
Welcome!

Tsunamis Mean Business: Is Your Organization Ready?

2025 California Tsunami Preparedness Webinar



Cal OES
GOVERNOR'S OFFICE
OF EMERGENCY SERVICES



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Today's Presenters

Todd Becker (Tsunami Planning Coordinator, Seismic Hazards Branch, California Governor's Office of Emergency Services)

Overview of Tsunami Hazards and Warnings

Anne Wein (Operations Research Analyst, United States Geological Survey)

Economic Impacts of the SAFRR Tsunami Scenario in California

Chris Wright (President, Business & Industry Council on Emergency Planning and Preparedness – BICEPP)

Guidance and Considerations for Business Tsunami Planning

Mark Benthien (ECA Executive Director | Statewide California Earthquake Center at USC)

TsunamiZone.org: Resources and Suggestions for How to Improve Tsunami Preparedness

Overview of Tsunami Hazards and Warnings

Todd Becker
Cal OES
Tsunami Program
Coordinator

BICEPP and ECA
Tsunami
Preparedness
Business Webinar



THE NATIONAL TSUNAMI
HAZARD MITIGATION
PROGRAM (U.S.)



FEMA



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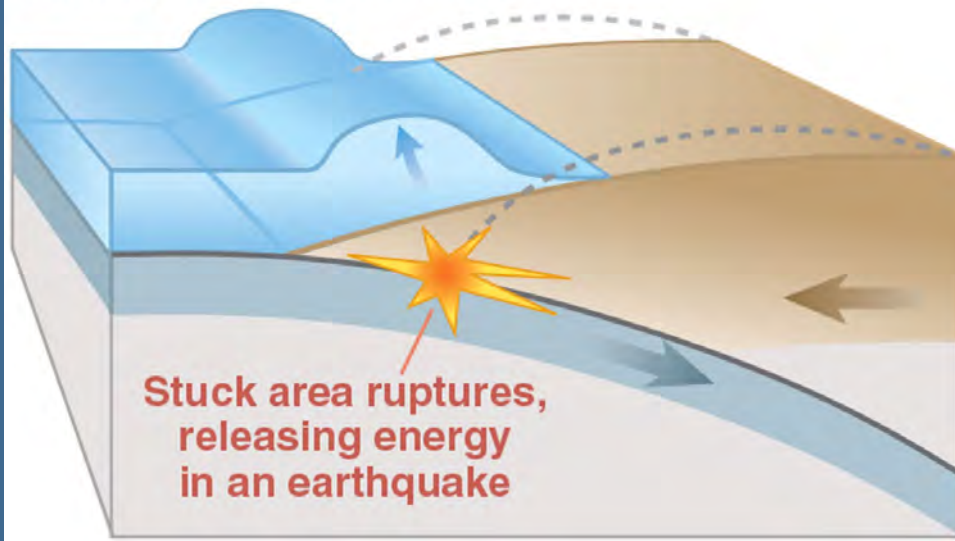


California Tsunami Hazard and Warnings

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Tsunami Facts

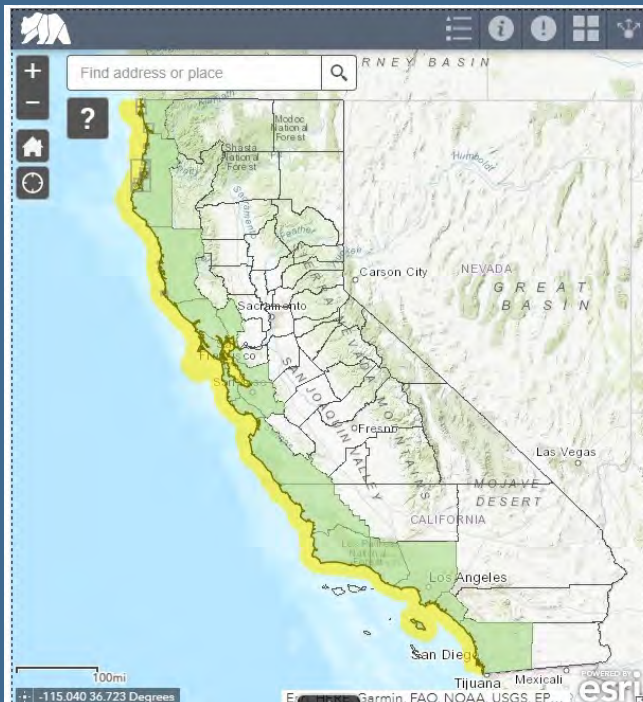
Earthquake starts tsunami



Source: Surviving a tsunami: lessons from Chile, Hawaii, and Japan; USGS Circular 1187

California Tsunami Hazards and Warnings

Tsunami Hazard in California



County-Specific Page Links

- Alameda
- Contra Costa
- Del Norte
- Humboldt
- Los Angeles
- Marin
- Mendocino
- Monterey
- Napa
- Orange
- San Diego
- San Francisco
- San Luis Obispo
- San Mateo
- Santa Barbara
- Santa Clara
- Santa Cruz
- Solano
- Sonoma
- Ventura

“Know Your Tsunami Zone”

