



1868 Hayward Earthquake Alliance

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General Meeting:

Tuesday, January 29, 2008, 1-3 PM
CA Governor's Office of Emergency Services
REAOC, Suite 400, 1300 Clay St., Suite 400, Oakland, CA 94612

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

Participants:

Sister Margaret Ann	Daughters of Charity
Kathy Bailey	CA OES Coastal Region
Tom Brocher	USGS
Emily Cabral	United Policyholders
Richard Davies	Western Disaster Center
Bryan Fikes	Coast Radio
Susan Garcia	USGS
David Kennard	FEMX Region IX
Richard Lambert	Skyline College, San Bruno
David Little	CERT
Betsy Mason	Contra Costa Times/Bay Area Newsgroup
Chris Scheffler	Procovery Risk Consulting
Heidi Stenner	Exponent
Phil Stoffer	USGS
Cathi Sweeney	Union City CERT
Michael Titsworth	General Contractor
Susan Tubbesing	EERI
Steve Williams	Dept of Transportation, CalTrans
Mel Zucker	Skyline College, San Bruno

Call-in: Bob Anderson (CA Seismic Safety Commission), Joyce Blueford (Math Nucleus), Liz Colvard (USGS), Tim Dawson (CGS), Carolina Echeverria (Univision and Telefutura, Spanish TV), Kathy Gerk (OES), Leslie Gordon (USGS), Gail Kong (Asian Pacific Fund), Paul Laustsen (USGS), Brian Lowe (QuakeHold!), Keith Knudsen (CGS), Dick McCarthy (CA Seismic Safety Commission), Heather Ovenden (CERT, Union City), Jeanne Perkins (ABAG), Fred Turner (CA Seismic Safety Commission), and Mary Lou Zoback (RMS).

Welcome and introductions. Tom Brocher welcomed all members. Handouts are distributed both at the meeting and via the ftp site—Meeting Handouts.1.29.08.pdf (<ftp://ehzftp.wr.usgs.gov>). Handouts include: Agenda, 2008 Calendar Dates and Upcoming Activities, copy of the 1868 Hayward Earthquake Alliance homepage illustrating new images (School Bus and 7-step image), Newspaper article “Hayward fault may be more lethal than believed” by Betsy Mason (Contra Costa Times and Bay Area Newsgroup), image of ShakeMap showing shaking and damage distribution for the 1868 and the 1989 earthquakes, and graphic titled “1900-year-long earthquake history on the southern Hayward Fault.”

Update on recent USGS Findings on Hayward fault. The handout titled “1900-year-long earthquake history on the southern Hayward fault” shows new data for 12 earthquakes instead of 11 events that were originally known about. The graph shows the 1900 earthquake history on the southern Hayward Fault—Past 12 earthquakes show a recurrence rate of 161 ± 65 years; past 9 earthquakes show rate of 151 ± 64 years. However, past 5 large earthquakes still show an average of 138 ± 58 years.

ShakeMap image compares the 1868 and 1989 earthquakes shows shaking and damage. This figure helps illustrate that the 1989 Loma Prieta earthquake was not the “big one” for the East Bay.

Update on recent 1868 Hayward Earthquake Activities. Tom Brocher went over the recent activities that the Alliance has been involved in. Events included the Annual Fall American Geophysical Union Meeting (AGU)—Hayward Fault Session (Dec. 11, 2007); Site visit to Oakland Zoo and Hayward City Hall (Dec. 18, 2007); QuakeHold! How-To Clinics held at Orchard Supply (Nov. 17, San Jose, CA), and the Santa Clara County Fairgrounds (Jan. 4-6); Bureau of Labor Statistics release report on the Hayward Fault (Jan. 11); Live radio interview on KFOG (Jan. 15); Media interest on the study of the Hayward Fault probabilities (Jan. 20, CBS, Contra Costa Times, etc.); USGS N. CA Earthquake Hazards Workshop (Jan. 23-24).

