



1868 Hayward Earthquake Alliance

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Steering Committee Meeting

Tuesday, August 28, 2007, 10 a.m. –12-noon

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
Tom Brocher	USGS
Mitch Craig	CSU East Bay
Susan Garcia	USGS
Peggy Hellweg	Seismological Lab, U.C. Berkeley
Steven Johnson	Union Bank of California
Keith Knudsen	CGS
Julie Lyons	San Jose Mercury News (phone)
Scott McAfee	FEMA Region IX
Madelyn Mackie	American Red Cross
Jeanne Perkins	ABAG (Assoc. of Bay Area Governments)
Phil Stoffer	USGS
Mary Lou Zoback	Risk Management Solutions, Inc.

Introductions. Julie Lyons, San Jose Mercury News, participated by conference call.

Several handouts distributed to members. Information sheets are now available on the Web site at <http://1868alliance.org/resources/> Handouts distributed to members at the meeting included: 1868 Alliance logo, About Us, Steering Committee contact list, potential 1868 Alliance expenses, USGS science and products sheet, Summary sheet (7-pages) regarding the EERI M=7 Earthquake on the Hayward Fault report, USGS draft fact sheet, and one-page overview of GSA Field Guide 7 "The Hayward fault" by Doris Sloan and Donald Wells.

Peggy Hellweg, Seismological Lab, UC Berkeley, (Peggy.Hellweg@1868alliance.org) will be the point of contact for Doris Sloan, Department of Earth and Planetary Sciences, University of California, Berkeley, CA.

1868 Hayward Earthquake Alliance logo. The logo was designed and shared with members for approval. The only comment came from Peggy Hellweg who felt that the logo lacked a seismogram. Members accepted the new official 1868 Alliance logo now posted on the Web site.

Web site “About Us” statement. A copy of the “About Us” statement was distributed to members for review. It was suggested that the third bullet should emphasize the importance of “public awareness” to the Alliance mission statement. The “About Us” statement was edited and revised by the group. Revised statement is now posted online at: <http://1868alliance.org/about/>

Tour of the Web site. Tom Brocher, Alliance chair, navigated the Web site for the Steering Committee members. It was suggested by a member of the committee that the 10 slides on the homepage function as a slideshow and (or) add a navigation bar that would allow the user to see the entire photo gallery. Also it was suggested that a big button, “Join Us” be added to the homepage. All members agreed that this was a good idea. Members looked over the “Join Us” form and the “Alliance Members” page. Sandi Swiderski, Red Cross, suggested that the “Alliance Members” page might want to consider a third category for “Community Partners”. Tom Brocher encouraged all Steering Committee members to join the Alliance and submit upcoming events and activities on the “Alliance Member Events” page. It was suggested that the events page drop the word “Alliance”. It was also suggested that on the “event type” the word “education” be added. Possibly add a separate tab for Best Practices—“How your community is doing”; the form would be identical to the activities and events form. The role of business inspires other do more.

It was suggested to add Web links for the following:

EERI Hayward Fault report, <http://haywardfault.eeri.org/>

Bay Area economical forum report, <http://www.bayeconfor.org/pdf/hetchhetchyfinal2.pdf>

New tab for “Preparedness”, <http://1868alliance.org/resources/#Preparedness>

Announcements made by members included:

- August 20, 2007, American Red Cross, Earthquake "Cracks" in San Francisco Press Conference. Invited guests included: Tom Brocher, USGS, Harold Brooks, CEO, American Red Cross, San Francisco Mayor Gavin Newsom, and others.
- October. 25, 2007, ABAG, Water issues and earthquakes.
- April 12, 2008, CAL Day.
- ~April 2008, Lawson Talk, UC Berkeley.

Steven Johnson, Union Bank of California, announced a 3-week financial event in September. All members agreed that all upcoming events, particularly those open to the general public, should be announced. All announcements, activities and events, should be submitted via the 1868 Alliance Web site.

Potential venues and ideas for Alliance “Kick Off” event: Media event will “Kick Off” on Wednesday, October 17. It was suggested by the committee that the “Kick Off” piggy-back on a high profile media event being hosted by an Alliance partners to reinforce the importance of the earthquake campaign. Members volunteered to explore and report back to the Steering Committee what type of upcoming events or activities might be highly visible in October.

- Phil Stoffer was going to contact Lyton Johnson, BART.
- Kathy Bailey — Caltrans
- Mary Lou Zoback — SFPUC (San Francisco Public Utility Commission)
- Keith Knudsen — PG&E (Pacific Gas and Electric Company)
- Jeanne Perkins — EBMUD (East Bay Municipal Utility District)

* Tom Brocher — FEMA/OES (Release date of Catastrophic Scenario, Jeff Lusk; most likely in December 2007).

* CCC/EPRI report “7/1/08”

Explore other Bay Area city retrofitting programs. Explore retrofit programs as the one being used by the City of Berkeley (Alan Goldfarb). Members were surprised to hear from Jeanne Perkins that the City of Oakland has a similar retrofitting program. City of Fremont has a mandatory soft-story program.

Miscellaneous. Steering Committee members are tasked to spread the word about the 1868 Hayward Earthquake Alliance.

Resurrecting the public fault trench in the City of Fremont, which is now closed would require submitting a proposal plan, staff members, and a cost of approximately \$100k. The trench was well received by the community and was visited by nearly 10,000 people for a period of three months in 2006.

Mary Lou Zoback suggested that the Alliance restrict sponsorship opportunities to only those projects that are financially self-sufficient. This was suggested because of the limited time that the Alliance has before the commemoration event scheduled for October 21, 2008.

Steering Committee members ruled against forming subcommittees that represent different members group organizations such as: Academia, Professional Societies, Outdoor events, Mitigation etc. Basically members feel that the Alliance Web site will help organize upcoming events and activities and the forming of subgroups requires additional time and efforts, which is not necessary.

1868 Commemoration Event. October 22, 2008, ABAG General Assembly Meeting, Housing Issues—Housing Recovery After Disasters. Of interest to Jean Quan, City of Oakland Councilwoman—ABAG, Low income parts of Kobe, Japan, have not been rebuilt after 11 years following the magnitude 6.8, 1995 Kobe Earthquake that killed 6,308 people and injured and displaced thousands of others in Kobe, Japan.

Other possible events include having all Bay Area schools participate in an emergency “Drop, Cover, and Hold” drill on the commemoration date in 2008. Another suggestion was to organize church bells to ring throughout the region, historical perspective stories, etc.

Next Meeting: Tuesday September 4, 2007, 1-3 PM, ABAG (Association of Bay Area Governments), 101 Eight St., Conf Rm. 171, Oakland, CA 94607.