[Tsunami.ca.gov](https://tsunami.ca.gov)

California Tsunami Hazards and Warnings

Tsunami Hazard in California



California Tsunami Hazards and Warnings

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Tsunamis in California



Bodega Bay, CA from Pamela J. Boehand, USCG;



Crescent City, CA from NOAA NWS

California Tsunami Hazards and Warnings

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How To Know If A Tsunami Is Coming

OFFICIAL Tsunami Warning Signs

Wireless Emergency Alerts & Text Messages

Radio

Outdoor Sirens

Online/TV

tsunami.gov

NATURAL Tsunami Warning Signs

See a sudden rise or fall of the ocean

Hear a loud roar from the ocean

Feel a strong or long earthquake

Any one of these may indicate danger, do not wait for all three.

Stay outside of the hazard area until officials allow you to return.

For more tsunami information visit us online at: tsunami.gov | tsunami.ca.gov | tsunamizone.org

Tsunami Warnings

“Know Your Tsunami Zone”

California Tsunami Hazards and Warnings

Official Tsunami Alerts

TSUNAMI ALERTS

| Alert level | Action | Hazard | Wave Height |
|------------------------------|--|--|-----------------------------|
| WARNING | Get to high ground or inland IMMEDIATELY! Follow evacuation signage | DANGER! A TSUNAMI IS IMMINENT. Flooding & dangerous currents | 3+ feet or 1+ meter |
| ADVISORY | Stay out of the water and away from the shore | STRONG CURRENTS & DANGEROUS WAVES! In or near coastal waters | 1 - 3 feet or 0.3 - 1 meter |
| WATCH | Prepare to take action. Monitor local TV, radio, social media, NOAA weather radio | A TSUNAMI IS POSSIBLE. Arrival time is several hours away. Prepare now. Alert level may change. | Prepare |
| INFORMATION STATEMENT | NO action needed | NO tsunami impact expected. | Relax |

THREAT MESSAGE: Issued for International Partners; NOT for U.S. Coasts

Department of Commerce | National Oceanic and Atmospheric Administration | National Tsunami Warning Center

California Tsunami Hazards and Warnings

The Most Important Things to Remember about Earthquakes and Tsunamis



Tsunami.ca.gov

“Know Your Tsunami Zone”

California Tsunami Hazards and Warnings

L1

Thank You

“Know Your Tsunami Zone”
Tsunami.ca.gov

Cal OES Tsunami Program Contacts
Todd.Becker@CalOES.ca.gov
Yvette.LaDuke@CalOES.ca.gov

California Tsunami Hazards and Warnings

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Economic Impacts of the SAFRR Tsunami Scenario in California

Anne Wein, U.S. Geological Survey

awein@usgs.gov

Adam Rose and Dan Wei, University of Southern California

Ian Sue Wing, Boston University

Keith Porter, Moffat & Nichol

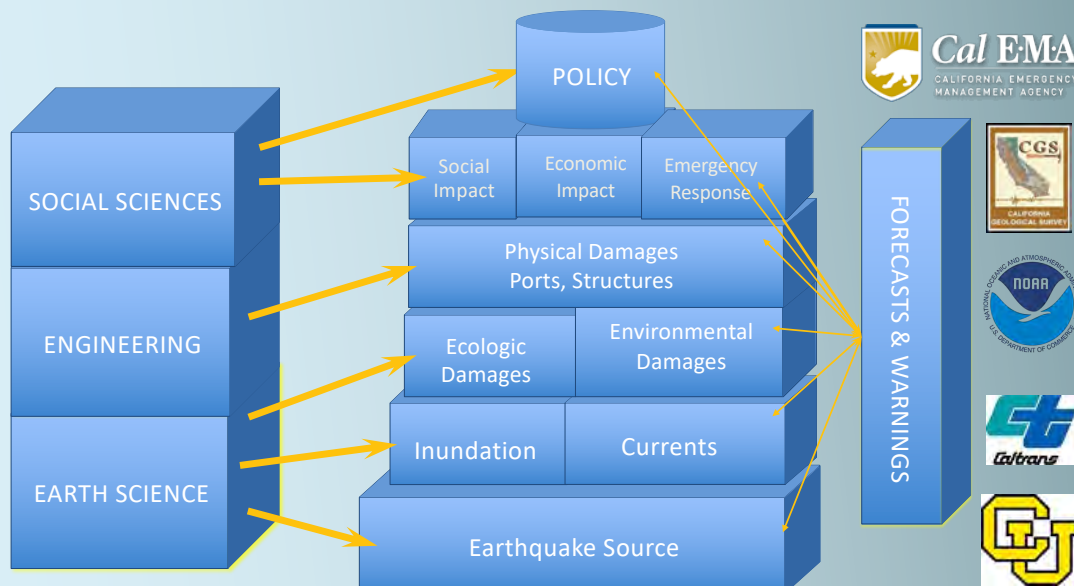
and the scenario team led by Stephanie Ross

Science Application for Risk Reduction (SAFRR) & Land Change Science (LCS)

