

Bay Area Earthquake Alliance

Meeting Notes

Steering Committee—Feb. 5, 2009

USGS, Menlo Park, CA 94025

Attendees: *Chair and Co-chair

Brad Aagaard, USGS, baagaard@usgs.gov

*Jack Boatwright, USGS, boat@usgs.gov

Tim Dawson, California Geological Survey (CGS), Timothy.Dawson@conservation.ca.gov

Johanna Fenton, FEMA Region IX (Advisor), johanna.fenton@dhs.gov

Susan Garcia, USGS, coordinator, garcia@usgs.gov

Jeanne Perkins, ABAG, jeanep@abag.ca.gov

Madelyn Mackie, Dorothy Lee, and Justin, Red Cross, Bay Area Chapter,

MackieMa@usa.redcross.org

Mark Seemann, CalEMA, mark.seemann@oes.ca.gov

*David Schwartz, USGS, dschwartz@usgs.gov

Steve Walter, USGS, coordinator, swalter@usgs.gov

Mary Lou Zoback, RMS Inc., zoback@rms.com

Steering Committee Goals:

A goal of the Steering Committee is to expand membership in the Alliance that represents the business and industry leadership in the Bay Area.

Johanna Fenton, FEMA Region IX, Mitigation Division, will serve as an “advisor” on the Bay Area Earthquake Alliance.

ACTION: Mark Seemann, CalEMA (formerly known as the OES) will get together with Mary Lou and others to develop a list of groups and organizations that the Alliance should be connected with.

!! Please contact Mark Seemann, if you have other organizations and (or) contacts to share. See below.

Mark Seemann, CalEMA

mark.seemann@oes.ca.gov

(650) 462-9724

Organizations include representatives from groups such as:

SPUR (San Francisco Planning Urban Research Association), is San Francisco’s public-policy think tank. Through research, analysis, public education, and advocacy, SPUR promotes good planning and good government.

Chris Poland

Gabriel Metcalf, Executive Director (Media inquiries, SPUR policies and positions, fund raising, and organization-level decisions), (415) 781-8726, x113,

gmetcalf@spur.org

<http://www.spur.org/>

Bay Area Council, business-sponsored, public-policy advocacy organization for the nine-county Bay Area. The Council advocates strong economy, vital business environment, and a better quality of life for everyone who lives in the Bay Area. More than 275 of the largest employers in the region support the Bay Area Council. Jim Wunderman, President & CEO, Jim@bayareacouncil.org
<http://www.bayareacouncil.org/>

BENS (Business Executives for National Security), business executives for National Security, a nationwide, non-partisan organization, is the channel through which senior business executives can help enhance the nation's security. Peter Ohtaki, Director, Bay Area Business Force, pohtaki@bens.org
Kathy Denzer, Regional Director, Northern California, kdenzer@bens.org
<http://www.bens.org/home.html>

Bay Area Council Economic Forum, a public-private partnership of business, labor, government and higher education—works to support the economic vitality analysis and policy leadership of the Bay Area Economic Forum. R. Sean Randolph, PhD, President & CEO, (415) 981-7117
info@bayeconfor.org
<http://www.bayeconfor.org/>

BARCfirst (Bay Area Response Coalition), membership comprised of representatives from the Financial Sector, the Public Sector, Critical Infrastructure Services Providers, and other organizations with which we partner. Steve Johnson, (415) 765-4253, Steven.Johnson@uboc.com
Barry Cordova, (415) 765-3956, Barry.Cardoza@uboc.com
<http://www.barcfirst.com/>

Silicon Valley Leadership Group (SVLG), is organized to involve principal officers and senior managers of member companies in a cooperative effort with local, regional, state, and federal government officials to address major public policy issues affecting the economic health and quality of life in Silicon Valley. Carl Guardino, President & CEO, (408) 501-7864.
<http://svlg.net/about/mission.php>

Business for Innovative Climate & Energy Policy (BICEP)

BRMA (Business Recovery Managers Association), is Northern California's largest business recovery association. Members are recovery professionals in the private and public sectors.

Public Health — California Pacific Medical Center, Mark Shirley, (415) 600-6619, shirlem@sutterhealth.org

Fritz Institute, is a nonprofit organization that works in partnership with governments, nonprofit organizations and corporations around the world to innovate solutions and facilitate the adoption of best practices for rapid and effective disaster response and recovery.

