

Defensible Space...

15 Reasons Why People Don't Do It

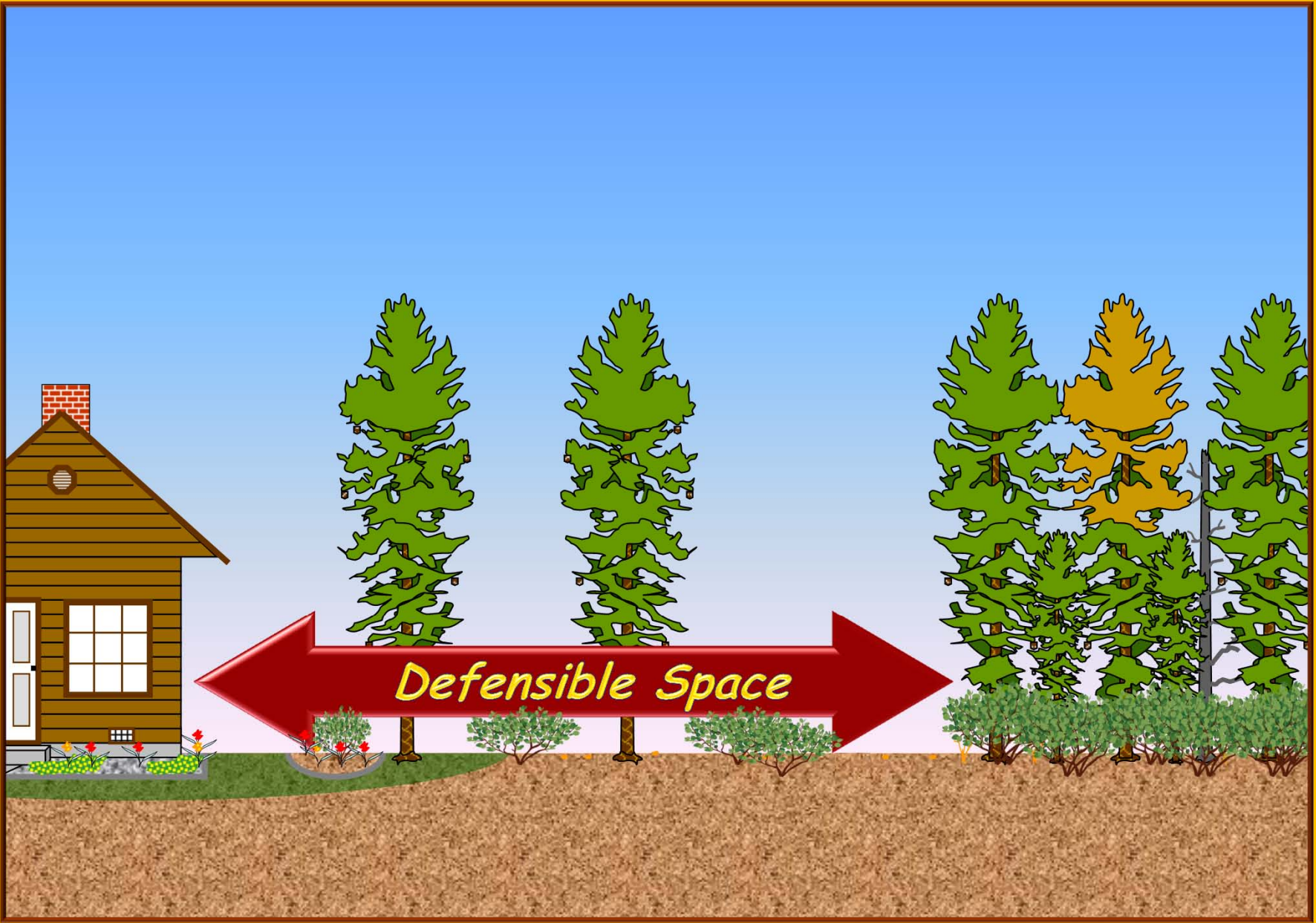
Ed Smith
