



1868 Hayward Earthquake Alliance

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Steering Committee Meeting

Tuesday, September 25, 2007, 10 a.m. –12-noon
ABAG, Conf Rm. B, 101 Eight Street, Oakland, California 94607

Call-in number: (650) 329-5199; code 1868 followed by #

Participants:

Kathleen Bailey	CA OES Coastal Region
Tom Brocher	USGS
Susan Garcia	USGS
Stephanie Hanna	USGS, Seattle, WA
Peggy Hellweg	Seismological Lab, U.C. Berkeley
Keith Knudsen	CGS (CA Geological Survey)
Jeanne Perkins	ABAG (Assoc. of Bay Area Governments)
Sandi Swiderski	American Red Cross
Rosemary Roach	CBS 5

Introductions. Stephanie Hanna (USGS) and Rosemary Roach (CBS 5) participated by conference call.

Handouts. Minutes from the Steering Committee meeting held on August 28, 2007 were reviewed and have been posted online at: <http://1868alliance.org/meetings/> The U.S. Bureau of Labor Report “Labor market risks of a magnitude 6.9 earthquake in Alameda County” was distributed to members for reference. Report is also available online at: <http://www.bls.gov/opub/reports/alameda.pdf>

Press Conference—“Dare to Prepare” Northern California earthquake campaign. Jeanne Perkins shared her frustrations and personal experiences with the TV media, which she explained is always looking for statistics, gloom-and-doom visuals and stories. More emphasis is needed on the fact that mitigation is possible. According to Rosemary Roach with CBS, the Alliance can accomplish more with the TV media by being specific about the type of stories the Alliance wants to tell. Rosemary Roach also suggested that the Alliance contact or email individual reporters that cover science stories. Do not fax. At CBS, science reporters include: Brian Hackney and Tony Russomano.

Media Event. Will take place at “ground zero” on Wednesday, October 17, 2007 in downtown Hayward. USGS will release a New 1868 ShakeMap that will show areas in the San Francisco Bay Area that are at great risk from a repeat of the magnitude 7, Hayward Fault earthquake.

Visuals. Peggy Hellweg suggested using visuals of building that are not retrofitted and those that have been retrofitted to emphasize that mitigation is possible. To tell the story about retrofitted

Other key suggestions made by members for the press conference includes: emphasizing the New City Hall in the City of Hayward, mandatory retrofits of tilt ups, and the safety of buildings in the downtown area.

Jeanne Perkins suggested inviting city officials from the City of Hayward and City of Oakland to participate in the media event. City officials would talk about their mitigation programs and the efforts that their cities are pursuing in order to minimize the impact of a large earthquake on the Hayward Fault. The event has been added to the calendar of Councilwoman Jean Quan. Jeanne Perkins will also pursue Sue Piper, City of Oakland policy analyst. Bill Ward, official with the City of Hayward will be out of town. Jeanne Perkins will try to get another official with the City of Hayward to attend.

Preliminary agenda for the conference that will “Kick Off” adjacent to the Hayward Fault in the City of Hayward includes: Jim DeMersman (executive director of the Hayward Area Historical Society and Museum); Jack Boatwright (USGS), Jeanne Perkins (ABAG), and officials from City of Hayward and Oakland. QuakeHold!, 1868 Hayward Earthquake Alliance member will be at the site to demonstrate their 24’ earthquake simulator trailer. Alliance members are encouraged to attend and prepare to give one-to-one interviews following the press conference.

Jack Boatwright sent Jeanne Perkins a copy of his final 1868 ShakeMap. Jeanne Perkins will show the properties at risk and will include a visual, plus handout at the media event.

Sandi Swiderski mentioned the Red Cross 30-minute training course that follows the USGS emergency handbook “Putting Down Roots in Earthquake Country” and includes the 7-steps. The training course is FREE to the public and includes mitigation kits provided by the California Earthquake Authority (CEA). Kits includes straps, wrenches, etc.

In the Fall of 2008, the “Dare to Prepare” earthquake campaign will host a Statewide earthquake campaign. Southern California — 1857 Fort Tejon earthquake campaign is doing many of the same things we are doing for the 1868 Hayward earthquake. Northern and Southern California will join forces to make next year a Statewide preparedness campaign. The slogan “Dare to Prepare” will be used in both Northern and Southern California.

