Welcome!



ECA Bay AreaWinter 2024 Workshop

Ice-Breaker Discussion:

What concerns you most about a large Bay Area earthquake?

1

ECA Bay Area Coordinating Committee Co-Chairs

Ray Bonilla

Elevance Health

Dena Gunning

Central County Fire Department (San Mateo)

Jeff Airth

San Francisco International Airport

Earthquake Country Alliance

- 4000+ Public-Private-Grassroots leaders
- Subject matter expert Committees develop resources and programs
- Regional Alliances organize meetings and outreach activities
- California's Office of Emergency Services provides FEMA NEHRP funding for ECA earthquake mitigation activities
- USC's Statewide California Earthquake Center (SCEC.org) administers ECA











Join: EarthquakeCountry.org/join

ECA Bay Area Coordinating Committee

Coordinating Committee Chairs: Ray Bonilla, Elevance Health

Dena Gunning, Central County Fire Dept. (San Mateo County)

Communications Coordinator: Susan Garcia, USGS

Events Bureau Coordinators: Chief David Cosgrave, San Mateo County Dept. of Emgcy. Svs.

Kacey Treadway, Santa Clara County Ofc. of Emgcy. Mgmt.

Media Bureau Coordinator: Open Position

Membership Coordinator: Wendi Ellis, US Department of Health and Human Services

Participation Bureau Coordinator: Theresa Langdon, Alameda County Office of Emergency Services

Regional Workshops Coordinator: Jeff Airth, SFO

SCEC Liaison for ECA Bay Area: Mark Benthien (ECA/SCEC)

bayarea@earthquakecountry.org

Each Coordinator welcomes additional members of their committee!

EarthquakeCountry.org/bayarea

3

Today's Agenda

Welcome & Self-Introductions

Bay Area Disaster-Related Funding, Resources, and Trainings

Mark Benthien (ECA Exec. Director) & Dena Gunning (Central County Fire Department)

Bay Area CERT Coalition

Sandra Firpo (San Mateo Consolidated Fire Department)

Slow Slip and Earthquake Potential Along the Hayward Fault

Prof. Roland Bürgmann (UC Berkeley Seismology Laboratory)

Quake Break

Savvas Marcou (UC Berkeley Graduate Student)

Break

Loma Prieta 35 Anniversary Planning

Share stories; brainstorm plans; ShakeOut day location

Announcements by Participants & Open Discussion

Activities/events, new resources, recommended trainings, etc.

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Self Introductions

Name

Organization or Community

Bay Area Disaster-Related Funding, Resources, and Trainings

Dena Gunning

Central County Fire Department (San Mateo)

Mark Benthien

ECA Executive Director, Statewide California Earthquake Center

7



Upcoming Opportunities

Preparedness Events/Trainings - San Mateo County

Chinese **CERT** offered by Central County Fire Department (April) San Mateo County Disaster Preparedness Fair (August)

Grants

2023-24 Listos California Youth Development Grant (LY) Program *RFP Due Date: 03/04/2024*

caloes.ca.gov/grant-announcement/2023-24-listos-california-youth-development-grant-ly-program-rfp/

Emergency Management Training

California Emergency Services Association (CESA) Professional Emergency Management Certification Program for California Emergency Managers cesa.net/cesa-emergency-management-certification

ECA Statewide Activities

Develop Messaging and Resources:

<u>EarthquakeCountry.org</u>
<u>EarthquakeCountry.org/resources</u>
<u>Terremotos.org</u>

Support Tsunami Preparedness Week: <u>TsunamiZone.org/california</u>

Created and Coordinate
The Great California ShakeOut:

ShakeOut.org/california

Webinars & other events

EarthquakeCountry.org/calendar











Oct. 17, 2024

ECA Mini Awards

- Purpose: provide materials for ECA member projects that improve earthquake resilience by promoting mitigation, awareness, and preparedness, and multiply impact of programs
- Purchases: \$500 to \$1000 each

FFMA

- Eligibility: Proposals for earthquake mitigation and education activities
- Pre-defined packages: Sets of materials will be available, however you can also customize them or propose other items

2024 Awards: Applications open in March



Federal

9

ECA Bay Area Mini 2023 Recipients

San Francisco Community College Police Department Thrive Alliance of Nonprofits for San Mateo County Highlands CERT

Japantown Community Benefit District Los Altos Block Action Team 33 Hearst-and-Short Neighborhood Group (Berkeley)

11

Seven Steps To Earthquake Safety

















6. Improve Safety









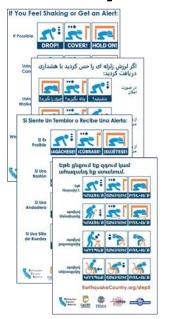




EarthquakeCountry.org/sevensteps

Terremotos.org/sietepasos

Updated Materials in 16 Languages









EarthquakeCountry.org/languages

HayWired Scenario EXERCISE TOOLKIT

A guide for creating discussion-based exercises using the HayWired Earthquake Scenario



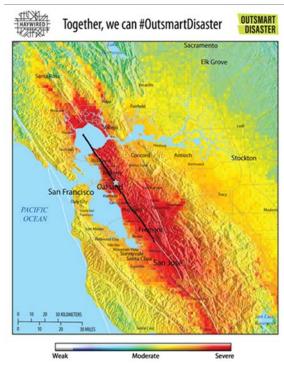




13

USGS HayWired Scenario

- Comprehensive assessment of what would happen due to a Magnitude 7 earthquake on Hayward fault
- Emphasizes impacts from modern society's lifeline interdependencies and reliance on the Internet
- Last similar earthquake was in 1868, when there were far fewer buildings, infrastructure, and people
- Learn more and download a toolkit for discussions based on the scenario at <u>EarthquakeCountry.org/HayWired</u>



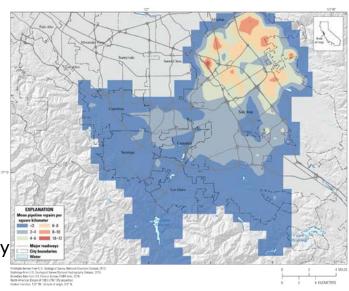
15

HayWired Scenario Estimates

100,000+ buildings significantly damaged
Widespread infrastructure damage
450 large fires
\$83+ billion damages
22,000 people trapped in elevators
18,000 injuries
800 deaths

The HayWired Scenario is Useful for Exercises

- Emphasizes the variety of physical, technological, and societal impacts associated with the multiple hazards and cascading impacts of such an event.
- Insights gained from exercising for an earthquake can help us to better meet other more frequent challenges.
- The Toolkit has been designed to help any organization plan, lead, and learn from discussion-based exercises.



Number of water pipeline repairs needed per square kilometer after the earthquake, in San Jose and nearby

17

Toolkit Development Partners

As with the HayWired reports, partners from many organizations have helped to develop the Toolkit or provide feedback:

- United States Geological Survey (USGS)
- . Federal Emergency Mgmt. Agency (FEMA)
- California Governor's Office of Emergency Services (CalOES)
- California Geological Survey
- Earthquake Country Alliance (ECA)
- . Statewide California Earthquake Center (SCEC)
- California Resiliency Alliance (CRA)

- Association of Bay Area Governments
- . Bay Area Council Economic Institute
- Joint Venture Silicon Valley
- Bay Area Center for Regional Disaster Resilience
- Pacific Earthquake Engineering Research Institute (PEERI)
- California Seismic Safety Commission

- The Toolkit identifies
 30 Themes addressed in the scenario, spanning 45 ideas for discussion-based exercises, organized within each emergency management phase.
- Document symbols indicate 17
 Facilitator Tools based on the suggested ideas (and soon 3 more!)