Natural Resource Specialist



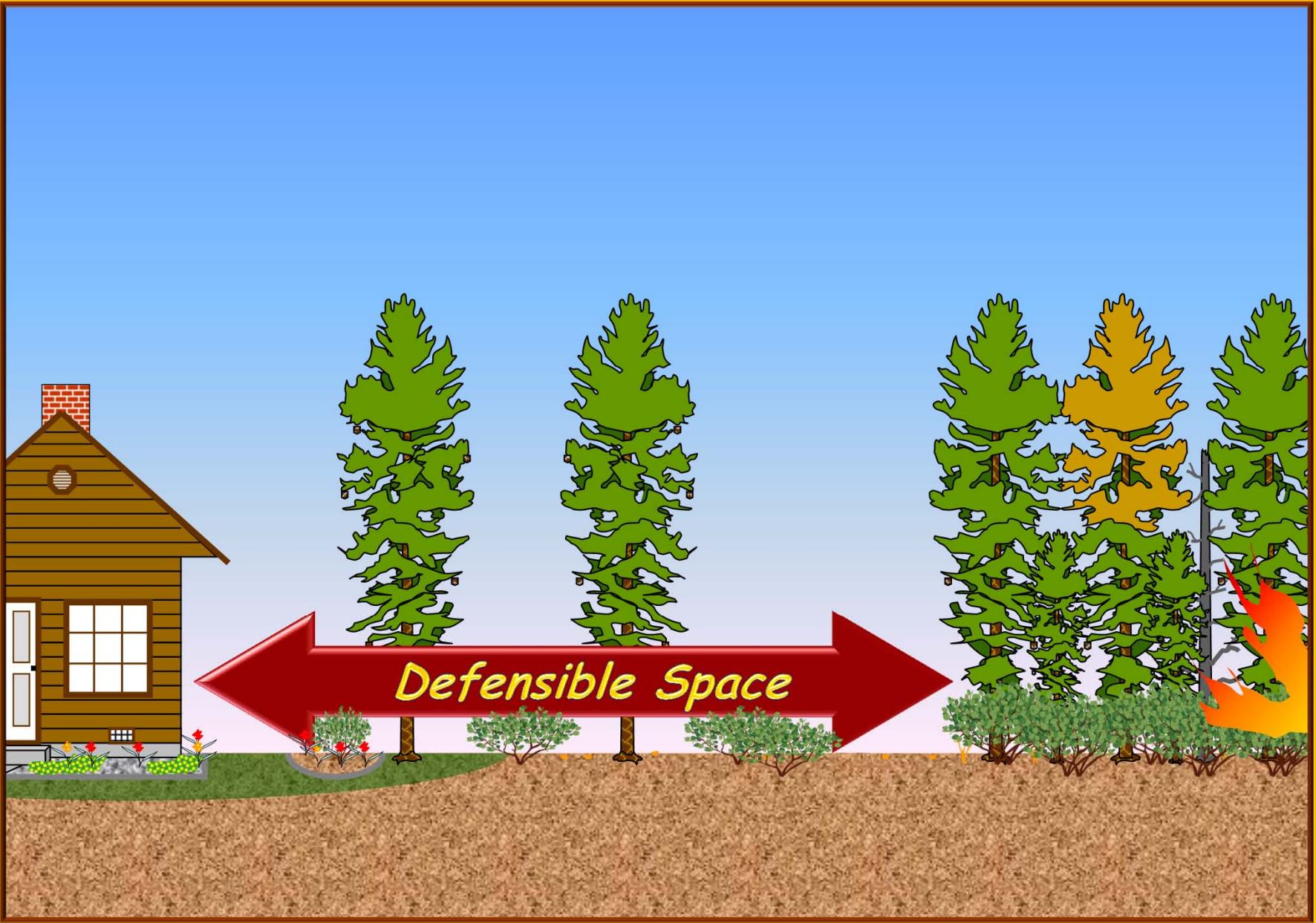
University of Nevada
Cooperative Extension



