



Dear Museum Colleagues:

The purpose of the EPIcenter North meeting on August 5th was to invite fellow museums in northern California to become an Earthquake Country Alliance associate or EPIcenter. At the very least, we hoped to convince you to register and participate in the California Great ShakeOut.

An EPIcenter (Earthquake Education and Public Information Center) is a free choice learning environment place like The Tech that will promote earthquake education and preparedness to the communities it serves; and in particular, supports the California Great ShakeOut (CGS), an earthquake drill to be held every year on the 3rd Thursday of October. Since the time of the drill will always match the date, this year the drill is on 10/15 at 10:15. Next year, in 2010, the ShakeOut will be on 10/21 at 10:21. Note: 2009 is the first statewide effort; last year was southern California only.

The Tech Museum of Innovation in San Jose is proud to be the Northern California EPIcenter Network coordinating institution. The Southern California coordinating institution is the San Bernardino County Museum in Redlands. The Statewide coordinating organization is the Earthquake Country Alliance. Below is a summary type report of the meeting that mostly follows the agenda (see agenda attachment). At the end is a list of web links (2 pages) to resources mentioned.

UPDATE: Please 'Hold the Date' for a follow-up EPIcenter Meeting @ The Tech Museum, Thursday, December 10, 2009, 10:00a.m.-3:00p.m. Details to follow.



EPIcenter North Meeting at The Tech Museum of Innovation

Date: Wednesday, August 5, 2009

Time: 10am-2pm

Attendees: see attached file

Bob de Groot: Earthquake Country Alliance, Southern California Earthquake Center (SCEC)

Bob is statewide EPIcenter Network Coordinator and outlined his vision of a network of EPIcenters that generate focus groups, collaboration, sharing, and partnering to educate the public about earthquakes. One example of a partnership is Earthscope's park interpreter program with SCEC.

Bob is also the Education Program Manager at SCEC. This summer he coordinated the efforts of 50 interns that have been busy with projects like designing 3D earthquake and fault visualizations. These and other earthquake products from SCEC, USGS, CGS, and other organizations will be distributed through the Earthquake Country Alliance EPIcenters.

Out on display were copies of *Putting Down Roots*, USGS paper fault models, Raff's shake table activity, and a plate tectonics learning kit with laminated world map pieces. As a former teacher, Bob understands how museums are concerned with "science vs. preparedness" and spoke about ShakeOut curriculum and the Take on the Quake Patch program available in three versions: Express (20 minutes), Explore (1 hour), and Experience (3 hours). He recommended the online booklet "This Dynamic Earth" and FEMA teacher packages "Tremor Troops" and "Seismic Sleuths."

Kathleen Springer: EPIcenter South, San Bernardino County Museum

Kathleen is Senior Curator of a museum that is currently designing a Hall of Geological Wonders (opens in 2010), which will showcase an earthquake simulator exhibit and San Andreas Fault viewing tower. To promote the 2008 Southern California Great ShakeOut, Kathleen gave about 100 public lectures, led geology field trips, and connected with local emergency services organizations.

On the Great ShakeOut day, her museum did the two minute drill with about 400 student visitors – most of who ducked, covered, and held on in their auditorium. They also watched a movie video called "Preparedness Now," and listened to a public lecture. A preparedness faire was going on outside, complete with emergency vehicles and literature. County and state officials and the press were also in attendance.

Jack Boatwright: Earthquake Country Alliance, USGS

Jack, Senior Seismologist, showed several mesmerizing Ground Motion Animations to be used as educational resources, as well as a 30 second sound bite for ShakeOut day. He also gave a slide presentation on earthquake hazards in Northern California.

Madelyn Mackie: Earthquake Country Alliance, American Red Cross

Madelyn, Program Manager for Prepare Bay Area, talked about the Great California ShakeOut and how to register. Please do so – the goal is 10 million. Recruit other institutions and individuals to do so as well. Pass out Red Cross wallet cards, talk about family disaster plans, and hold an earthquake-themed art or film contest.

Nancy Robertson, Candace Brooks, Pete Adams: EPIcenter North, The Tech Museum of Innovation

Nancy is Gallery Programs Manager of a museum that has about seven exhibits that deal with earthquakes, including a large shake platform that simulates 8 different earthquakes, including the Loma Prieta. She talked about The Tech’s plan to host an Earthquake Week from 10/10 thru 10/18 which will include “Building for the Big One”, a 1.5hr lab; an EQ preparedness kit challenge; a RAFT shake table activity, and speakers.

Candace, Senior Manager, Galleries and Programs, summarized what museums can do to spread the word about the Great ShakeOut:

1. Add a ShakeOut Banner to your website with a link to shakeout.org
2. Plan an Earthquake Week around the ShakeOut date
3. Send an email blast to all your school groups and teachers
4. Let your colleagues at other museums know about the drill
5. Become an EPIcenter for your community

Pete Adams, Security Manager, talked about the actual drill and emergency response equipment and vehicles that we hope to bring in for the ShakeOut day and throughout other peak days of Earthquake Week.