_	Manufactured			
	Planning and Preparedness	Response		Mitigation
Access to Data & Information		29		39 🖳
Accounting for Employees		29		0.00
Aftershocks & Fault Afterslips			35 🕮	
Alternate Locations	23		36	
Building Content				39 🐘
Clean-up				39
Communications & Internet	23 🖳 & 24	29 🖳 & 30		
Customer Base	-		36	
Economic Impact			36	
Elevators		31		
Employee Commutes and Residences	24 🗒			
Employee Retention & Staffing Shortage		31	37 🗒	
Fires After the Earthquake				40 🗒
Fuel (Gasoline and Diesel)	24 関	31		
Generators	25			
Insurance			37	
Lifeline Infrastructure in Fault Zones				40
Mail Package Delivery		32 🗒		
Mental Wellbeing		17.0	37 🖳	
Natural Gas	25	32 🗒	19,65	
Payroll	26	7.0		
Power (Electricity)	26	33	38 🖳	
ShakeAlert®	26			40
Shutting Off Utilities				41
Slow Return to Normal			38	
Structural & Non-Structural Building Damages				41
Supply Chain Movement of Goods	27 📇			41 🗒
Water	27 🗒	33 & 34		
Wastewater Sewer	27	34 🗒		
Working Remotely	28			

19

Facilitator Tools

- Each set of Facilitator Tools includes:
 - Discussion Guide
 - Suggested exercise objectives
 - Recommended participants
 - Discussion questions to select from
 - Locations of relevant data in the Reports
 - Imagery Slideset
 - Relevant maps, charts, and tables
- Facilitators can follow closely, or use as inspiration for their exercises



Download and Learn More

- All materials are available at EarthquakeCountry.org/haywired
- 2024 Trainings and Outreach:

City of Newark – multiple trainings for small and large businesses (March 18-20)

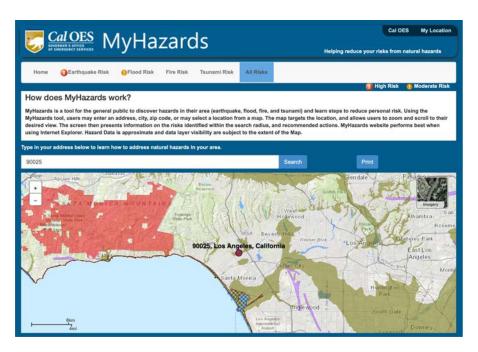
We have support for several other workshops this Spring. Email <u>Benthien@usc.edu</u> if you can host a workshop or know someone who may be interested.

Ideal audiences: Busineses, business associations, non-profits, government agencies, and others looking to improve planning and resilience.



21

Know Your Hazards

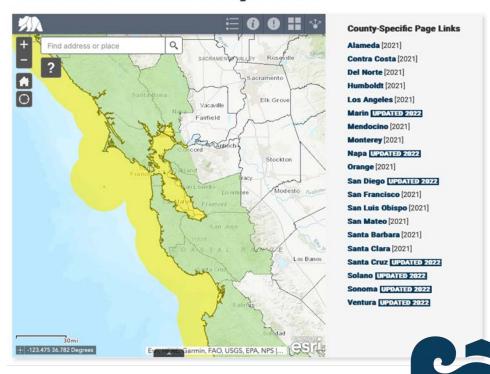


MyHazards.CalOES.ca.gov

- Updated tsunami hazard maps were updated using the best currently available scientific information.
- Maps assist the public and local governments in identifying their tsunami hazard for evacuation planning.
- Use the "find address" box to see if the areas you work, live, visit, or commute are in a Tsunami Hazard Area.

tsunami.ca.gov/map

California Tsunami Maps and Data



California Geological Survey

23

California Tsunami Preparedness Week

- March 23-31, 2024
- Activities coordinated locally across the state
- Register your activities, similar to ShakeOut participation.
- Hold a "Tsunami Walk"
- Become a TsunamiReady Community
- Many ways to participate!



03/15/2023

TsunamiZone.org/california

Q&A

To be notified of future events and recordings, join ECA (free!): **EarthquakeCountry.org/join**

Questions? info@earthquakecountry.org

25

Bay Area CERT Coalition

Sandra Firpo San Mateo Consolidated Fire Department



BAY AREA CERT COALITION (BACC)

CHECK

OUT: WWW.BAYAREACERTCOALITION.ORG

WELCOME TO BURLINGAME, CA





The Bay Area CERT Coalition or BACC is a regional gathering of CERT Program Managers and Coordinators from approximately 74 CERT Programs around the Bay Area

BACC was founded in 2017 by enthusiastic CERT Program Managers who formed this wonderful organization which has become a resource and support for CERT organizers around the Bay. Each meeting features a guest speaker and an update on CERT throughout the state. Opportunities, needs, and training techniques are often discussed and shared.

BACC meets quarterly, and its current Co-Chairs are Danielle Bell of San Ramon Fire and Sandra Firpo of San Mateo Consolidated Fire.

The Bay Area CERT Coalition is delighted to welcome CERT members from all over the USA as you visit Northern California during the 2023 National CERT Conference!

Sant Osa
Sonoma County CERT
Sonoma Napa

Ord
Stockton
San F Abany CERT
Sonoma Napa

Ord
Stockton
Coastside CERFA
OSE

To learn more, please visit
www.bayareacertcoalition.org

A map of the CERT Programs in the Bay Area (and a bit beyond) - members of the Bay Area CERT Coalition (BACC)

About BACC

A regional group of CERT Program Managers and Coordinators, supporting one another and helping build a culture of preparedness across the Bay Area!

28



A SPECIAL THANKS

























BACC& **National CERT** Conference 2023

BACC was instrumental in getting the bid to host the National **CERT Conference in the Bay** Area.

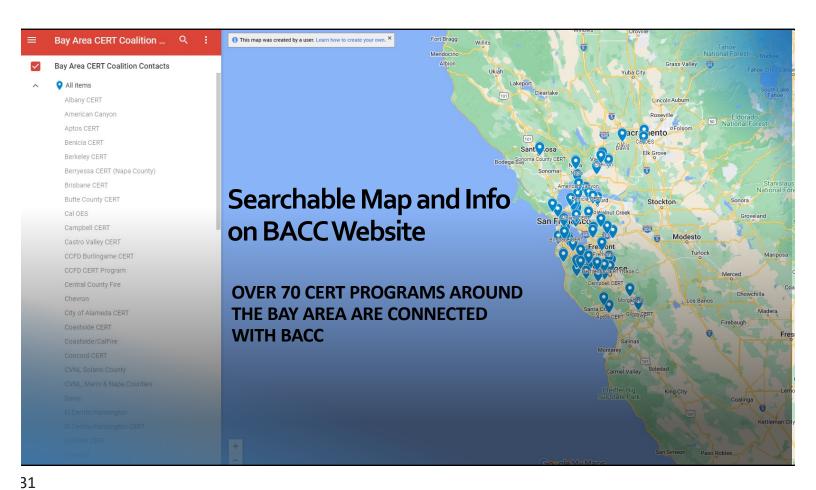
- 1000 attendees
- 42 States
- Workshops, Training, Displays, Vendors, Fun!

