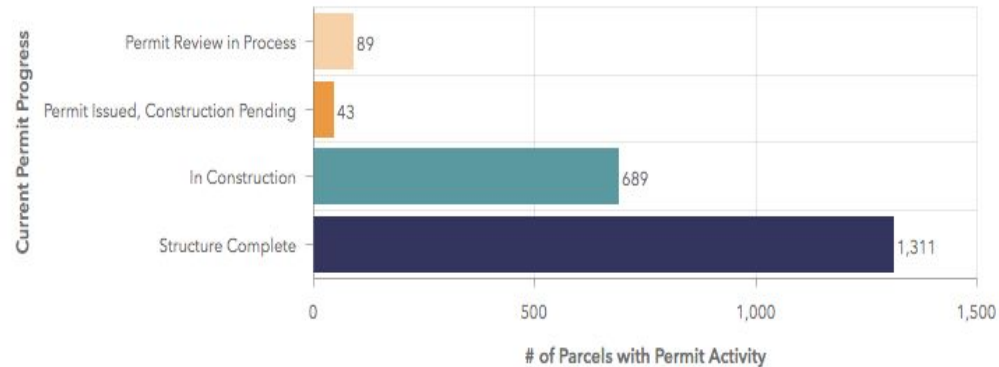
Resilient City Fire Recovery Progress

This chart depicts the number of Residential Housing Units in each respective stage of the active permit process.

