



THE REALLY BIG ONE: WHAT TO EXPECT

Wait... What big one?

Who?

Residents and visitors of the Pacific Northwest

What?

A magnitude 9.0 earthquake similar to the 2011 quake in Japan. That could be 4 minutes of shaking!

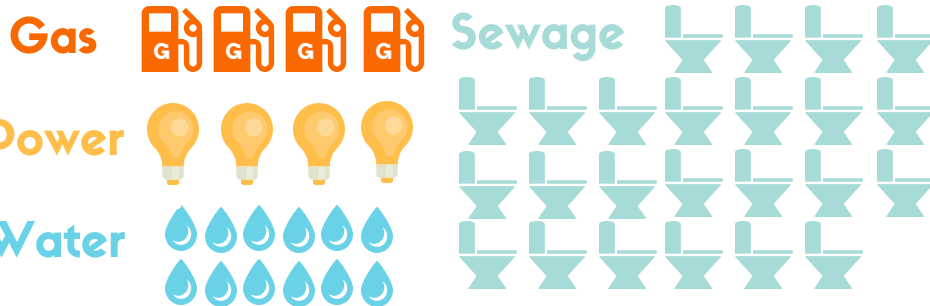
Where?

The Cascadia Subduction Zone that runs from Northern California to Vancouver, about 100 miles off the coast.

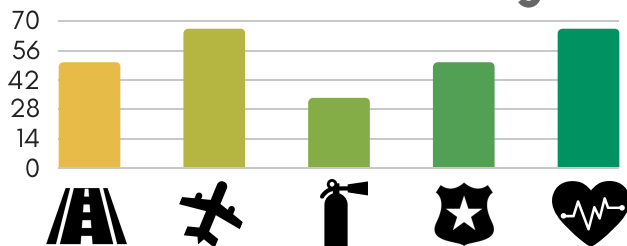
When?

Hard to say, but there is a 100% chance that it will happen. Scientists are estimating a 10-15% chance in the next 40 years, with the probability of an 8.0 much greater.

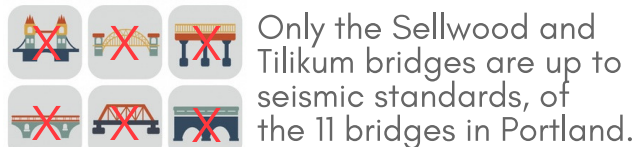
Best case scenario: How many weeks until the Willamette Valley has...



Percentage of Damaged Facilities Across Oregon



How Will We Get Around?



Make a plan with loved ones across the river.

Who Will Help?



In the past decade, **9 out of 10** earthquake victims were rescued by neighbors, not first responders or trained emergency crews.*

So what should I do?



Love Thy Neighbor

Or Know Them, At Least

Social Capital

the networks of relationships among people who live and work in a particular society, enabling that society to function effectively.

Bonding



Tight bonds between similar groups

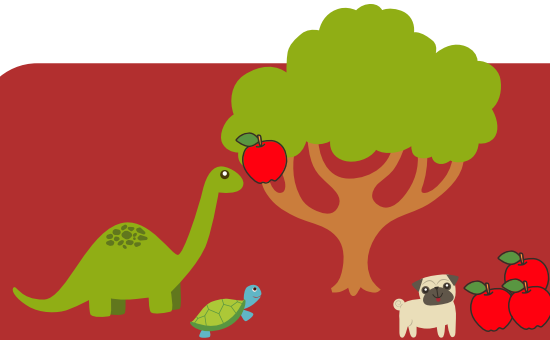
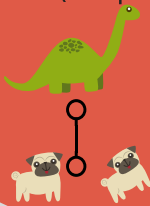
Bridging



Relationships that span social groups

Linking

Connects citizens to a group with more power (i.e. politicians)

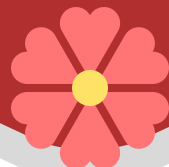


Get more done

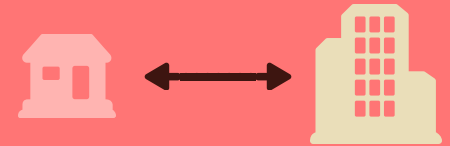
With more eyes and resources around your neighborhood, expect it to be safer and more convenient for all.

... especially when you least expect it

Although social capital can help on an everyday basis, you're definitely going to want that neighbor to whom you lent sugar last month to help save you from the rubble after an earthquake.



"But I'm too busy!"



Don't have time to knock on everyone's door? Increasingly, Americans don't have time for the "third spaces" that come after home and work, which are crucial for building relationships.

You're not alone.



Apps like Nextdoor and private Facebook groups are attracting more and more users, and mimic the trust-building qualities of third spaces.

Netiquette

How to Thrive Online

Source:
Rheingold, Howard. 2012. Net
Smart: How to Thrive online.
Cambridge, Massachusetts:
MIT Press.



Assume Goodwill

It's easy to misinterpret someone's intent online. Ask friendly questions to clarify.

Howdy!



Humanize

Plain text can be very dry. Use appropriate emoticons or punctuation to convey emotion! :D



Know the Territory

Take a few days to get the feel of the community.



Mindfulness

Everyone lives a busy life. Take a moment to think about your audience and the relevance of your post.



Jump in where you can add value

Speak up if you have helpful information or recommendations.



What is a virtual third place?



Think of a virtual third place as your local online community center. You can keep up with the latest neighborhood news, share safety information, borrow a needed item, and get to know your neighbors -- from wherever you are, whenever you want.



Reciprocate

People will help you if you help them. If you are new, pay it forward.



Encourage casual conversation

Virtual communities only work if people use them! If you have a question or comment, post it.

:-)

