

SHAKEN AWAKE!

Creative Ways to Strengthen Housing and Promote
Community Resilience in Today's Economy

AGENDA
June 13, 2011

Association of
Bay Area
Governments



8:00 **Registration and Continental Breakfast**

8:30 **Welcoming Remarks**

Mark Green :: ABAG President and Mayor of Union City

Danielle Hutchings :: ABAG Earthquake and Hazards Program Coordinator

8:50 **Bay Area Seismic Risk and Lessons Learned from Recent Earthquakes**

Jack Boatwright :: Seismologist, USGS

9:15 **Best Practices in Housing Retrofit and Mitigation**

Moderator Arrietta Chakos :: Chair of Public Policy Committee, Earthquake Engineering Research Institute

Panelists Mark Soltes :: Permit Center Coordinator, City of San Leandro

Sue Piper :: Manager Mayor's Communications, City of Oakland

Laurence Kornfield :: Manager of Earthquake Hazard Mitigation Program, City of San Francisco

Joan MacQuarrie :: Building Official, City of Berkeley

Jill Broadhurst :: Director, Community Affairs and Advocacy, Rental Housing Association of Northern Alameda County

Learn who's retrofitting and who's not and what monetary and non-monetary incentives cities are using to encourage retrofits, what works and what doesn't, and how to create a demand for safer houses in your city or county.

10:30 **Break**

11:00 **Planning to Recover: Tools for Local Governments**

Moderator Sarah Karlinsky :: Deputy Director, San Francisco Planning and Urban Research Association

Panelists Catherine Firpo :: Housing Coordinator, City of Emeryville

Harold Brooks :: CEO, American Red Cross Bay Area

Charles Eadie :: Principal, Hamilton Swift Land Use & Development

Heidi Sieck :: Program Director, Citywide Post-Disaster Resilience and Recovery Initiative, City and County of San Francisco

What tools are available to local governments today to plan for the rebuilding process and address low income and vulnerable populations? What was learned from past disasters?

12:15 **Lunch**

12:45 **Keynote Address: Insuring Bay Area Housing: What's at risk?**

Mary Lou Zoback :: Seismologist and private consultant

1:15 **Building it Back Better: The Role of the Business Community**

Moderator Jeanne Perkins :: Principal, Jeanne Perkins Consulting

Panelists Tom Anderson :: Owner, Anderson-Niswander Construction

Joe Olla :: Director of Business Development, Nibbi Brothers General Contractors

Amy Bach :: Executive Director, United Policy Holders

Kenneth Moy :: Legal Counsel, Association of Bay Area Governments

From the perspective of private industry what kind of environment needs to exist for rebuilding to take place? What assistance can cities provide to make it go more smoothly and encourage building? What tools can be employed now to prevent housing loss?

SPONSORS



SHAKEN AWAKE!

Creative Ways to Strengthen Housing and Promote
Community Resilience in Today's Economy

AGENDA
June 13, 2011

Association of
Bay Area
Governments



2:30 **Break and Discussion Period:** What are the policy issues you've heard today that you would like elected officials to address?

3:00 **Finding the Political Will to Make Retrofitting and Rapid Recovery of Housing a Reality**

Moderator Henry Gardner :: Former ABAG Executive Director and Managing Director, Loop Capital

Panelists Markets

Susan Adams :: Supervisor, County of Marin

Jean Quan :: Mayor, City of Oakland

Tom Bates :: Mayor, City of Berkeley

What are the creative ways local governments are making earthquake planning a priority and implementing best practices? What issues can be addressed by the region as a whole?

4:15 **Announcement: Residential Retrofit Brace & Bolt Program and Earthquake Country Alliance Program**

Chris Nance :: Communications Director, California Earthquake Authority

Janiele Maffei :: Chief Mitigation Officer, California Earthquake Authority

4:45 **Wrap Up and Adjourn**

5:00 **Networking Reception**

SPONSORS

