



United Policyholders
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February 25, 2014

Hon. Ken Cooley
State Capitol, P.O. Box 942849
Sacramento, CA 94249-0008

Re: AB2064 – SUPPORT

Dear Assembly member Cooley,

We are writing to express our strong support for AB 2064, a legislative measure to update and improve the delivery of information to California homeowners and renters about earthquake insurance options. The fact that nearly 90% of Californian homes are not financially protected against the risk of an earthquake is a looming crisis of serious proportions.

With over twenty years of experience helping during the long term disaster recovery process, United Policyholders knows firsthand that insurance is the number one resource that makes it possible for people to repair and rebuild. The maximum individual assistance grant FEMA issues is \$32k to income-qualified recipients and charitable help with construction costs is in high demand and short supply.

As a non-profit organization that runs Roadmap to Preparedness and Roadmap to Recovery education and support programs for insurance consumers, we want people to be properly insured and make buying decisions on the basis of accurate information about their options and in their own best financial interests. That is not currently happening with regard to earthquake insurance in the state of California.

Although earthquakes are a serious and constant threat, the vast majority of homeowners have gone uninsured for the risk since the initial change in the marketplace after Northridge. People seem unaware that during this 20 year period, the CEA has gained financial strength, expanded policy options and lowered their pricing. People need to be more effectively reminded and educated about their earthquake options and make informed decisions not based on outdated information and rumors.

We want Californians to protect their property and not cling to an unrealistic assumption that government will swoop in and repair their home after the next big quake. We have worked closely with CEA staff over the past several years to improve the quality and lower the cost of the protection they sell. Thank you for helping the CEA do the job it was created to do and provide essential protection to California residents.

Sincerely,

Amy Bach
Executive Director

Board of Directors

Amy Bach
Executive Director

Alice J. Wolfson
Chair, Board of Directors

David Baria
Mississippi State Senator

Hon. Stanley G. Feldman
Chief Justice (RET)
Arizona Supreme Court

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William M. Shernoff
Shernoff Bidart Echeverria LLP
Ex Officio

Programs

Advocacy in Action

Roadmap to Preparedness™

Roadmap to Recovery™