

Webinar Series EarthquakeCountry.org/northridge/events













Series Partners:

•American Society of Civil Engineers (ASCE) Infrastructure Resilience Division

•ASCE Los Angeles Section

•Earthquake Engineering Research Institute (EERI) Southern California Chapter

•Structural Engineers Association of Southern California (SEOASC)

•Earthquake Country Alliance (ECA), led by the Statewide California Earthquake Center













Episode 1: The January 17, 1994 Northridge Earthquake – Science & Engineering Aspects K. Hudnut, J. Stewart, C. Davis, D. Cocke EarthquakeCountry.org/northridge30-webinar1

Episode 2: Insurance Issues and Impacts Following the Northridge Earthquake C. Scawthorn, J. Maffei EarthquakeCountry.org/northridge30-webinar2













The Northridge Earthquake - 30 Years Later

A Catalyst for Engineering Resilient Communities

Episode 3: 30 Years of Progress in Quantification of Seismic Hazards Y. Bozorgnia EarthquakeCountry.org/northridge30-webinar3

Episode 4: An Unexpected Milestone in Real-Time Loss Estimation R. Eguchi, D. Wald EarthquakeCountry.org/northridge30-webinar4

Episode 5: Legacies of the Northridge Earthquake in Disaster Recovery Planning & Policy L. Johnson and R. Olshansky EarthquakeCountry.org/northridge30-webinar5













Episode 6: Northridge: The Catalyst for Resilience of Healthcare in California M lew EarthquakeCountry.org/northridge30-webinar6

pisode 7: Lessons learned about business losses and economic recovery – The Northridg Earthquake as a catalyst for research and application K. Tierney and C. Kroll

EarthquakeCountry.org/northridge30-webinar7



The Northridge Earthquake - 30 Years Later

A Catalyst for Engineering Resilient Communities Webinar Series

Episode 8: Rethinking Communication about Seismic Risk – Linking Knowledge to Action in Innovative Ways Since the 1994 Northridge Earthquake

- **Moderator**: Louise K. Comfort, Visiting Researcher, University of California, Berkeley Professor Emerita, Graduate School of Public & International Affairs, University of Pittsburgh
- Speakers: Ronald T. Eguchi, President and CEO, ImageCat, Inc. Lucy Jones, Founder and Director, Dr. Lucy Jones Center for Science and Society



Rethinking Communication about Seismic Risk – Linking Knowledge to Action in Innovative Ways since the 1994 Northridge Earthquake

Ronald T. Eguchi Co-Founder & CEO ImageCat, Inc.

www.imagecatinc.com



18 December 2024







You don't know how far you've come until you look back

LANNING SCENARIO

FOR A MAJOR EARTHQUAKE, LANGE E COM

SAN DIEGO

La Meno

Spring Valley

SPECIAL PUBLICATION 100 1990



ANNING AREA A

CALIFORNIA DEPARTMENT OF CONSERVATION

Division of Mines and Geology

5 MILES

10 KILOMETERS







Drawbacks ...

- Took a long time to do the analysis and write the report
- Results were static, i.e., addressing different assumptions or parameters not possible
- Difficult to assess the possible effects at selected sites because you'd have to scale off of maps
- Format ---> hard copy reports only ... not well-suited for widespread distribution
- Not ideal for decision-making ---difficult to involve broad stakeholder groups in development of report

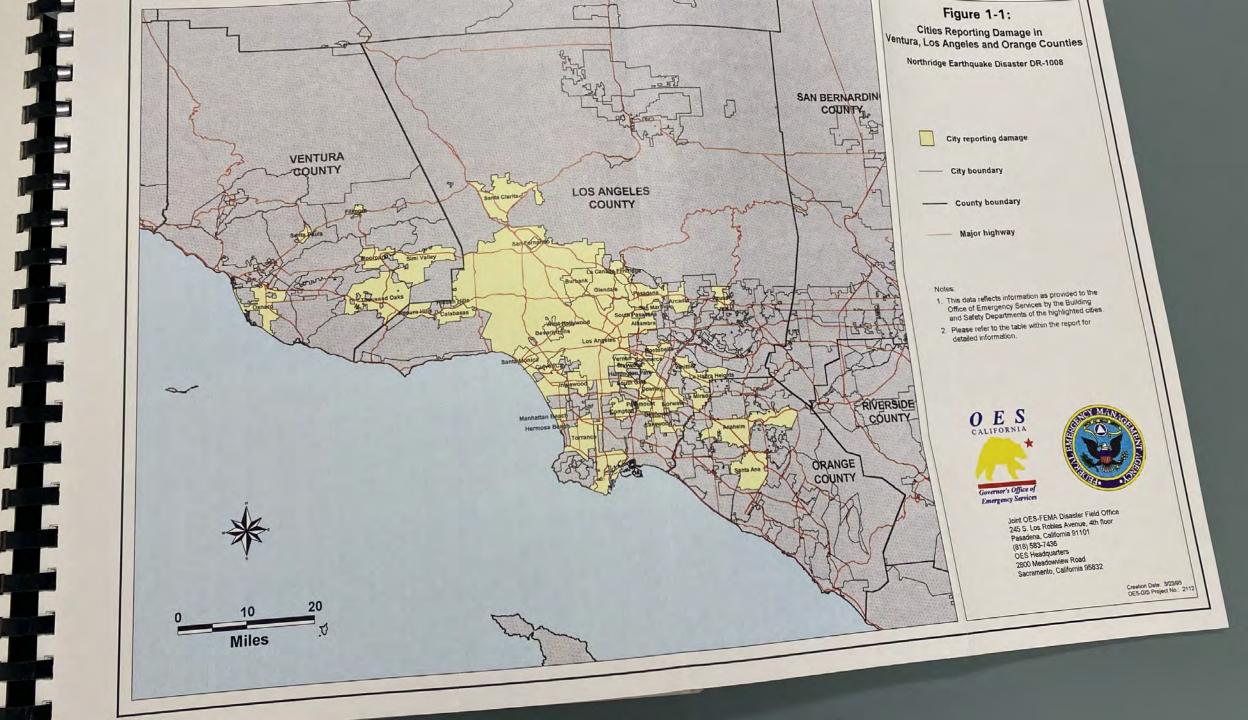


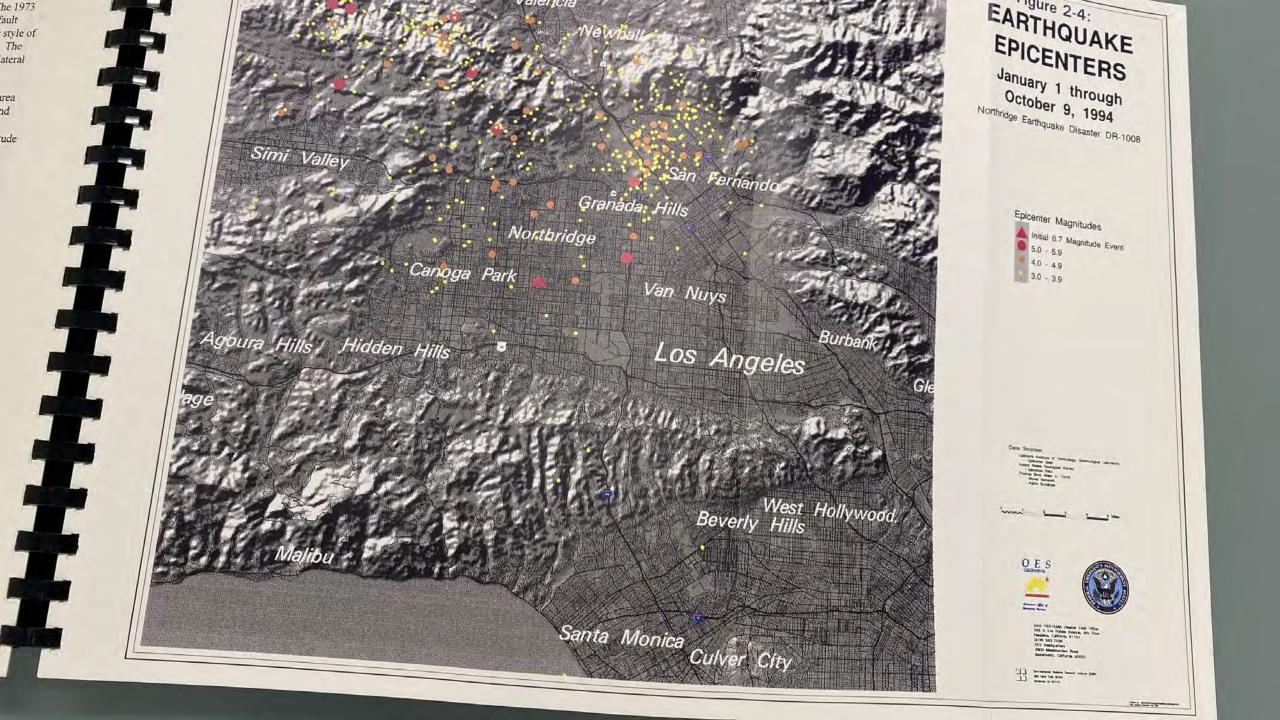


A Picture is Worth a Thousand Words



An Image is Worth a Thousand Actions







Development Patterns of Structures in Los Angeles and **Orange** Counties with Modified Mercalli Shaking Intensities



N Highway USGS Observed Shaking Intesities November 1994

MMI intensities in blue for clarity

The year built is determined by everaging the construction age within a 10,000 square meter cell.

The Los Angeles County Assessor database field which records the year built is only 2 characters wide. For these purposes, OEB-GIS essumed that all structures learned that all structures learned by the 190 were built in the 1800s. The Orange County database field is 4 characters wide.

The georeterending of Los Angeles County records produce a match rats of 87 percent from the entire Assessor's decases. Orange County locations matched at a rate of 025 percent.

Sources: Observed Ground Shaking Intensities - As compiled by Jim Dewey - United States Geological Survey

Assessor structure locations and age - Los Angeles County Assessor - Orange County Assessor