Site visit to the Oakland Zoo (Dec. 18) was very productive. The Alliance is very interested in meeting with the staff at the Oakland Zoo to discuss potential projects and activities that would commemorate the 1868 Hayward earthquake. On Dec. 18, Sarah Kramer (Zoo Camp Director) showed several Alliance members the Hayward Fault exhibit located in the Children’s Discovery area. On-site facilities include an indoor/outdoor auditorium, classrooms, lots of open grassy area. More information available online at: http://www.oaklandzoo.org/facility_rentals

- Article in the Monthly Labor Review (Dec. 2007) by Richard Holden, Donna Bahls, and Charles Real, U.S. Bureau of Labor Statistics, published article “Estimating economic losses in the Bay Area from a magnitude-6.9 earthquake”. The article compares data from the Bureau of Labor Statistics quarterly census of employment and wages used to analyze potential business and economic losses resulting from an earthquake on the Hayward Fault in Northern California. Article posted on the Alliance “Resources” page at: <http://1868alliance.org/resources/>
- USGS 2-day Workshop (Jan. 23-24, 2008)—5th Annual Northern California Earthquake Hazards Workshop. The workshop brought together 145 participants from the scientific community in Northern California and throughout the nation to share new scientific results from earthquake hazards investigations done in Northern California. Topics covered included work on the 1868 Hayward earthquake, simulations of strong ground motions, and new earthquake chronologies from faults around the Bay Area. Several local Congressional staffers attended.

Preview of upcoming 1868 Alliance activities.

Phil Stoffer (USGS) encourages all members to provide feedback on his online “Green Guide to the Hayward Fault” at: <http://3dparks.wr.usgs.gov/haywardfault/>

- This online guide describes easy-access field trips via BART, Bus, Bike, and private transportation to one of North America’s most dangerous faults located in the San Francisco Bay Area. The online guide will go green and will ONLY be released on the Web site, which will save lots of paper. The guide is also available in 3D and has a wealth of information intended for the general public and teachers. The Green guide will be released officially in mid-March 2008. Please provide feedback to: pstoffer@usgs.gov

ACTION ITEM: Jeanne Perkins (ABAG) suggest that the “Green Guide” would be a good opportunity to work with landowners in the area. Commit to do some research for the landowners and put up some signage related to the location of the Hayward Fault.

In early April, USGS will rollout NEW USGS National Seismic Hazard Maps and probability reports/UCERF/WGCEP—Report will highlight the Hayward Fault.

Asian Pacific Fund (Gail Kong) and PG&E (Mariana Hernandez) are collaborating a major outreach effort to educate the Asian and Latino communities in the San Francisco Bay Area. Working with the ethnic media, distributing a preparedness information every week, printing out the 7-steps image and sharing information and resources with churches and temples in the Asian and Latino community, beginning with Korean and Chinese. Marianna Hernandez (PG&E) is looking for a connection to the Latino community. Community workshops and meetings in Fremont a good template for earthquake preparedness and readiness. Gail Kong mentions that the Asian-language community won't use wire service to get the information out.

ACTION ITEM: Susan Garcia requested to be kept in the loop and will contact Mariana Hernandez (PG&E) to assist with connecting with the Latino community. Sandy Close (New America Media) and Carolina Echeverria (Univision/Telefutura) need to connect on ethnic media issues with the Asian Pacific Fund and PG&E.

New proposals for 1868 Alliance activities. Susan Garcia (Alliance coordinator) stressed the need for ALL members to submit new and upcoming activities on the Web site. All members are asked about upcoming activities:

Brian Fisk (Coast Radio), Marketing firm, window film “Shatter Proof”. Radio audience 160,000 audience on KKIQ (101.7) broadcast. Connected to college radio stations, high schools, that can help with PSAs, public awareness and teach preparedness. Brian works with Tom Nelson.

Mel Zucker (Skyline College, San Bruno), 30-minute television production Geologically-based will feature 1868 Alliance efforts, includes initial press conference, original music, which is also posted on Web site, will provide information about earthquakes, engineering, and retrofitting (buildings, Bay Bridge). Production will be completed in February. Main purpose is to inform and entertain—will be useful for the classroom, etc. Production will be broadcast on Peninsula TV, San Mateo County community television in March 2008. New earthquake song is coming and will be posted on the Web site.

