



*San Diego Earthquake
Scenario Workshop
San Diego, CA
January 24, 2015*

Seattle Fault Earthquake Scenario

Experiences with Stakeholder Involvement

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**Earthquake Engineering
Research Institute**

Presentation Outline

- What is a Project Stakeholder?
- Stakeholders List
- Recruiting Stakeholders
- How We Worked Together
- Staying Engaged
- Questions & Discussion



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What is a Project Stakeholder?

- Stakeholders are entities that have an interest in a given project. These stakeholders may be inside or outside an organization which:
 - Sponsor a project, or
 - Have an interest or a gain upon a successful completion of a project;
 - May have a positive or negative influence in the project completion.
- Project stakeholders are individuals or organizations that are actively involved in the project, or whose interest may be affected as a result of project execution or project completion.



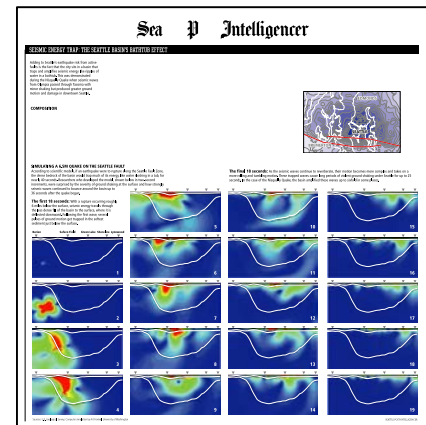
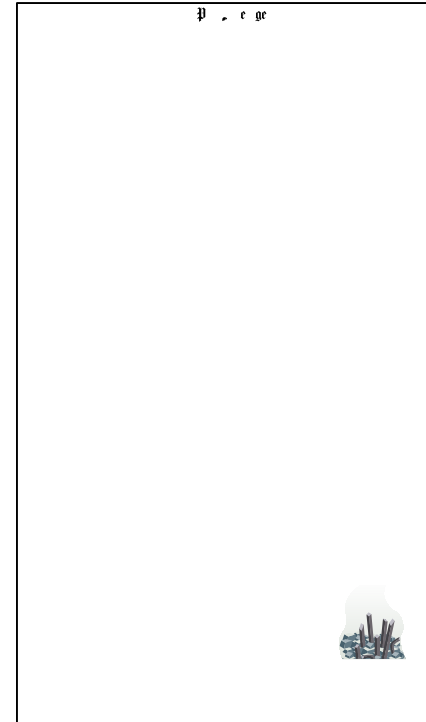
Partial Stakeholder List

- American Society of Civil Engineers, Seattle, WA
- Structural Engineers Association of Washington (SEAW)
- Earthquake Engineering Research Institute (EERI)
- U.S. Geological Survey (USGS)
- University of Washington (UW)
- Washington Military Departments Emergency Management Division (WA EMD)
- Cascadia Region Earthquake Workgroup (CREW)
- Federal Emergency Management Agency (FEMA)
- Central Washington University (CWU)
- Cities of Seattle, Bellevue, Everett, Lynnwood, Tacoma and surrounding communities
- King, Pierce, and Snohomish Counties
- Ports of Seattle, Tacoma and Everett
- Washington State Ferries (WSF)
- Washington State Department of Trade and Economic Development
- Washington State Department of Natural Resources (WA DNR)
- Washington State Department of Transportation (WSDOT)
- Oregon Department of Geology and Mineral Industries
- U.S Bank
- Cingular Wireless
- Safeco Insurance
- Western States Seismic Policy Council (WSSPC)
- Nike, Portland, OR
- Burlington Northern Santa Fe Railroad (BNSF)
- Puget Sound Energy
- Seattle City Light