IMAX Movie: Forces of Nature (2-3 pm)

Thank you to those of you who attended the above meeting. It was nice to talk over those wonderful sandwiches from Specialities! We look forward to seeing even more museums represented at the next EPIcenter North meeting in mid-December (location TBD).

Cheers,

Nancy Robertson, Candace Brooks & Pete Adams
The Tech Museum EPIcenter North Team



See resource links next 2 pages...

Resource Links:

San Bernardino County Museum URL <http://www.co.san-bernardino.ca.us/museum/>

Preparedness Now Video URL <http://gallery.usgs.gov/videos/78>

SCEC Education and Preparedness URL <http://www.scec.org/education/>

Earthscope URL <http://www.earthscope.org/>

Seismic Sleuths URL <http://www.fema.gov/library/viewRecord.do?id=1522>

Tremor Troops URL <http://www.fema.gov/library/viewRecord.do?id=1632>

This Dynamic Earth URL <http://pubs.usgs.gov/gip/dynamic/dynamic.html>

USGS Earthquakes for Kids URL <http://www.earthquake.gov/learning/kids/>

Earthquake Country Alliance URL
<http://www.earthquakecountry.info/alliance/index.html>

Bay Area Alliance URL <http://bayquakealliance.org/>

California Great ShakeOut URL <http://www.shakeout.org/>

Links for animations Jack Boatwright showed from USGS:

The Hayward/Rodgers Creek ground motion movies are at
<http://earthquake.usgs.gov/regional/nca/simulations/hayward/M7.2.php>

The 1906 ground motion movies are at
<http://earthquake.usgs.gov/regional/nca/simulations/1906/>

The animation teaching materials are at
<http://earthquake.usgs.gov/regional/nca/simulations/classroom.php>

The Hayward fault/1868 webpage for the USGS website is at
<http://earthquake.usgs.gov/regional/nca/1868/>

Jim Lienkaemper's Google Earth flyover of the Hayward fault is at
<http://earthquake.usgs.gov/regional/nca/haywardfault/>

and there are a couple of interesting Google Earth KMZ files for the 1868 earthquake and for pioneer era photographs at
<http://earthquake.usgs.gov/regional/nca/1868virtualtour/earthquake.php>

More resources from Rick Wilson, PG CEG

CGS (<http://www.conservation.ca.gov/cgs/Pages/Index.aspx>) provides geologic and seismic expertise to the public, other State government offices, such as the California Emergency Management Agency, and local government agencies (cities and counties). CGS is responsible for developing "seismic hazard maps" (fault rupture, liquefaction, and landslides) used by local agencies to regulate development in areas where earthquake hazards might exist. Here are some of the products that CGS provides concerning earthquake hazards in northern California:

- Basic fault and earthquake information:
 - CGS Note for faults:
http://www.conservation.ca.gov/cgs/information/publications/cgs_notes/note_31/Documents/note_31.pdf
 - CGS Note for earthquakes:
http://www.conservation.ca.gov/cgs/information/publications/cgs_notes/note_32/Documents/note_32.pdf
 - EQ info:
http://www.conservation.ca.gov/cgs/geologic_hazards/earthquakes/Pages/index.aspx
 - More EQ info:
<http://www.conservation.ca.gov/cgs/earthquakes/Pages/Index.aspx>
- Earthquake ground shaking maps:
<http://www.consrv.ca.gov/cgs/rghm/psha/Pages/index.aspx>
- Seismic Hazard Zone maps for potential fault rupture, liquefaction, and landslide hazard areas:
 - maps and reports:
<http://www.conservation.ca.gov/cgs/shzp/Pages/Index.aspx>
 - fault-rupture hazard:
<http://www.conservation.ca.gov/cgs/rghm/ap/Pages/index.aspx>
 - CGS Note for basic information:
http://www.conservation.ca.gov/cgs/information/publications/cgs_notes/note_53/Documents/note_53.pdf
- Historic earthquake information:
<http://redirect.conservation.ca.gov/cgs/rghm/quakes/historical/index.htm>
- Statewide tsunami inundation maps (available end of September, 2009):
http://www.conservation.ca.gov/cgs/geologic_hazards/Tsunami/Pages/Index.aspx

We have the ability to produce quality prints for most of this information as long as the request isn't too large.

On a side note, in addition to the new statewide tsunami inundation maps, CGS is working with CalEMA and NOAA to produce Outreach information and displays for the 5th anniversary of the devastating earthquake and tsunami that hit the Indian Ocean area on December 26th, 2004. Although the anniversary for this event is several months away, if you would like to know what information might be available for displays, please let me know.

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