

Phase II 2010-2011

Report Prepared by Deb Sterling
deb@oepo.biz

Tsunami Outreach Oregon Phase II (2010-2011) Executive Summary

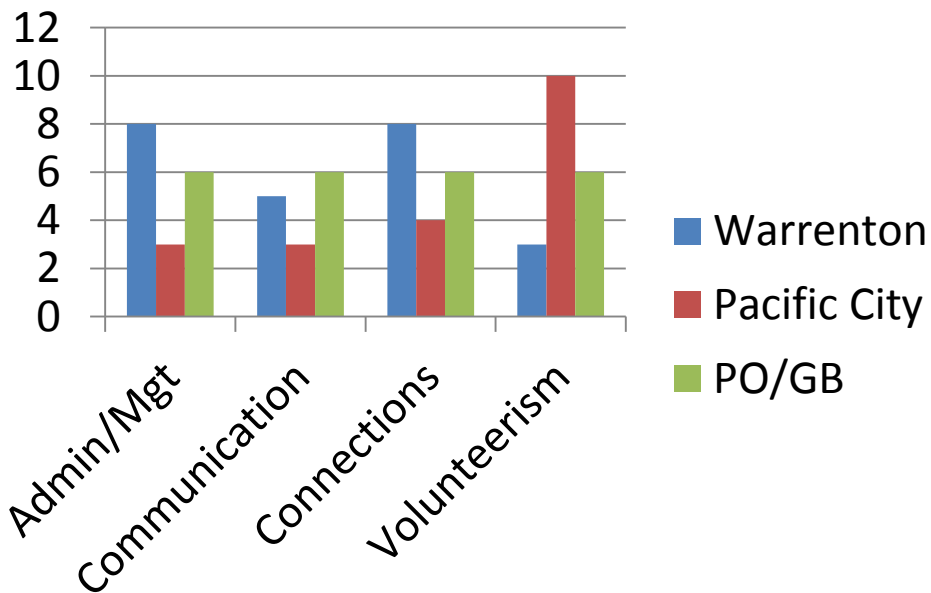
This report is a brief summary of Phase II project highlights, lessons learned and recommendations for the future. **Most project objectives were met in the three coastal communities: Warrenton/Astoria, Pacific City/Neskowin, Port Orford/Gold Beach.** Each community had successful events and made major progress in tsunami outreach and education.

SUSTAINABILITY



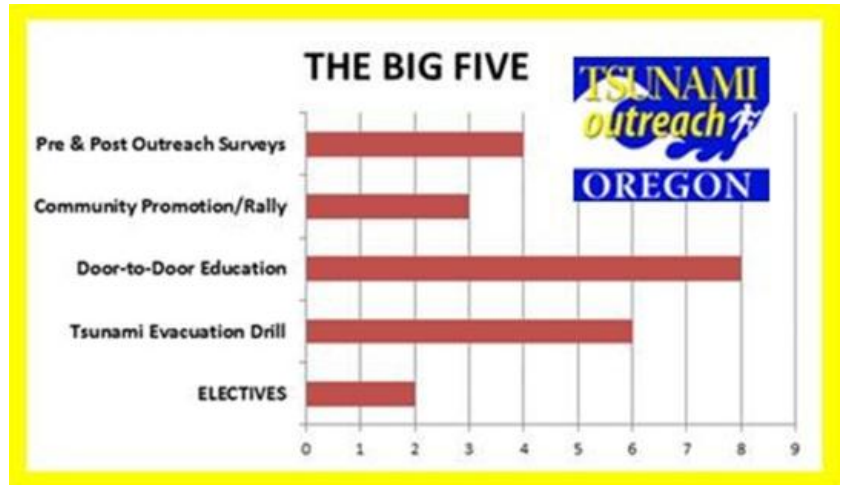
Local Community Organizers were hired to implement the program activities and build a sustainable, grassroots volunteer-based organization that would continue a tsunami outreach program indefinitely. Clearly, ensuring sustainability is a big challenge. The most successful Community Organizers have a good balance of skills, abilities and community contacts.

The chart below reflects my opinion of the strengths and weakness of the three Phase II Community Organizers. It's unlikely a coincidence that Port Orford/Gold Beach had the CO with the most balance skill set...and created the program most likely to sustain itself. (Addition details available upon request.)