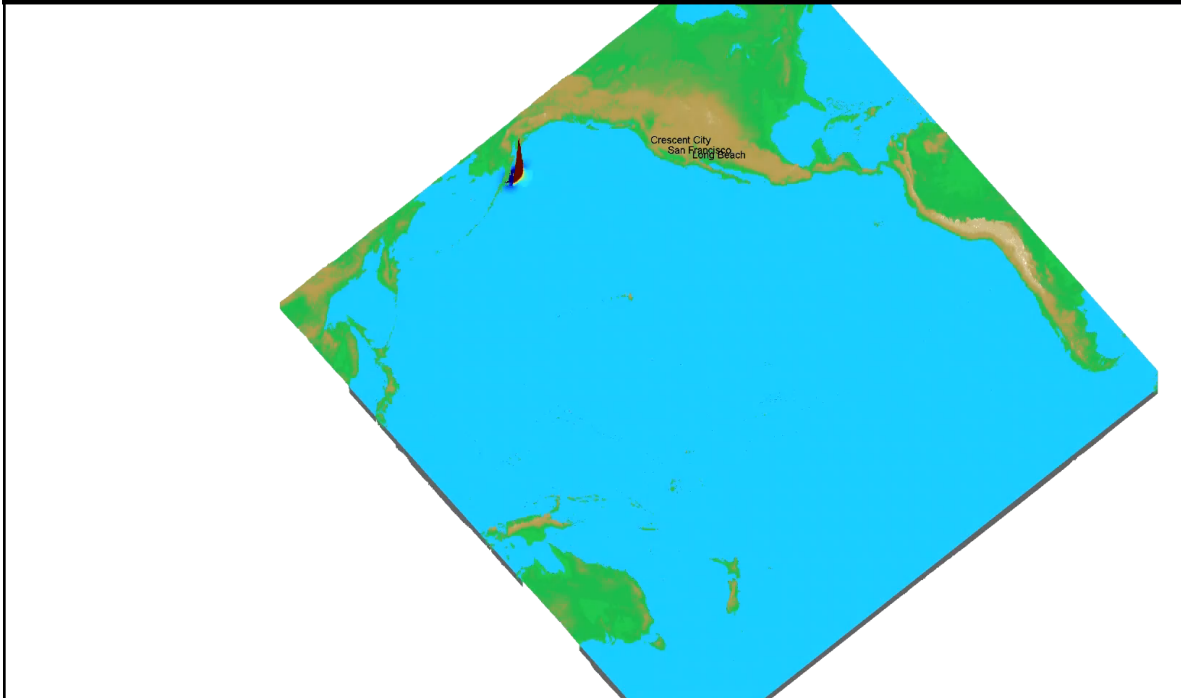
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SAFRR: Science Application for Risk Reduction

The Tsunami Scenario



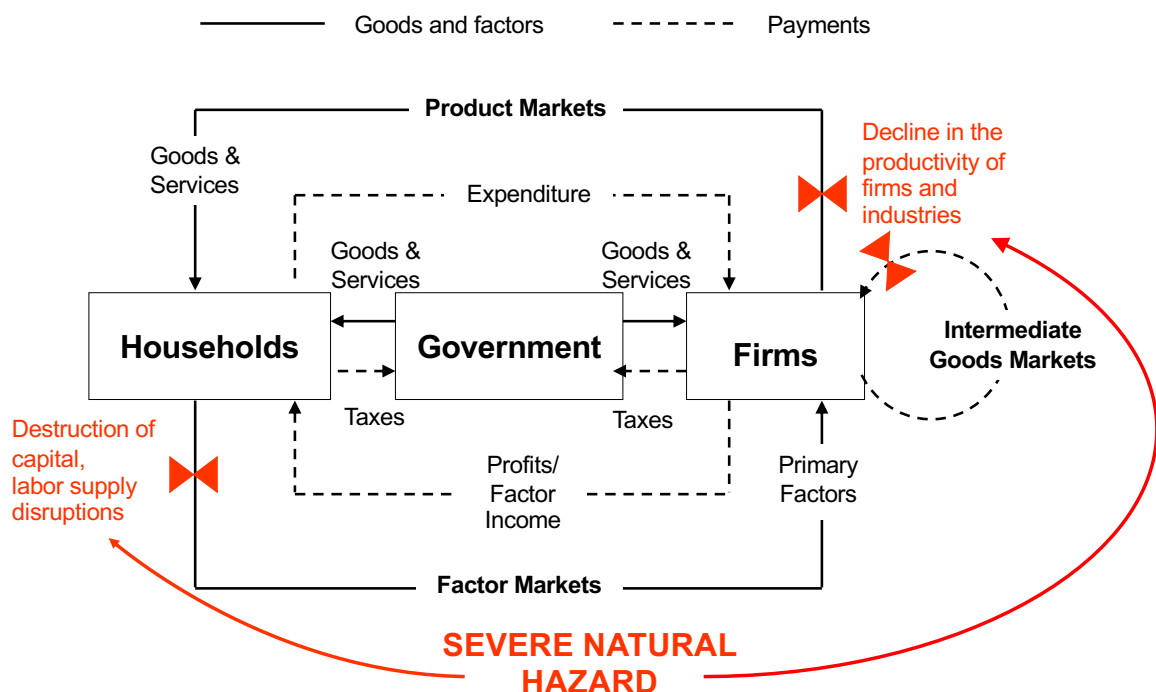
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Natural Hazards: Earthquake • Volcanic Eruption • Landslide • Flood • Geomagnetic Storm • Wildfire • Tsunami • Coastal Erosion