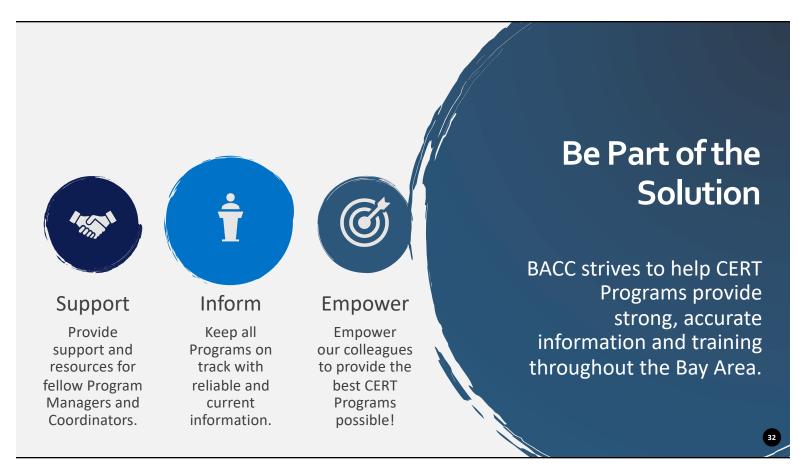
29

NATIONAL CERT **CONFERENCE** 2023

HELD IN BURLINGAME NORTHERN CALIFORNIA







Volunteer Leadership Team



Danielle Bell BACC Co-Chair

33

Emergency Coordinator and CERT Program Manager with the San Ramon Valley Fire Protection District



Sandra Firpo BACC Co-Chair

Emergency Services
Specialist and CERT Program
Manager for San Mateo
Consolidated Fire
Department

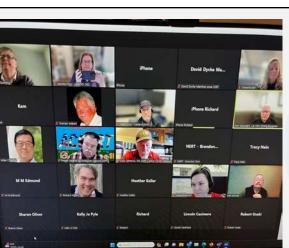


Kam McCowan
Recording Secretary

Volunteer CERT Coordinator for Woodside Portola Valley Fire Protection District

Reach us all via email at: Leadership@bayareacertcoalition.org

33



CERT COVIO. 79 PERSONSE

Summary

www.bayareacertcoalition.org

- BACC meets Quarterly currently on Zoom.
- Next meeting is May 8th.
- If you have a CERT Program Manager or Coordinator who should be on these meetings – please send contact info to:

Leadership@bayareacertcoalition.org

<u>-eadership@bayareacertcoalition.org</u>

34



35



To be notified of future events and recordings, join ECA (free!): **EarthquakeCountry.org/join**

Questions? info@earthquakecountry.org

Slow Slip and Earthquake Potential Along the Hayward Fault

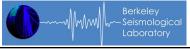
Prof. Roland BürgmannUC Berkeley Seismology Laboratory

37

Slow Slip and Earthquake Potential Along the Hayward fault

Roland Bürgmann With Manoochehr Shirzaei, Taka'aki Taira, Kaj Johnson, Mostafa Khoshmanesh, Yifang Cheng, and more





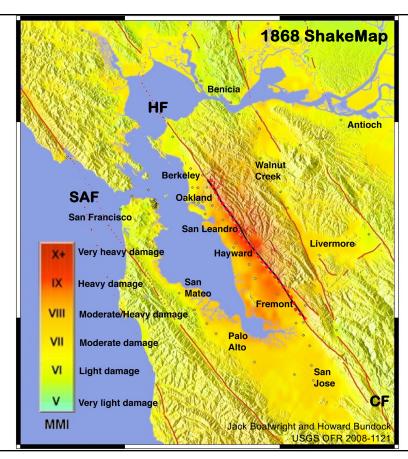


October 21, 1868, M≈7 "Great San Francisco Earthquake"



The event was called the "Great San Francisco Earthquake" only until 1906....

39



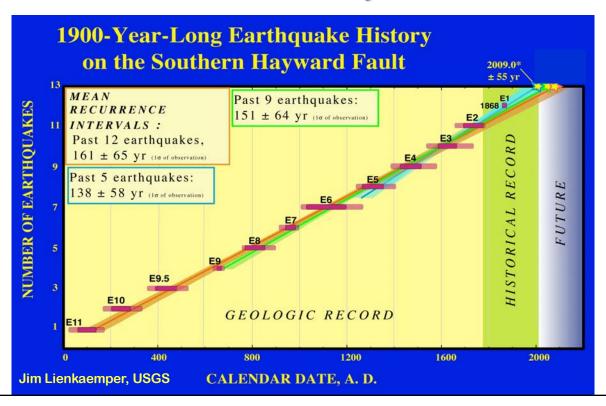
"The Great 1868 San Francisco Earthquake"

Magnitude 6.7 - 7, surface rupture from Fremont to Oakland

30 deaths (7th most deadly California earthquake)

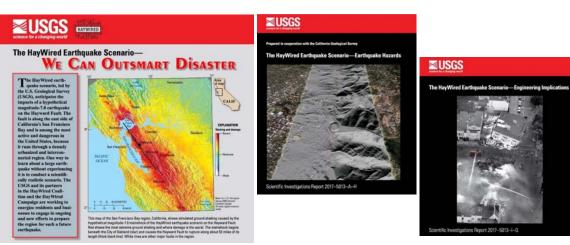
Bay Area population was ~260,000 (at ~8 million, it is now ~30 * larger)

> 155 Years Later and ~150-year Recurrence



41





https://pubs.er.usgs.gov/publication/fs20183016

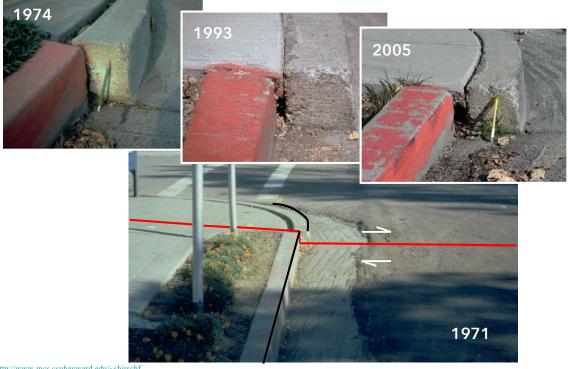
Surface Creep All Along the Hayward Fault!