Oregon Emergency Management’s Althea Rizzo (shown left) was an instructor at the 2-day **Community Organizer (CO) Training Workshop** held in Florence, Oregon (March 22-23, 2010) Other instructors were James Roddey, George Priest, Rob Witter, Deb Sterling, Tyree Wilde, Ryan Sandler and the four CO’s from Phase I. Patrick Corcoran from OSU/SeaGrant was unable to attend this year, but, is always invited . Patrick was a major contributor to the Phase I and III CO training workshops.



“The Big Five” refers to required components of the project. Surveys, Community Promotion/Rally, Door-to-Door Education, Tsunami Evacuation Drill and Electives (schools, business, etc.)



Promotion of the National Weather Service “TsunamiReady” program is another required component of the project. During Phase II, Clatsop County met all requirements and received the “TsunamiReady” designation. Gold Beach and Port Orford should be “TR” soon.



NOAA All-Weather Radios are always recommended as a useful warning device for DISTANT tsunami alerts and hazardous weather conditions. Warrenton conducted two NOAA Radio Workshops and 40 people attended and purchased radios. Successful workshops were also conducted in Port Orford, Gold Beach and Neskowin.



PRE & POST OUTREACH SURVEYS

Pre-Outreach and Post-Outreach surveys were conducted to help measure the effectiveness of the outreach efforts in each community cluster. Surveys were conducted via face-to-face interview, phone, events and “drop –offs” at locations like libraries, schools and businesses.

Port Orford and Gold Beach surveys show the most dramatic improvement.



Below is a sample survey.

Tsunami Outreach Oregon						07/21/11
Pre-Outreach and Post-Outreach Survey Results		Survey Dates: Nov-Dec 2010 (Pre-) & Jun-Jul 2011 (Post-)				
Community: Warrenton/Astoria		Survey Method(s): In-person interviews and drop-offs				
Community Organizer: Patrick Wingard		Number of Surveys: 188				
Question		Answers				
		One lg wave	Series of waves	Something else		
1. What is a tsunami?	Pre-	59	116	13		
	Post-	30	151	7		
	Pct (%) Chg	-15.4%	18.6%	-3.2%		
Comment:		Survey results demonstrate an increased awareness of tsunamis in the community.				
2. What causes a tsunami?		Very high tide	Undersa quake	Something else		
	Pre-	3	179	6		
	Post-	4	178	6		
	Pct (%) Chg	0.3%	-0.3%	0.0%		
Comment:		Vast majority of community understands what causes a tsunami.				
3. First sign of local tsunami?		Ground shakes	Siren blasts	Emerg announce		
	Pre-	104	54	30		
	Post-	131	45	12		
	Pct (%) Chg	14.4%	-4.8%	-9.6%		
Comment:		Significant increase in understanding that ground shaking represents the first sign of a local tsunami.				
4. How to know of a distant tsunami?		Ground shakes	Storm & rain	Siren blasts	Emerg announce	
	Pre-	6	11	43	128	
	Post-	22	0	48	118	
	Pct (%) Chg	8.3%	-5.9%	2.7%	-5.3%	
Comment:		A mixed bag of results demonstrated here. More work needed on distant tsunami education.				
5. Home located in inundation zone?		Yes	No	Don't know		
	Pre-	81	70	37		
	Post-	81	85	22		
	Pct (%) Chg	0.0%	8.0%	-8.0%		
Comment:		Increase in the percentage of people knowing if their home is located in or out of an inundation zone.				

Rallies Promotion Media



GETTING THE WORD OUT

Japan's crisis WILL happen here!!!!



You NEED to know what to do – NOW & THEN!

- News Articles
- Radio Interviews
- Posters
- Print Ads
- TV Coverage
- Flyers



READY FOR 'THE BIG ONE'?

Do you have an emergency plan for your family? How about a Grab & Go kit? Need a push to get started?



JOIN YOUR FRIENDS AND NEIGHBORS FOR AN EYE-OPENING EVENING!

April 26 - Warrenton Community Center, 6 - 8 PM
April 27 - Astoria Liberty Theater, 6 - 8 PM

Meet state and local emergency preparedness experts. Get in on the free raffle of emergency kits, weather radios and other goodies. Learn about how to get your family ready for disasters (remember the social stories!) and see why elephants may make the best tsunami warning system ever!

FREE RAFFLE & MUNCHIES!

