



1868 Hayward Earthquake Alliance

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General Meeting

Tuesday, September 4, 2007, 1 p.m. – 3 p.m.

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

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

Participants:

Kathleen Bailey	CA OES Coastal Region
Malcolm E. Barker	Author
Tom Brocher	USGS
Diane Curry	Hayward Area Historical Society and Museum
Rolf Erickson	CA Earthquake Authority
Steven J. Fajardo	Guardsmark, Oakland
Johanna Fenton	CA OES Coastal Region
Jim DeMersmann	Hayward Area Historical Society and Museum
Susan Garcia	USGS
Tridib Guha	Northern CA Geological Society
Scott Haefner	USGS
Steven Johnson	Bank of California
David Kennard	FEMA
Keith Knudsen	CA Geological Survey
Heather Lackey	USGS
Laurie Lumish	Degenkolb Engineers
Jeanne Perkins	ABAG (Assoc. of Bay Area Governments)
Carol Prentice	USGS
David Schwartz	USGS
Sandi Swiderski	American Red Cross
Phil Stoffer	USGS
Ivan Wong	EERI (Earthquake Engineering Research Institute)

Introductions. Jim Baker (Santa Clara County), Liz Colvard (USGS), Fred Turner (CA Seismic Safety Commission) and others participated by conference call.

Handouts. U.S. Bureau of Labor Statistics released a report (September 2007) “Labor market risks of a magnitude 6.9 earthquake in Alameda County”. The report shows potential exposure to employers, employees, and counties in the East Bay from a magnitude 6.9 earthquake along the Hayward Fault. Full report available online at: <http://www.bls.gov/opub/reports/alameda.pdf>

Discussion: Need good photographs. Jim Baker suggested that the software HAZUS be used to show economic losses from a repeat of the 1868 earthquake—add to virtual tour. Jeanne Perkins mentions to the group that the “gloom-and-doom” approach does not work with the general

population. Best to use the approach, “If you do this...you will do better”. Jeanne also mentions housing issues, URM, retrofit vs. non-retrofit, spur to action, and soft-first story.

Fred Turner—URM retrofit. What percent is retrofit? Fifty-percent retrofit.

Suggestions: Photos and narratives are very useful.

Activities and events.

Jeanne Perkins, ABAG, Oakland, shares information about the ABAG General Assembly Meeting in October. The general assembly includes Bay Area elected officials, meets every 6 months. For the commemoration of the 1906 earthquake the general assembly had its own session. Pat Jones, ABAG executive director, 2008 meeting will focus on the housing issue. Henry Gardner, ABAG will support. Future ABAG meetings include: [80% of Bay Area Officials have meetings on Tuesday]

* Oct. 22, 2007: General Assembly—Housing issues and event planning. Planning director.

* Oct. 26, 2007: Bay Area Transportation —MTC Transportation. FREE forum.

Sandi Swiderski, American Red Cross—Bay Area Chapter, San Francisco, announces that the Red Cross is mid-way to reaching its goal of training 1 million people in the San Francisco Bay Area. Training includes:

- personal and household
- business continuity
- community training
- Peninsula and East Bay events
- Building partnerships between EQ mitigation folks
- Empower people to take action
- how do we get people’s attention. Sandi tells members about an outreach event that the Red Cross, USGS, and other partners participated in San Francisco called “Super Crack in Union Square”.

On Aug. 20, San Francisco Bay Area Red Cross hosted a press conference Prepare Bay Area? "What Do We Have to Do to Get Your Attention", an earthquake preparedness campaign held in Union Square in San Francisco, California. The event included the unveiling of a 60-foot simulated earthquake damage crack across Union Square, one of San Francisco's main retail and cultural centers. Presentations were given by the American Red Cross CEO, USGS, and other invited dignitaries. The Red Cross public campaign includes a series of events designed to inform San Francisco Bay Area residents about earthquake risk and designed to provide motivation for engaging in earthquake preparedness activities.

