Visit to University of Washington, Seattle:
March 07, 2024

This report summarizes the visit of Janiele Maffei from California Earthquake Authority (CEA) that took place at the University of Washington on March 07, 2024.

**ITINERARY OR AGENDA**

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<tr>
<th>TIME:</th>
<th>ACTIVITY:</th>
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<tbody>
<tr>
<td>10:00 AM – 11:00 AM</td>
<td>Student chapter leadership meets &amp; welcomes Ms. Maffei to campus</td>
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<tr>
<td>11:00 AM – 12:00 PM</td>
<td>Meeting with Faculty members</td>
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<td>12:00 PM – 1:00 PM</td>
<td>Lunch with student chapter at local restaurant</td>
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<td>1:00 PM – 2:00 PM</td>
<td>Tour of department/campus with Ms. Maffei</td>
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<td>2:00 PM – 6:00 PM</td>
<td>Break</td>
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<td>6:00 PM – 6:15 PM</td>
<td>Check-in &amp; networking</td>
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<td>6:15 PM – 6:30 PM</td>
<td>Introduction &amp; announcements</td>
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<tr>
<td>6:30 PM – 7:00 PM</td>
<td>Refreshments &amp; networking</td>
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<tr>
<td>7:00 PM – 8:00 PM</td>
<td>Guest lecture by Ms. Maffei</td>
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**STUDENT CHAPTER VISIT PLANNING COMMITTEE**

**LEAD ORGANIZER(S):**

- Morgan Sanger, President, sangermd@uw.edu
- Crystal Tan, Secretary, crtan@uw.edu

**VISITING PROFESSIONAL LECTURE OVERVIEW**

Ms. Maffei delivered an insightful lecture on residential earthquake resilience at the California Earthquake Authority (CEA), which took place during an evening dinner meeting event at Maple Hall. The event was open to students, faculty, staff, and members of the EERI Washington Chapter. Attendees included over 40 undergraduate and graduate students, as well as local industry professionals.

During her presentation, Ms. Maffei discussed how CEA is working to empower communities to build stronger and more earthquake-resistant homes. She highlighted the "Strengthen Your House" seismic retrofit program, which she currently leads, aimed at providing valuable information and earthquake preparedness resources to educate communities. Her presentation effectively reinforced the importance of taking proactive steps to safeguard homes and ensure safety.

Following the presentation, the audience had the opportunity to engage in a question-and-answer session with Ms. Maffei. Additionally, an informal reception was held, allowing attendees to further connect with Ms. Maffei.
Lecture abstract

“Residential Earthquake Resilience”

Abstract:

The California Earthquake Authority (CEA), a not-for-profit, publicly managed and privately funded entity, was created in 1996 by the State of California in the wake of the Northridge earthquake. This unique organization has a public mission to educate Californians about earthquake risk, offer insurance coverage and encourage residents to mitigate these potential risks. Janiele Maffei, CEA’s Chief Mitigation Officer, will describe how her perspective and experience as a structural engineer plays a critical role in achieving CEA’s strategic goals to
Educate, Mitigate and Insure. Working with a multi-disciplinary team of professionals and consultants, Ms. Maffei manages the Mitigation and Research departments. These efforts include the development of residential seismic retrofit standards, sponsoring building performance studies, and managing a seismic retrofit grant program in the state. With an overarching goal to encourage Californians to act—specifically, mitigate and insure—before the next big one, Ms. Maffei will discuss CEA’s multidisciplinary approach and the opportunities to impact behavior change.

Professional bio

Janiele Maffei received an M.S. degree (1980) in Civil (Structural) Engineering and A.B. degree (1978) in Architecture, both from the University of California, Berkeley. Ms. Maffei is licensed as both a Civil Engineer and Structural Engineer in California with 40 years of experience in the design of new buildings, retrofit designs of existing buildings, seismic evaluations, seismic loss estimation studies, design of equipment anchorages, preparation of construction documents, and construction administration. After fifteen years as a project manager and regional office director with Degenkolb Engineers, she opened her own practice where she managed complex design projects involving many disciplines. In 2011, Ms. Maffei joined the California Earthquake Authority (CEA) as its Chief Mitigation Officer. In this capacity, she serves as the Executive Director of the California Residential Mitigation Program managing mitigation incentive programs, code development, and mitigation research. Her professional leadership positions include: Structural Engineers Association of Northern California, Board of Directors, (Director 1995-1997, President 2019 - 2020); Earthquake Engineering Research Institute (EERI), Northern California Chapter, President (2010-2011); and EERI, Board of Directors, Secretary and Treasurer (2012-2017) and current President.