Sponsored by Clatsop County Emergency Services, the Cities of Warrenton and Astoria, Oregon Red Cross, Oregon Emergency Management, and Tsunami Outreach Oregon.

Call Patrick Wheland at (503) 737-3995 for more information and how you or your group can participate or go online for more: www.OregonTsunami.org



Local media was eager to cover T.O.O. news. Port Orford /Gold Beach was the first to purchase print advertising to promote community rallies – with excellent results. Evacuation drills received the most free news coverage.



APRIL 9-10 Pacific City 8:00 am – 5:00pm

The C.E.R.T. program educates people about disaster preparedness for hazards that may impact their area and trains them in basic disaster response skills, such as fire safety, light search and rescue, team organization, and disaster medical operations. **MUST PRE-REGISTER**



COMMUNITY VOLUNTEER MEETINGS

Survival Tools, Plans and More

MARCH 24 7PM
NESKOWIN FIRE STATION
48000 Hwy 101 S

MARCH 31 7PM
PACIFIC CITY FIRE STATION
35105 Brooten Rd.

TSUNAMI RALLY
MAY 3 7:00PM
KIWANDA COMMUNITY CENTER
Special Guest Speaker
James Roddey

JAMES RODDEY (pictured above) - Earth Sciences Information Officer at Oregon Department of Geology. James, aka "The Prophet of Doom" is a popular presenter specializing in exciting and informative multimedia presentations.

TSUNAMI EVACUATION DRILL
MAY 17
Pacific City/Neskowin
(Time to be announced)

Neil Marquis: 541-270-1147 nmarquis@hotmail.com or Chief Kris Weiland 503-392-3313 kweiland@nrfdo.com



Rob Witter (DOGAMI) demonstrates Cascadia Subduction Zone friction



Static displays create awareness in a cost effective way.

Display boards and materials were provided to each community by DOGAMI.

Displays were rotated to reach a variety of audiences.

Bank lobbies, libraries, community centers, city hall, schools...



Rallies
Promotion
Media



COMMUNITY EVENTS



Displays used during safety fairs, rallies and out-door events provided by Jim Kusz.



Nestucca Fire And Rescue DORY DAYS 2010

Chief Kris Weiland



Capt. Jim Kusz handles media questions during evacuation drill.

Pacific City / Neskowin benefited greatly from strong strategic alliances with valuable county assets.

Tillamook County Emergency Manager, Gordon McCraw is a big supporter of T.O.O. and has been instrumental in the success of the project since it's inception. Nehalem Bay and Rockaway Beach (Phase I), Pacific City/Neskowin (Phase II) and he is currently coordinating efforts for the Tillamook Bay area (Phase III).

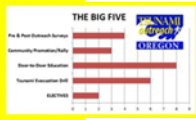
Chief Kris Weiland and the Red Cross initiated a community emergency preparedness program in 2009. T.O.O. built upon the existing foundation and expanded focus on tsunami outreach and education. Chief Weiland collaborated often with Phase I Community Organizer, Jim Kusz, to "get the word out." Captain Kusz is a PIO and Safety Officer with the North Lincoln Fire and Rescue District.



Tillamook Co. Emergency Manager

Gordon McCraw

Rallies Promotion Media



COMMUNITY RALLIES

**STEP #1
Pack the House!**



**STEP #2
Feed Them!**



**STEP #3
Sign
Them
up!**



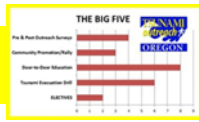
VOLUNTEERS ARE THE KEY

The rally brings many citizens together for a multi-media presentation, raffle prizes, etc. But remember, the true purpose of the rally is to **INFORM PEOPLE** and **RECRUIT NEW VOLUNTEERS**.

What sets T.O.O. apart from other projects is the focus on sustainability via a grassroots-based organization of volunteers. To this end, a successful rally not only educates attendees about the threat of tsunamis on the Oregon coast and coaches them on how to prepare...it connects people to local community resources and helps them find their own volunteer niche.

Warrenton, Port Orford, Gold Beach and Pacific City all had “standing room only” crowds at their rallies. Recruiting volunteers relies on having dedicated members of CERT, Red Cross and Ham Radio clubs at tables talking to folks after the presentation about volunteer opportunities. It is recommended that communities that don’t have such volunteer assets in place should reach out to neighboring communities that can provide representatives to promote and recruit volunteers.