Images are not being used to frighten people but to call attention to what could happen. Three steps needed to be prepared:

- Kit
- Plan
- What can you do? Survival needs

Suggestions: Events that include smaller cracks on buildings located throughout the East Bay. Give away household mitigation kits. Host a disaster preparedness academy that brings together many organizations that support activities. Suggestions for smaller cracks include areas with lots of lateral spreads such as Jack London Square, Port of Oakland. Businesses are nervous about hosting earthquake cracks on their buildings. Jim Baker suggested developing “vital cracks” on a Web site.

Press Conference—Kick Off of the 1868 Hayward earthquake will be on Wednesday, October 17, the 18th Anniversary of the M9, Loma Prieta earthquake. Department of the Interior, Assistant Secretary Tim Perry may attend the Kick Off media event. Press Conference will be at “ground zero” in Hayward. Speakers include: Jim DeMersmann, Hayward Museum; Tom Brocher, USGS/Chair 1868 Alliance; Jack Boatwright, USGS; Jeanne Perkins, ABAG; Oakland and Hayward City Officials, 1868 Alliance member, QuakeHold! will showcase their 24’ BIG SHAKER trailer, downtown Hayward fault tours and one-to-one interviews will follow.

- Oct. 16: Earth Science Day at USGS. More than 1,255 school kids (2nd-8th grade) will visit the USGS in Menlo Park. Twenty-nine exhibits are planned.
- Retrofit City Program
- CA Geological Survey, releasing new maps for the Livermore Valley in December 2007

Suggestions: LINKS on the Web should go to the top—Alliance member events. ADD Web workshop dates under the title of the workshop under the section “Activities & Events” on the Web site.

More personalized events:

- Johanna Fenton, OES, Coastal Region, Hazard Maps, “Where Do You Live?” Links to appropriate mitigation. September 22 to early October.
- Home & Garden TV shows — retrofitting programs. What can people do to prepare?

OES, Coastal Region, Johanna Fenton mentions the State Mitigation Plan approved by FEMA in early October (Oct. 7).

Brief presentations: USGS scientific products related to the 1868 Hayward earthquake. Products and resources available online at: <http://earthquake.usgs.gov/regional/nca/1868/index.php>

Heather Lackey—Google Earth 1868 Hayward Earthquake flyover. Tells the story about faults in the San Francisco Bay Area. Basic information will be provided and will include plate tectonics, LIDAR, ShakeMap, quotes, photographs of damage and more.

Jack Boatwright—1868 ShakeMap. Lots of Chimney’s went down in Oakland. Shaking was weaker in Oakland and Mission San Jose. Strong shaking intensities from San Leandro south through Hayward towards Alvarado (intensity shaking VIII-IX considered severe to violent). Amount of damage reported at the time depended on the proximity from the local newspaper at the time. Banks of Coyote Creek failed. Lack of reports showing damage are considerable. Missing data. It was suggested to research Spanish newspaper archives. Good photographs of the town and area are available at the historical society. Lacking data for the Delta, which includes Stockton and Antioch for intensity magnitude 6-7. It was suggested that various scenarios be developed for the Delta area.

David Schwartz—Future threat of earthquakes in the San Francisco Bay Area.

Scott Haefner—Demonstrated and navigated the 1868 Hayward Earthquake Alliance Web site.

Miscellaneous:

National Election—Good Citizen. Focus on personal responsibilities.

Jim Goltz is the earthquake lead of the CA Emergency Society Management (CESM).

Hayward Area Society and Historical Museum (HASHM) — Jim DeMersmann, executive director, tells the members about the 1868 Hayward exhibit used for the 1906 earthquake commemoration last year. Exhibit is circular about 1,000 sq ft, and is available for loan to be exhibited elsewhere.

Next Meeting: Thursday, November 1, 2007, 1 p.m. – 3 p.m., ABAG (Association of Bay Area Governments), 101 Eight St., Conf Rm. 171, Oakland, CA 94607. Steering Committee Meeting begins at 11:30 a.m.