43

Surface Creep at Rose Street in Hayward



Surface Creep at Rose Street in Hayward





EPS020 student Dahlia Catherine Miner Kapelke

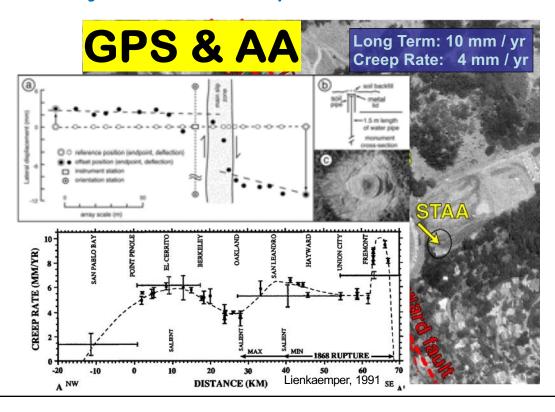
45

Hayward Fault Creep at Cal Memorial Stadium



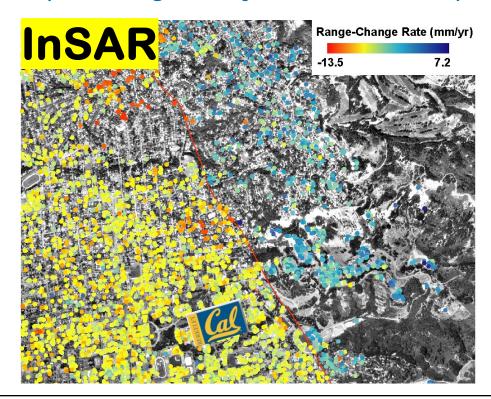


Hayward Fault Creep at Cal Memorial Stadium

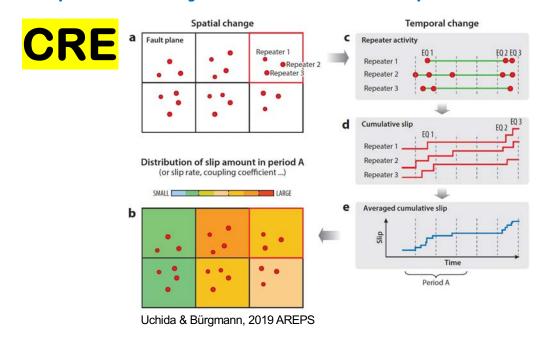


47

Creep All Along the Hayward Fault From Space

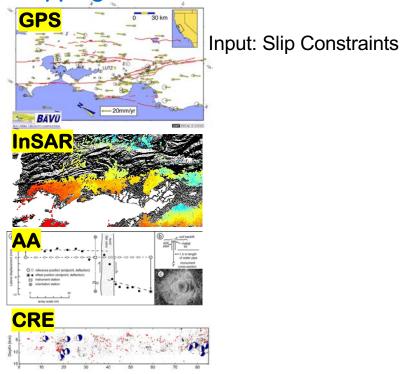


Creep on The Hayward Fault From Repeaters

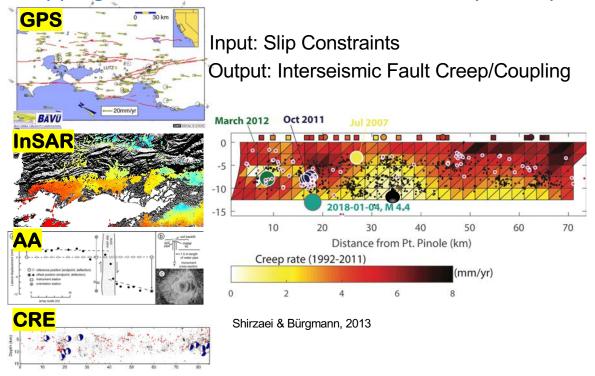


49

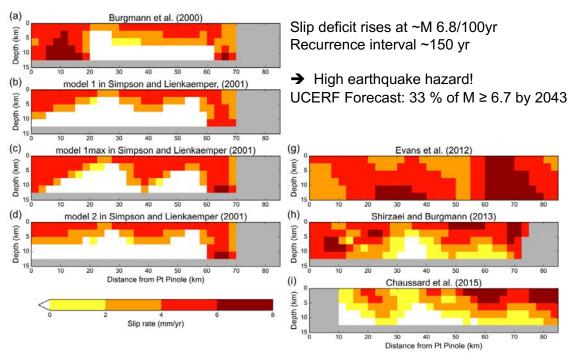
Mapping Surface Deformation to Fault Creep at Depth



Mapping Surface Deformation to Fault Creep at Depth



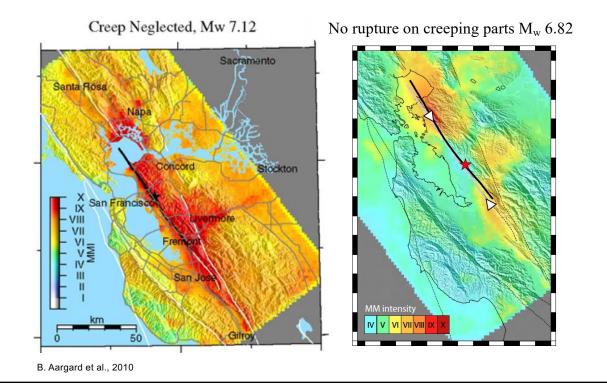
Mapping Surface Deformation to Fault Creep at Depth



Yifang Cheng, unpublished compilation (2023)

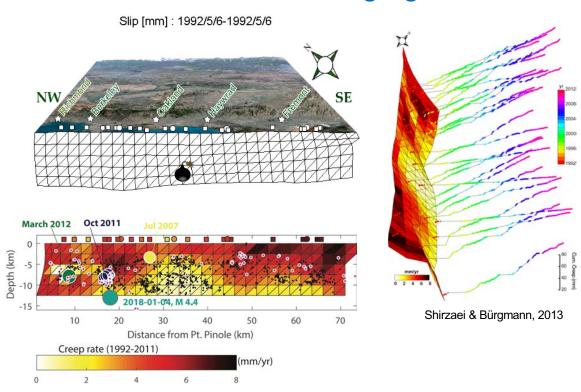
51

Fault Creep Affects Shaking Hazard



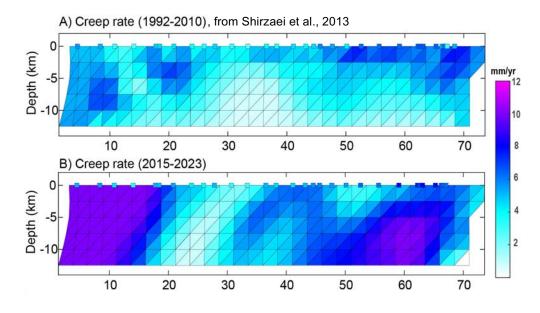
53

Will There be Warning Signs?