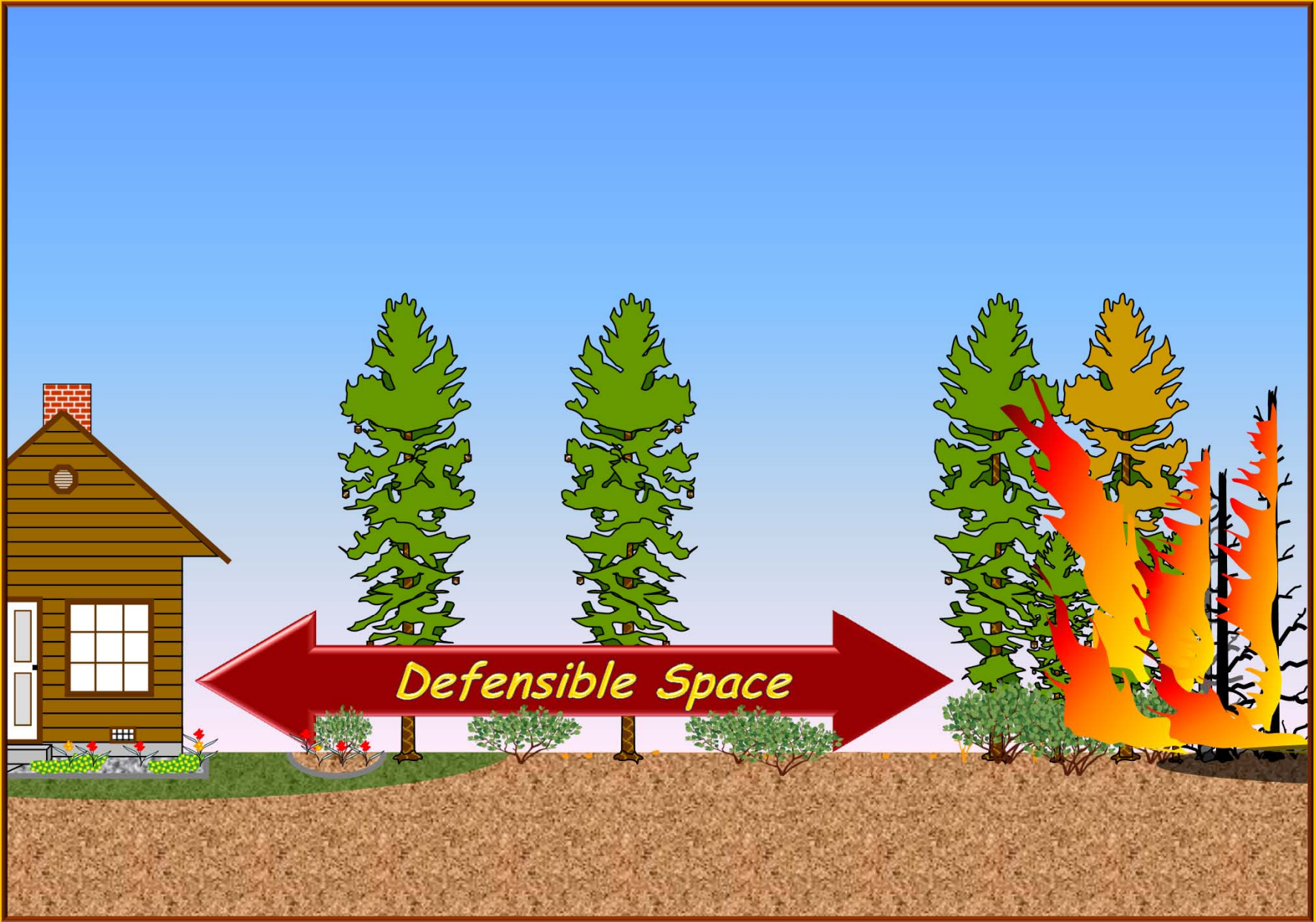
What is Defensible Space?