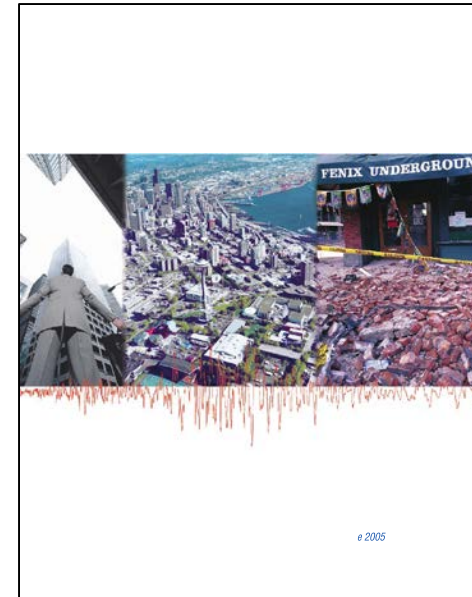
Recruiting Stakeholders

- Have a Clear Vision of Project Deliverables and Outcomes
 - Summarize Literature Review
 - Be Realistic in Scope and Scale
 - Set Achievable Interim Milestone Goals
 - Write it Down & Illustrate
 - Relate Project to Stakeholder Needs
- Utilize Team to Communicate that Project Vision
 - Presentations to Community Groups, Agencies, Professional Organizations, Elected Officials, Trade Groups, etc.
 - Create a Buzz About Project
 - Write Letters to Stakeholder Leaders Seeking their Involvement
- Utilize Media (Television, Print, Radio, Internet, ...)
- Seek Real Input, Involvement, and Advice:
 - Ask... Don't Tell...
- Have a Plan for the Ebb and Flow of Involvement
 - Pick Up Where Others Leave Off



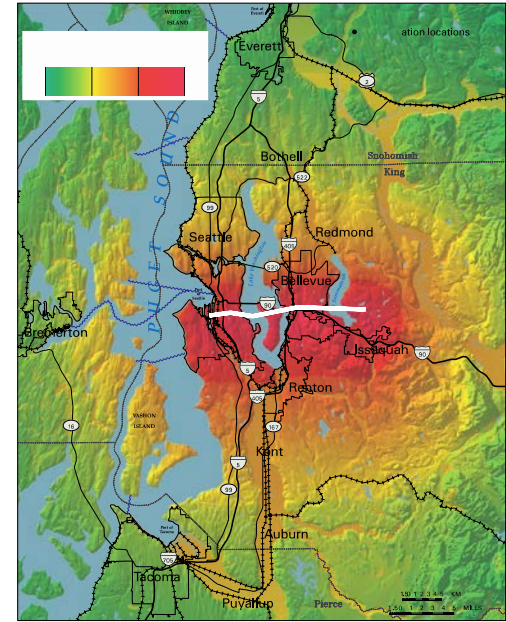
How We Worked Together

- Multidisciplinary Project Team:
 - Seismologists and Geologists
 - Geotechnical, Civil, and Structural Engineers
 - Land Use Planners and Emergency Managers
 - Economists and Social Scientists
 - Government, Transportation, Utilities, Banking/Finance, Insurance, Healthcare, First Responders
- Over 4000 Volunteer Hours Expended
- Regular Steering Committee Meetings
- Regular Professional Association Committee Meetings
- Working Group Meetings and Workshops
 - Project Website for Today's Efforts
- Public Official's Briefings – First Rollout
- Day Long Conference – Second Rollout
- Invited Briefings for Elected Officials and Organizations
- Press Coverage and News Outlets



Staying Engaged

- Be Organized
- Be Direct
- Be Visual
- Be Factual
- Be Thankful
- Be Careful...



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Key Learned Project Points

- Great Urban Earthquake (e.g. Kobe)
- High PGA Near Fault, 4x Nisqually
- Enhanced Damage in Lowland Areas (most of Waterfront, South Seattle, and Kent Valley)
- Renton Lifeline Cluster Near Fault Zone
- Interdependent Transportation Network
- Only 30% King Co. Hospital Beds Available 3-Days After E.Q.
- Scenario Planning => Expanded Thinking
- Order of Magnitude Cost Impacts grow 1949 > 2001 > Scenario E.Q.
- Multi-disciplinary tool to explain regional risk in terms of 3D's to elected officials and policy makers
- Call to Action Guides Future Efforts





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