



1868 Hayward Earthquake Alliance

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Steering Committee Meeting

Thurs., November 1, 2007

ABAG, Conf Rm. 171, 101 Eight Street, Oakland, California 94607

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

Participants:

Kathy Bailey	CA OES Coastal Region
Tom Brocher	USGS
Leslie Gordon	USGS
Peggy Hellweg	U.C. Berkeley
Keith Knudsen	CGS
Paul Lausten	USGS
Scott McAfee	FEMA Region IX
Jeanne Perkins	ABAG/MTC
Sandi Swiderski	American Red Cross

Introductions. Tom called meeting to order

Overview of October 17, press event. The event went very well with large 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.

Tom Brocher argued that it is important to hold event on 10/21/08, 7:53 am, on the date and time of the 140th anniversary. A discussion of suggestions followed:

Jeanne Perkins: Henry Gardner suggests put item on all local city council agendas. They usually meet on Tuesday PM, also do duck and cover drill at council meetings.

Requests to news media for stories of family memories and experiences

Have a ceremony placing a split plaque on old Hayward City Hall

Hold an event in new Hayward City Hall: new hall is on base isolators

Governor do alert for duck and cover drill

Schools drills (discussed below)

Query: What is the goal of this? press attention? public awareness?

Something at Mission San Jose? Not on the fault, not close to BART.

****Jeanne Perkins will contact City of Hayward regarding possibility of holding event there (outdoors)**

What about Oakland City Hall? It was mentioned that actually viewing the base isolators is easier at Oakland City Hall

What's interesting in Fremont?

School Earthquake Drills:

Tom Brocher stated that help is needed to connect with school districts. The USGS lacks the staff or connections to do this. We are looking for someone to come on board with the Alliance to contact schools regarding an earthquake drill

Work with the California State Dept Education, including office of state Architect, local school boards, local representative, PTAs, etc.

Kathleen Crawford? Used to be Oakland School board. ****Kathy Bailey will contact her.**

Rosemary Roach + KPIX 5 agreed to make a short video for schools (w/ Dana King) ****Tom will send around draft script.**

****Mary Lou Zoback will contact Mark Benthian, So Cal, to connect with their coordination of school, drills, and State Senator, Ellen Corbett's office. (Is there a conflict with So Cal schedule or efforts?)**

****Keith Knudsen will look into getting the word out via PTAs, districts, and County offices of education**

Tom Brocher mentioned that TV wants stories on what homeowners can do or are doing (retrofit preparedness)

Fremont City mandates, Oakland and Berkeley incentives

Huge increase in inquiries regarding quake insurance these days

ABAG press release: highlighting Oakland and Berkeley retrofit efforts. ****Jeanne Perkins will contact Rosemary Roach about this.**

\$100K needed for Fremont trench exhibit? Should we pursue this?

\$30K needed just to dig it. Huge personnel need to staff it.

Joyce Blueford of Math Science Nucleus is doing walking tour of fault through Fremont.

NO one voiced support for further search for money for fault trench exhibit.

Peggy Hellweg: Update on Teaching tutorials:

lots of enthusiasm

She will work with Phil Stoffer, Joyce Blueford, Lawrence Hall of Science, Ellen Metzger, and others
teacher workshops will be 3 sessions (1 is a field trip) this spring and summer
several possibilities for location