InSAR Decadal Creep-rate Changes From InSAR

1992 - 2010 ERS & Envisat vs. 2015 - 2023 Sentinel-1

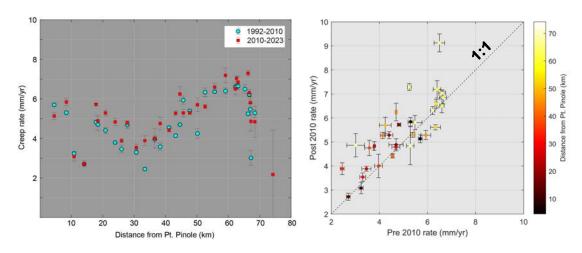


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AA

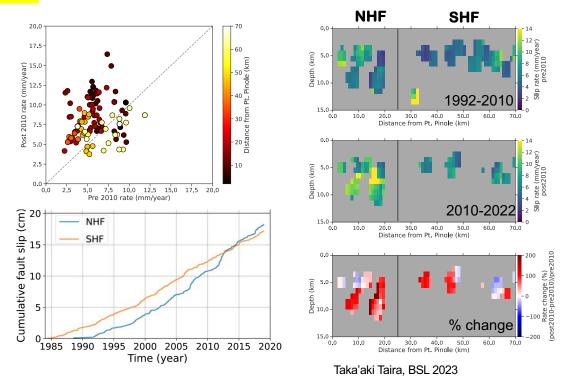
Decadal Creep-rate Changes From Field Data

1992 - 2010 vs. 2010 - 2022 alignment array data

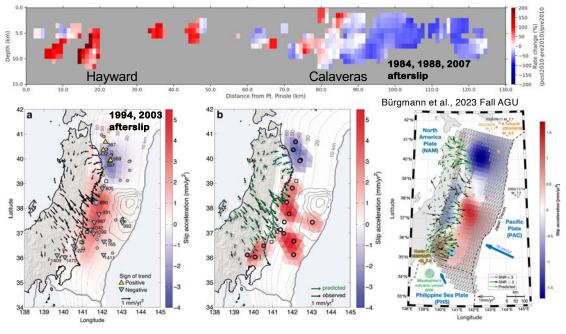


Alignment Array data from McFarland, Lienkaemper, Caskey, and Elliot, 2017 U.S. Geological Survey data release (ver. 2.1, October 2022)

CRE Decadal Creep-rate Changes From Repeaters



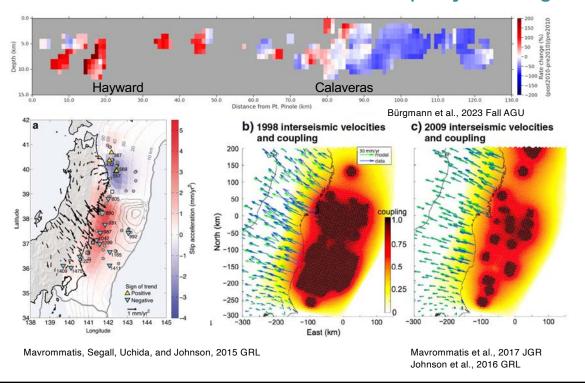
Decadal acceleration on Hayward Fault is reminiscent of 1996 -2011 acceleration of Japan Trench megathrust slip



Mavrommatis, Segall, Uchida, and Johnson, 2015 GRL

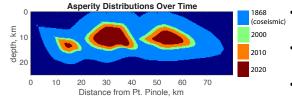
Marill et al., 2021 JGR

Decadal acceleration due to interseismic asperity shrinking?



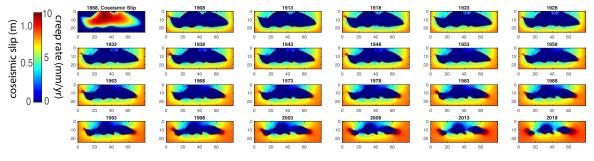
59

Shrinking Asperity Model for Hayward Fault



- Coseismic slip imposed over initial asperity area with applied stress drop distribution
- Asperities shrink following fracture mechanics model of Cattania and Segall (2019)
- Creep rate is solved for over incremental "crack growth" boundary element calculations

1868 - 2018 snapshots of interseismic creep rate (mm/yr)

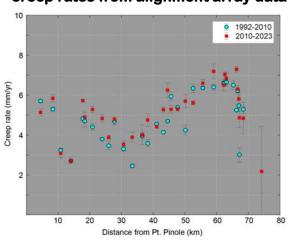


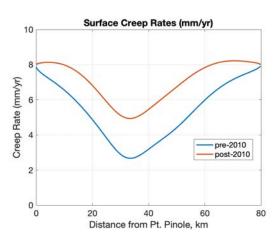
Kaj Johnson, 2023

Comparison of Surface Creep From AA Data and Model

1992-2010 vs. 2010-2022 surface creep rates from alignment array data

Model surface creep rates



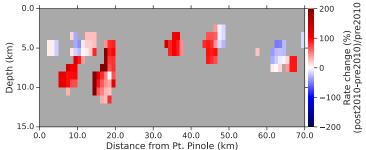


Alignment Array data from McFarland, Lienkaemper, Caskey, and Elliot, 2017 U.S. Geological Survey data release (ver. 2.1, October 2022)

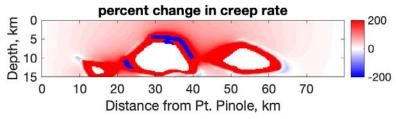
51

Comparison of Creep Rate Changes from Repeating Earthquakes and Model

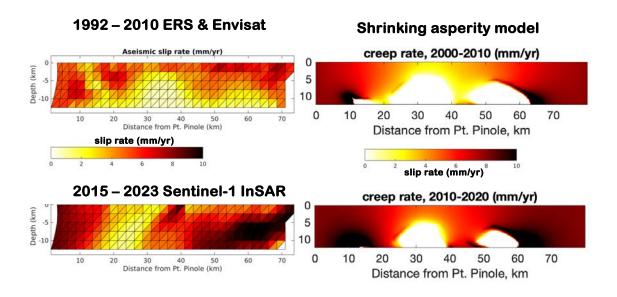
Pre-2010 vs. Post-2010 creep rate change from repeating earthquakes



2000-2010 vs. 2010-2020 creep model rate change



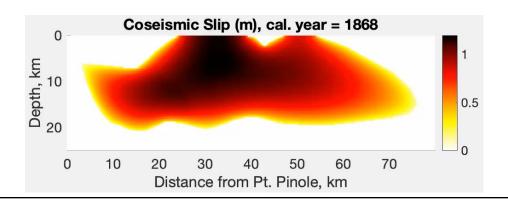
Comparison of Geodetic Inversions with Model Creep Rates



63

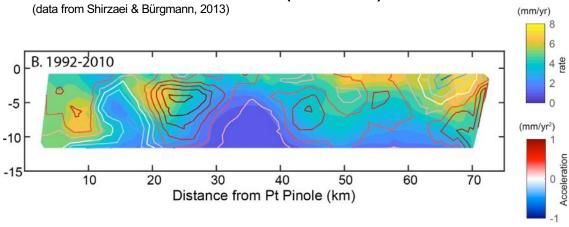
Slow Slip and Earthquake Potential Along the Hayward fault

- Aseismic creep on Hayward fault reduces earthquake potential but does not substantially decrease the hazard
- We find decadal accelerations in fault creep rate on the Hayward fault from InSAR, surface creep and repeating earthquakes
- These decadal creep-rate changes may reflect continued interseismic shrinking of rupture asperities