Peggy Hellweg suggested that we consider officially designating “Earthquake Preparedness Month” from October 17-November 13. Need to consult this idea with the organizers of the Southern California “Dare to Prepare” earthquake campaign. Members agreed that the time period would allow for more activities and events in 2008.

Encourage the Spanish (Univision and Telemundo) and Asian (KTSF 26) media to attend. NAM (New American Media) are encourage to participate in the 1868 Alliance activities. Alliance needs to contact Sandy Close and (or) Odette Keeley.

2008 planned activities and Events. A problem the committee is having is contacting San Francisco Bay Area schools to participate in a “DROP, COVER and HOLD ON” drill for the 1868 Hayward earthquake commemoration in October 2008. Suggestions provided by members include contacting the PTA/PTO Safety and Health Coordinators, which includes point of contacts for both parents and teachers. It was suggested to look for contact information on the PTA/PTO Web site.

Teacher tutorials. Peggy Hellweg has been out of country. Peggy Hellweg suggested showing up at a place where teacher congregate versus hosting a special workshop and having to recruit teachers to

Hayward initiatives. Quake 06 campaign focuses on three components—financial, lifelines and local government officials. Alliance member, Keith Knudsen, does not have a lot to report at this time.

General Assembly Meeting/Scientific Meeting—Public Forum. Jeanne Perkins is talking to Pat Jones (ABAG) who will try to include a session regarding “housing” and “low-income housing”. Earthquake experts will be involved. General Assembly Meeting and the Scientific Meeting/Public Forum will overlap; coordination efforts are needed by Jeanne Perkins and Keith Knudsen. General Assembly Meeting is scheduled to take place at the Oakland Marriott. Possible venue for the Public Forum is City Hall in Hayward.

CBS/KPIX Special TV program and PSAs, Brian Hackney, science writer, will run a 30-minute special about the Hayward Fault Program will air close to the 140th anniversary of October 21, 2008. Hackney will also produce new emergency preparedness PSAs (Public Service Announcements) and resurrect PSAs used during the 1906 earthquake centennial, which also supports the emergency handbook “Putting Down Roots in Earthquake Country”. Rosemary encourages all members to send her potential stories related to lifeline retrofitting projects or anything else that might be of interest to the general public.

News stories include: “Hayward is a threat but there are other faults in the area.”

Sponsorship opportunities. Educational short-video, about 3 minutes in length will be used in Bay Area schools in conjunction with the DROP, COVER and HOLD ON drill planned for next year. USGS has two interns that are highly qualified to produce the film but funding is necessary. Potential sponsors might include the CEA (California Earthquake Authority) and the Governor’s Office of Emergency Services.

Speakers. Members are encouraged to solicit other 1868 Hayward earthquake speakers to Join Us. Potential speakers include: Peggy Hellweg, Roland Burgmann, Doug Dreger, Sandi Swiderski, and other members of the Red Cross. 1868 Hayward experts and speakers are listed on the Alliance Web site at: <http://1868alliance.org/speakers/>

Slide presentations for Alliance speakers are available via the USGS ftp site. Please contact Susan Garcia (garcia@1868alliance.org) or Tom Brocher (brocher@1868alliance.org) for more information.

Activities and events: New probability report will be released by the California Working Group in January. UC Berkeley will host their annual “Cal Day” event that will feature fault tours, showcase retrofit buildings on campus, and an open house in April 2008. Jeanne Perkins mentions the “Water, Waste and Hazards Workshop on October 25, 2007. All members are encouraged to use the online form to announce their activities and events.

Web. It was suggested that a better link to the USGS products and resources on the Alliance Web site is necessary. The current link is not obvious.

Miscellaneous. Governor’s Office of Emergency Services suggests that the Alliance contact the CAER group to join the Alliance. The group represents refineries and chemical factories.

ABAG will be working to introduce legislation on a number of housing-related issues.

Next Meeting: Thursday, November 1, 2007, 11:30 AM, ABAG (Association of Bay Area Governments), 101 Fifth St., Suite 600, 171, Oakland, CA 94607. General meeting will follow.