Door-to-Door

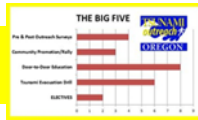


Door-to-Door outreach is one of the most effective forms of outreach. It's best to have local volunteers visit their neighbors, however, not all communities are able to do this. In many cases, local CERT (Community Emergency Response Team) volunteers conduct the door-to-door outreach because they have distinguishing clothing and hats, volunteer identification from their sponsoring fire department and are covered by municipal insurance. Warrenton engaged the CERT volunteers from rural Elsie-Vinemapple Fire District (shown below) to conduct the majority of door-to-door outreach in Warrenton and Hammond (1,800 homes and businesses covered in the inundation zone).

Note: Use caution when leaving hangers on doors; unoccupied homes do not want to be identified.



Evacuation Drills



PLANNING AND COMMUNICATION
The two essential components of a successful drill.



Ham Radio volunteers were an integral part of every evacuation drill.



Drill participants walked to higher ground. Valuable info was gathered at assembly sites. The top complaint from walkers in Pacific City was "Where are all the evacuation signs?" After the drill, volunteers erected dozens of evacuation signs in the Nestucca Fire & Rescue area.



Pacific City/Neskowin had a tremendous showing of support and participation from a large range of organizations. Red Cross, Coast Guard, County Commissioners, Ham Radio, County Agencies, Fire and Rescue, Law Enforcement, Civil Air Patrol. They also coordinated with OEM's Tsunami Road show so the vast crowd was able to hear Yumei Wang from DOGAMI talk about Vertical Evacuation prior to the after action meeting.



Evacuation Drills



Port Orford/Gold Beach: Did a “table-top” exercise to prepare for their drill. (A simulation of the drill conducted at a conference table at least a week before the drill date.) Both communities had lots of support from local fire and police. Their drill simulated a LOCAL event (some communities choose to use a distant scenario, though T.O.O. recommends a local scenario). Curry County GIS and CO, Dave Lacey, created safety site maps for both PO and GB that were used during the drill. Gold Beach assigned 9 crossing guards for Highway 101, but found that 5 would have been sufficient. (The need for crossing guards varies from community to community.)



“Guardians From Above” (www.fogfa.org) were invited to participate in the Pacific City/Neskowin and Gold Beach/Port Orford drills. High-powered speakers deliver pre-recorded and “live” evacuation messages. Volunteers praised the quality of the messages. This system would be most helpful in evacuating beaches and estuaries during a DISTANT tsunami event or other coastal emergencies.



Schools, City Staff and Fort Stevens State Park employees and visitors – along with about 100 residents – participated in the **Warrenton** drill. Excellent signage and colorfully garbed volunteers created lots of awareness and discussion about tsunami preparedness with passers-by. No drill was conducted in Astoria.



Prior to every drill, the leader (usually the fire chief) provides a briefing for all volunteers and staff.

After the drill, participants assemble for a de-briefing or “Hot Wash” to discuss what worked and what could be improved.





Schools



Tsunami Assemblies in Neahkanie, Warrenton, Gold Beach and Port Orford.

Gold Beach and Port Orford established a special advisory group focused on K-12 outreach. A high school intern wrote the first draft of the school outreach program as part of her senior project. The CO did classroom presentations with the intern at all grade levels. One Gold Beach school received back packs donated by a local insurance company and are working toward building “go-kits” for each student.



(L-R Jerry Rilette, Neahkanie HS Principal, James Roddey, Linda Kozlowski)

Work with schools that started during Phase I in Tillamook County continued in Phase II. Tsunami champion, Linda Kozlowski, had been working with the Neahkanie School District for several years in an attempt to establish tsunami outreach programs at the high school and middle school. Kozlowski credits Roddey and DOGAMI with adding the needed ingredients for a break-through with the superintendent during Phase II. Schools need ongoing contact and support – not just a one year effort. Note: Rilette and Kozlowski continue a strong collaborative relationship, which was forged during Phase I when they were both Community Organizers in Tillamook County.



Ham Radio



Amateur Radio operators are the back-bone of emergency communication in Oregon...and around the world. During the Great Gale of 2007, all communication methods failed on the North Coast – except Ham Radio.

Volunteers purchase all of their own equipment and are bound by federal law to offer their skills and equipment free-of-charge during an emergency.