Spatio-temporal variations of creep from InSAR

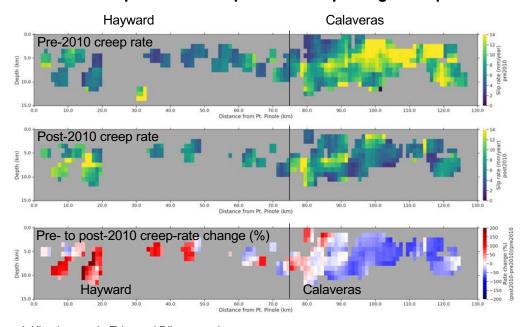
ERS & Envisat InSAR Acceleration (1992 - 2010)



65

Spatio-temporal variations of creep from CREs

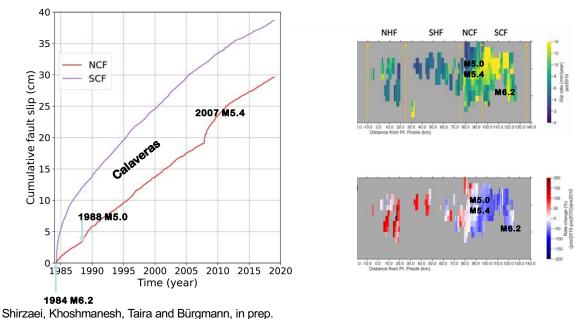
1992 - 2010 vs. post-2010 creep rate from repeating earthquakes



Shirzaei, Khoshmanesh, Taira and Bürgmann, in prep.

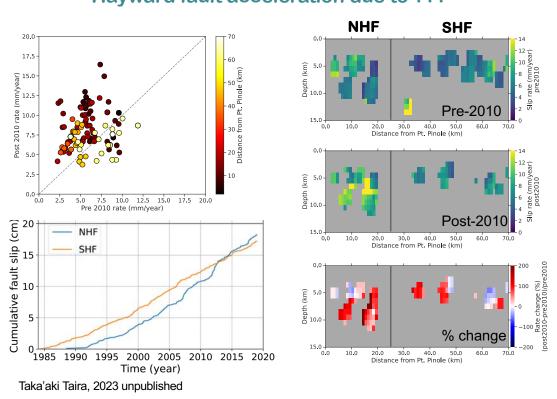
Calaveras fault deceleration due to enduring afterslip

1992 - 2010 vs. post-2010 creep rate from repeating earthquakes



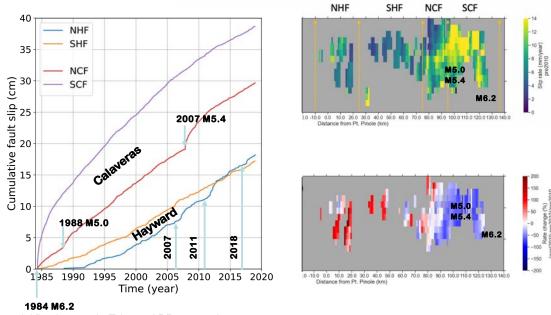
Shirzaei, Knoshmanesh, Taira and Burgmann, In p

Hayward fault acceleration due to ???



Spatio-temporal variations of creep and coupling on the Hayward fault at decadal time scales?

Cumulative HF and CF slip from 1985 to 2020

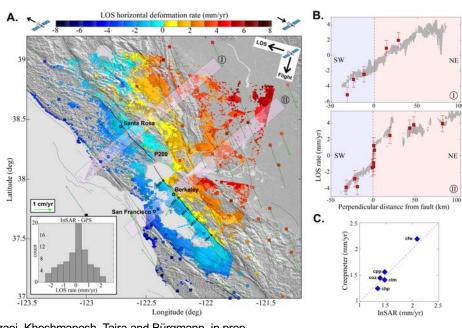


Shirzaei, Khoshmanesh, Taira and Bürgmann, in prep.

59

Spatio-temporal variations of creep and coupling on the Hayward fault at decadal time scales?

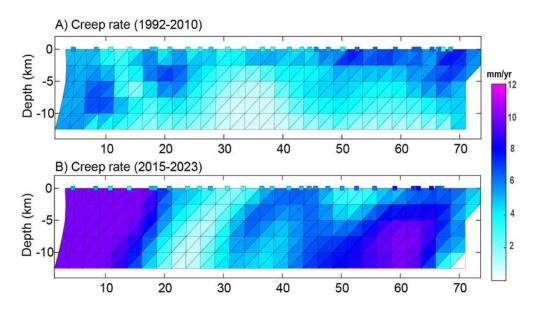
2015 - 2022 Sentinel-1 InSAR



Shirzaei, Khoshmanesh, Taira and Bürgmann, in prep.

Spatio-temporal variations of creep and coupling on the Hayward fault at decadal time scales?

1992 - 2010 ERS & Envisat vs. 2015 - 2022 Sentinel-1 InSAR

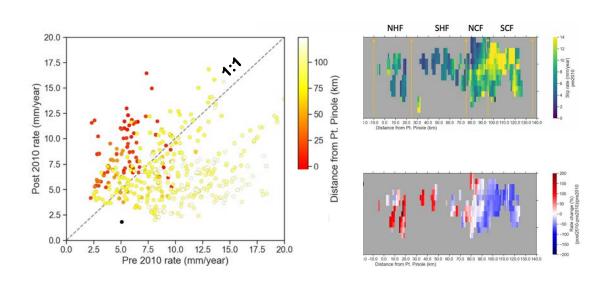


Shirzaei, Khoshmanesh, Taira and Bürgmann, in prep.

71

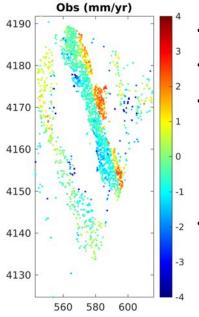
Spatio-temporal variations of creep and coupling at decadal time scales?

1992 - 2010 vs. post-2010 creep rate from repeating earthquakes



Shirzaei, Khoshmanesh, Taira and Bürgmann, in prep.

Creep Inversion Procedure, Identical to Shirzaei & Bürgmann 2013

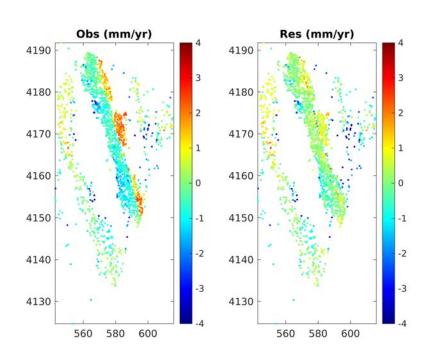


- Hayward fault mesh same as SB-2013.
- Descending S1 sampled at location of Envisat-ERS data.
- Regional trend of the displacement field due to steady plate-boundary deformation is simulated and subtracted using a model of 14 deep dislocations (Table A1; see also Table DR1 in Bürgmann et al., [2006]

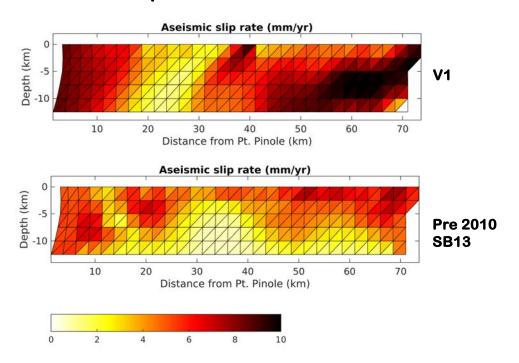
....