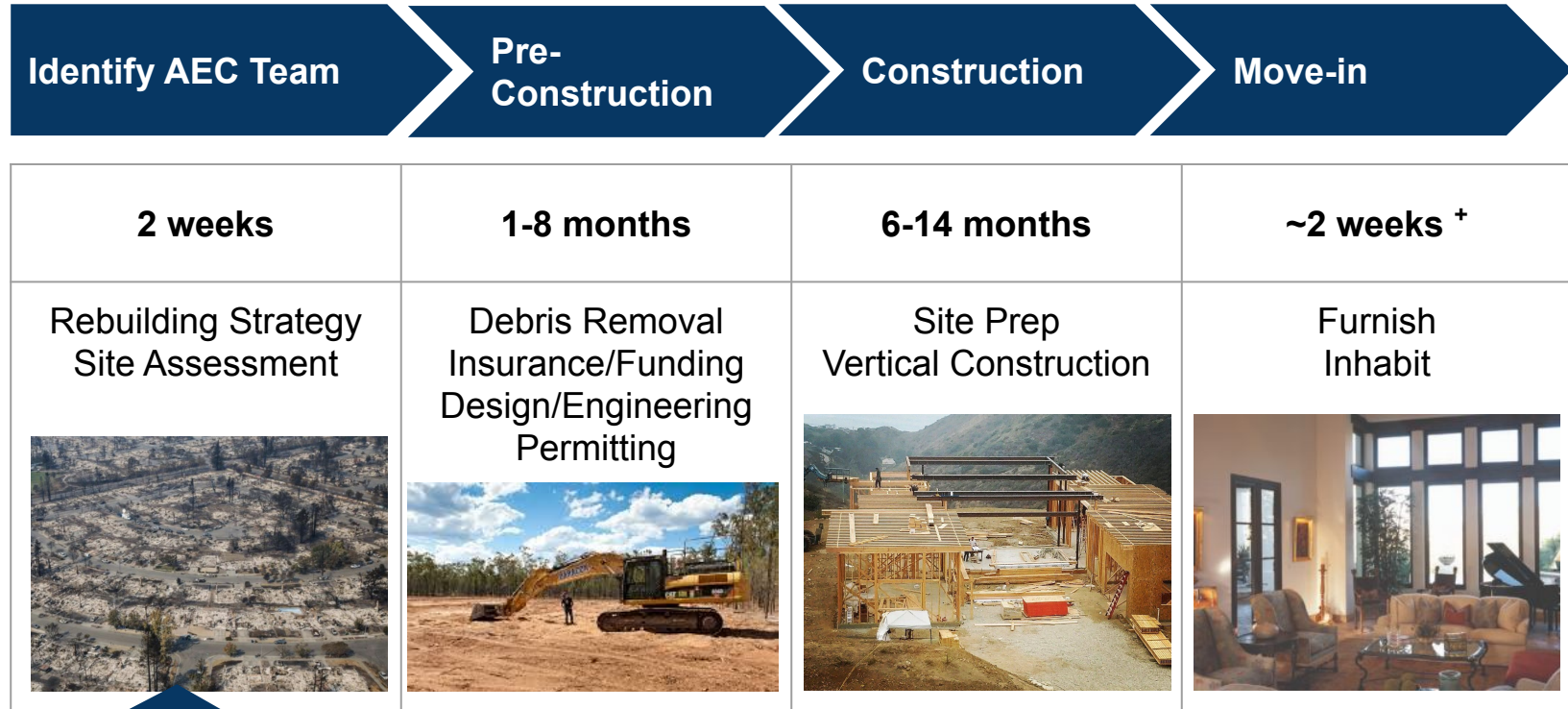


Progress by Parcels Rebuilding

Chart depicts the number of Residential Properties (parcels) in each respective stage of the active permit process.



POST-DISASTER REBUILDING => 8 - 24 months



ALE is only 12 months if house was not in a declared emergency zone, so important to get started ASAP

REVIEW - after

After the disaster has passed, the component should take time to review the activities of the chapter and assess the effectiveness of their efforts to help the community. Because component leadership changes annually, it is important to carry this thread and follow through even with subsequent component leadership. This review can include:

- Lessons Learned
- Success Metrics
- Write Case Study
- Report to AIA CA and DAN
- Advocacy Items
- Recommend Code Changes
- Update Toolkit

The value of this review is that the success of our components can be a tool for all chapter leadership to demonstrate to local, state, and federal officials the value of AIA Chapter engagement with the community from “Day One” of the disaster. Governments don’t rebuild their communities. Architects, engineers, and contractors do. Having architects engaged helps everyone with a successful response-rebuilding-recovery process.

CHECKLIST - REVIEW



- ❑ Disaster Response Committee Review Meeting
 - ❑ Discussion of Lessons Learned
 - ❑ Identifying Metrics of Success
- ❑ Writing Case Study
 - ❑ All members of Chapter Leadership Team can Access (verified)
- ❑ Report to AIA CA and to Disaster Area Network
 - ❑ Advocacy elements
 - ❑ Code Change recommendations
 - ❑ Toolkit Feedback
- ❑ Outreach to community
 - ❑ Media engagement
 - ❑ Community leadership presentations

MEET AND EXCEED GOALS

33 Months of Recovery/Rebuilding

1,069 County + 1,311 City = 2,480 Homes Complete

4,177 Permits Issued = 70-75% in process



CASE STUDIES



Disasters have always occurred, in California and throughout the world. Their impact on buildings has been carefully studied and resulted in changes to how we build. Here we provide case studies for how AIA Chapters respond and the ripple effect of their activities in the success of rebuilding their community and their contribution to creating more resilient solutions for planning and building.

To date we have several Case Studies:

- 2020 Santa Cruz - CZU Complex
- 2018 Santa Barbara - Thomas Fire
- 2017 Sonoma County - Tubbs Fire
- 2015 Lake County - Valley Fire
- 1906 San Francisco Earthquake - Julia Morgan, FAIA

CASE STUDIES



DISASTER RESPONSE CHAPTER CASE STUDIES

2015 REDWOOD EMPIRE (AIARE)

DISASTER: In September 2015, Lake County, California, suffered a wildfire that invaded the heart of two communities - Middletown and Cobb. A total of 1,958 structures were destroyed including: 1,280 homes, 27 multi-family structures, 66 commercial properties, and 585 other minor structures such as outbuildings and sheds. 93 structures were damaged including: 41 homes, 7 commercial properties, and 45 other minor structures.



