

WHEN THE "BIG ONE" HITS

25 Years After Loma Prieta

In the 25 years since the magnitude 6.9 Loma Prieta Earthquake rocked the San Francisco Bay Area, a generation has grown, an industry boomed, population expanded, and residential value skyrocketed.

THEN: 1989



Power Out: Oct 17 - Oct 20 in San Francisco

\$6
BILLION
PROPERTY DAMAGE



63
DEATHS



3,757
INJURED



11,018
HOMES
DESTROYED



12,000
HOMELESS



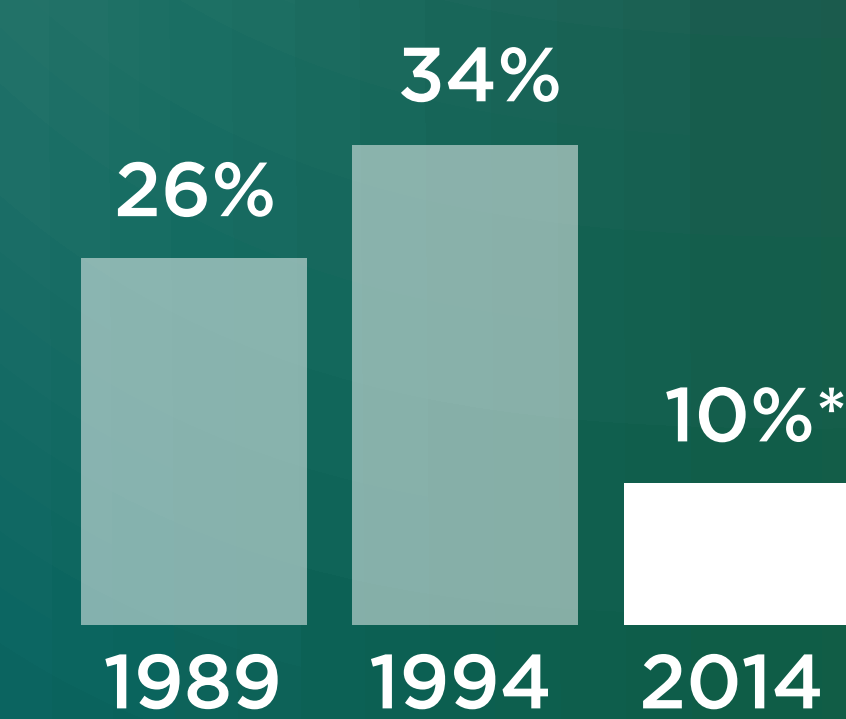
366
BUSINESSES
DESTROYED



NOW: 2014

63%

Chance of a magnitude 6.7 or larger earthquake in the Bay Area over the next 30 years



*Statewide, including Bay Area
Residential earthquake insurance penetration (statewide)



Earthquake risk is on the **RISE**



Earthquake insurance is on the **DECLINE**

BAY AREA GROSS DOMESTIC PRODUCT

\$535
BILLION

Ranks 19th in the world compared to national economies

Represents the highest economic productivity in the U.S. — almost twice the national average



RESIDENTIAL VALUE

\$1.2 TRILLION



50% increase since 1989

POPULATION BOOM

7.7 MILLION



25% increase since 1989

GENERATION UNAWARE

25% OF THE BAY AREA IS AGE 25 OR YOUNGER



...and has never experienced a major earthquake in California

IS THE BAY AREA PREPARED?



The San Francisco Bay Area is on top of the world right now in many ways, with a booming economy and rapid growth. A major earthquake could take it all away. A worst-case, magnitude 7.9 earthquake on the San Andreas Fault could strike an urban center with 32 times the destructive force of Loma Prieta, potentially causing commercial and residential property losses of over \$200 billion. Without financial mechanisms to facilitate rebuilding, a major earthquake could turn San Francisco into the next New Orleans or Detroit. The Bay Area is known for boldness and disruption — now is the time for innovation to ensure resilience when the Big One strikes.