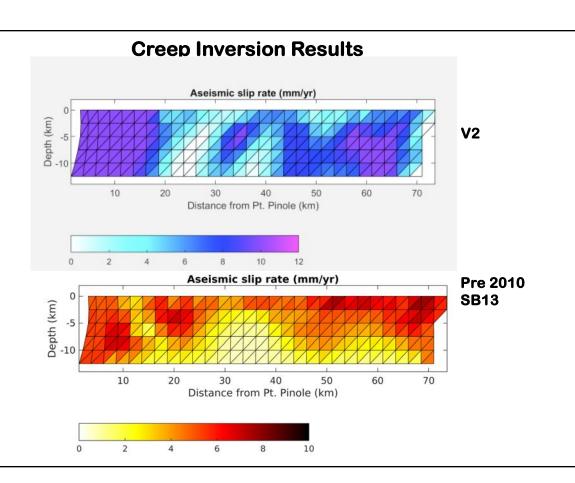
73

Creep Inversion Results

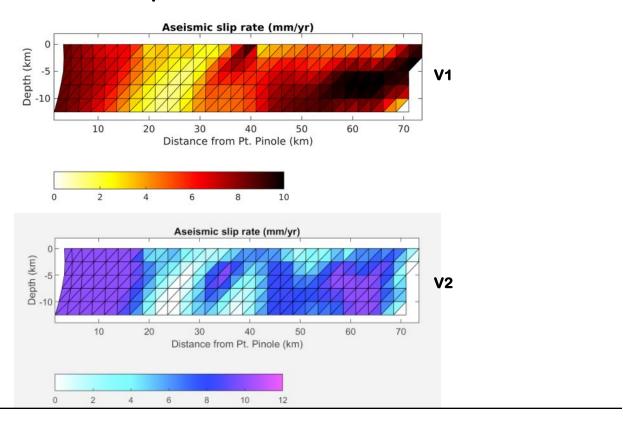


Creep Inversion Results





Creep Inversion Results



77



To be notified of future events and recordings, join ECA (free!): **EarthquakeCountry.org/join**

Questions? info@earthquakecountry.org

ECA Bay Area Workshop **Quake Break**

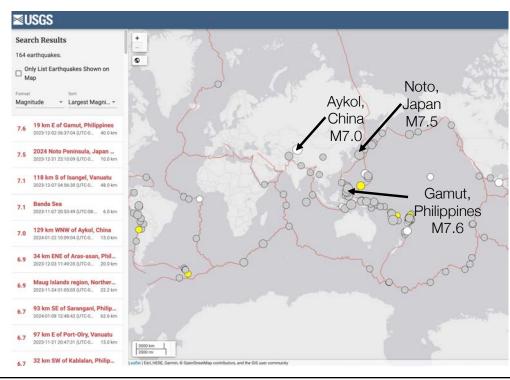
Savvas Marcou PhD Student Berkeley Seismology Lab





79

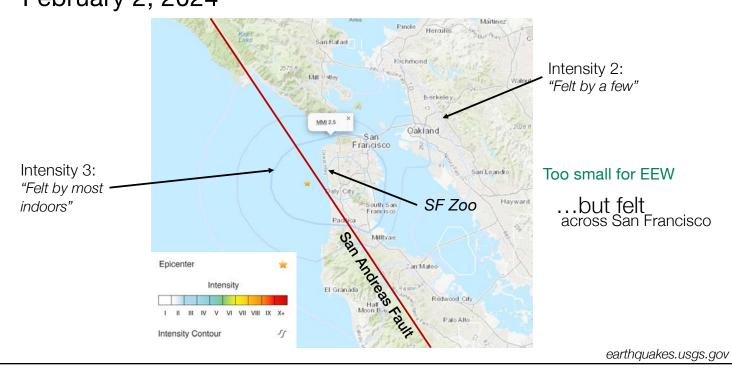
World, M>5.5, since Nov 1, 2023



US, M>3.0, since Nov 1, 2023



M3.2 San Francisco Zoo earthquake February 2, 2024



31

MyShake alert

M4.8 El Centro Monday 12 Feb 2023, 00:36 PST

ShakeAlert:

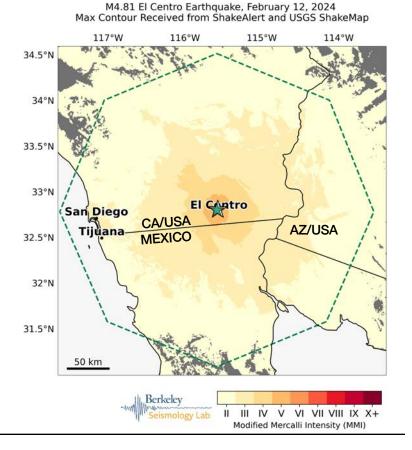
Initial: M5.8

(5.0 sec from origin time)

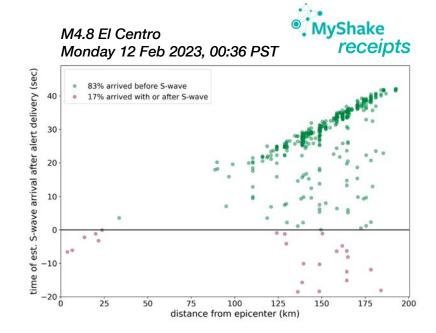
Final: **M5.2**

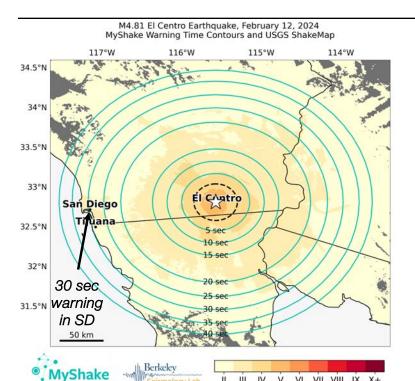
(21.2 sec from initial update)

~80 k MyShake alerts sent



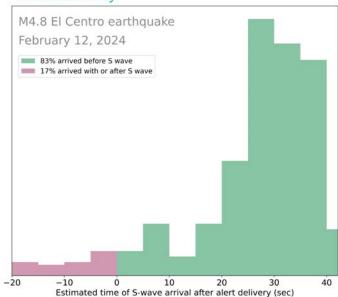
From MyShake message receipts to warning times





Modified Mercalli Intensity (MMI)





35

Warning times

M4.6 El Centro Monday 12 Feb 2023, 00:42 PST

ShakeAlert:

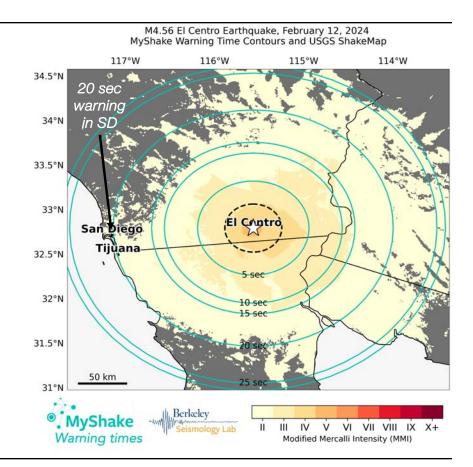
Initial M5.0

(8 sec from origin time)