Ham Radio volunteers played a major roll in all Phase II evacuation drills and provided communication for door-to-door efforts in Warrenton, Gold Beach and Port Orford.



Ham Radio operators have close ties with local law enforcement and emergency services. Most county Emergency Operation Centers (EOC) use ARES/RACES certified Ham Radio operators to staff communications 24/7 during an emergency. This make “hams” a valuable asset to tsunامي outreach and education. If a community does not have a CERT team already established, finding the local “ham club” should be your first step as you search for “tsunami champions” that will sustain the program. Note: There is a large over-lap between CERT and ham radio enthusiasts.



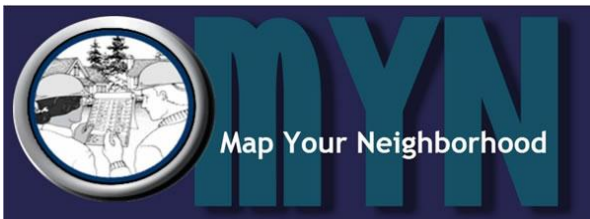
C.E.R.T



CERT and MYN programs provide an excellent foundation for a sustainable tsunami outreach program. CERT is part of the federal Citizen Corps organization and MYN was developed in Washington state. Port Orford, Gold Beach and Pacific City created CERT organizations during Phase II. Clatsop and Tillamook county volunteers received MYN training from Paula Peak (Nehalem Bay Emergency Corps volunteer).



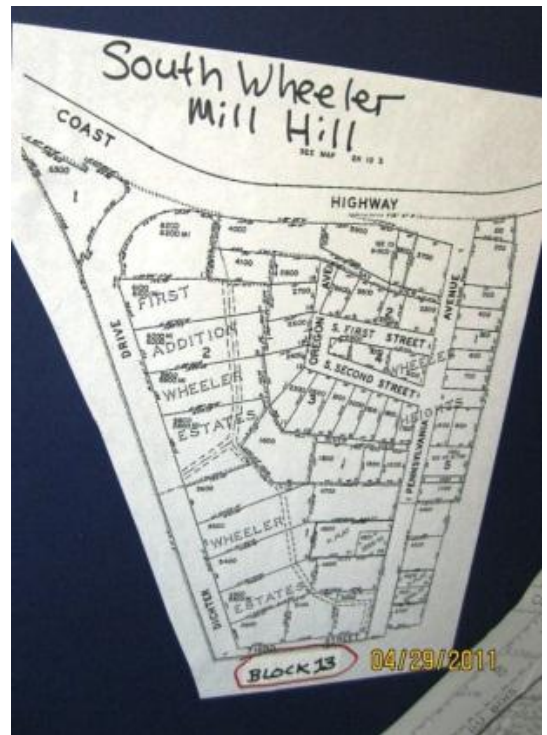
MAP YOUR NEIGHBORHOOD



Neskowin and Pacific City enthusiastically embraced MYN and established numerous neighborhood captains. Just a week after one training, neighbors responded to a minor emergency, which prevented an unnecessary call to the fire department. Neighbors Helping Neighbors is the key to tsunami preparedness!

MYN training sessions were conducted in Port Orford (15 attendees /7 became facilitators), Gold Beach (28 attendees /10 became facilitators) and Brookings/Harbor (62 attendees / 28 became facilitators).

Note: The Curry Co. emergency manager, Don Kendall, requested that some activities be shared with folks in the Brookings/Harbor area.