3

The Circular Flow of the Economy



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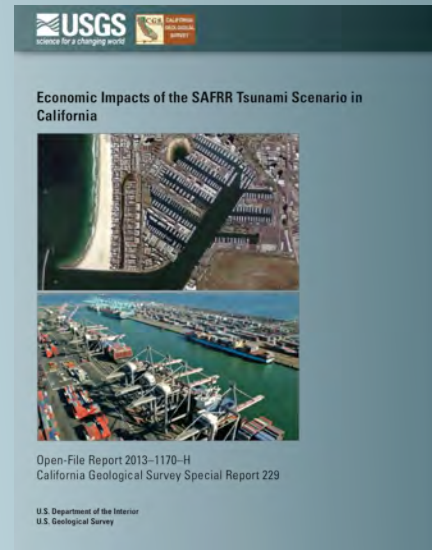
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Economic Impacts: California

- From damages and disruption
 - Ports of Los Angeles/Long Beach **\$4.5 B**
 - Marinas **\$30 M**
 - Coastal property **\$1.8 B**

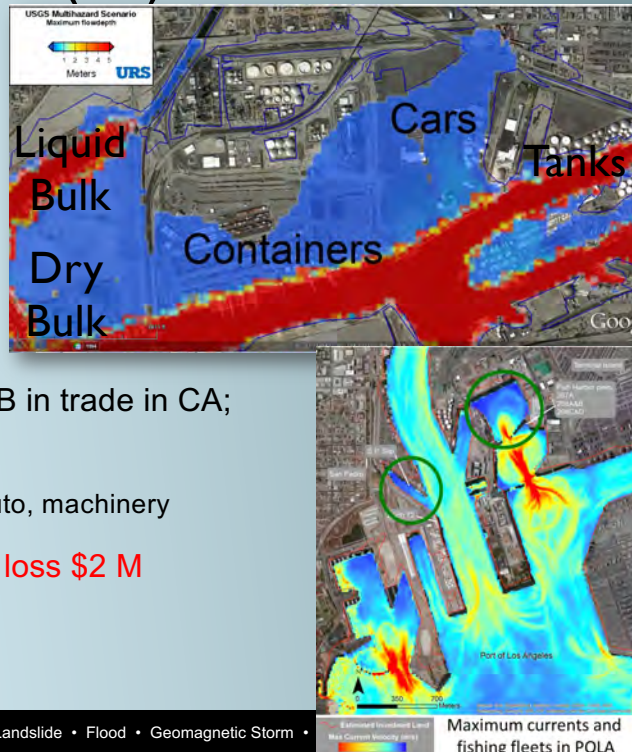
http://pubs.usgs.gov/of/2013/1170/h/pdf/of2013-1170h_text.pdf

- From 2-day evacuation of CA maximum tsunami inundation zone **\$5.6 B**



Business Interruption (BI) : Ports of LA/LB

- Inundation
 - Cargo & control system damages: \$100 M
 - Terminal downtime and slowdown **BI loss: \$1.7 B**
- Strong currents
 - 2-day shutdown disrupts \$1.2 B in trade in CA; **BI loss: \$2.6 B**
 - Manufacturing: metal, leather, auto, machinery
 - Fishing sector (hardest hit) **BI loss \$2 M**
- **Total BI loss: \$4.5B**



Business Interruption: CA Marinas

- 3 in 5 docks damaged or destroyed
- Loss of slip fees and business for dependent sectors
 - Retail trade
 - Scenic and sightseeing transportation
 - Other amusement and recreation industries
 - Food services and drinking places
- \$700 M damages; **BI loss: \$30 M**

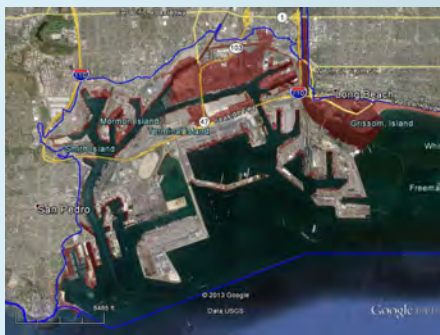


Natural Hazards: Earthquake • Volcanic Eruption • Landslide • Flood • Geomagnetic Storm • Wildfire • Tsunami • Coastal Erosion

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Business Interruption: Coastal Property

- \$1.7 B damages; **BI loss \$1.8 B**
- Vulnerable sectors < 0.3%
 - Health, education, retail in S. Cal
 - Hotels in Rest of Cal



Natural Hazards: Earthquake • Volcanic Eruption • Landslide • Flood • Geomagnetic Storm • Wildfire • Tsunami • Coastal Erosion

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Port and Business Resilience