County boundaries

밁

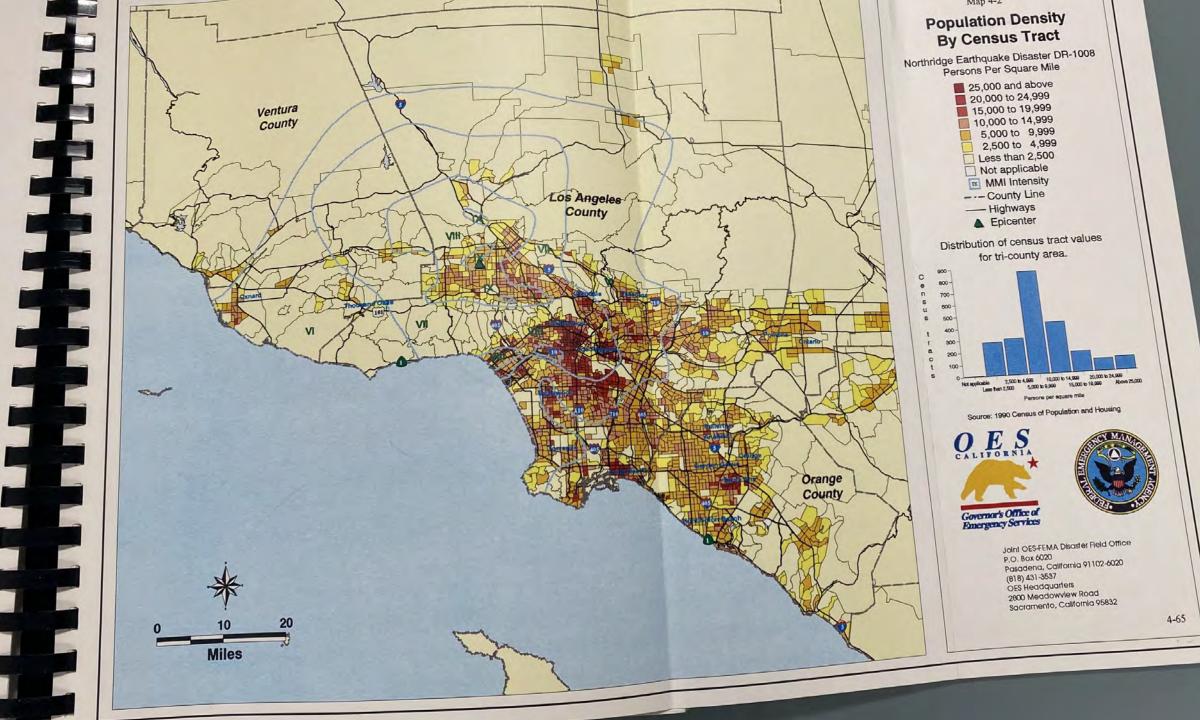
Highway Network - Thomas Brothers Maps

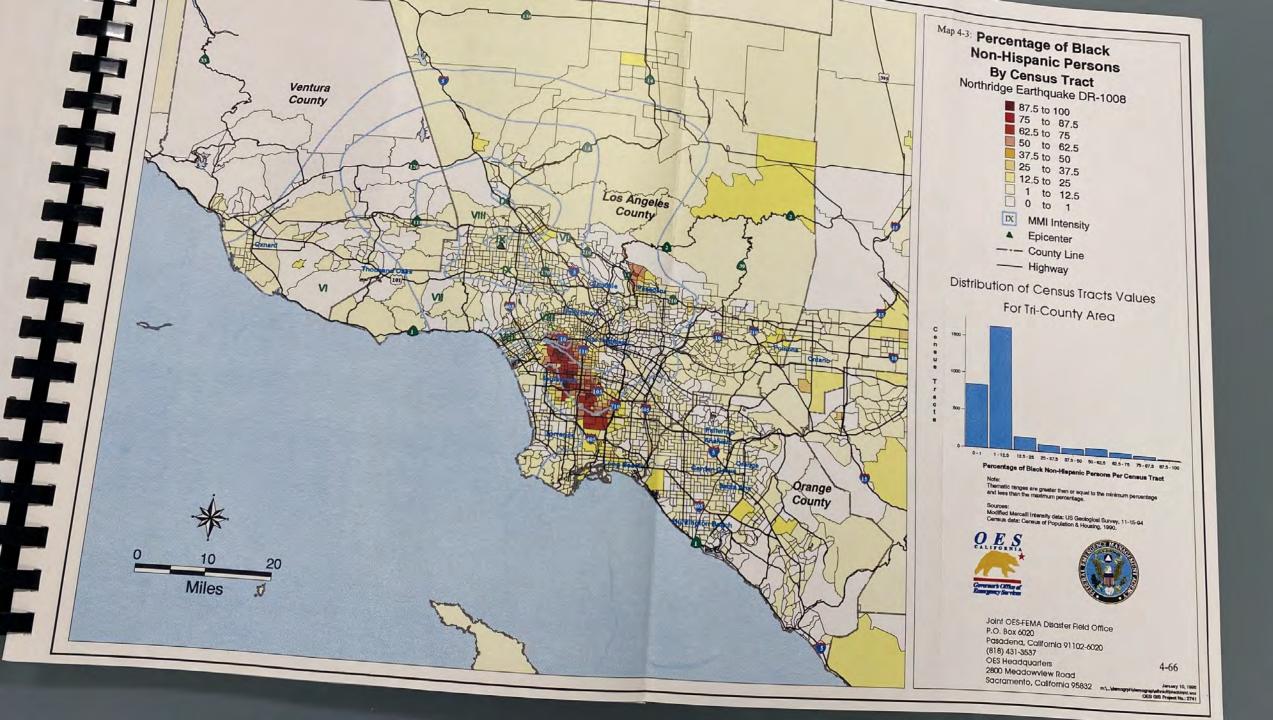
Digital Elevation Model - United States Geological Survey

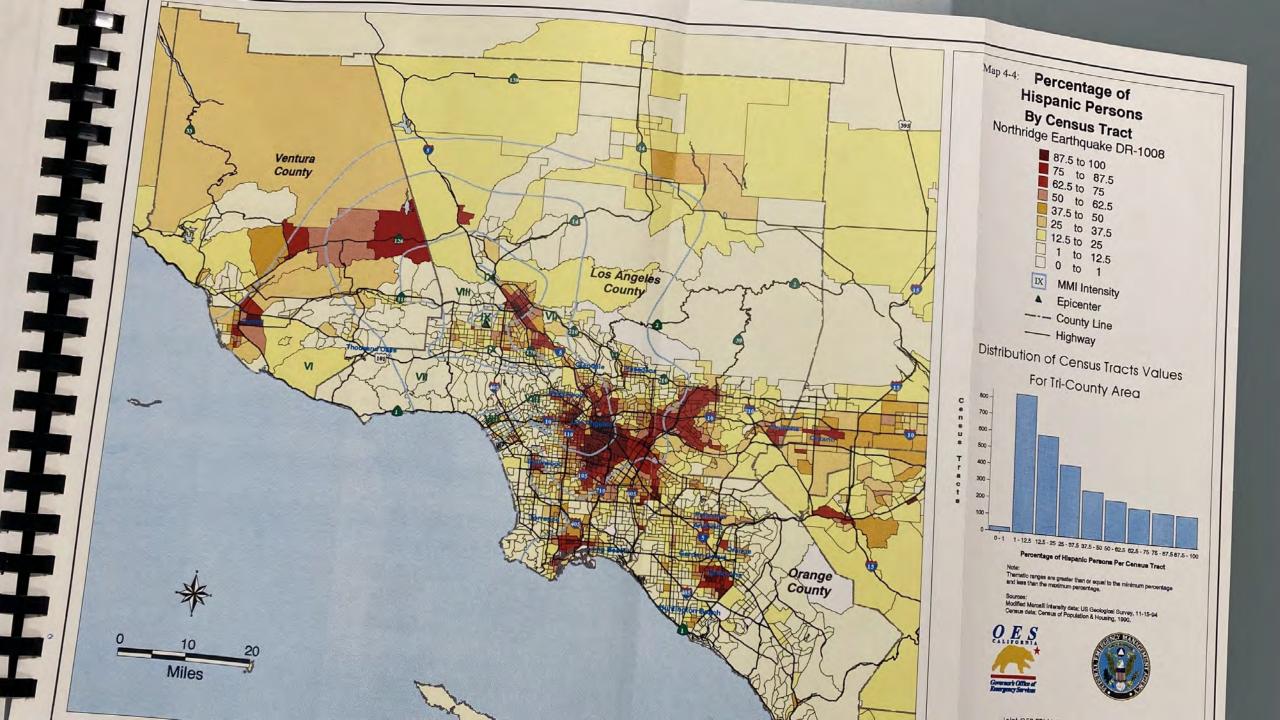


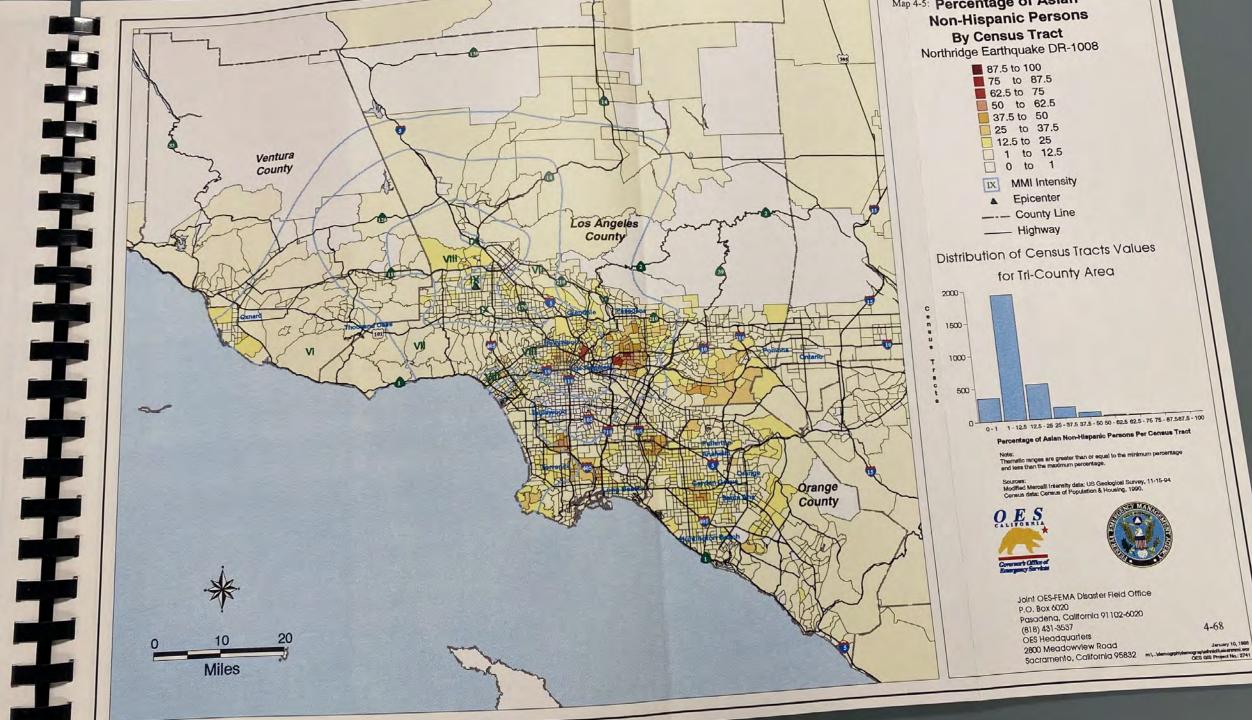
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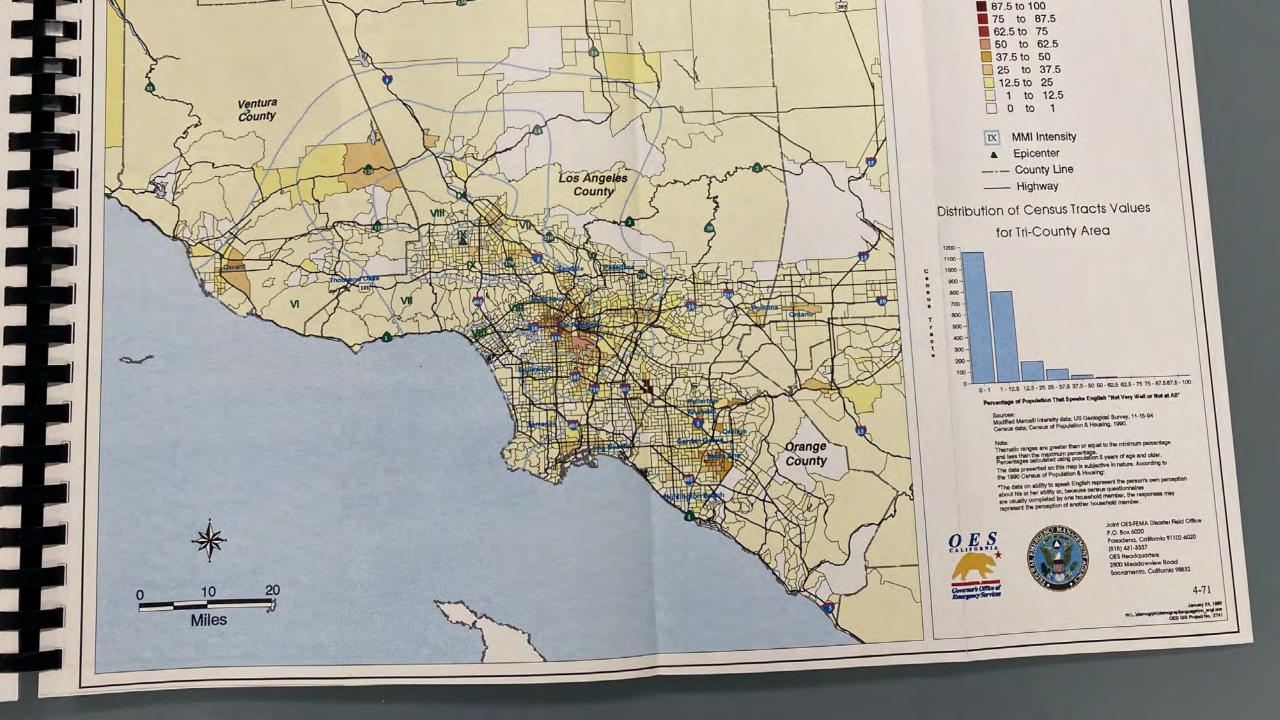
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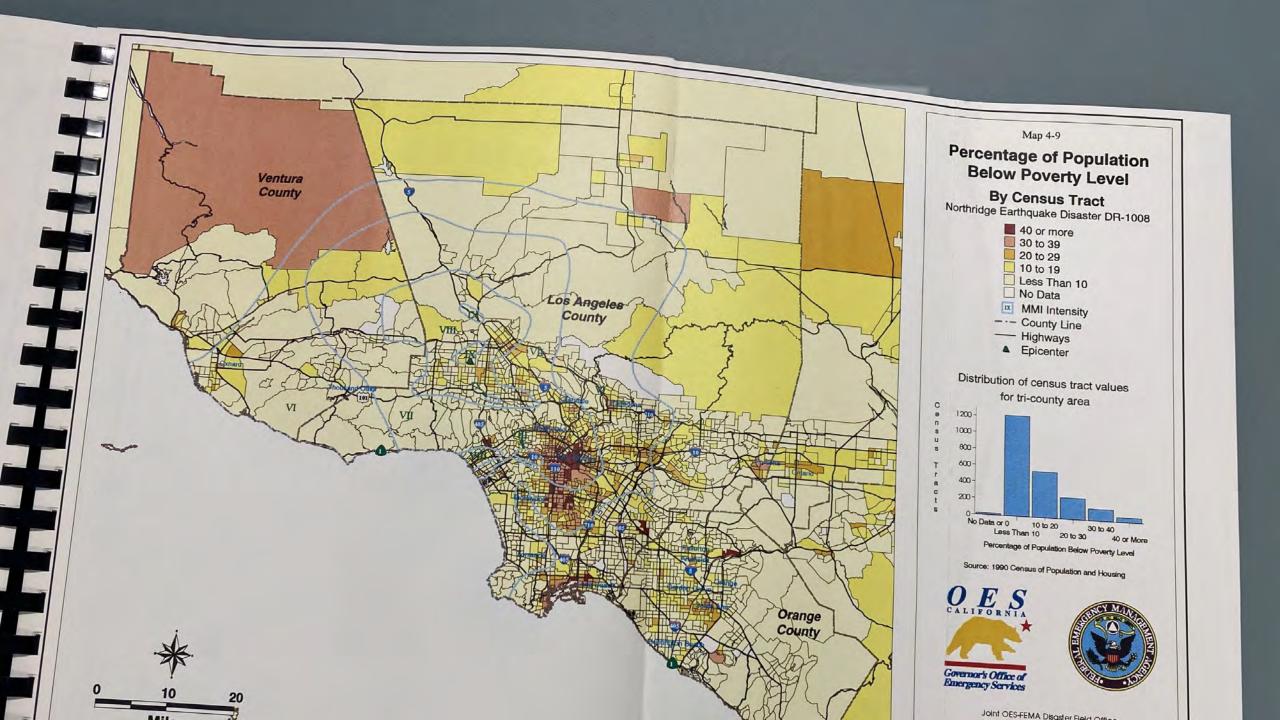