SUPPLEMENTAL ACTITIES

Student chapter leadership meets & welcomes Ms. Maffei to campus

The UW EERI Student Chapter Leadership warmly welcomed Ms. Maffei to campus and had the opportunity to engage with her in an informal setting. During this interaction, Ms. Maffei shared her career journey post-graduation and how it ultimately led her to become CEA’s first Chief Mitigation Officer. Additionally, Ms. Maffei shared insights into her involvement with EERI and other professional associations, and how she successfully networked with other industry professionals, fostering meaningful connections along the way.

Moreover, Ms. Maffei offered valuable advice to help enhance the UW EERI Student Chapter, providing valuable insights and recommendations for improvement.

Faculty meeting with Ms. Maffei

Several UW structural engineering faculty met with Ms. Maffei to discuss hazard resilience, research, and more. Students were not present during this meeting, but Ms. Maffei and the faculty reported it as an interesting and beneficial opportunity to meet and share ideas.

Lunch & tour of department/campus with Ms. Maffei

Members from the UW EERI Student Chapter Leadership and Seismic Design Competition team took Ms. Maffei to lunch at a local restaurant. Students shared their career goals and interests, research topics, and Seismic Design Competition happenings. After lunch, the students gave Ms. Maffei a walking tour of the University of Washington campus, showing her the most unique parts of our beautiful campus, including our favorite study spots.
RESULTS, FEEDBACK AND LESSONS LEARNED

The Friedman Family Visiting Professional Program event was scheduled close to UW finals week due to availability constraints. One challenge we encountered was ensuring sufficient attendance for the supplemental activities and dinner lecture. However, we were delighted to see a higher turnout than expected, with over 40 attendees joining us for Ms. Maffei's lecture.

Moving forward, the UW EERI Student Chapter is committed to actively participating in more Friedman Family Visiting Professional Program events and engaging with professional associations within the industry. This ongoing engagement aims to broaden our understanding and insights into earthquake-related disciplines.

Overall, the event provided an invaluable opportunity to meet and interact with Ms. Maffei. We acquired a wealth of knowledge and exposure from her insightful advice and captivating lecture.

ACKNOWLEDGEMENTS

The University of Washington EERI Student Chapter gratefully acknowledges the support of the Friedman Family for sponsoring the travel of Janiele Maffei through their Friedman Family Visiting Professional Program endowment.
LIST OF ATTACHMENTS

Included at the end of this report are various attachments to supplement the information included above. A list of the attachments is included below:

- Flier for event
2024 Friedman Family Visiting Lecture

Janiele Maffei, P.E., S.E.
California Earthquake Authority, Chief Mitigation Officer

The UW Earthquake Engineering Research Institute (EERI) Student Chapter presents Janiele Maffei as the 2024 Friedman Family Visiting Lecturer! This lecture will be hosted as a free evening dinner meeting event open to students, faculty and staff, and EERI Washington Chapter members.

Title: Residential Earthquake Resilience

The California Earthquake Authority (CEA), a not-for-profit, publicly managed and privately funded entity, was created in 1996 by the State of California in the wake of the Northridge earthquake. This unique organization has a public mission to educate Californians about earthquake risk, offer insurance coverage and encourage residents to mitigate these potential risks. Janiele Maffei, CEA’s Chief Mitigation Officer, will describe how her perspective and experience as a structural engineer plays a critical role in achieving CEA’s strategic goals to Educate, Mitigate and Insure. Working with a multi-disciplinary team of professionals and consultants, Ms Maffei manages the Mitigation and Research departments. These efforts include the development of residential seismic retrofit standards, sponsoring building performance studies, and managing a seismic retrofit grant program in the state. With an overarching goal to encourage Californians to act—specifically, mitigate and insure—before the next big one, Ms Maffei will discuss CEA’s multidisciplinary approach and the opportunities to impact behavior change.

RSVP HERE!
Date: Thursday, March 7, 2024
Time: 6:00pm Check-in
Location: Maple Hall Great Room

Friedman Family Visiting Professionals Program Report
Visit to University of Washington Student Chapter on March 07, 2024