- No ship diversions for 2-day shutdown; some rerouting of exports after
- Terminal and marinas had some excess capacities
- Commodity inventories
- E.g., resilience to damaged operating systems at marine oil terminals
 - Tankers wait off-shore
 - Manual operation at 1/2 speed
 - Underutilized off-loading capacity
 - Inventories at port, off-site, refineries
 - Fuel inventories at LAX
- Businesses affected by disrupted trade, marina and coastal damages could make up for some lost production time, varies by sector
- *Business Interruption loss reducible by 80-90% with resilience*



Natural Hazards: Earthquake • Volcanic Eruption • Landslide • Flood • Geomagnetic Storm • Wildfire • Tsunami • Coastal Erosion

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Summary of Economic Impacts

- Total **\$6.3 BI losses**; 0.3% of CA annual GDP
- Overlap with **\$5.9 BI losses** from evacuating max. tsunami zone
- Resilience strategies suggest potential 80-90% reduction of BI loss

Business Interruption Loss:

\$1-\$6 billion

Preparedness and resilience controls the bottom line



Natural Hazards: Earthquake • Volcanic Eruption • Landslide • Flood • Geomagnetic Storm • Wildfire • Tsunami • Coastal Erosion

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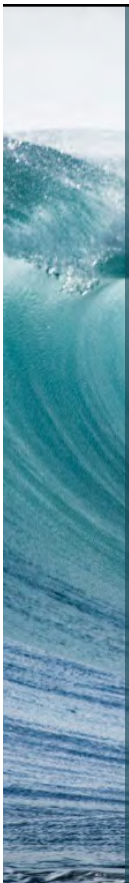


Guidance and Considerations for Business Tsunami Planning

Chris Wright
President - BICEPP



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What is your primary risk?

- Businesses/entities such as restaurants, theaters, museums, schools, markets and large offices or factories that contain large numbers of customers/staff/vendors **should focus preparatory measures on preventing a tsunami from causing loss of life.**



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Conduct an assessment on the potential impacts to your company

• Assess Direct Impacts

- Determine if any of your companies' facilities are in tsunami impact areas. Document your findings.
- Determine if any employees that perform critical roles for your company live in tsunami impact areas. Document your findings.
- Evaluate if key roads or freeways that are used by your company and/or employees are in tsunami impact areas. Document your findings.



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Conduct an assessment on the potential impacts to your company

• Assess Indirect Impacts

- Determine if any of your key customers are in tsunami impact areas. Document your findings.
- Determine if any of your key providers of products or services to your company are in tsunami impact areas. Document your findings.



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Utilize the results of your assessment

- **If you have locations that are in tsunami impact areas, consider the following steps:**

- Develop processes and procedures for monitoring tsunami alerts
- Develop processes and procedures for communicating with employees/visitors in time of incident
- Development of evacuation plans to be implemented in time of incident
- How to educate your employees on the appropriate actions to take in time of incident
- Practice/exercise the procedures/processes put in place to better ensure awareness of appropriate actions to take in time of incident
- Identify alternate roads/freeways that could be used to move people/products etc. in time of incident



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Utilize the results of your assessment

- **If you have employees that perform critical roles that live in tsunami impact areas, consider the following steps:**

- Evaluate if you have alternate employees pre-identified and trained to fill the critical roles needed to maintain your critical company activities? If not, now may be the time to do some cross training and/or develop a business continuity plan to support the loss of those filling critical roles.
- Provide additional education to the employees who live in higher risk areas on proper tsunami preparedness steps they should consider for their family/home.



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Utilize the results of your assessment

- If you have key customers and/or key providers of product or services to your company that are located in tsunami impact areas, consider the following steps:
 - Develop business contingency plans for how you would attempt to continue to provide your products/services to impacted customers
 - Consider if you need to identify alternate providers of products or services that your company relies on



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www.BICEPP.org

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Mark Benthien

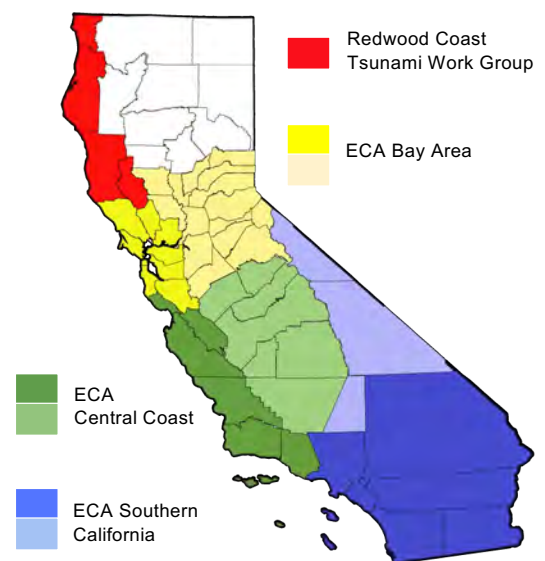
ECA Executive Director, Statewide California Earthquake Center at USC

*TsunamiZone.org: Resources and Suggestions for
How to Improve Tsunami Preparedness*