1) RESPONSE: Damage Inspection Teams completed primary and secondary Safety Assessment Program (SAP) inspections of the structures destroyed by the Valley Fire as directed by CalFire and Cal OES. These SAP inspections were completed primarily by local government building officials. The AIARE Executive Director reached out to local officials, but was held at bay for several months due to fears of "ambulance chasers." On our first visit, we did significant touring of the damaged areas.

2) RECOVERY: Beginning January 2016, the Chapter was invited to come and participate in home rebuilding workshops, expo's, and we created one on one workshops on several weekends. Over 20 of our members, including Allied engineers, attended one or multiple events to help homeowners understand the process of design and construction. In each event, we triaged the homeowners to put them together with a professional who could help them the best. Some developed longer term relationships that became project work. Others offered pro bono services to develop proof of loss documents, floor plans and construction cost estimates.

DISASTER RESPONSE CHAPTER CASE STUDIES

2017 REDWOOD EMPIRE (AIARE)


DISASTER: In October 2017, Sonoma County, California, suffered a wildfire that invaded the heart of the community of Santa Rosa. A total of 5,636 properties suffered structures that were destroyed including homes, multi-family structures, commercial properties, and/or appurtenant structures such as outbuildings, barns, and sheds. 317 properties suffered partial damages to their structures. Most notably, several large subdivisions of workforce housing were completely destroyed.



1) RESPONSE: From Day One, AIARE was proactive with the political engine to participate with the response efforts. Chapter leadership met "Day One" and decided to show up and offer our resources in every possible manner. We created a Firestorm Recovery Committee (FRC), with participants from neighboring AIA Chapters. We joined various groups like the Rebuild Sonoma County Working Group, and met with multiple politicians, media representatives, and community leaders. We consulted with AIA California and AIA National, and made our member architects available to the public for as much capacity as they could handle. As a result of early advocacy:

- AIARE participated in the Local Assistance Center (LAC) for the first three weeks of response with two members in three hour shifts. We set up the schedule in Sign-Up Genius and members from several Bay Area Chapters manned our table. We alleviated concerns of Cal OES by not allowing architects to put their personal business cards on the table but we created one that could be handed out to individuals to represent our Chapter efforts and provide contact info. We asked visitors to our table to sign-in before they spoke with an architect, and our sign-in sheet included a liability waiver.





American Institute of Architects-Santa Barbara

Case Study
Executive Summary

Thomas Fire

Montecito Debris Flow

Community Recovery Team

Robert L. Ooley, FAIA
Principal Editor

Published
May 1, 2020

CZU Lightning Complex Fire, Santa Cruz County Architectural Response Case Study Kate Rhein, AIA International Associate Member

Summary:

On August 16th 2020 a series of dry lightning strikes started a series of severe wildfires across Northern and Central California. The CZU Lightning Complex fires impacted San Mateo and Santa Cruz counties, and burned 86,599 acres before being fully contained on September 22nd. The fire destroyed 928 residences, 174 commercial properties, 388 accessory structures and damaged another 50 buildings. The main impacted areas were in the Santa Cruz mountains including Bonny Doon, Boulder Creek and Empire Grade.

Initial Response:

Santa Cruz County has a small architectural community of approximately 50 firms, the majority of which are solo practitioners. Our capacity to respond to the losses and take on rebuild projects is limited. Understanding this, the initial goal was to coordinate the local design professional's response to the fires by sharing information and providing volunteer opportunities for the local building design community.

Outreach to local building design professionals:

I initially reached out to the local architectural organizations: AIA Monterey Bay (Christie Thomas and Mary Ann Schietewanz) and the Architectural Association of Santa Cruz County (Bill Kempf and Jon Ifland). This formed the core team going forward. We conducted outreach to the local professionals through the following:

- Sharing contacts from the AIAMB, the AASCC and our own professional business connections.
- Connecting through social media. I started a public Facebook group called "Rebuild Santa Cruz Design Team" and we shared the link through email and postings by the AIAMB.