Warrenton / Astoria



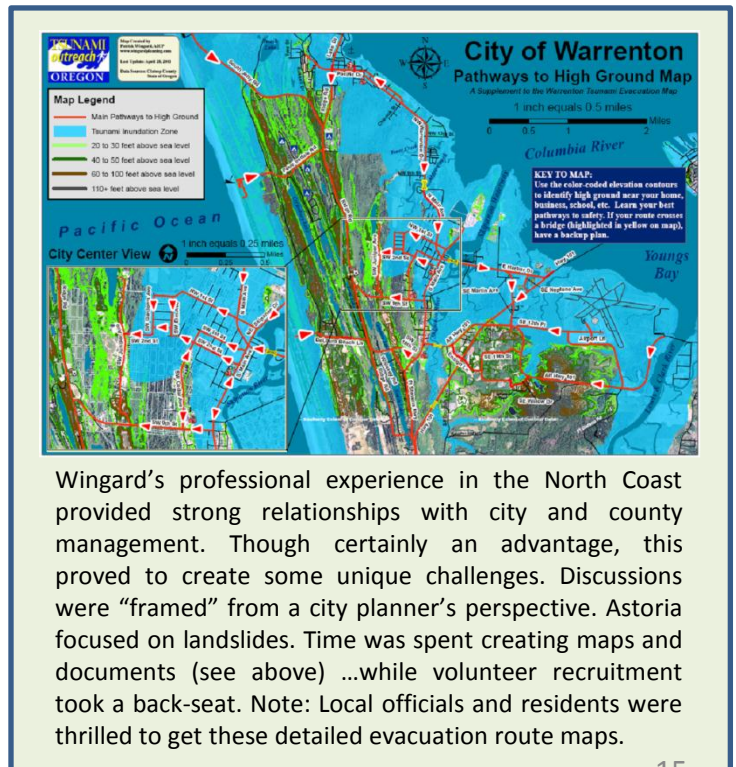
**Community Organizer
Patrick Wingard**

LESSONS LEARNED

- Balance in CO skill sets is essential
- Buy-In from all stakeholders a must

Background: The Astoria fire chief submitted the original application to participate in T.O.O. – however, it was later discovered that there had not been adequate “buy in” from other City of Astoria officials. (Note: Phase III is addressing this by requiring written acknowledgment from local officials regarding participation in the program, in-kind support to be provided, etc.) During the selection of Phase II communities, it was determined that Warrenton was at much greater risk than Astoria, and that outreach efforts would be focused there as well. The core advisory team consisted of the Warrenton City Manager, Warrenton Fire and Police Chiefs and the Astoria Fire Chief. They selected the community organizer (no advertising was done) because of his past involvement as Warrenton City Planner and current free-lance status.

This excerpt from Wingard’s final report reflects the influence his profession made on his approach of the tsunami outreach project. *“In developing the tsunami outreach program for Warrenton/Astoria, program elements were carefully designed and selected to incorporate the distinct land, water and demographic characteristics of each community. Warrenton is a large sprawling city with a population of 5000 residents spread out over a 20 square mile land area. Much of this land is flat, protected by dikes, and lies within the tsunami inundation zone. Ft. Stevens State Park containing the state’s largest campground is also located within the City of Warrenton. Conversely, Astoria is a historic compact city with a population of 10,000 residents. Astoria is known for its steep terrain (it is often called “little San Francisco”) and has a history of landslides. Only small portions of Astoria lie within the tsunami inundation zone.”*



Wingard’s professional experience in the North Coast provided strong relationships with city and county management. Though certainly an advantage, this proved to create some unique challenges. Discussions were “framed” from a city planner’s perspective. Astoria focused on landslides. Time was spent creating maps and documents (see above) ...while volunteer recruitment took a back-seat. Note: Local officials and residents were thrilled to get these detailed evacuation route maps.

WARRENTON / ASTORIA

2010-2011



WHAT YOU HAVE ON HAND WHEN A DISASTER STRIKES WILL HELP DETERMINE YOUR COMFORT AND SAFETY IN THE HOURS AND DAYS FOLLOWING A DISASTER

BE PREPARED. BUILD EMERGENCY KITS FOR YOUR HOME, WORK AND CAR

- Include essentials such as food, water, first aid kit, necessary medication, flashlight w/ batteries, blankets, extra clothing, sturdy shoes, gloves, emergency contact list, etc.

NEED TO EVACUATE? BUILD A GRAB AND GO KIT

- In a backpack, bag or container stored under your bed, desk or other easily accessible area, include essentials same as above plus sanitary & hygiene items (toilet paper, feminine/infant supplies, etc.). Travel light! Think, water purification tablets instead of lugging jugs of water.



KNOW HOW TO SURVIVE A TSUNAMI: IF YOU FEEL A STRONG EARTHQUAKE THAT LASTS FOR SEVERAL MINUTES

- Protect yourself during the earthquake. Duck, cover and hold on tight until the earthquake is over.

- Move to higher ground immediately. Know your surroundings! Warrenton is fairly flat but many dune ridges traverse the area. Use this map and other resources to bolster your survivability!