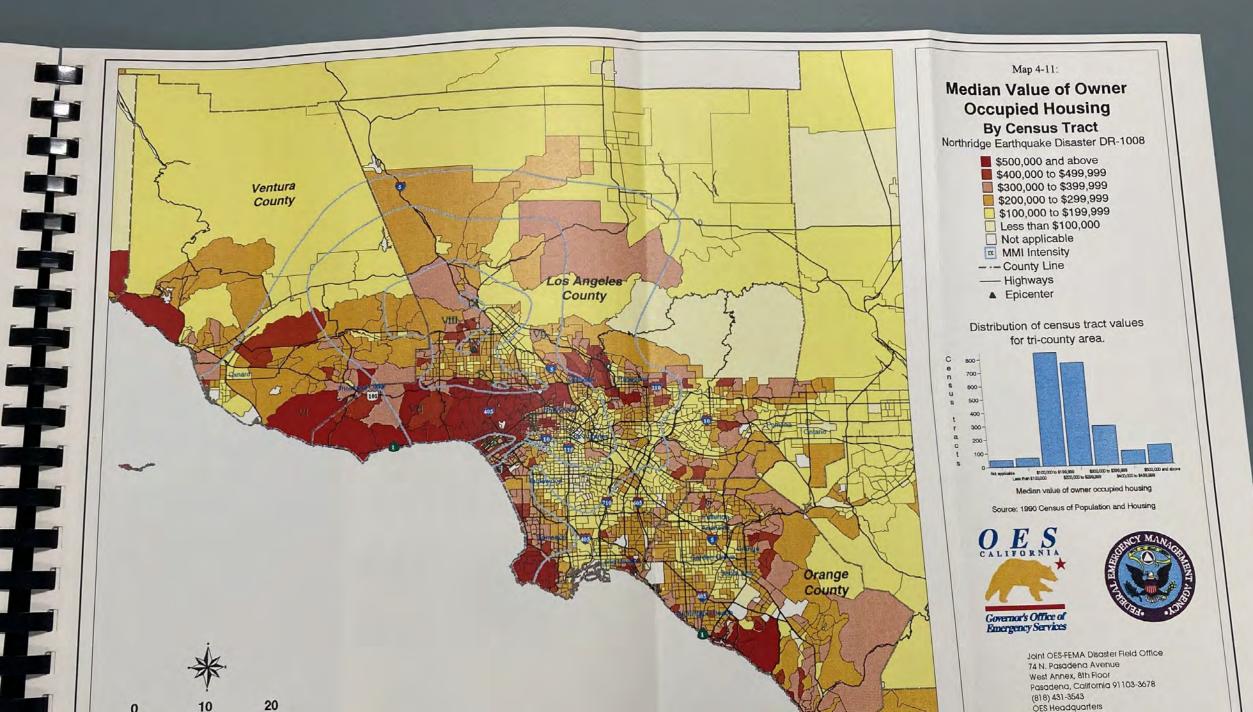


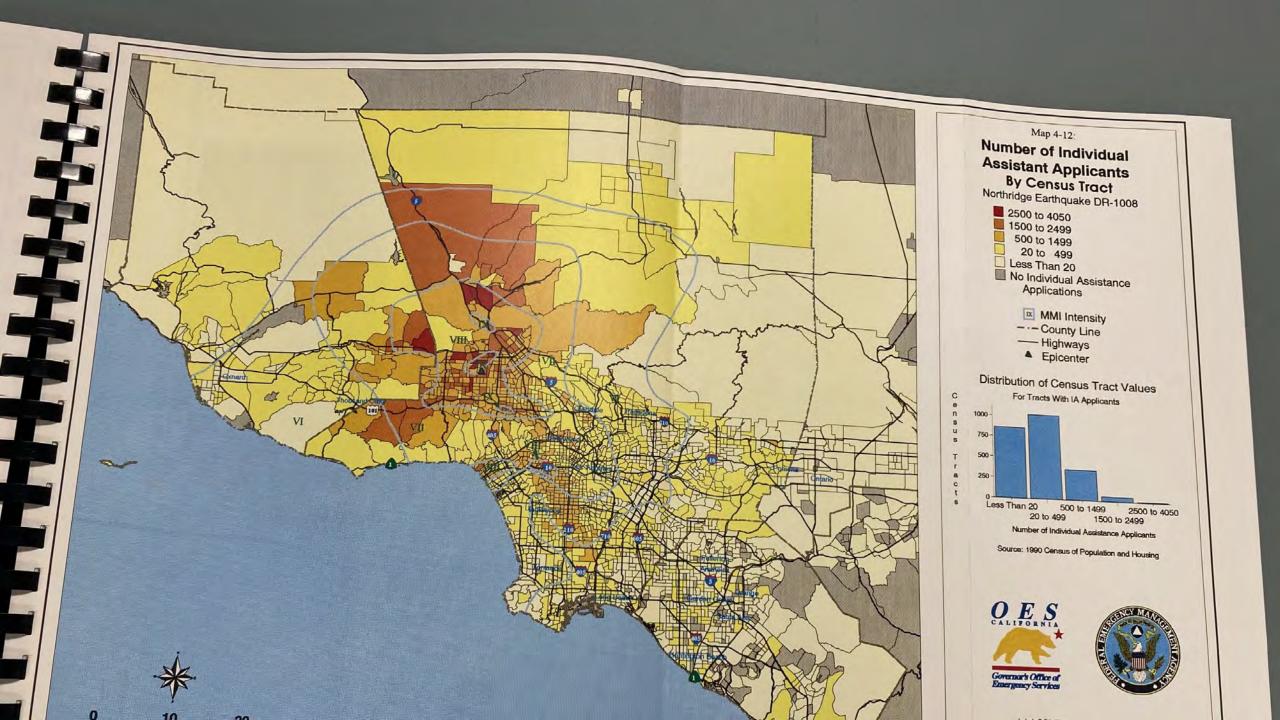


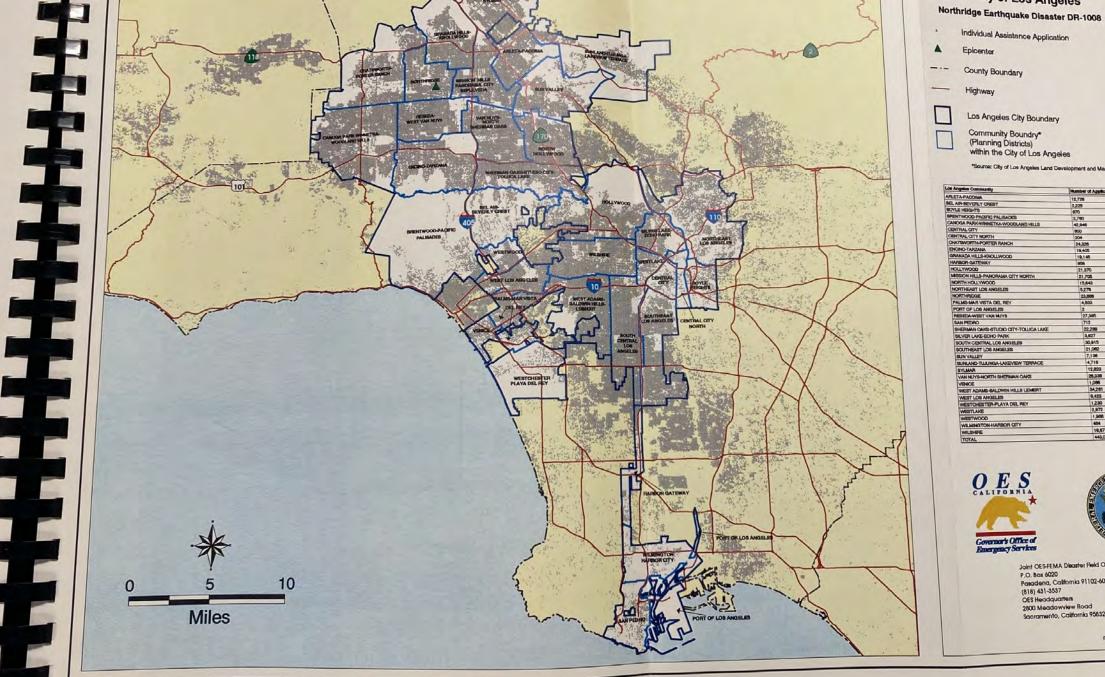


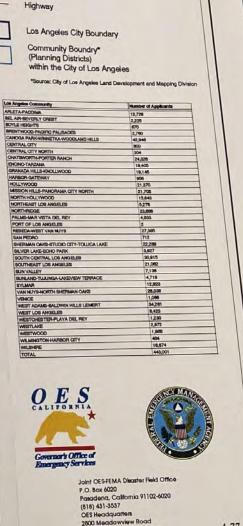












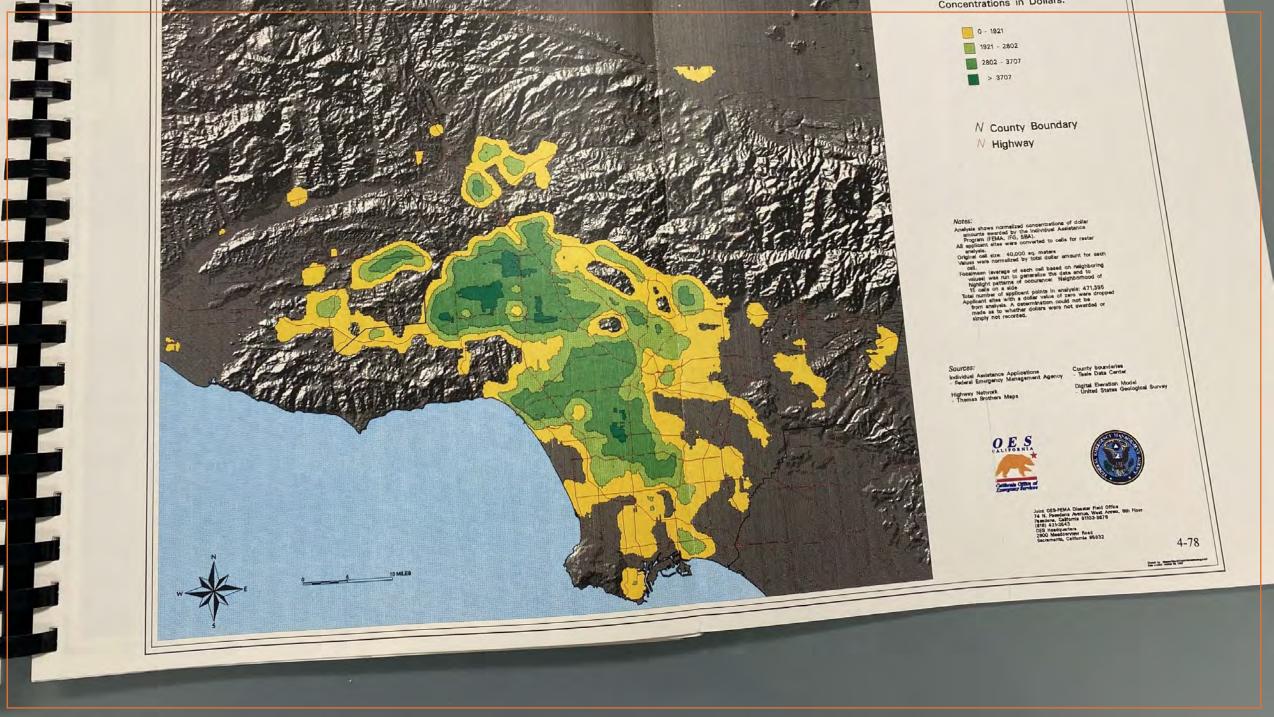
The Los Angeles

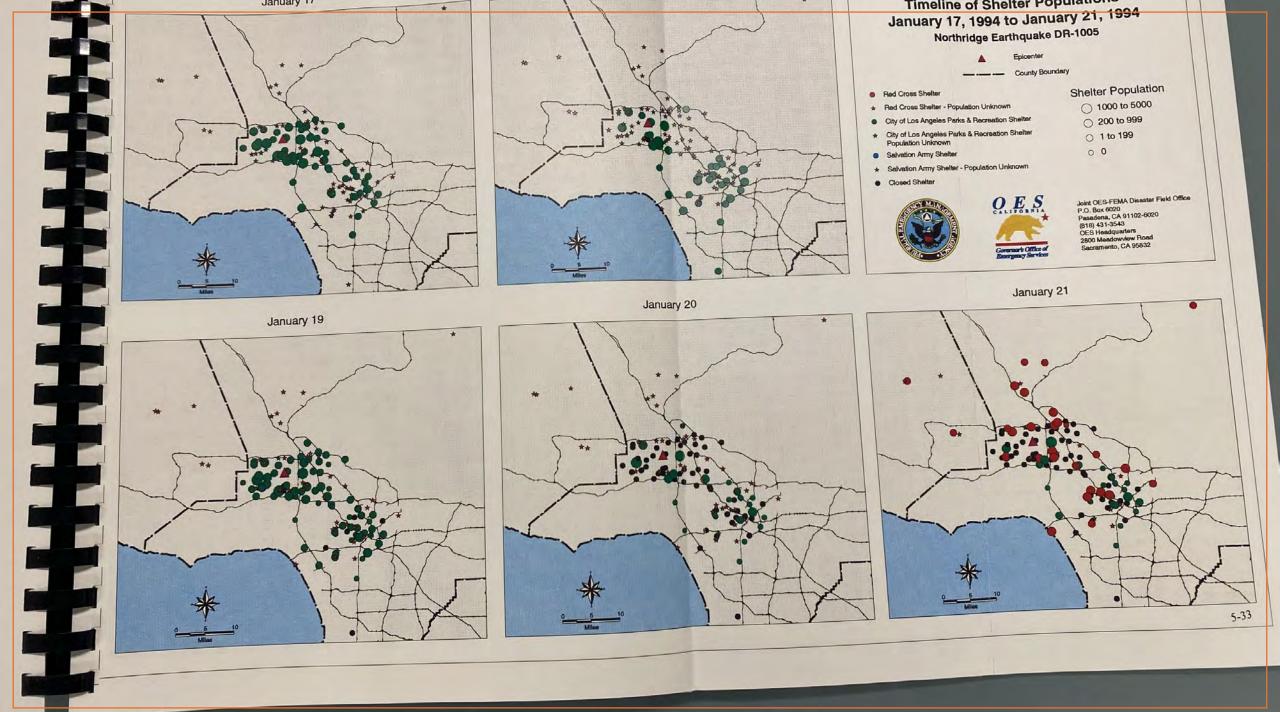
Individual Assistance Application

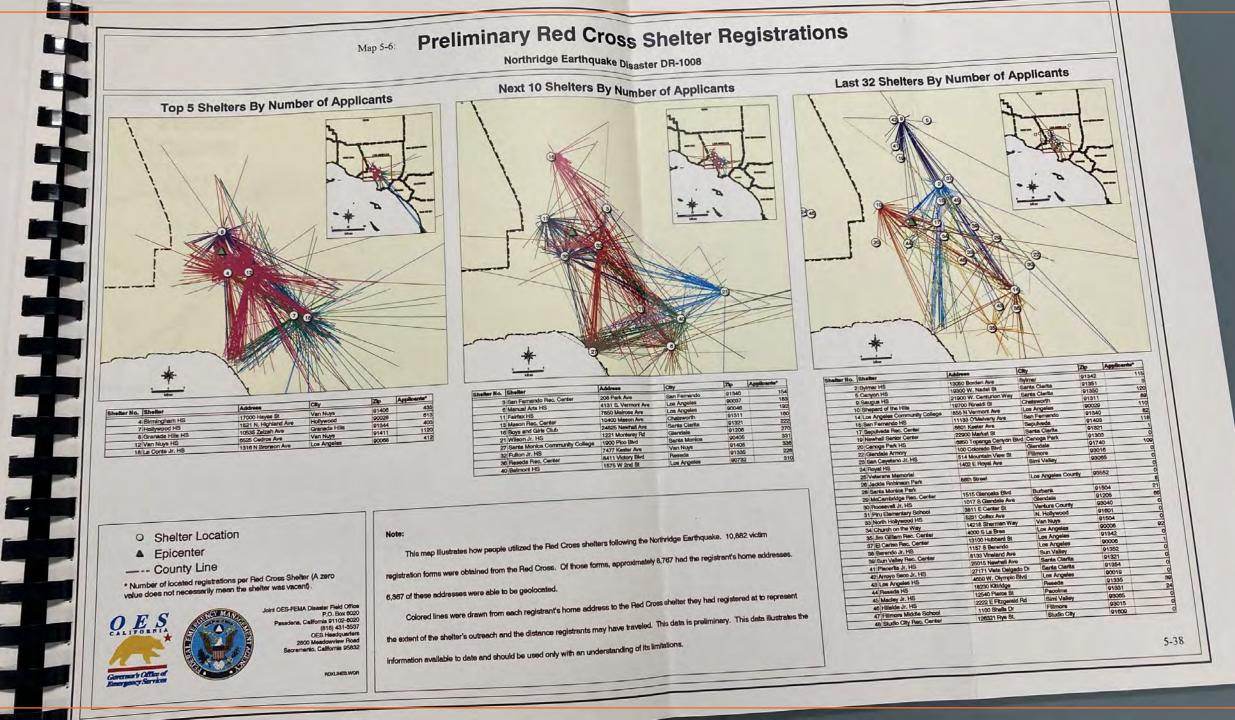
Epicenter

County Boundary

4-77 Sacramento, California 95832 January 19, 1995 m:\...admin\civil_dMoes\a_civil2.wor