<http://www.fritzinstitute.org/>

Paul Jacks, Director, BayPrep

Rich Eisner, Government Liaison, BayPrep

Jim Turner, BayPrep team specialist , jim.turner@fritzinstitute.org

Membership should also include Community-Based Organizations (CBOs) and Faith-Based Organizations (FBOs).

20th Anniversary of the 1989 Loma Prieta Anniversary Ideas — “Moving Forward”

Highlight mitigation efforts:

- A) Significant infrastructure and planning improvements have been accomplished since 1989 by such groups as:
 - Caltrans — overpass supports, bridges
 - PG&E — transmission lines, substations strengthened
 - EBMUD — hardened water distribution lines, dams
 - SPUR — inventory of soft-story buildings throughout San Francisco
 - ABAG — inventory of Oakland’s soft-story buildings
- B) Citizens are better prepared
 - a. Red Cross survey shows 24% of people report being more prepared (up from 10%)
 - b. 27% have started an emergency kit (up from 10% in 2005)
- C) Earthquake Campaign Efforts — 1868 Hayward Earthquake Alliance and the Great ShakeOut
 - a. “Putting Down Roots” has put earthquake preparation instructions in the hands of over 6 million individuals
 - b. 7-steps to earthquake safety has become a standard message
 - c. Communities are more aware of the local earthquake hazards and the type of preparations they need to make. The challenge is to get them to actually do it!

ACTION: At the general meeting ask members about what plans they are considering for the 20th anniversary of the Loma Prieta earthquake. Steering Committee will form “subcommittee” to coordinate the specific events that the entire membership can be part of on Saturday, October 17.

Organization of the earthquake alliance(s):

The 1868 Hayward Earthquake Alliance will be morphed into the “Bay Area Earthquake Alliance.” The Web site is: <http://bayquakealliance.org>

Preparedness activities in the Bay Area will continue to be coordinated and advertised, as they have in the past, through this Alliance and via the Web site.

The short-term focus of the Bay Area alliance will be to mark the 20th anniversary of the 1989 Loma Prieta earthquake.

All regional state alliances, Bay Area, Southern California and the Redwood Coast, will be grouped under a statewide organization called the "Earthquake Country Alliance." This "umbrella" alliance would have the advantage of: (1) allowing statewide coordination and possibly increased funding; (2) sharing of "best practices" between the alliances; (3) avoiding duplication of effort by standardizing on information materials, where possible; (4) presenting a common interface to all people in the state, etc. Rather than focusing on earthquake anniversaries, as we have in the past, regional alliances would organize around an annual, statewide earthquake preparedness day. The governor and his staff have tentatively endorsed this concept. The regional alliances would continue to focus on their unique regional problems and have their own Web sites, all linked to and from the main Earthquake Country Alliance home page.

The Steering Committee is supportive and interested in being part of the Statewide Alliance, those at the meeting felt more discussion is needed with other regional alliances to clarify how they would operate vis a vis the umbrella Earthquake Country Alliance. A meeting with SCEC, Bay Area Earthquake Alliance, and the Redwood Coast will take place on Wed., Feb. 11.

ACTION: Susan Garcia will make arrangements for a meeting with SCEC and other chapters next week.

The Steering Committee talked about the agenda for the General Meeting on Feb. 19.

ACTION : All members of the Steering Committee are asked to spread the word about the upcoming Bay Area Earthquake Alliance General Meeting:

General Meeting:

February 19, 2009

1 PM to 3 PM

Golden Gate Club—Cypress Meeting Room, The Presidio of San Francisco
135 Fisher Loop, San Francisco, CA

"Tentative" AGENDA:

- Announcement of the new Bay Area Earthquake Alliance, Chair and Co-chair.
- Steve Walter, USGS, will summarize some of the 1868 Hayward Earthquake Alliance activities and products.
- **ACTION:** David Schwartz will ask Lucy Jones to give a brief presentation about the Great ShakeOut.
- **ACTION:** Mary Lou Zoback will get in touch with Chris Poland to talk about the SPUR report.

Members of the Steering Committee have decided that general meetings will be quarterly from 12:30 PM to 2:30 PM. Quarterly meetings will include the following months: Feb., May, Aug. and Nov. The day of the month has not been decided. Meeting locations will be announced in advanced.

Steering Committee members will meet monthly.

ACTION: If you are interested in being part of a “subcommittee” to discuss future plans for the 20th anniversary of Loma Prieta, please get in touch with Susan Garcia, garcia@usgs.gov

Next Meeting: Steering Committee will meet on TUES., MARCH 3, 2009 from 11 AM to 2 PM at the USGS, Menlo Park, CA.