



1868 Hayward Earthquake Alliance

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Steering Committee Meeting

Monday, July 23, 2007, 1-3 PM

CA Governor's Office of Emergency Services, 1300 Clay St., Suite 400, Oakland, CA

Call-in number: (650) 329-5199; code 1867 followed by #

Participants:

Kathy Bailey	CA OES Coastal Region
Melody Baldwin	CA OES Coastal Region
Tom Brocher	USGS
Jerry Calame	Bay Area Red Cross
Rolf Erickson	CEA
Johanna Fenton	CA OES EQ Program
Susan Garcia	USGS
Leslie Gordon	USGS
Stephanie Hanna	USGS
Peggy Hellweg	U.C. Berkeley
David Kennard	FEMX Region IX
Keith Knudsen	CGS
Julie Lyons	San Jose Mercury News
Madelyn Mackie	American Red Cross
Ellen Metzger	San Jose State Univ.
John Parrish	CGS
Rosemary Roach	KPIX
Woody Savage	USGS
Heidi Stenner	Exponent
Luther Strayer	CSU East Bay
Sandi Swiderski	American Red Cross
Catherine Westphall	BART EQ Safety
Ivan Wong	EERI-NC
Mary Lou Zoback	Risk Management Solutions

Introductions. Susan Garcia, Stephanie Hanna, Ellen Metzger, Rosemary Roach, and Heidi Stenner participated by conference call.

Brief Overview of 1868 Hayward Earthquake. Tom Brocher distributed a handout of a power point presentation showing some of the impacts of the 1868 Hayward Earthquake. This power point presentation is available via ftp at: <ftp://ehzftp.wr.usgs.gov>. Look in the Brocher folder for either a pdf file or a powerpoint file: 1868 Earthquake 7.23.07.pdf or 1868 Earthquake 7.23.07.ppt.

Statement of USGS Plans/Investment. Tom Brocher emphasized that there is a high level interest in the commemoration of the 1868 Hayward Earthquake in the Department of Interior and the U.S. Geological Survey, including the potential participation of Department of Interior Secretary Kempthorne. Planned USGS products to be issued in advance of the 140th Anniversary are listed in the power point: 1868 Earthquake 7.23.07.pdf or 1868 Earthquake 7.23.07.ppt available via ftp at: ftp://ehzftp.wr.usgs.gov in the Brocher folder. These products will include a USGS Fact Sheet on the 1868 earthquake aimed at the general public and a virtual tour of the 1868 Hayward Earthquake using the Google Earth platform. An initial compilation of archival photographs and maps that document the earthquake are available at the same ftp site in 1868 Earthquake Talk 1.ppt. This file contains damage photos organized geographically (e.g., San Leandro, Hayward, San Francisco, Oakland), along with maps from Google Earth that show the location of the damage site and the Hayward fault. Tom Brocher also stated that the USGS Earthquake Program is funding several FTE to support this effort and that there is some possible seed money available to support efforts related to the 1868 earthquake commemoration.

Discussion of Potential 1868 Commemoration Activities. There was general consensus of the participants that activities commemorating the 1906 Earthquake Centennial did not achieve the lasting impact that had been hoped for. There was consensus that the 1868 Hayward Earthquake commemoration activities should be focused on ways to motivate and initiate change and earthquake preparedness, e.g., new legislation or personal preparedness and home retrofit. One way to stimulate change is to note that the 140th anniversary of the 1868 Earthquake means that a Hayward Fault Earthquake is imminent. Time is not on our side.

Many suggestions were proposed to help increase awareness and to motivate change.

There was a general view that a series of activities would be most effective way to reach out to the community. Public participation fairs held on the weekend before the anniversary as well as event(s) held on the anniversary would help us reach the community at times and places most convenient for them. Mass venues such as “Fleet Week” in the East Bay may be useful.

Jeanne Perkins was unable to attend our meeting, but in subsequent conversation she noted that the anniversary falls on a Tuesday, a day on which many city councils meet both during the day and in the evening. We’re not likely to get them to come on that day. Monday is also a relatively popular day for city council meetings. She suggested that a meeting of city councils and city management could be held on the following Wednesday afternoon, possible with a reception and/or dinner. She made the suggestion that the lessons learned from the 1993 Kobe earthquake, which has a number of extremely close analogies to the expected Hayward earthquake, be the theme of the meeting. The long term impacts of the Kobe earthquake (e.g., loss of shipping business to the Port of Kobe, lack of rebuilding, etc.) could be used to make the long term impacts of the earthquake real for the private and public sector representatives. Jeanne thought that the Hayward City Hall may be an ideal venue for this meeting.

Representatives of the Northern California Chapter of the Earthquake Engineering Research Institute discussed plans to update the EERI Hayward earthquake scenario performed in 1995. Woody Savage, Ivan Wong, and Keith Kelson provided background into the 1995 scenario (available as a publication from EERI) and the fact that the publication was not accompanied by a public outreach campaign. The updated Hayward earthquake scenario is geared towards involving important stakeholders, including utility and lifeline owners/operators, the financial sector, and public sector leadership, and proposing some concrete, practical steps for hazard mitigation (e.g., retrofit soft story buildings; adoption of a statewide retrofit standard; waive permit fee for home retrofit; property tax rebate for seismic retrofits at point of property purchase [recently adopted by Oakland according to

1868 Hayward earthquake would be an ideal time to announce the EERI scenario and their mitigation proposals.

On the education front, it was suggested that East Bay K-12 public schools schedule an Earthquake Drill during the week of the 140th anniversary (or on the anniversary) and that teacher tutorials be offered in the Spring 2008 to help provide teachers with materials they can use explain why an earthquake drill is being held at that time.