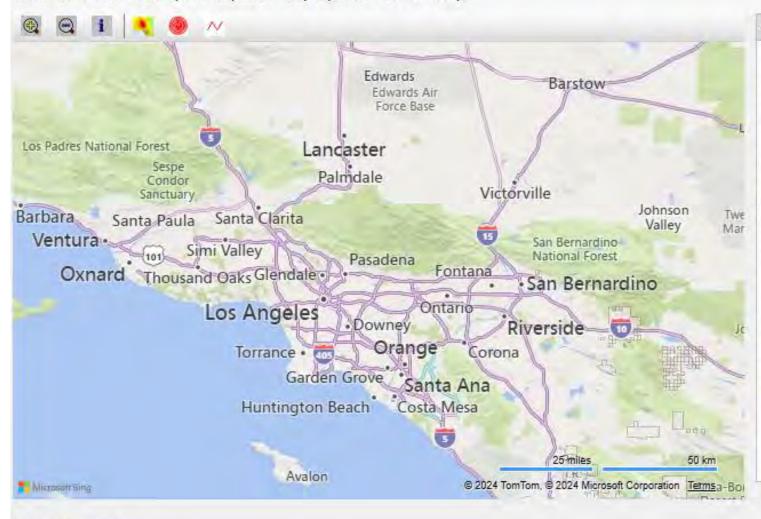






INLET

Simulate Event Earthquake Impacts Map Options Tools Help



The Internet-based Loss Estimation Tool

Search

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→ About InLET

InLET (Internet-based Loss Estimation Tool) is a web-based loss estimation modeling platform used to perform rapid assessment of the impact of earthquake disaster in California.