Brian Lowe (QuakeHold!), BiG Shaker Trailer will be in Northern California on Feb. 15-17, How-To Clinic at the Alameda Spring Home and Garden Show in Pleasanton, Alameda Fairgrounds, Pleasanton, CA. Returning the first weekend of March (1st and 2nd) and the week of April 7th. Fee usually attached for businesses. **ACTION ITEMS:** Jeanne Perkins (ABAG) is interested in scheduling QuakeHold! to host the trailer for an ABAG General Assembly Meeting attended by elected officials. Meetings are held every other month, skipping Feb. (Apr., June, Aug., Oct.).

David Kennard (FEMA), CA Catastrophic bi-monthly RISC disaster planning meetings with disaster response and recovery.

Emily Cabral (United Policyholders), Non-profit organization that educates people about insurance and consumer rights. What to look for? Options? Steps to take following an earthquake and loss of home. Is doing a lot of work in San Diego as a result of the fires and found that lots of people were under-insured.

Proposed FREE events for high visibility include: Local car shows, Redwood City parade, Friday Night “Summer Concert” Series in Redwood City (begins in June), etc.

Set “themes” for upcoming 1868 Alliance general meetings. Setting themes for some of the meetings in order to network and share information with all members is one of the main values of the Alliance. Members suggested the following themes: **ACTION ITEMS:** (1) Richard Holden (U.S. Bureau of Labor Statistics) to talk about exposure and economic losses; (2) Susan Cutter (Univ. of South Carolina) to talk about her work which identify the problem areas and does focus outreach on preparedness in those areas. Fritz Institute is specifically looking at the San Francisco Bay Area; (3) EERI Northern CA Meeting—“The Damage Ratio” per Mary Lou Zoback (RMS). RMS will compute what the damage will be and what the losses will be to compare with property value. Results will show that households with an income less than 50,000 and high ethnicity will be most affected. Underscores the urgent need to reach out to the ethnic community. Jan McClellan mentions that the State ran the exposure numbers and the total economic losses uses Fire Insurance numbers. (4) Art exhibit (David Rodgers); (5) School drills—Terri Garrison mentioned that Alameda County has in-place student-release in Spanish, Vietnamese, Chinese, etc. (5) ethnic media issue; and (6) How the government will help you? Response and Recovery.

Discussion of ideas for Commemoration Event on Anniversary date, October 21, 2008. Planned events include: (1) San Francisco Bay Area Schools—“Drop, Cover, and Hold On” Earthquake Drill. (2) Press Conference at The Old Mission San Jose, Fremont, CA. The structure and other buildings in the area date back to 1800s. The Mission was a structure that historically is recognized as being damaged. Possibly have the Mission become the 1868 Hayward earthquake version of the Lotta’s Fountain in San Francisco. Event would begin at 7:55 AM (time of the earthquake) and possibly start a new tradition in the East Bay that would raise public awareness and preparedness. Possibly host the EQ Drill at St. Joseph’s school next door to the Old Mission at 10 a.m. and followed by an earthquake safety fair, or public talks, until 12-noon.

Joyce Blueford also offered Tule Ponds (17-acres), located in Fremont as another option for a commemorative event.

New business.

Feb. 14, Dick McCarthy, Director, CA Seismic Safety Commission. **ACTION ITEM:** Tom Brocher will give a presentation.

Feb. 16, Bi-monthly tours at Tule Ponds (Fremont) for the Earthquake Fault Trail

Feb. 28, ALCO-EMA (School Emergency Managers for Alameda County), Dublin, CA (meets 4th Thursday of the month)—EQ Drill. **ACTION ITEM:** Tom Brocher was added to the agenda. 8 a.m. to 12:30 p.m., OES, Dublin, CA.

Mar. 4, Oakland, State Office Building

Apr. 19, Newark-Fremont and Union City Emergency Preparedness Event

Sept. & Oct., Tule Pond, Earthquake Fault Trails for teacher workshops

Future Meeting Schedule. 1868 Alliance General Meetings are scheduled for the following dates (**the last Tuesday of the month, 1 to 3 PM**). Feb. 26, Mar. 25, Apr. 29, May 27, June 24, July 29, Aug. 26, Sept. 30. Meeting site will be announced.

Next Meeting: Tues. Feb. 26, 2008, 1-3 PM. Site location to be announced.