Joyce Blueford of the Math Science Nucleus was unable to attend the meeting, but noted in an email that she is creating an Earthquake Hall at her Children's Natural History Museum in Fremont that will feature the Hayward Fault

Joyce estimates that the Hayward Fault Exhibit in Fremont Central Park received 20,000 visitors during the summer of 1906. Temporarily reopening this popular exhibit during the summer of 2008 would likely require \$100,000. In 2006, the exhibit was largely staffed by volunteers. However, one of the lessons learned from 2006 is that a full time staffer is required to operate the exhibit. . Her website gives additional information on last year's exhibit for those unfamiliar with it: <http://www.ms-nucleus.org/haywardfault/index.htm>.

Joyce also noted that she is working with the City of Fremont to establish a walking tour along the Hayward Fault from the proposed Fremont-Irvington BART Station, but this will not be ready until 2010 when the Paseo Padre and Washington Overpass is finished.

Sandi Swiderski and Madelyn Mackie noted that as part of their Prepare the Bay Area campaign the American Red Cross is mounting an earthquake awareness effort called "*What do we have to do to get your attention?*", in which they try to produce a "buzz" by placing graphics on buildings and streets showing cracks. The Red Cross then conducts preparedness events in that neighborhood for a week. There is an opportunity for partnering on East Bay events for the 1868 commemoration.

The American Red Cross is also partnering with the CEA to offer preparedness training at home improvement stores, with the idea that the homeowners will be able to immediately purchase needed items. The Alliance could potentially partner with this effort and develop a hands on display of preparedness materials as well as a demo of a home retrofit project at home improvement stores. It was suggested that with the current slow down in building and home remodeling home improvement stores may be very motivated to participate in our campaign.

It was suggested that the strong connections to the ethnic media developed for the multilingual versions of Putting Down Roots be used to reach out to the ethnic communities most likely to be damaged by a Hayward Fault earthquake.

A Speakers Bureau to give talks about the 1868 Hayward Earthquake and the Hayward Fault was proposed, with a key target audience being Lions Clubs, Rotary Clubs, and other public service associations who will be most likely to spread the word.

Re-inserting Putting Down Roots in Earthquake Country in East Bay Media was proposed, preferably after a media campaign alerting residents to look for the insert.

Tentative plans to hold a 3rd scientific conference on geologic hazards in the East Bay were discussed. The last conference was held in 1992, so a conference held close to the anniversary of the 1868 Hayward Earthquake would be very timely and is overdue. Keith Knudsen of the California Geological Survey and Tom Brocher of the U.S. Geological Survey are in the initial stages of organizing the conference.

Joyce Blueford of the Math Science Nucleus estimates that the Hayward Fault Exhibit in Fremont Central Park received 20,000 visitors in the summer of 1906. Temporarily reopening this popular exhibit during the summer of 2008 would be an exciting attraction, however, it would likely require around \$100,000. In 1906, the exhibit was largely staffed by volunteers. However, one of the lessons learned is that a full time staffer is required to operate the exhibit.

It was suggested that an email addressed to 1906 Earthquake Centennial Alliance participants to invite their participation in the 1868 Hayward Earthquake Alliance.

It was proposed that an Alliance website should be set up as soon as possible. Tom Brocher said that the USGS was planning to do so, but any assistance on maintaining the website would be appreciated.

It was noted that it will be important to coordinate 1868 Alliance activities with the November 2008 Golden Guardian exercise to be held in Southern California. In addition, a Northern California version of Putting Down Roots will be available in August 2008. Although the timing of these events may tax some of our outreach efforts, the timing may also present a unique opportunity to showcase earthquake awareness throughout the State. Common themes could be developed that could be used throughout the State.

Johanna Fenton pointed out the existence of a number of OES publications on earthquake preparedness, including a field guide to the Hayward Fault. Updating this guide, and making it available online, perhaps with a focus on touring sites along the fault using mass transit, may be combined with free field trips to the fault geared towards the general public.

Tom Brocher mentioned that the USGS is planning to kick start the media campaign this fall, on the anniversary of the 1989 Loma Prieta earthquake (Wednesday Oct. 17). Details of this press conference are still being worked out.

Tom Brocher forgot to mention that there will be two special sessions on the Hayward Fault and 1868 Earthquake at the 2007 Fall American Geophysical Meeting in San Francisco this December. One session is geared at the scientific community: the other is geared at educators and public outreach.

The suggestion was made to attempt to get Maria Schriver's participation on the anniversary date.

Linkage to the Institute for Business and Home Safety's Open for Business campaign was proposed.

Discussion of Potential Subcommittees and Membership. Participants are to email Tom Brocher with their preference for service on a subcommittee.

- Research Groups, Scientific/Professional Societies
- Business and Industry
- Education
- Media, Books, Website
- Museums, Libraries, Exhibitions, Parks, Outdoor Activities
- Public Policy, Mitigation, Preparedness

Discussion of Future Meeting Schedule. Steering Committee meetings will be held once a month. Meetings of Alliance Members will be held every two months.

Next Meeting: Tuesday September 4, 2007, 1-3 PM, California Governor's Office of Emergency