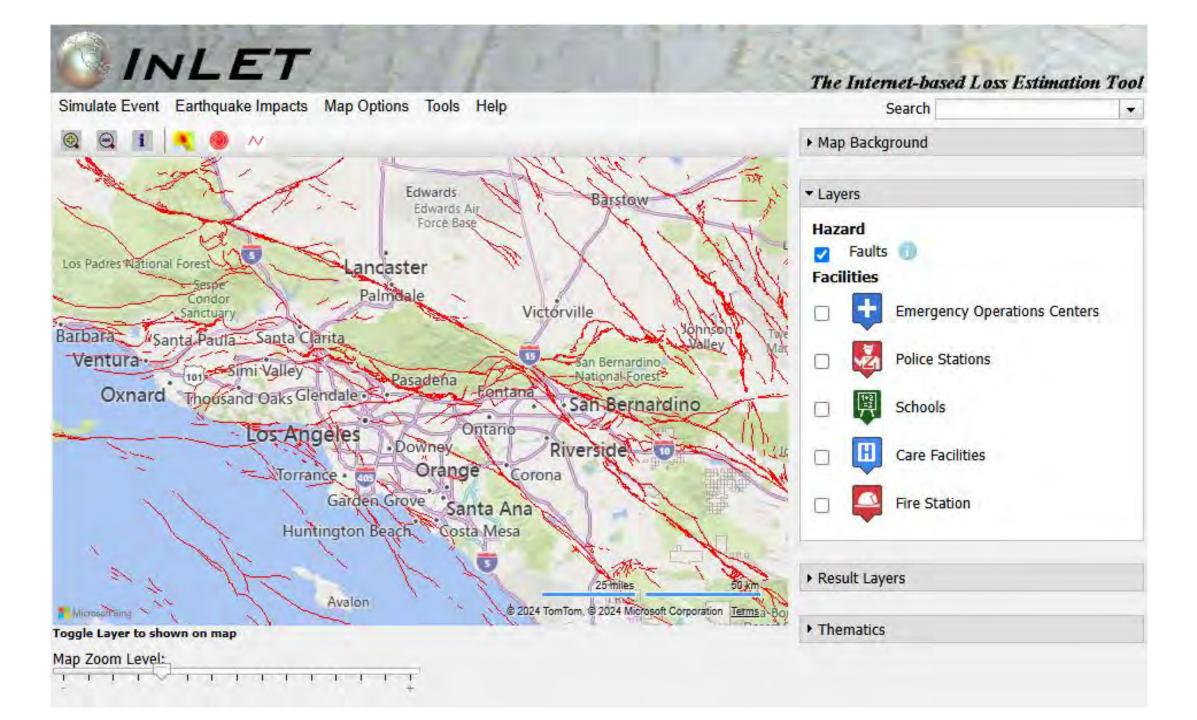
InLET performs loss/impact simulations using USGS earthquake ground motion data and FEMA HAZUS damage estimation technology. The damage and loss values generated are only approximations of the impacts caused by an earthquake in the affected region. In the case of an actual earthquake event, the damage and losses could be different.

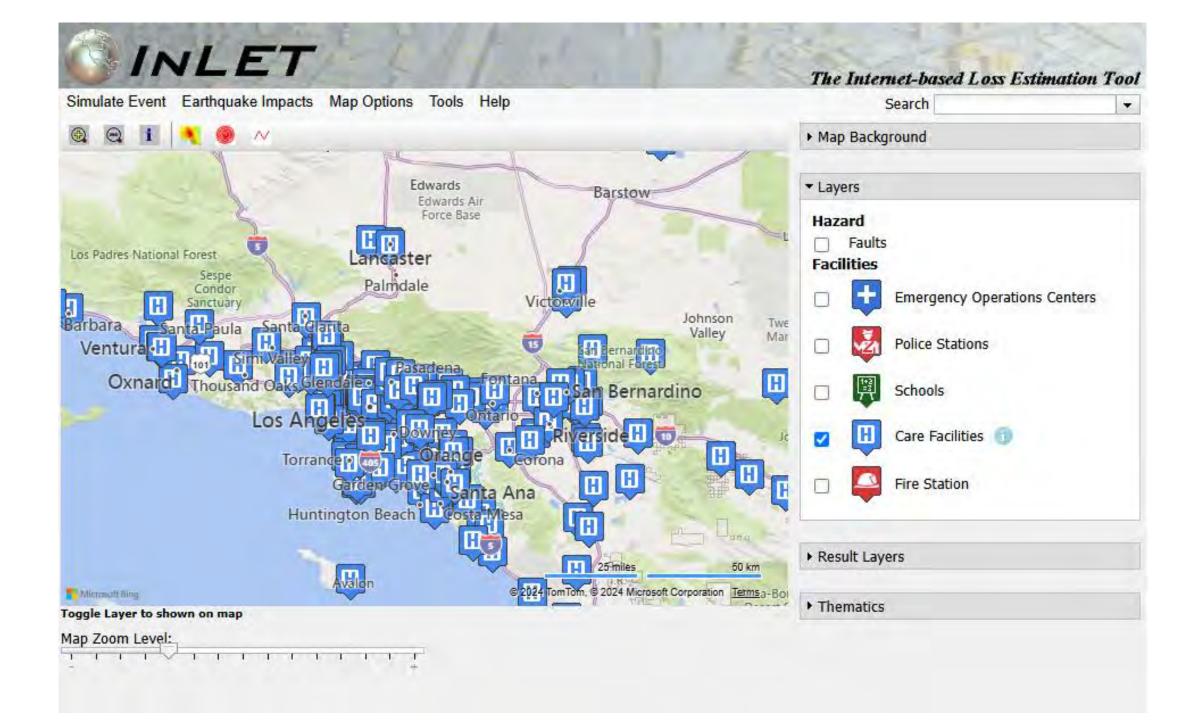
Results are appropriate for planning purposes and for early-post event response only, when more detailed data is not available.

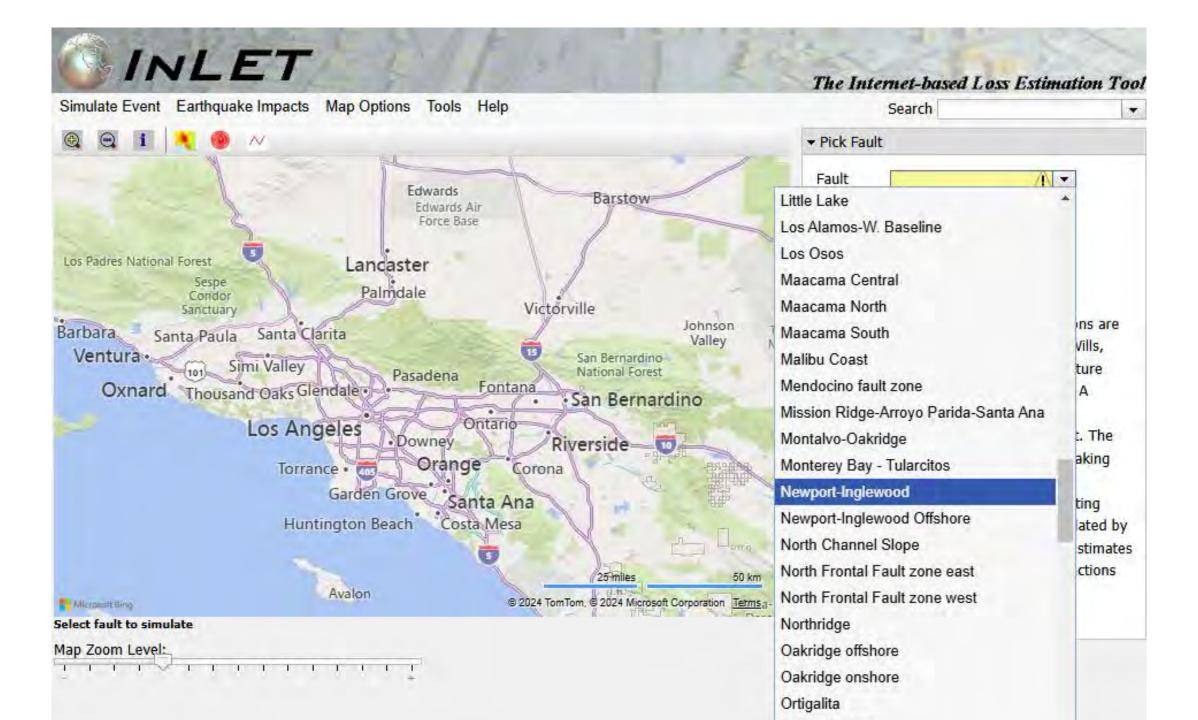
Developed by ImageCat Inc.

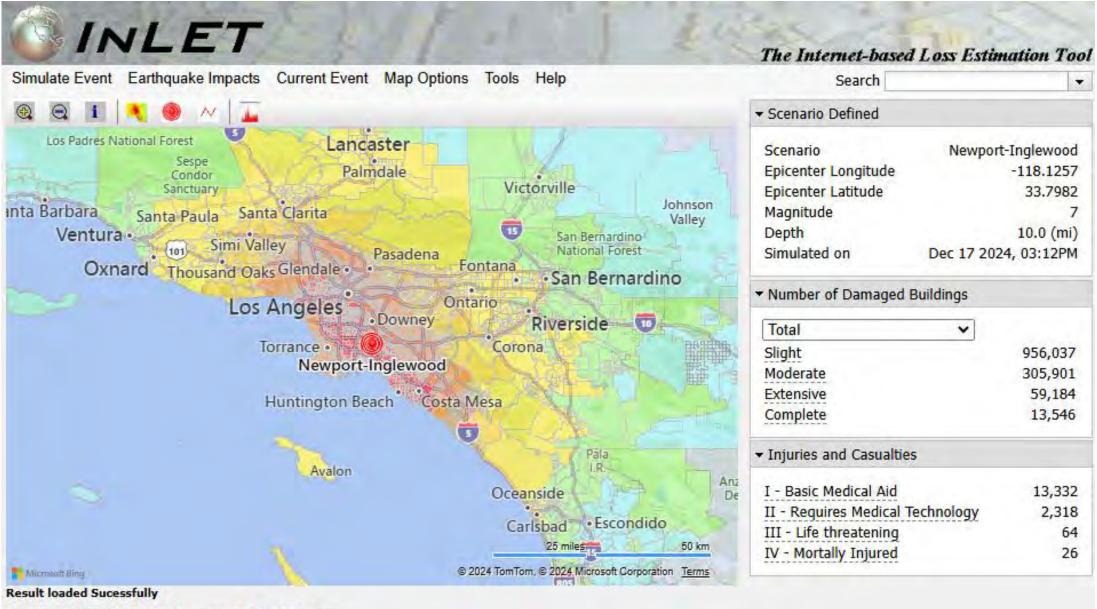


Map Zoom Level:









Ground Shaking: Instrumental Intensity

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Map overlay obacity:							opacity:	Map overlay

May the Force be with You





2	Characterizing Economic Disruption with the Global Economic Disruption Index (GEDI)	AND
4	Charles K. Huyck ¹ , Marina T. Mendoza ² , Paul Amyx ² , ZhengHui	Natural Hazards Review
5	"Z" Hu², Yajie Lee², Melisa Huyck¹, Michael Eguchi², Shubharoop	
6	Ghosh ² , Georgiana Esquivias ² , Ronald Eguchi ²	ASCE man.
7 8	1 ImageCat, Inc., 122 South Churton St, Suite 203, Hillsborough, NC, 27278, U.S.A. 2 ImageCat, Inc., 400 Oceangate, Suite 1050, Long Beach, CA, 90802, U.S.A., 90802, U.S.A.	(In press)
9	HIGHLIGHTS	
10	 The paper introduces the Global Economic Disruption Index (GEDI) as a new approach to 	
11	measure economic recovery following disasters. Additionally, it presents the GEDI	
12	framework, which incorporates hazard intensity, exposure, vulnerability, and resilience to	
13	predict GEDI values for specific events. The GEDI framework demonstrates substantial	
14	agreement with interpreted GEDI values.	
15	 Potential applications of GEDI and the GEDI framework include integration with 	
16	advisories, prioritizing mitigation efforts, supply chain impacts, ESG reporting, and	
17	diversification of real estate investments. An illustrative example that traces the global	
18	supply chain impacts of the 2011 Thailand floods is provided.	

wsi Wall Street Journal

Thai Floods Disrupt Car Production - WSJ

BANGKOK—Thailand's auto exporters are being hit by supply-chain ... Prior to the floods, Thailand's National Economic and Social Development Board forecast ... Oct 12, 2011



BBC News

Thailand floods disrupt production and supply chains Factories and supply chains are facing disruption as some of the worst flooding in decades starts to affect Thailand's economy. Western Digital, Honda Motor ... Oct 13, 2011



CW Computerworld

Thailand floods spur rush to SSDs

Thailand floods spur rush to SSDs ... products, including PCs, smartphones and tablet PCs, continued to drop because of sluggish economic conditions. Another ...

Dec 1, 2011

Wall Street Journal

Thai Authorities, Companies Blamed for Extent of Flood Damage



Some experts say yes, and that the international impact of Thailand's floods should ... the monsoon rains turned into such a devastating setback for the economy.