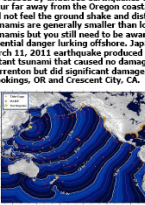
DO NOT WAIT FOR AN OFFICIAL WARNING – THE EARTHQUAKE IS YOUR WARNING TO GET MOVING TO HIGH GROUND!

LOCAL TSUNAMIS are caused by undersea earthquakes that occur less than 100 miles off of the Oregon coast. You will feel significant



ground shaking for several minutes and immediate evacuation from tsunami inundation zones is imperative. A local tsunami can come ashore within 25 to 35 minutes after an earthquake. Geologists explain that we are overdue for a local tsunami similar to the one that struck Japan on March 11, 2011.

DISTANT TSUNAMIS are caused by undersea earthquakes that occur far away from the Oregon coast. You will not feel the ground shake and distant tsunamis are generally smaller than local tsunamis but you still need to be aware of potential danger lurking offshore. Japan's March 11, 2011 earthquake produced a distant tsunami that caused no damage in Warrenton but did significant damage in Brookings, OR and Crescent City, CA.



IMPORTANT RESOURCE CONTACT INFO
 City of Warrenton: www.ci.warrenton.or.us
 Clatsop County: www.co.clatsop.or.us
 OR Dept of Geology: www.oregon.gov/oge
 NOAA Pacific Tsunami Ctr: <http://pacific.noaa.gov>
 American Red Cross: www.redcross.org
 Warrenton City Hall: (503) 861-2233
 Warrenton Fire Dept: (503) 861-2484
 Warrenton Police Dept: (503) 861-2235

Warrenton Pathways to High Ground Map

April 28, 2011

A supplement to the Warrenton Tsunami Evacuation Map



Warrenton Fire Chief Ted Ames

Warrenton Fire Chief, Ted Ames, worked closely with Wingard to develop the new map (back panels of the new map are shown above).

CALLING ALL CERT MEMBERS



We invite you to put your CERT training to work



Patrick Wingard, 2011 Tsunami Outreach Coordinator for Warrenton/Astoria, has lived and worked in Oregon's north coast region for the past 10+ years. Patrick is a land use consultant with 12 years of community outreach and planning experience that includes work as Planning Director for the City of Warrenton (00-05) and Principal Planner for Clatsop County (05-09).

It has been just over 310 years since a magnitude 9.0 earthquake shook our coast. That's bigger than the recent Haitian and Chilean earthquakes combined.

There's a strong probability that the next 'Big One' will strike within our lifetime or our children's. If this makes you nervous, good, because it's time to get real and put a plan in place that will cover earthquakes, tsunamis and other disasters.

We need your experience,

training and expertise to help develop **TSUNAMI OUTREACH PROJECTS** in Warrenton and Astoria

Projects will include Evacuation Planning, "Map Your Neighborhood," Astor School Hoe-Down, NOAA Radio Workshops, & more...
Also, we want to hear what ideas YOU have to help make our communities more prepared!

TSUNAMI OUTREACH ORIENTATION SESSIONS

(Choose One)

WARRENTON CITY HALL - CITY COUNCIL CHAMBERS

January 12 2:00-4:00pm OR 6:00-8:00pm



GET OFF YOUR DUFF AND HEAD TO HIGH GROUND...



JOIN YOUR FRIENDS AND NEIGHBORS FOR A

WARRENTON - SUNSET BEACH TSUNAMI EVACUATION DRILL, BABY, DRILL!

MAY 25, 10:00 AM



Do you have an emergency plan for your family? How about a Grab & Go kit? Know where high ground is? Need a push to get started? Join us!

Sponsored by: Clatsop County Emergency Services, the City of Warrenton, Oregon Red Cross, Oregon Emergency Management, and Tsunami Outreach Oregon.

Call Patrick Wingard at (503) 717-3995 for more information and how you or your group can participate. www.OregonTsunami.org



**Community Organizer
Neil Marquis**

LESSONS LEARNED

- Balance in CO skill sets is essential
- Unexpected circumstances can derail operations



Background: Fire Chief, Kris Weiland (shown left), recognized the need for volunteer-based emergency preparedness groups when he moved from Washington to the Nestucca Valley. He collaborated with the Red Cross and began volunteer recruitment efforts nearly a year before Phase II began. Chief Weiland intended to play a more active roll in the T.O.O. program, but was unfortunately consumed with administrative details related to a fire station that burned to the ground.



