

2003 WSSPC Annual Conference

Toward Earthquake Loss Reduction

Developing Effective Communication, Realistic Strategies
and Successful Mitigation Actions for Your Community

September 20-24, 2003

Embassy Suites Downtown Portland
Portland, Oregon

Sponsored by

Western States Seismic Policy Council (WSSPC)
United States Geological Survey (USGS)
Federal Emergency Management Agency (FEMA)

Hosted by

Oregon Emergency Management
Oregon Department of Geology and Mineral Industries



Conference Objective

The objective of the conference is to learn about fine-tuned efforts from those who have effectively reduced earthquake risk. Successful efforts can be seen in laws, local ordinances, bridges, banks, libraries, fire stations, schools, and homes in western communities. By understanding clearly how these successes were completed, it will allow conference attendees to better affect risk reduction in their areas of responsibility.

Earthquake hazards and risk are properly characterized by using scientific information that can tell us about the future, in addition to information that human history tells us about the recent past. Dealing with earthquake hazard and risk is especially challenging in this country due to the wide range of hazard, the wide range of communication options, and the broad spread of costs for actions intended to reduce risk.

Earthquake loss reduction requires more than just general information about the hazards, general communication, and general understanding of costs. It requires a quantified understanding of the hazards and the risk, selection of the appropriate mitigation action, and effective communication with the right audience.

Activities Descriptions

Communications Workshop

Saturday, September 20, 2003, 1:00pm-5:00pm

Jeff Rubin and Tim Birr, Leaders

Location: Portland Fire Headquarters at 55 SW Ash Street > [Map](#)

This 4-hour workshop will focus on public information and media relations, and will be tailored to the interests of attendees. Principal topics include: media roles and practices, interview techniques, and effective design and communication of a primary message. The workshop will conclude with videotaping mock interviews: participants will receive constructive feedback and have the opportunity to critique themselves. [More detailed discussion will be accompanied by fine Oregon microbrews at a nearby establishment.]

Tsunami Field Trip

Sunday, September 21, 2003, 8:00am – 5:00pm

Mark Darienzo, Leader

The field trip will make stops in **Cannon Beach** and **Seaside**, two coastal communities in Oregon with very different tsunami warning and evacuation issues.

Tsunami Field Trip Itinerary

Cannon Beach > Map

First Stop

Wetland with Prehistoric Tsunami Deposit

Mark Darienzo, Oregon Emergency Management

Second Stop

Cannon Beach Rural Fire Protection District Office

Al Aya and Cleve Rooper, Cannon Beach Rural Fire Protection District

Third Stop

Cannon Beach Elementary / Ecola Creek

Al Aya, Cannon Beach Rural Fire Protection District

George Priest, Oregon Department of Geology and Mineral Industries

Bill Hubbard, Lewis and Clark Bicentennial Association

Lunch

Seaside > Map

Fourth Stop

Lewis and Clark Salt Works

Helen Gaston, Seaside Museum and Historical Society

Fifth Stop

First Avenue Bridge

George Priest, Oregon Department of Geology and Mineral Industries

Mark Darienzo, Oregon Emergency Management

Mark Winstanley, City of Seaside

Sixth Stop

Tom Horning's House

Tom Horning, Consulting Geologist

Return to Portland

Portland Walking Tour

Monday, September 22, 2003, 4:00p-6:00p

Organizer: Yumei Wang Leaders: Don Eggleston and Jerry Abdie

The walking tour will investigate three buildings in downtown Portland that have been seismically rehabilitated. The Embassy Suites Hotel, also known as the historic Multnomah Hotel completed in 1912, was renovated meeting the dual goals of seismic strengthening and maintaining its historic and aesthetic character. From the hotel, participants will board a free city bus to arrive at Portland City Hall, a \$30 million upgrade of an historic four-story unreinforced masonry building (URM) using shear walls. The walking tour will conclude with a visit to Pioneer Courthouse, another URM which is currently under renovation. A base-

isolation system will be incorporated in this 1875 structure.

Informal Seismic Safety Commissions Meeting

This informal meeting is open to seismic safety commission chairs and commissioners and will be held in the Arcadian Gardens at the Embassy Suites Portland Downtown hotel.

Seismic Safety Commissions Meeting Itinerary

Where: Arcadia Gardens (downstairs lounge) Embassy Suites Portland Downtown Hotel

When: 6-8 pm, Monday, Sept. 22, immediately following the "Portland Walking Tour"

Who Should Attend: Anyone connected with or interested in the Seismic Safety Commissions (or equivalent organizations) in the western states

- Status of State Seismic Commissions (round-robin)
- Recent Initiatives (successful or unsuccessful) and current priorities
- Next year's National Earthquake Conference in St Louis – there is an opportunity for a special session organized by (and for) state seismic commissions – do we want to take advantage of this, and if so what theme?
- Areas/Issues of Common Interest
 - Strategic plans and mission statements
 - Legislation
 - Motivational/Marketing Strategies
 - Publications
- Facilitating future communications between state SSCs

Exhibitor & Awards Fair

Sunday-Tuesday, September 21-23, 2003, 8:00am-4:00pm

Public and private organizations are encouraged to consider exhibiting their products and services at the Annual Conference Exhibitor Fair. The Fair will open on Sunday evening for the Icebreaker, and will be open all day on Monday and Tuesday. All breaks will be served in the same room as the Exhibitor Fair allowing conference attendees numerous opportunities to view products, awards, and displays.