Nov 3, 2011

www. Wall Street Journal

Thailand GDP Shrinks 10.7%

BANGKOK—Thailand's economy contracted more than expected in the fourth quarter of last year as the country was hit by its worst floods in decades, pulling ... Feb 20, 2012

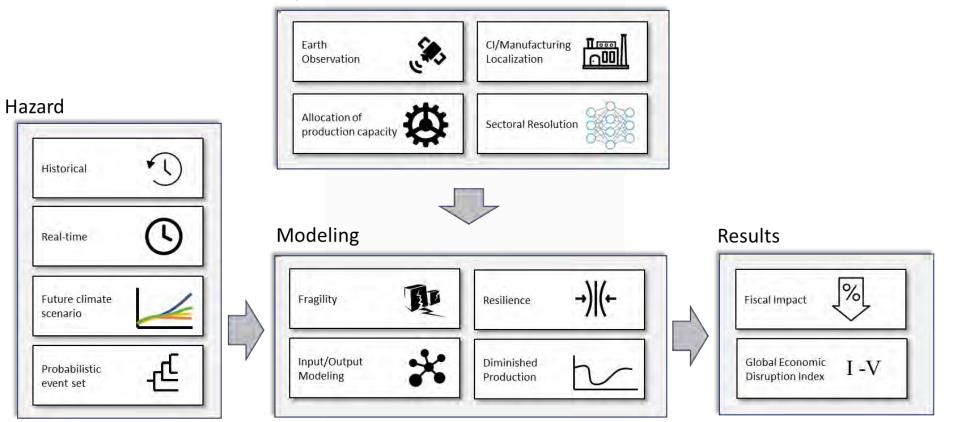






GEDI is a framework designed to find the tipping point

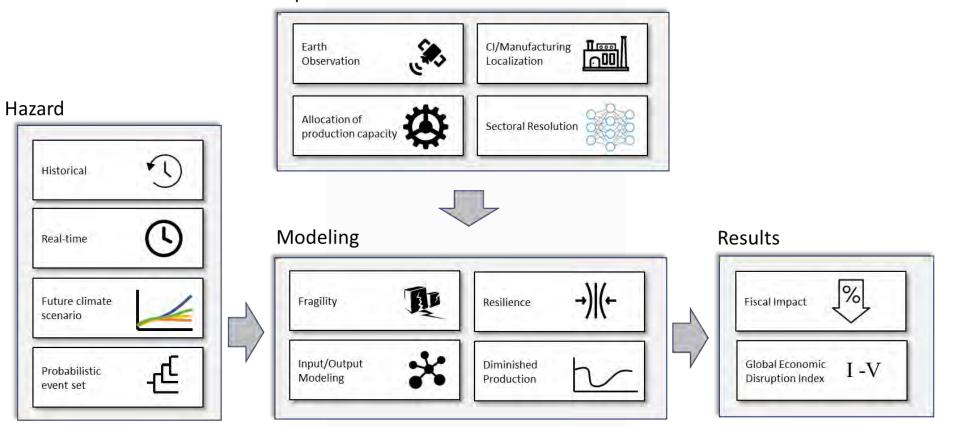




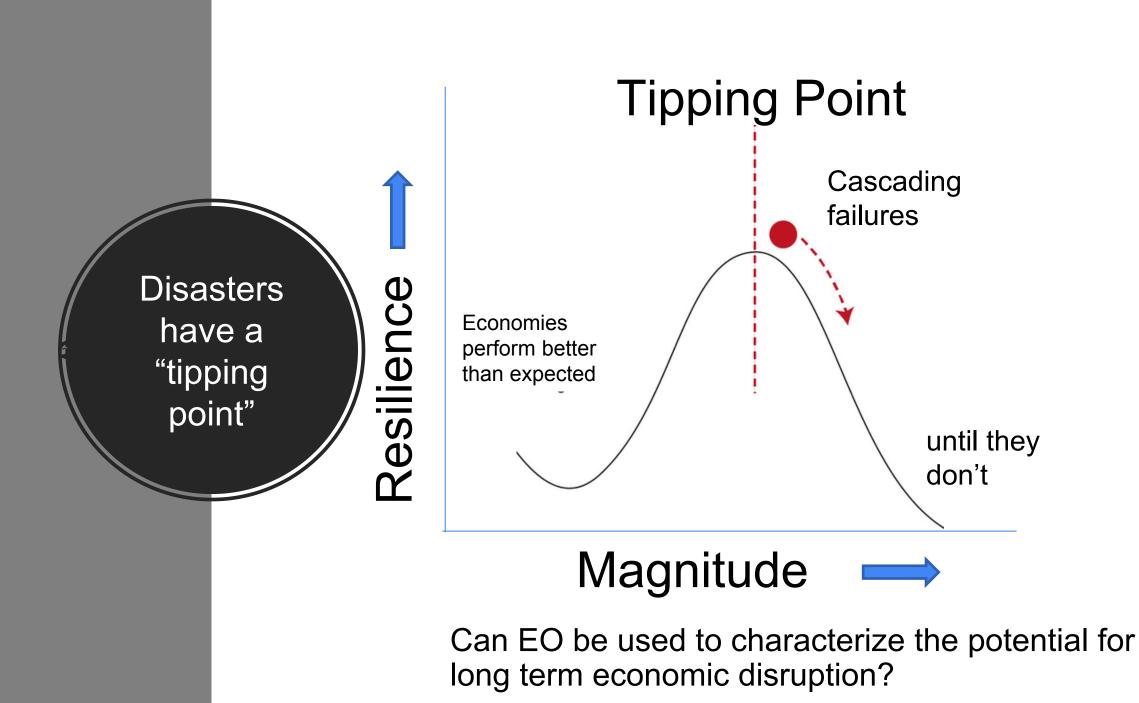


GEDI is a framework designed to find the tipping point

Exposure







Global Economic Disruption Index (GEDI)

Rank	Description	Restoration
Ι	Slight	Rapid restoration on the order of a few hours to a few days expected
II	Moderate	Economic activities typically resume in less than a week
III	Major	Economic activities are likely to rebound on the order of weeks.
IV	Severe	Economic rebound expected after months of restoration.
V	Catastrophic	Major disruption in economic activity requires years of recovery.

Regions of production are generally visible

Bangkok, Thailand

are detectable through image segmentation can then be overlaid with global hazard datasets to identify problematic areas



Reduced production can be fed into regional economic models to identify where localized losses may trigger cascading impacts.

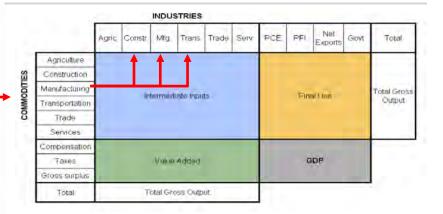


Figure 2: Heat Map of Supply Chain Disruption from the 2011 Thailand Floods by Country and Sector (Excerpt)

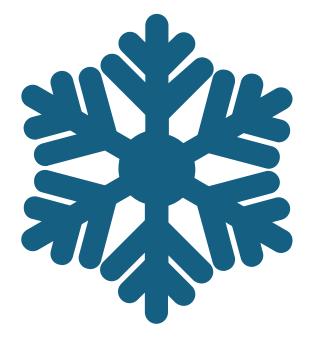
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	Chun	lapiso	Linite	Chin	Malaysia	Korra	Australia	Indonene	Viet Nam	Chunete	India	Simp	Liermany	Phillip	Unite	Sand	Runs	France	Canada	Italy	Swith	Biazil	Mexi
Computer, electronic and optical products						1									1			1					
Basic metals																							
Chemicals and pharmacentical products							-																
Wholesale and retail trade; repair of motor vehicles																							
Motor vehicles, trailers and semi-trailers																							
Construction																					-		
Transportation and storage																1							
Machinery and equipment, nec																	_	_					
Electrical equipment			_		1					-												_	
Other business sector services				-	-																	_	
Mining and extraction of energy producing products			-	-	1.15	1																	
Food products, beverages and tobacco									1.5											_			
Rubber and plastic products																							
Textiles, wearing apparel, leather and related products																							
Agriculture, forestry and fishing																							

Applications

Global Economic Disruption Index (GEDI)

- Real time advisories (i.e. USGS Shakecast)
- Global corporate risk- CRE,
 investment portfolios
- Extension of CAT modeling tools
- Prioritization of infrastructure hardening and development projects

Rank	Description	Restoration
Ι	Slight	Rapid restoration on the order of a few hours to a few days expected
II	Moderate	Economic activities typically resume in less than a week
III	Major	Economic activities are likely to rebound on the order of weeks.
IV	Severe	Economic rebound expected after months of restoration.
V	Catastrophic	Major disruption in economic activity requires years of recovery.



Happy Holidays





Search & Rescue Debris removal Evacuation Routes Rebuilding Costs

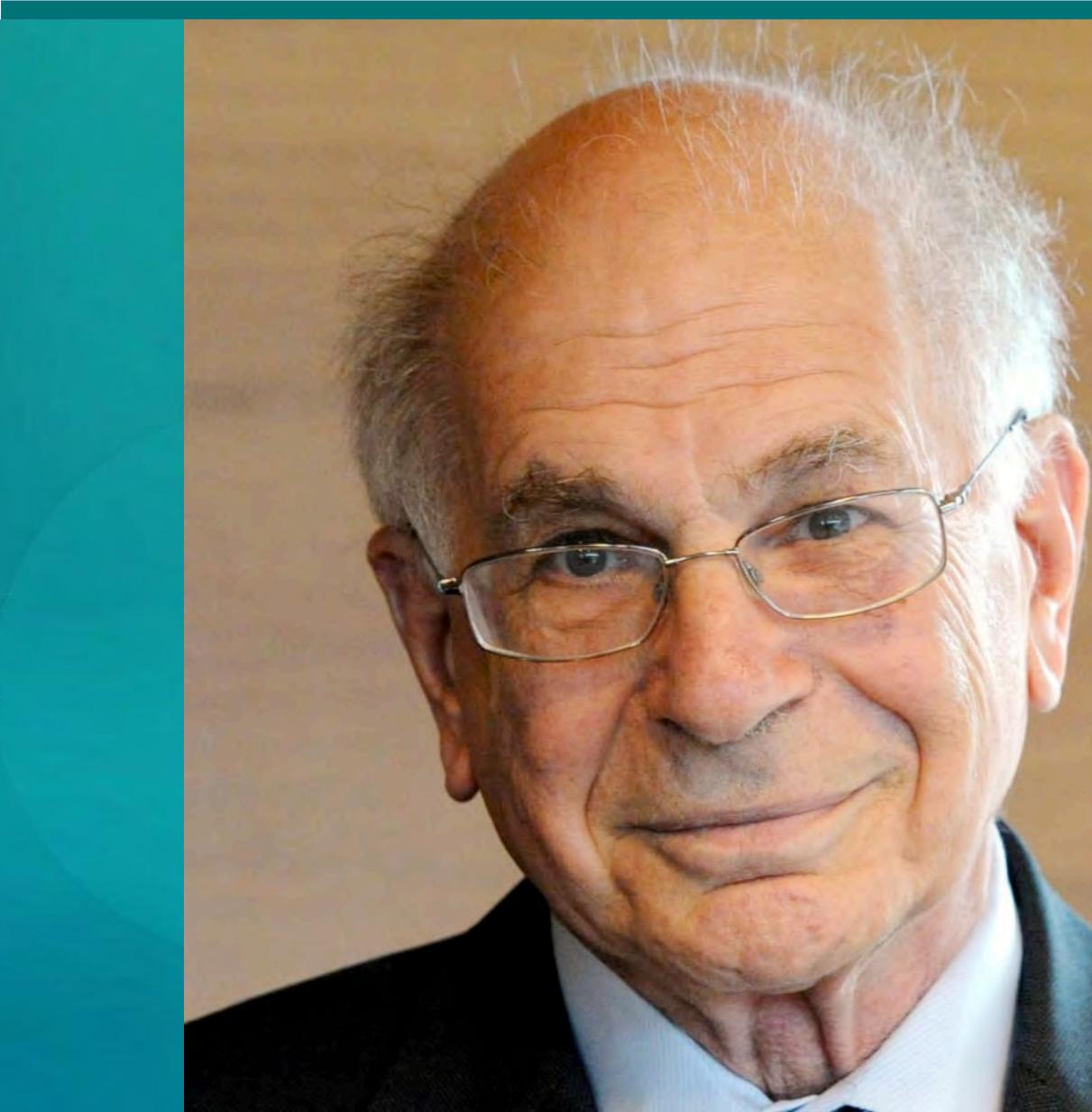
From Risk to Action The role of emotions in decision making

