



1868 Hayward Earthquake Alliance

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General Committee Meeting
Thursday, November 1, 2007
ABAG, Conf Rm. 171, 101 Eight Street, Oakland, California 94607

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

Participants:

Jose Alvarez	Alameda County Probation
Kathy Bailey	CA OES Coastal Region
Tom Brocher	USGS
Carolina Echeverria	Univision 14 / TeleFutura 66 (Spanish TV)
Johanna Fenton	CA OES EQ Program
Leslie Gordon	USGS
Tridib Guha	Northern California Geological Society
Peggy Hellweg	U.C. Berkeley
Keith Knudsen	CGS
Mimi Kwan	ABC 7 (KGO-TV/DT)
Paul Lausten	USGS
Tully Lehman	Insurance Information Network of California
Scott McAfee	FEMA Region IX
Marcela Medina	Univision 14 / TeleFutura 66 (Spanish TV)
Susan Newman	Seismological Society of America (SSA)
Tomas Perez	Richard Heath & Associates
Jeanne Perkins	ABAG
Bill Rinehart	Seismological Society of America (SSA)
David Rogers	Allshookup.org
Chris Scheffler	Recovery Risk Consulting
Stephen Tobriner	UC Berkeley
Susan Tubbesing	Earthquake Engineering Research Institute (EERI)
Barbara Wallace	CARD, Collaborating Agencies Responding to Disasters
Catherine Westphall	BART EQ Safety
Mary Lou Zoback	Risk Management Solutions, Inc.

Tom called meeting to order.

Overview of October 17, press event:

The event went very well with good attendance from the media, excellent media response and coverage. The 1868 Hayward earthquake is definitely on people's radar. At least 4

front-page articles, video is online, and DVD copies of the press conference were passed out.

Call for activities to be posted online. (1868alliance.org) Go to activities and events page.

The president of the Northern California Geological Society mentioned several activities, speakers, and field trips. No information yet on names or dates, probably July or Sept 08.

ABAG series of 4 workshops (public meetings) (<2hours each) for elected officials and city managers regarding disaster recovery, including speakers re New Orleans. Dec 5 first meeting, regarding money and economics.

USGS is doing lots of preparedness fairs (with Red Cross and others)

At EERI chapter meeting Nov. 14 CEA executive, Tim Richison talking about EQ insurance.

Procovery Risk Consulting speaking to managers of large corporations, mainly in the Fortune 100

ABC 7 “Beyond the Headlines” about alternative ways of giving, e.g giving EQ preparedness kits.

Looking for speakers for Speaker Bureau. Please sign up on the Alliance website.

General discussion about activities (include discussion about news media giving out wrong information about what to do during October 30, M5.4, Alum Rock — Bay Area earthquake):

* Steven Tobriner; 1868 Hayward earthquake triggered an unusual citizen response. San Francisco commissioned a report of the quake, but it was never published. Buildings designed after 1868 were built to better standards in San Francisco and Berkeley. That’s why there were not more casualties in 1906. See his book: “Bracing for Disaster; Earthquake-Resistant Architecture and Engineering in San Francisco, 1838-1933” Heyday press, 2006.

* Mary Lou Zoback suggests media training regarding what to do during an EQ

* Tom Brocher reminded people about USGS EQ101 training for reporters held last May.

* Univision: critical portal for Spanish-speaking 20% of the Bay Area, TV, Web, radio. Reaches largest audience in the Bay Area.

* OES has a script for the media about what to do during a quake. Old, but good. Needs to be updated and posted online.

* Need to educate and encourage media outlets to tell people not to use telephones (land or cell). 33% of residences have no landlines.

AGENDA ADJUSTMENT.....

David Rogers, artist from New Zealand, discussed outdoor artwork that is earthquake focused. Planning a kinetic art installation in Parkfield, CA. A “shake table” that will show all California EQs. Looking for funding for a smaller version to display at Oct 08 conference and other places (\$5K).

ABAG general assembly was held on Oct. 23, 2007. Topic: 1868 EQ, EQ affects on affordable housing, the economy, etc. at the Oakland Marriott hotel. Approximately 800 people attended assembly this year (2007).

More business sector participation, and preparedness for businesses -discussion

Tulley Luhman from Insurance Info Network of California (IINC) explained what his (non-profit, non-lobbying) group does – education and communication (www.iinc.org).

Chris from Procovery Risk Consulting (www.procoveryrisk.com) spoke about Fortune 500 companies think about money only. What will happen to their business and what will it cost. For example, after a fire, after an EQ, sprinkler damage, etc.

Marcela Medina (Univision) suggested meeting with Bay Area Economic Council, SF Business Times (Mary Husk, publisher), Silicon Valley Business Times, and seek speaking opportunities such as Commonwealth Club (George Dobbins).

Alameda County: provides support services, shelter, sheriff, probation/recovery assistance, etc.

Banking community, mortgage industry, (BARCfirst) (Bay Area Recovery Coalition)

Shorenstein used to own most of San Francisco Bay Area business real estate, now it's diversified.

Brief questions and discussion regarding scenarios: EERI, ABAG, USBLS, have all created types of scenario reports, with infrastructure, economic costs.

Keith Knudsen of CGS reported on planning for the 3rd Conference, Oct 22-24, 2008. Technical conference at CSU EB, 1 night will be a public forum. Approx 300 attendees at past conferences in 1982 and 1992.

Mary Lou Zoback discussed the 2006 Fault trench exhibit in Fremont installed for the 1906 Centennial. It was originally largely a volunteer effort with \$30K support from Swiss Re and RMS for the actual construction of the exhibit. Labor of love by Heidi Stenner. Needed to be staffed all the time by volunteer docents. Now Joyce Blueford's M/S Nucleus wants \$100K to do it again.

Suggestion to consider some other kind of exhibit or art on fault, (e.g. David Rogers). Also Joyce Blueford's walking tour of fault in Fremont may be sufficient.

Teacher Tutorials: 2 classroom sessions, + field trip to fault in Spring 08. Different dates and places in East Bay. Possibly in Spanish or other languages.

Connect California Earthquake Preparedness Month with the Dare to Prepare campaign.

Golden Guardian Exercise; conducted by the state OES, state-wide exercise funded by Homeland Security, every year, all local public agencies participate. Live drill for a specific scenario. 2008 exercise for so. California is a large EQ on the southern San Andreas Fault. Last year's exercise was a repeat of the 1906 earthquake

Schedule next meeting: January 2008, week of 7th or 14th, 1-3 pm. Date undecided ** see email survey and discussion.