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Earthquake Country Alliance

- 4000+ *Public-Private-Grassroots* leaders
- Statewide *committees* develop resources and deliver programs
- *Regional Alliances* organize meetings and outreach activities
- California's Office of Emergency Services provides NEHRP funding for ECA earthquake mitigation activities
- USC's Statewide California Earthquake Center (SCEC.org) administers ECA (annually ~\$270K)



Join: **EarthquakeCountry.org/join**



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ECA Statewide Activities

Develop Messaging and Resources:

EarthquakeCountry.org
EarthquakeCountry.org/resources
Terremotos.org



Support Tsunami Preparedness Week:

TsunamiZone.org/california



**March
22-30,
2025**

Created and Coordinate
The Great California ShakeOut:

ShakeOut.org/california



**Oct. 16
in 2025**

Webinars & other events

EarthquakeCountry.org/calendar

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Seven Steps To Earthquake Safety

BEFORE

1. Secure
Your Space



2. Plan
To Be
Safe



3. Organize
Supplies



4. Minimize
Financial Hardship



5. Drop, Cover,
and Hold On



6. Improve
Safety



AFTER

7. Reconnect
and Restore



EarthquakeCountry.org/sevensteps

Terremotos.org/sietepasos

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Safety Guidance in 16 Languages



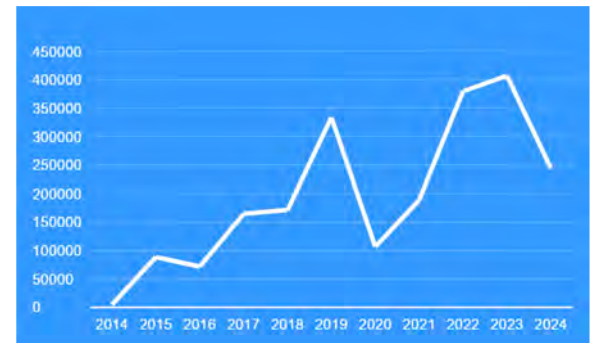
EarthquakeCountry.org/languages

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California Tsunami Preparedness Week

- **2025 Goal: 500,000 Participants (year-long)**
- **As of today: 424,000**
- You can: provide *tsunami messaging* to your employees, customers, etc.; then register your total #
- Encourage large employers, universities, school districts to have activities or share guidance, and then register!
- Ramping up social media – follow & share:
 - x.com/thetsunamizone
 - facebook.com/thetsunamizone
 - instagram.com/thetsunamizone/

TsunamiZone.org/california



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TsunamiZone.org:

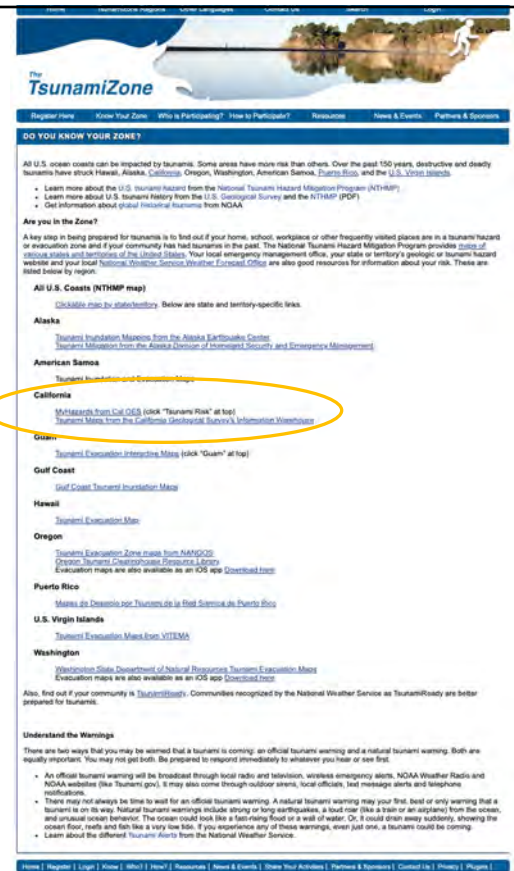
Know Your Zone: Maps for all coastal areas (nationally) showing tsunami hazard zones

Resources: Videos, manuals, posters, bookmarks, postcards, luggage tags for go bags, important document holders (new!)

How to Participate: Guidance for tsunami activities, evacuation drills, etc. (all should be register on TsunamiZone.org)

Activity Registration: Register your activities during Tsunami Preparedness Week (or any day of the year) to be included in the annual total at [Tsunamizone.org/register](https://tsunamizone.org/register)

Event Calendar: Learn about drills, presentations, and other events near you (and add your events)



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TsunamiZone.org:

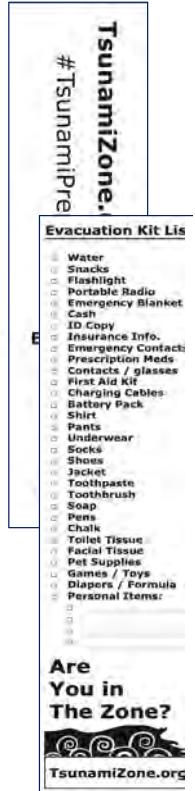
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Email requests for these and other items:
info@tsunamizone.org

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HOW TO PARTICIPATE AND PREPARE

Any coast is vulnerable to tsunamis. We can get better prepared before the next tsunami by practicing how to protect ourselves when one occurs. Remember, 1) Protect yourself during local earthquakes, 2) Go to high ground or inland, 3) Stay there!