Dr. Lucy Jones Dr. Lucy Jones Center for Science & Society





Fast and slow thinking





THINKING, FAST AND SLOW DANIEL KAHNEMAN



Risk Perception

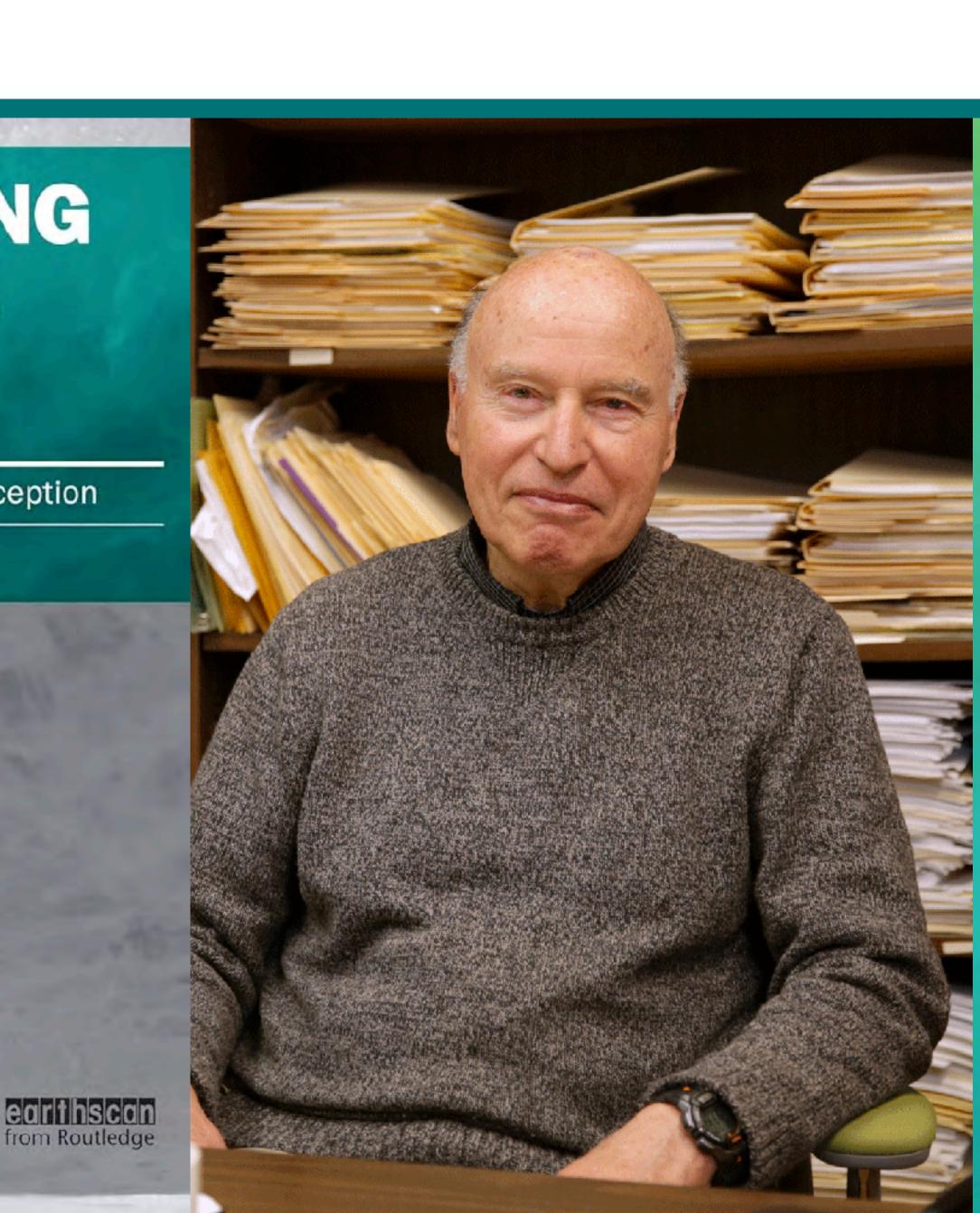
Affective 8 Analytical

New Perspectives on Risk Perception

Slovic et al, 2004 Risk as Analysis and Risk as Feelings: Some Thoughts about Affect, Reason, Risk, and Rationality

THE FEELING OF RISK

Paul Slovic



Affective S

Affective: what fe

Two Modes of Thinking

More rapid process toward immedia

Self-evidently valid: ' is believin

Slovic et al., 2004

Controls the decis

System	Analytical Syste
feels bad?	Logical: reason oriented (wl sensible)
sing: oriented ate action	Slower processing: orient toward delayed action
"experiencing ng"	Requires justification via lo and evidence
ision to act	More accurate

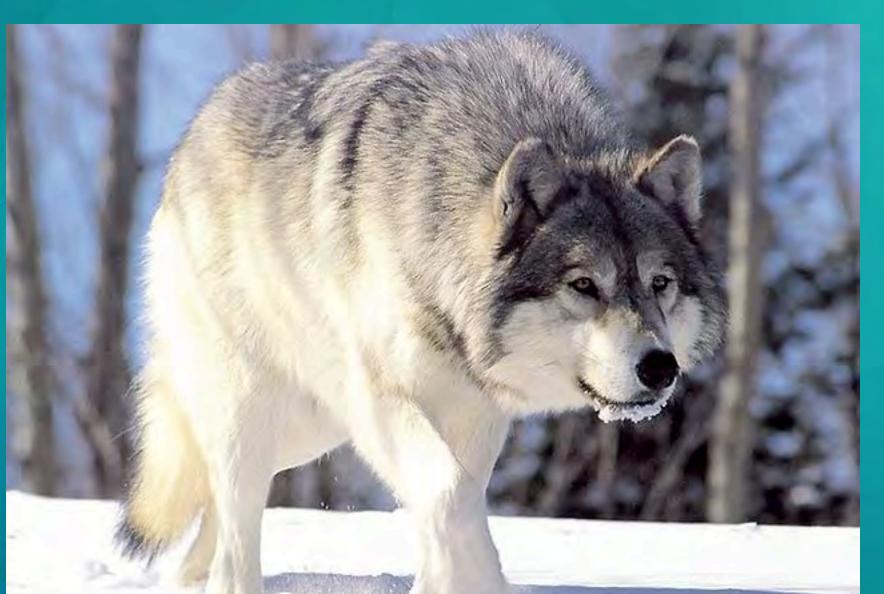






Risk perception vs Decision to act

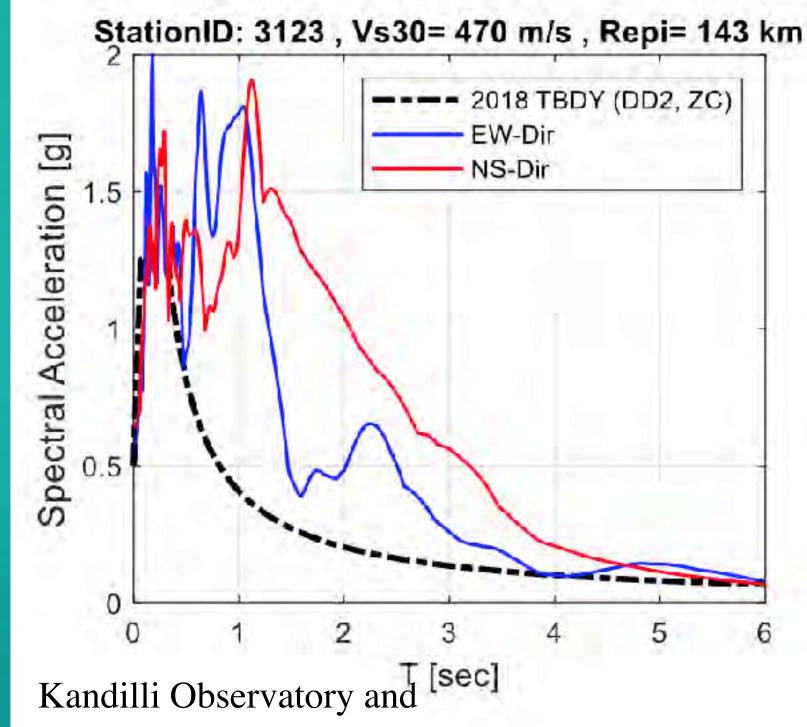
The decision to act re affective system
Decision to act collap

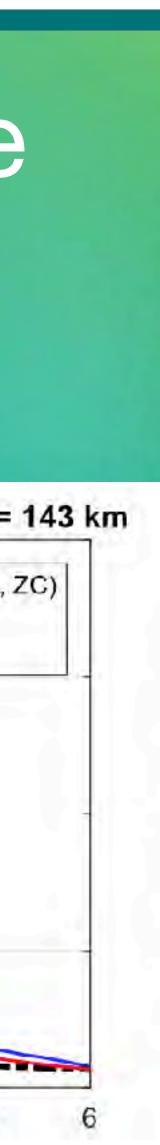


Creative Commons Attribution-Share Alike 3.0 Chris Muiden

The decision to act requires engagement of the

Decision to act collapses probability to 0 or 1





ShakeOut scenario and policy initiatives

• A scenario tells a story

- Emphasized financial outcomes which directed attention away
- Emphasized consensus
 - Focus on uncertainty increases feelings of inefficacy

from awfulness of disaster



The ShakeOut Earthquake Scenario—A Story That Southern Californians Are Writing

Los Angeles

Circular 1324 Jointly published as California Geological Survey Special Report 20.

U.S. Geological Surve



Beyond rational factors in risk decisions

 Perceived risk is affective response Actions must feel useful Risk must be personal Imminent risk is always more actionable

Tempo: Music for Climate Action

TEMPO **Music for climate action**

What is Tempo?

The Tempo Project brings together climate scientists and engineers, social scientists, and musicians to explore the ways in which music can be used to change the

current emotiona climate crisis and an emotional res evidence of the c inspire more actio problem and the communities toge

emotional climat

What Can Climate Science Tell Us?

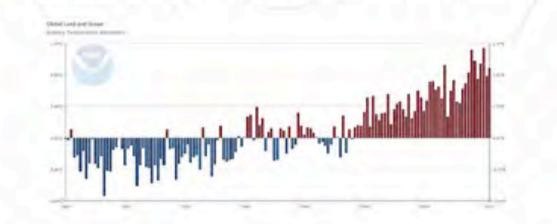
The Ten

In April 2023, the climate action. W inspire the emotid toolkit is a synop climate crisis that there are lyrics, v multiple language awarded for the a

The problem with CO2

Due to its molecular structure, CO2 absorbs and emits infrared radiation, warming the Earth's surface and the lower levels of the atmosphere, acting like a blanket to trap in more heat. Over the last 150 years, human activity has brought the amount of carbon dioxide in our atmosphere up to levels that have not been seen for hundreds of thousands of years.

Almost a hundred years ago, scientists first proposed that increasing levels of CO2 would increase the temperature just like putting extra blankets on the bed. In the 1980s, scientists were able to measure old air that was trapped in bubbles in the ice of Antarctica and Greenland and they showed that the temperature of the air and the levels of CO2 changed together. We have now put more CO2 in the atmosphere than ever before in the last million years and the temperature is rising because of it.







ready.gov: Hurricane Preparedness

Prepare for Hurricanes

Know Your Hurricane Risk

Hurricanes are not just a coastal problem. Find out how rain, wind, water and even tornadoes could happen far inland from where a hurricane or tropical storm makes landfall. <u>Start preparing now</u>.

