



Earthquake Risk: From Awareness to Action *A Mile-High Challenge*

WSSPC 2002 - Denver, Colorado

September 15-18, 2002
Brown Palace
Denver, Colorado

sponsored by the
Western States Seismic Policy Council

hosted by
Colorado Geological Survey
Colorado Office of Emergency Management

Serious natural and human-caused hazards challenge the nation today. Every community must strive to protect its population and facilities. Earthquake-hazard professionals continue to apply their skills to help communities mitigate hazards; however, no prescribed formula will protect everyone from everything. The needs often appear to be far greater than the resources: the need to accurately identify and assess the population and structures at risk, and the need to convey the correct message to the potential victims, the need to secure funding and resources to achieve desired mitigation goals.

In view of competing needs, how should local communities address events of low frequency and high consequence? How can such communities, in dealing with earthquakes for example, compete with other priorities for scarce resources? What are the specific and realistic ingredients for a given community to make a successful leap from its assessment to effective awareness to best action?

Schedule of Activities

Sunday September 15, 2002

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|-----------------|---|
| 7:15am – 7:45am | Field Trip Registration |
| 8:00am – 5:00pm | <u>Field Trip to Rocky Mountain National Park</u>
High Impact Forces of Nature - Hazards in and Around
Rocky Mountain National Park |
| 1:00pm – 6:00pm | Registration |
| 4:00pm – 6:00pm | Exhibitor Set-up |
| 6:00pm – 8:00pm | Icebreaker & Exhibitor Fair |

Monday September 16, 2002

- 7:00am – 5:00pm Registration
- 7:00am – 8:30am Continental Breakfast
- 8:00am – 4:00pm Exhibitor Fair
- 8:30am – 9:00am Welcome and Opening Remarks
Vicki Cowart, Colorado Geological Survey, Conference Chair
Tom Grier, Colorado Office of Emergency Management
Jonathan Price, Chairman, WSSPC Board of Directors
Bob Brooks, Executive Director, Colorado Department of Local Affairs
David Maurstad, Director, FEMA R VIII

Session I: Analysis - Understanding the Hazard

- 9:00am – 9:20am "Coping with a low probability event that could have high impact consequences"
Randy Withrow, Spokane, Washington Mayor's Chief of Staff
[Withrow Presentation](#) [Withrow Abstract](#)
- 9:20am – 10:00am "Risk as a Context for Social Policy Development"
Dennis Mileti, Natural Hazards Center
- 10:00am – 10:30am Break
- 10:30am – 11:30am Panel: Why New Data Make a Difference
Moderator: Vicki Cowart, Colorado Geological Survey
Art Frankel, U.S. Geological Survey
[Frankel Presentation](#) [Frankel Abstract](#)
- 11:30am – Noon Discussion
- Noon – 1:30pm Luncheon
"Issues in Developing Government-Sponsored Earthquake Programs"
Chip Groat, Director, USGS
[Groat Abstract](#)

Session II: Moving from Analysis of the Hazard to Assessment of the Risk

- 2:00pm – 3:15pm HAZUS: Case Studies of the Challenges of a Risk Assessment Tool
Moderator: James Davis, California Geological Survey
- "Use of HAZUS in Communicating Earthquake Vulnerability to Local Communities in Oregon"
Yumei Wang, OR Dept. of Geology & Mineral Industries
[Wang Abstract](#)
- "Local Emergency Managers Perspective on Use of HAZUS Using Levels 1 and 2"

Paul Spengler, Lewis & Clark County, Montana
[Spengler Presentation](#) [Spengler Abstract](#)

"HAZUS as a Tool for Post-earthquake Business Continuity Assessment"

Wayne Brown, Wells Fargo & Co.
[Brown Presentation](#) [Brown Abstract](#)

"Statewide Assessment of Risk Using HAZUS - Significance of Uncertainties"

Ivan Wong, URS Corporation
[Wong Presentation](#) [Wong Abstract](#)

3:15pm – 3:45pm Break

Session III: How Do We Communicate Risk Analysis to the Public?

3:45pm – 4:30pm How Do We Help the Public Understand Its Risk Exposure?
Moderator: Jim Greene, Montana Disaster & Emergency Services

"Communicating through a PIO network"
Monique Lay, Montana Disaster & Emergency Services
[Lay Presentation](#) [Lay Abstract](#)

"Communicating Preparedness - A Proactive Process"
George Crawford, Washington Military Dept, EMD
[Crawford Presentation](#) [Crawford Abstract](#)

"Identifying Important Elements of Successful Risk Communication Based Upon Observation and Experience"
Tom Tobin, Tobin & Associates
[Tobin Presentation](#) [Tobin Abstract](#)

4:30pm – 5:00pm Facilitated Discussion: Risk Analysis and the Challenges for Public Awareness - Moderator: Jim Greene

6:30pm – 7:30pm [Optional field trip to NEIC](#)
Brews & the Big One - National Earthquake Information Center tour and your choice of a LoDo brewpub.

Tuesday September 17, 2002

Session IV: Communicating the Subtle Risks of Low Probability, High Impact Events

7:30am – 4:30pm Registration

7:30am – 8:30am Continental Breakfast

8:00am – 4:00pm Exhibitor Fair

- 8:30am – 9:30am What Causes the Public to Make Changes?
Moderator: Glen Woodbury, Washington Military Dept, Emergency Management Division
[Woodbury Presentation](#) [Woodbury Abstract](#)
- "Using Performance Based Engineering to Communicate Earthquake Risk: A Case Study Approach"
Chris Poland, Degenkolb Engineers
[Poland Presentation](#) [Poland Abstract](#)
- "Rare, Large Earthquake Risks: How do We Motivate Mitigation?"
Robin McGuire, Risk Engineering, Inc.
[McGuire Presentation](#) [McGuire Abstract](#)
[McGuire Presentation](#)
- Discussion
- 9:30am – 10:00am Break
- 10:00am – Noon Roundtable sessions with small groups addressing key questions
Facilitated group presentations and discussions
Facilitator: Glen Woodbury
- Noon – 1:30pm Awards in Excellence Luncheon, Jon Price presenting

Session V: From Awareness to Action - How Do We Motivate Action?

- 2:00pm – 3:00pm It Can Happen Here - Now What?
Moderator: Bob Bezek, Wyoming Emergency Management Agency
[Bezek Presentation](#)
- Andre LeDuc, Oregon Natural Hazards Workshop
- Stu Nishenko, Pacific Gas & Electric Company
[Nishenko Presentation](#)
- Les Radford, New York State Emergency Management Office
[Radford Presentation](#)
- 3:00pm – 3:30pm Break
- 3:30pm – 4:30pm Policy Implications, Jon Price
- 4:00pm – 6:00pm Exhibitor Fair Dismantled
- 6:30pm – 8:30pm Banquet
"Homeland Security in the Context of Natural, Manmade and Technological Disasters: Another Challenge on the Plate"
Anthony Lowe, Division Director, FEMA Federal Insurance Mitigation Administration

Wednesday September 18, 2002

7:30am – 9:00am WSSPC Committee Meetings & Continental Breakfast

9:00am – 10:00am WSSPC Board of Directors' Meeting

10:00am – Noon WSSPC Annual Business Meeting

Noon Meeting Adjourns

12:30pm – 4:00pm USGS Meeting

1:00pm – 4:00pm FEMA EQ Program Managers Meeting