PACIFIC CITY / NESKOWIN

2010-2011

Supplies and materials provided by T.O.O. are a crucial component of the program. Though each community creates their own “wish list” – standard guidelines require purchases to be directly related to tsunami outreach and education efforts.

Signage is one of the most important assets communities can purchase to help save lives.

Pacific City erected dozens of new evacuation signs...many installed by CO Marquis himself.



Japan's crisis WILL happen here!!!!

You NEED to know what to do – NOW & THEN!

COMMUNITY WILDLIFE MEETINGS
 Several Towns, Plans and More

WORKSHOP ONE
 WILDLIFE AND TSUNAMI
 March 15th 10:00am - 12:00pm
 Pacific City Community Center

WORKSHOP TWO
 WILDLIFE AND TSUNAMI
 March 16th 10:00am - 12:00pm
 Pacific City Community Center

TSUNAMI
 Stay off beach logs
 Wear a lifejacket
 Beware of sneaker waves
 Use the buddy system

TSUNAMI INFORMATION

STAY OFF BEACH LOGS
WEAR A LIFEJACKET
BEWARE OF SNEAKER WAVES
USE THE BUDDY SYSTEM

For more information visit www.tsoo.org or call the toll free number 1-800-455-6227



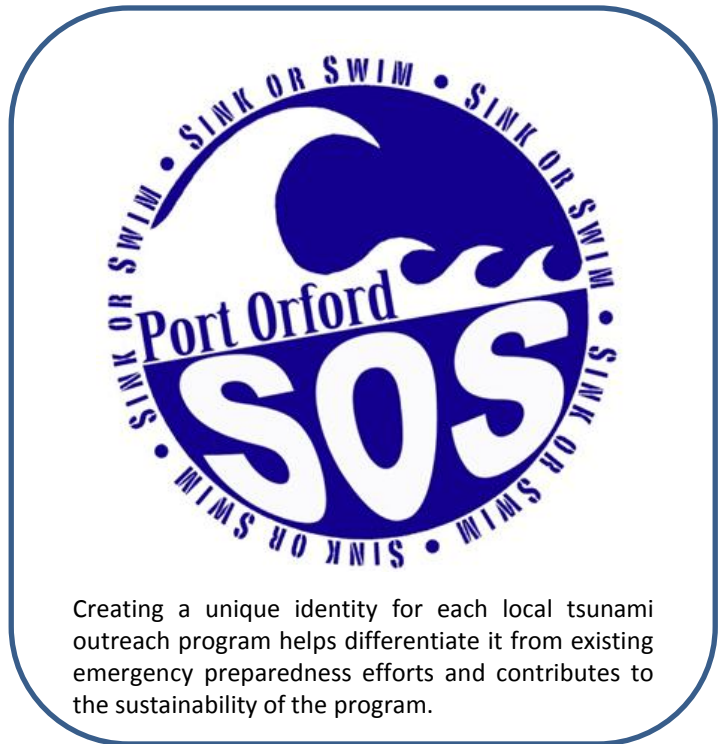
Port Orford / Gold Beach



Community Organizer
Dave Lacey

LESSONS LEARNED

- Place-based focus and creativity = success
- Local support must be nurtured and supported



Creating a unique identity for each local tsunami outreach program helps differentiate it from existing emergency preparedness efforts and contributes to the sustainability of the program.

The Port Orford/Gold Beach T.O.O. project one of the most well-rounded and successful to date. Lacey and his assistant CO, Brianna, worked well with minimal supervision, yet asked for assistance when appropriate. The lure of fresh salmon, cinnamon rolls baked on location and performances by local musicians surely contributed to the record-breaking attendance at both community rallies. Skillfully building upon local support created a strong network of champions.

Consultant, Deb Sterling, facilitated a planning meeting with both advisory committees.

The focus of each meeting was to:

- Identify existing assets and potential tsunami outreach champions.
- Create enthusiasm and help the group develop a unique, sustainable, identity.
- Assign tasks and responsibilities to ensure commitment and follow-through.

PORT ORFORD / GOLD BEACH

2010-2011



PO/GB had great success with these display boards. They traveled to many locations during Phase II and remain a valuable asset for local champions. PO/GB Rotary clubs provided support, too!



Tsunami Outreach and Education is a FAMILY AFFAIR!