Make an Emergency Plan

Make sure everyone in your household knows and understands <u>your hurricane plans</u>. Include the <u>office</u>, <u>kids' day care</u>, <u>and anywhere else you</u> <u>frequent</u> in your hurricane plans. Ensure your business has a <u>continuity plan</u> to continue operating when disaster strikes.

Know your Evacuation Zone

You may have to evacuate quickly due to a hurricane if you live in an evacuation zone. <u>Learn</u> <u>your evacuation routes</u>, practice with your household and pets, and identify where you will stay.

Those with Disabilities

Identify if you may need additional help during an emergency if you or anyone else in your household is an <u>individual with a disability</u>.

Review Important Documents

Make sure your <u>insurance policies and personal</u> <u>documents</u>, such as ID, are up to date. Make copies and keep them in a secure password-protected digital space.

Strengthen your Home

De-clutter drains and gutters, bring in o furniture, and consider hurricane shutte

Get Tech Ready

Keep your cell phone charged when you hurricane is in the forecast and purchas charging devices to power electronics.

Have several ways to receive alerts. <u>Download the</u> <u>FEMA app</u> and receive real-time alerts from the National Weather Service for up to five locations nationwide. <u>Sign up for community alerts</u> in your area and be aware of the Emergency Alert System (EAS) and Wireless Emergency Alert (WEA), which require no sign up.

 Follow the instructions from local emergency managers, who work closely with state, local, tribal, and territorial agencies and partners. They will provide the latest recommendations based on the threat to your community and appropriate safety measures.

Recognize Warnings and Alerts

Help your Neighborhood

Check with neighbors, <u>senior adults</u>, or those <u>who</u> <u>may need additional help</u> securing hurricane plans to see how you can be of assistance to others

Gather Supplies

<u>Have enough supplies</u> for your household, include medication, disinfectant supplies and <u>pet</u> <u>supplies</u> in your go bag or car trunk. You may not have access to these supplies for days or even weeks after a hurricane.



Disaster Fighters

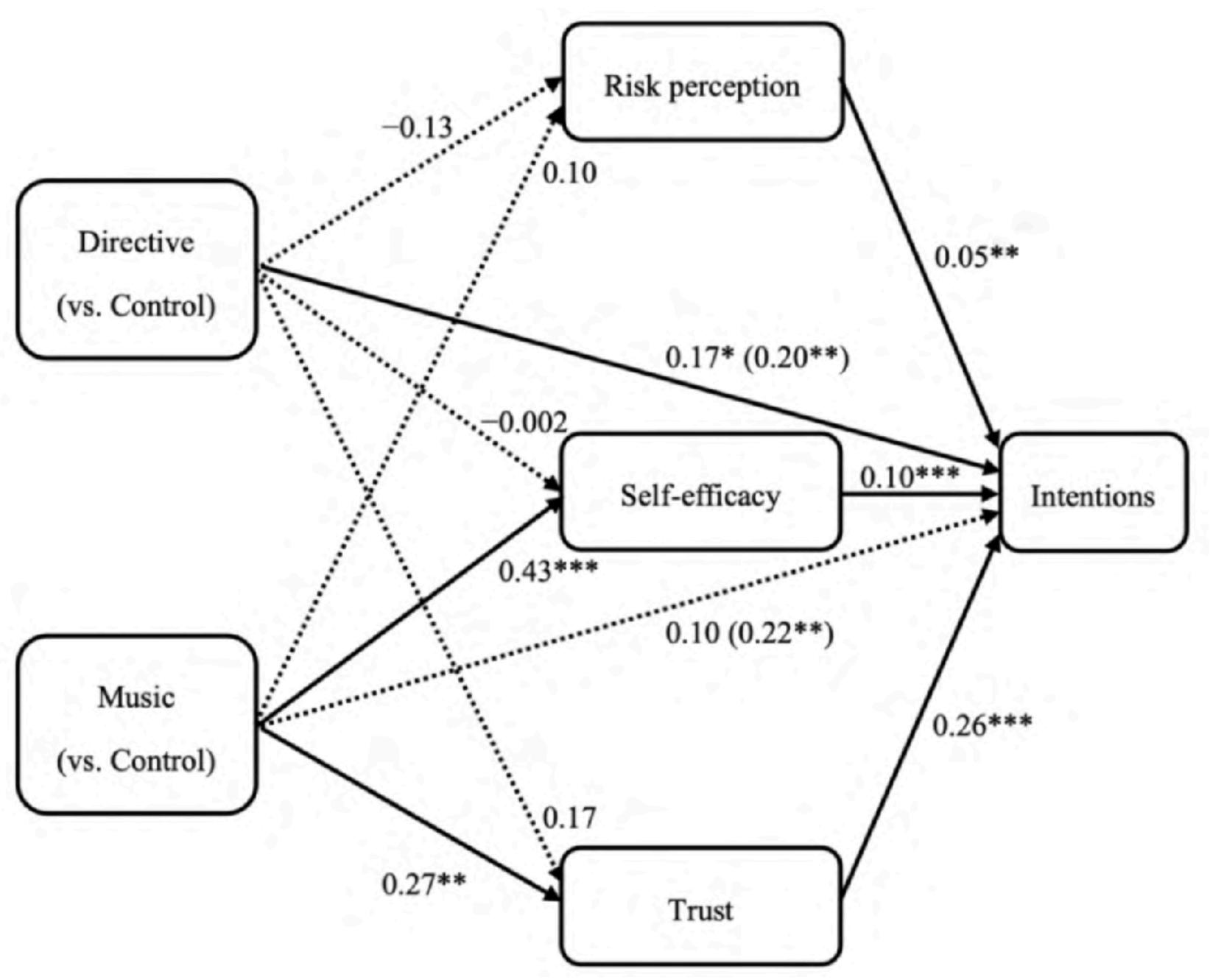
Created by Pacifico, Buenos Aires, Argentina Emiliano Rodriguez Neusch

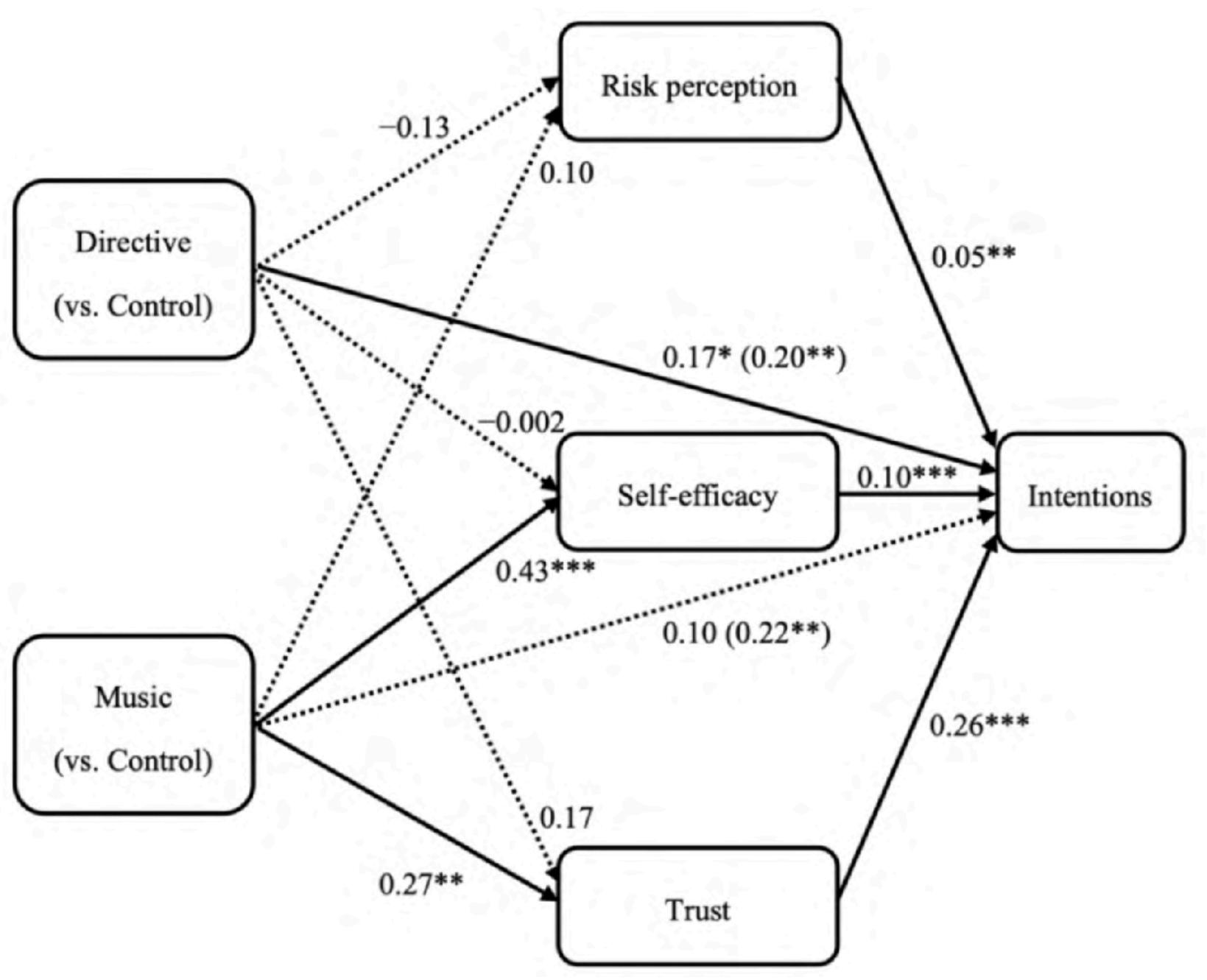




Impact of music on risk perception

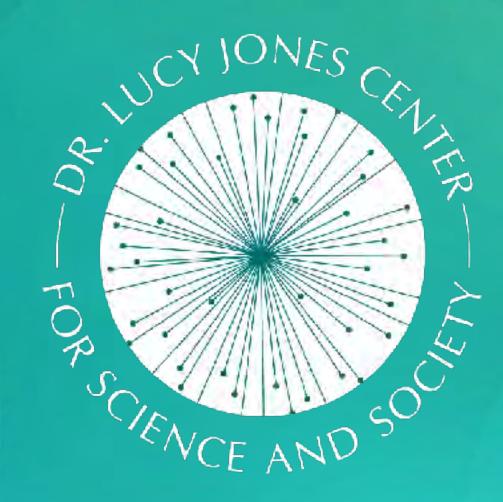
Emiliano Rodriguez Neusch London School of Economics





CONTACT

drlucyjonescenter.org







Insights from Crisis Communications

DEA Mode

• We are trying to get people to act

Sellnow et al., 2017, Communication Studies



Internalization

Distribution

Action

Explanation



I: Internalization



It needs to apply to me Focus on the concrete consequences (not probabilities) Focus on local application



The ShakeOut Earthquake Scenario—A Story That Southern Californians Are Writing

Circular 1324

California Geological Survey Spec

U.S. Department of the l U.S. Geological Survey



D: Distribution

 Consistent messages from multiple sources Multiple modalities reinforce the message





E: Explanation

 Why is this true? We need to decide to believe the warning

Science matters!

We need to confirm with others we trust



The ShakeOut Earthquake Scenario—A Story That Southern Californians Are Writing

Los Angeles

Vict

naheim

San Bernardino

Circular 1324

Jointly published as California Geological Survey Special Report 20

San Die

U.S. Department of the Interio U.S. Geological Survey





A problem without a solution encourages despair and decreases action

What to do during an Earthquake:



Shak

www.ShakeOut.org

Register at





The Northridge Earthquake - 30 Years Later

A Catalyst for Engineering Resilient Communities Webinar Series

Q&A

The recording of today's webinar will be posted within a week at EarthquakeCountry.org/northridge30-webinar8 and SoCal.EERI.org