The purpose of TsunamiZone.org is to help people and organizations know where their tsunami zone is located, how to know when a tsunami is on its way, and how to respond. Throughout each year, you are invited to participate in tsunami educational activities and drills, and register their participation on this website. There are many ways for individuals, businesses, schools, faith-based organizations, community groups, scouts, and others to "know your zone" and get prepared for tsunamis. Share what you're doing with others so they can do the same. Download one of the following flyers to see what you or your organization can do.

Tsunami Basics for Everyone

Tsunami Basics for K-12 and Higher Education

Tsunami Basics for Businesses

Tsunami Web Guide

Tsunami Key Facts

WHY PARTICIPATE?

Register today so that you or your organization will:

- Be counted as a participant on the TsunamiZone website!
- Be listed with other participants in your area (Optional)
- Be an example that motivates others to participate & prepare
- Be updated with TsunamiZone news and preparedness tips
- Have peace of mind that you, your family, your co-workers and millions of others will be better prepared to survive and recover quickly when tsunamis occur!

BRIPE! COVER! HOLD ON!
Protect Yourself During Earthquakes

GO TO HIGH GROUND OR INLAND!
The Only Safe Tsunami Response

STAY THERE!
Tsunami Warning Near Areas for Tsunamis

Over 720,000 participants registered

[Facebook](#)
[Twitter](#)

PLAN YOUR TSUNAMI PREPAREDNESS ACTIVITIES

Here are possible tsunami preparedness activities that you can plan:

- Attend or organize a tsunami walk drill
- Print out a map of your evacuation zone
- Attend a public lecture about tsunamis
- Put together a "go bag" with essential supplies
- Make a household or workplace tsunami plan
- Establish an out of town contact for your household
- Participate in a tsunami exercise at work
- Join a tsunami communication exercise
- Share #TsunamiPrep info on social media or email
- Participate in a school evacuation drill
- Hold a boater/marina evacuation drill to high ground
- Watch a tsunami preparedness video

GET PREPARED

Check out these resources to understand how you and your family can prepare yourselves with available safety information

[Tsunami Safety and Preparedness Information, NOAA](#)

[Tsunami Walk Guide](#)

[Current Tsunami Alerts \(All Regions\), NOAA](#)

[International Tsunami Information Center](#)

[National Tsunami Warning Center, NOAA](#)

[Caribbean Tsunami Warning Program, NOAA](#)

[Pacific Tsunami Warning Center, NOAA](#)

[Home](#) |
 [Register](#) |
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 [Who?](#) |
 [How?](#) |
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TsunamiZone.org:

Know Your Zone: Maps for all coastal areas (nationally) showing tsunami hazard zones

Resources: Videos, manuals, posters, bookmarks, postcards, luggage tags for go bags, important document holders (new!)

How to Participate: Guidance for tsunami activities, evacuation drills, etc. (eligible for registering on TsunamiZone.org)

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Event Calendar: Learn about drills, presentations, and other events near you (and add your events)

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The screenshot shows the 'PARTICIPATE?' registration form on the TsunamiZone.org website. The form is titled 'Please check the boxes that best describe your tsunami preparedness activities.' and includes several sections for registration details. The first section asks for the number of schools or sites registering, the number of students, and the number of employees, volunteers, parents, etc. The second section asks to check boxes for various activities: 'Get to "know your zone"', 'Attend or organize a tsunami evacuation walk, drill, or exercise', 'Participate in or lead a maritime evacuation drill or exercise', 'Watch or organize a tsunami science and/or safety-focused lecture, workshop, show, or webinar', 'Put together a tsunami preparedness kit (go / evacuation bag, home or work supplies, etc.)', 'Make a tsunami plan for yourself, family, workplace, or school (establish contacts, roles, meeting locations)', 'Establish local and out-of-area emergency contacts', 'Share or interact with a tsunami science or safety-focused social media conversation (use #TsunamiReady)', and 'Join a government-led tsunami communications exercise'. The third section asks to describe the organization's plans for participating in tsunami preparedness activities. The fourth section asks to check the box for any exercise or campaign with which the tsunami activity is affiliated, listing options like CARIBE WAVE, California Tsunami Preparedness Week, Alaska Tsunami Preparedness Week, Hawaii Tsunami Awareness Month, PACIFEX, World Tsunami Awareness Day, LANTEX, and Other. The final section asks if the user wants to share information about their participation with researchers studying how people participate in tsunami preparedness activities.