Final M5.5

(13 sec from initial update)

~90 k MyShake alerts sent





To be notified of future events and recordings, join ECA (free!): EarthquakeCountry.org/join

Questions? info@earthquakecountry.org

87

Loma Prieta 35 Anniversary Planning including Quake Heroes Expos

Mark Benthien

ECA Executive Director Statewide California Earthquake Center

Northridge 30th Anniversary Campaign

- SCEC/ECA is leading the development of a year-long educational campaign to commemorate the 30th anniversary of the Jan. 17, 1994, Northridge earthquake
- Purpose: increase awareness about earthquake hazards, encourage preparedness and mitigation, and inform about self-protective actions and response skills.
- Grant funding and sponsorships, including:
 - o Cal OES
 - California Seismic Safety Commission
 - Earthquake Program via FEMA NEHRP Funding (2/3 CSUN Quake Heroes event)
 - California Earthquake Authority
 - Optimum Seismic
 - Other public/private partners.
- Cornerstone will be large "Quake Heroes Expo" events.



39



Quake Heroes



- Stories of people who experienced the 1994 Northridge earthquake in Los Angeles, and how they helped others
- Key moments tied to the Seven Steps to Earthquake Safety
- Scientists and engineers share how they informed the public about what happened, and learned key lessons for reducing future losses (tuck-under parking buildings are featured)
- Encourages viewers to become trained (CERT, CPR, etc.) so they are prepared to help others
- A model for communicating risk and motivating whole community preparedness and mitigation
- Production sponsored by FEMA, NSF, USGS, Structural Engineers Association of Southern California, Simpson Strong-Tie, Hero in You Foundation, Safe-T-Proof, and others



RETROSPECTIVE INTERVIEWS



ARCHIVAL NEWS FOOTAGE



CINEMATIC RE-ENACTMENTS

HEROES

OF OUR FILM



A photographer who risks his life to rescue several trapped neighbors, one of whom he ends up marrying. He becomes an overnight celebrity, praised for his heroics, and meets the president.



A voung newlywed who has trouble finding clothes after the quake jolts her awake. She helps free several trapped is pinned under concrete. The eight-hour featured on World News Tonight.



An off-duty nurse who is trapped in an apartment with her daughter until a neighbor kicks down their door. She then leaves to help evacuate the patients of a badly damaged hospital



parking structure to care for a man who complicated by aftershocks.



The only reporter in LA to go live on-air within seconds of the shaking. His first time ever anchoring, Joe sets a TV ratings



largest churches in LA. She leads a major long-term recovery effort for those neighbors, comforts the grieving, and is rescue is broadcast on live TV and is affected by the quake within the Inglewood/South Central community.



Chief who acts as his department's eyesin-the-sky from a helicopter: surveying damage, directing search teams and updating command center



GPS technology to map earthquakes. He is able to use this new science to model the fault rupture faster than seismic data, for the first time ever

91

Quake Heroes Expos

- Screenings for large groups
- May include panel discussion before the film with local leaders, scientists, engineers, etc.
- After viewing the film, attendees can immediately take actions at a Seven Steps to Earthquake Safety resource and information fair where they can:
 - register for CERT and other trainings
 - Receive free or low-cost disaster supplies and earthquake safety fasteners
 - learn about earthquake insurance and retrofitting
 - sign up for alerts
 - experience an earthquake simulator
- Learn more and schedule a discussion at QuakeHeroes.org!





Quake Heroes Events

- International Association of Emergency Managers (Region IX) Conference (Garden Grove, March)
- International Association of Emergency Managers conference (Long Beach, November)
- YMCA Westchester Quake Heroes Expo (Dec 1)
- Cal State Northridge (Feb 3)
- Coachella Valley (March 30)
- Oakland: Summer (two events)
- Santa Clara COAD: Spring or Summer)



93

NR30: Key Components



- Quake Heroes Expos (many events across SoCal and statewide, planned with diverse and vulnerable communities (seniors, low-income neighborhoods, in multiple languages) as well as for businesses, faith-based organizations, community centers, government agencies, etc. Each event will feature our motivational film and a preparedness fair with booths for each of the Seven Steps to Earthquake Safety (including sign-ups for free trainings and free or low-cost supplies). Interested? Visit QuakeHeroes.org.
- Additional Quake Heroes Film Screenings (smaller venues with essential resources for preparedness LA County libraries, etc.
- Structural Engineers Association planning Symposium at Caltech on January 17
- Northridge 30th Anniversary Commemoration on January 17, 2024 (Major public and media event, possibly at CSUN with surrounding communities)
- "Seven Steps" Presentations (to community groups, houses of worship, small business associations, etc., in multiple languages, covering earthquake preparedness, mitigation, and response).
- **Social Media Toolkit** (Development of a multi-lingual comprehensive social media toolkit for partner organizations to promote campaign messaging).
- **News Media Outreach and Coverage** (Press releases about Campaign activities and earthquake-related topics and to generate additional public awareness).
- Presentations/Booths at sector-based conferences and other venues
- Evaluation of key activities

Loma Prieta Earthquake 35th Anniversary

October 17, 2024 (2024 International ShakeOut Day!)

What is being planned?
What could be planned - before?
What could be planned - on Oct. 17?
What could be planned - after? How long?

95



To be notified of future events and recordings, join ECA (free!): **EarthquakeCountry.org/join**

Questions? info@earthquakecountry.org

Short Announcements from Attendees

97

How to Collaborate within the ECA

1. Join the ECA (free!) EarthquakeCountry.org/join

2. Participate with an ECA Regional Alliance

Attend quarterly workshops (or host one!) EarthquakeCountry.org/calendar

Serve on your region's Coordinating Committee

Plan local events, recruit members, organize ShakeOut activities, etc.

Learn more: EarthquakeCountry.org/alliance

3. Serve on an ECA Sector-Based Committee

Public Sector
Business
Accessibility
Non-Profit & Faith-Based

Healthcare Higher Education PreK-12 Education

Learn more: EarthquakeCountry.org/committees

How to Collaborate within the ECA

4. Collaborate via an ECA Outreach Bureau

News and Social Media Bureau- coordinate local and statewide earthquake news & events

Participation Bureau- recruit and support your area's ShakeOut and Tsunami Week registrants

Events Bureau- train and arrange speakers and staffing for preparedness fairs, conference booths, etc.

Request a presenter or information table: EarthquakeCountry.org/events

Email info@earthquakecountry.org to learn more.

5. Use, share, and help promote our resources and activities (link from your site, etc.)

Seven Steps to Earthquake Safety- EarthquakeCountry.org/sevensteps

Guidance in Multiple Languages- EarthquakeCountry.org/languages

Workshops, webinars, & other events- EarthquakeCountry.org/calendar

ECA Mini Awards- EarthquakeCountry.org/miniawards

99

What is something that you:

learned
will do
will use
will tell others

Open Discussion & Networking

101

Connect with ECA Bay Area

- EarthquakeCountry.org/bayarea
- bayarea@earthquakecountry.org
- Terremotos.org

Earthquake Country Alliance

- Twitter.com/eca
- info@earthquakecountry.org