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| | | | |
|--------------------------------|--------|--|---------|
| North Coast | 21,557 | Inyo-Mono | 0 |
| Del Norte | 16 | Inyo | 0 |
| Humboldt | 21,127 | Mono | 0 |
| Lake | 0 | | |
| Mendocino | 414 | Central Valley South | 68 |
| | | Fresno | 26 |
| Shasta Cascade | 4 | Kern | 7 |
| Butte | 4 | Kings | 0 |
| Glenn | 0 | Madera | 0 |
| Lassen | 0 | Mariposa | 0 |
| Modoc | 0 | Merced | 26 |
| Plumas | 0 | Tulare | 9 |
| Shasta | 0 | | |
| Sierra | 0 | Central Coast | 35,078 |
| Siskiyou | 0 | Monterey | 129 |
| Tehama | 0 | San Benito | 0 |
| Trinity | 0 | San Luis Obispo | 121 |
| | | Santa Barbara | 35,557 |
| Bay Area | 39,353 | Santa Cruz | 71 |
| Alameda | 27,650 | | |
| Contra Costa | 14 | Southern California Coast | 111,975 |
| Marin | 177 | Los Angeles | 65,484 |
| Napa | 0 | Orange | 1,254 |
| San Francisco | 2,890 | Ventura | 45,237 |
| San Mateo | 8,478 | | |
| Santa Clara | 68 | Inland Southern California | 453 |
| Solano | 2 | Imperial | 32 |
| Sonoma | 74 | Riverside | 198 |
| | | San Bernardino | 223 |
| Delta Sierra | 253 | | |
| Alpine | 4 | San Diego | 31,933 |
| Amador | 4 | Multiple Counties | 2,513 |
| Calaveras | 2 | | |
| Colusa | 0 | | |
| El Dorado | 6 | | |
| Nevada | 2 | | |
| Placer | 3 | | |
| Sacramento | 172 | | |
| San Joaquin | 6 | | |
| Stanislaus | 39 | | |
| Sutter | 15 | | |
| Tuolumne | 0 | | |
| Yolo | 0 | | |
| Yuba | 0 | | |

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Event Calendar: Learn about drills, presentations, and other events near you (be sure to add your events!)

PACIFEX

May 23, 2024, 918 - 2 pm (Virtual)

PACIFEX 2024 Exercise led by the NWS National Tsunami Warning Center

[More Info](#)

Annual Tsunami Response Playbook Communications Exercise

March 27, 2024, 2 - 3 pm (Virtual)

Welcome to 2024 Tsunami Preparedness Week!

On March 27, 2024, at 1400 hours, the California Tsunami Program will conduct the annual Tsunami Response Playbook Communications Exercise

Exercise Scenario: M8.9 Earthquake located in the _____

[More Info](#)

Tsunami Community Breakfast

March 23, 2024, 8 - 11 am (Humboldt Grange #501)

Educational handouts will be made available.

[More Info](#)

Tsunami Preparedness Community Bike Ride (Wilmington)

April 1, 2023, 9 am - 12 pm (Wilmington Waterfront Park - Los Angeles)

Celebrate Tsunami Preparedness Week with a Community Bike Ride hosted by the City of LA Emergency Management Department in coordination with the SoCal Thrill Bike group.

[More Info | Event Website](#)

Annual Tsunami Playbook Communications Exercise (Statewide)

March 29, 2023, 1 - 3 pm (online event)

Annual exercise organized and run by Cal OES, CA Geol. Survey, and NWS-Weather Forecast Offices; participants will be emergency response officials from counties, cities, harbors, ports, and other governmental agencies who are on the TEDL.

[More Info](#)

Tsunami Warning Communications Test (North Coast)

March 29, 2023, 11 am - 12 pm (Del Norte, Humboldt, and Mendocino Counties Only)

Annual test of Tsunami Warning System to ensure it works properly during a real tsunami emergency

[More Info | Event Website](#)

California TsunamiZone Page

- California-specific resources
- Annual California Tsunami Webinars
- Videos, posters, flyers, brochures
- Links to CGS and Cal OES Mapping Tools
- Includes maritime guidance
- *What else should be included?*

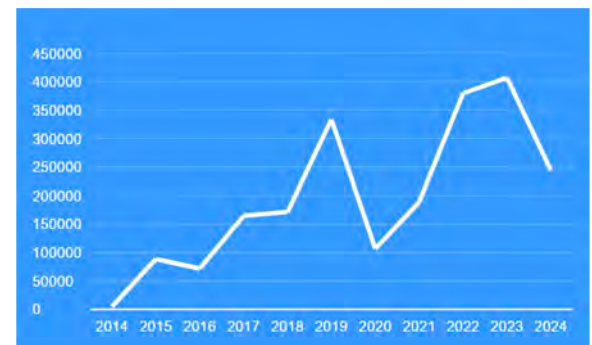
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California Tsunami Preparedness Week

- What activity will *you* do & register?
- Who will you encourage to participate? (people, schools, organizations, agencies...)
- What will inspire more involvement?
- How do we better involve "inland" Californians?



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Q&A

To be notified of future events and recordings, join ECA (free!):

EarthquakeCountry.org/join

Please take our survey:

SurveyMonkey.com/r/NGTVN6M

Questions?

info@earthquakecountry.org

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Connect with ECA & TsunamiZone

- EarthquakeCountry.org
- info@earthquakecountry.org
- TsunamiZone.org
- info@tsunamizone.org



Please take our brief survey about today's workshop:

SurveyMonkey.com/r/NGTVN6M

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