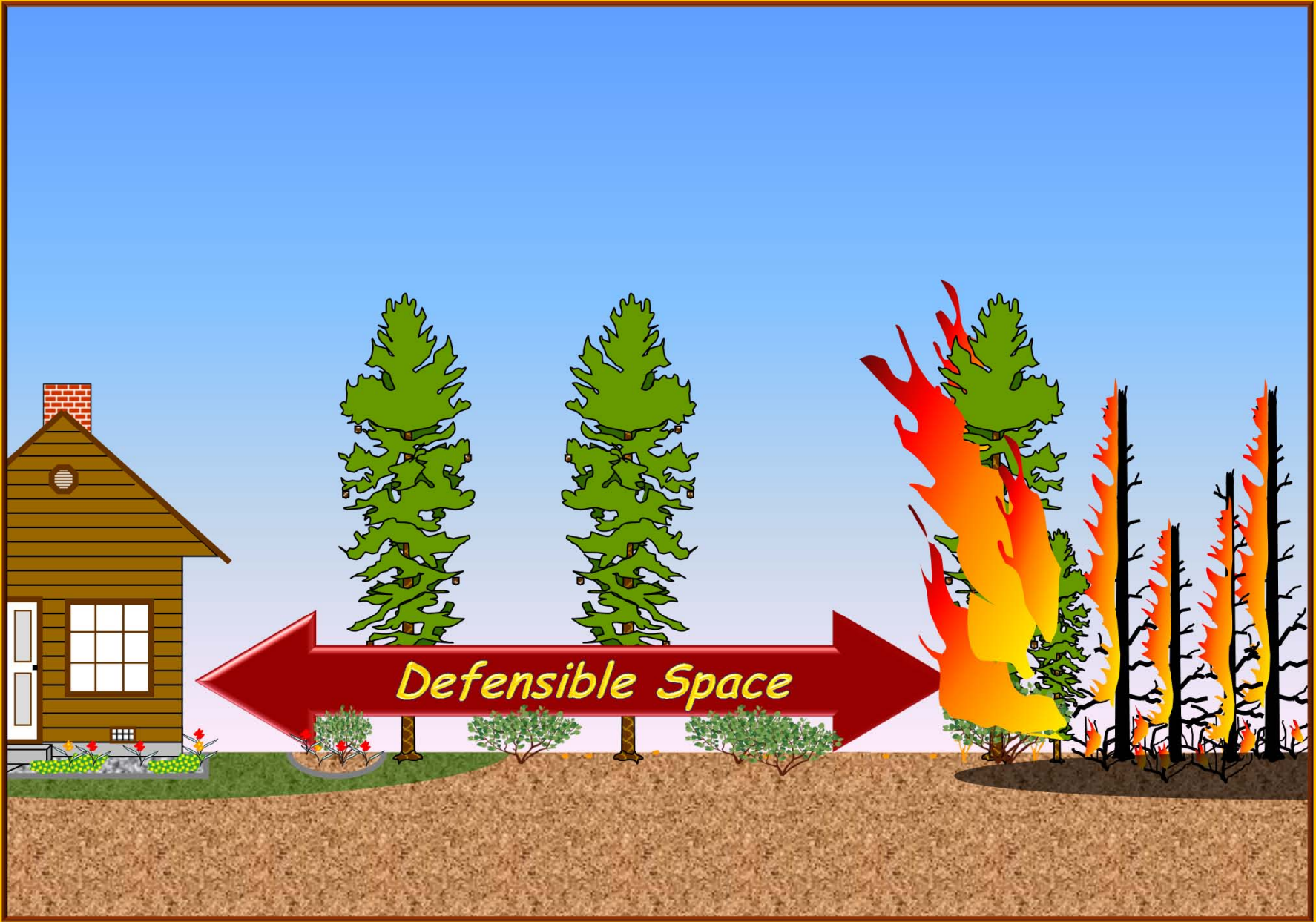


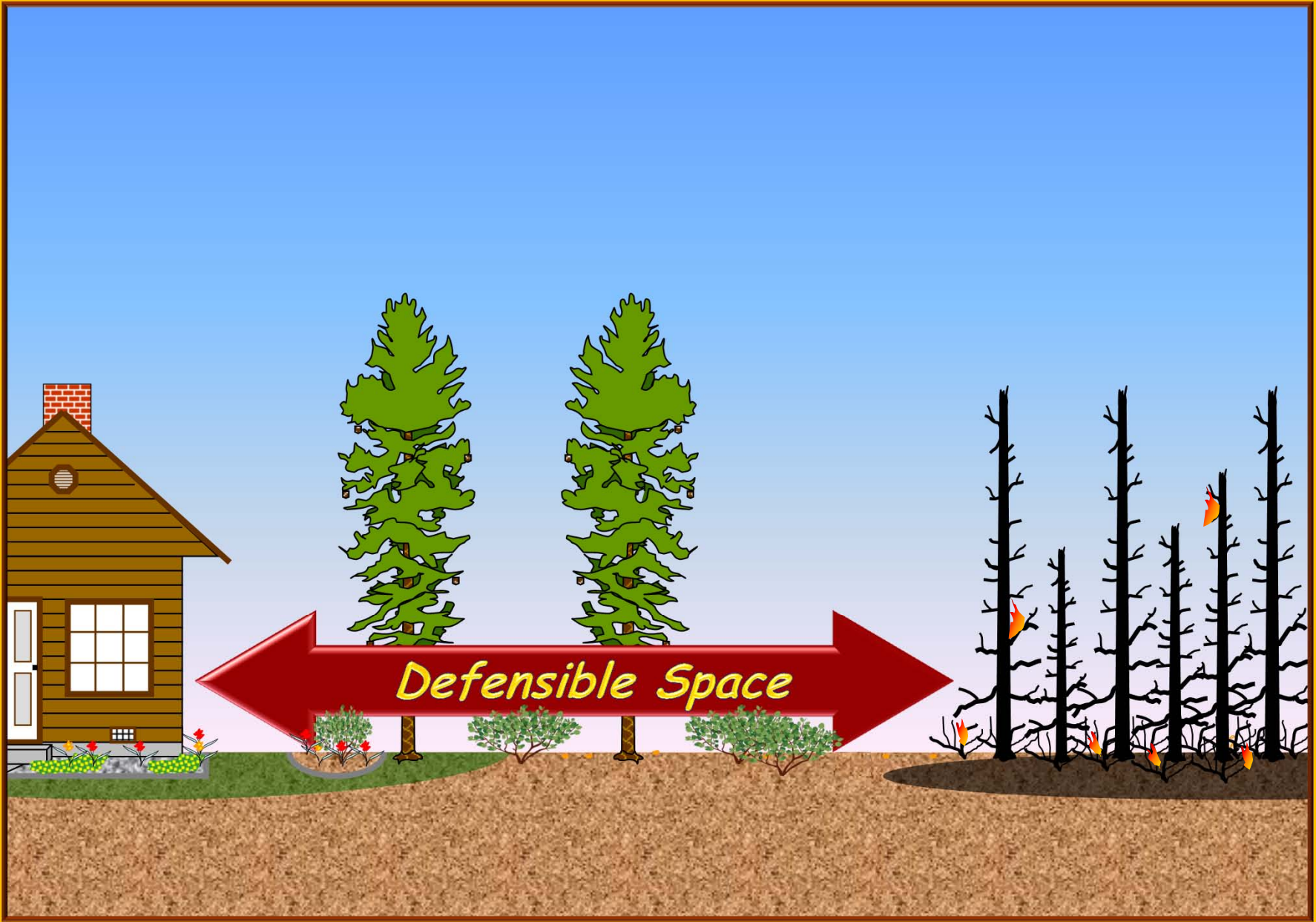
Defensible Space



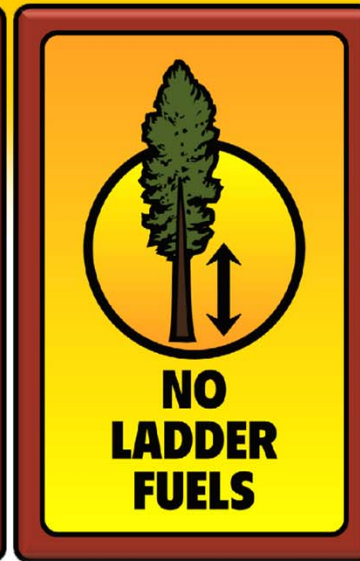
Defensible Space







Defensible Space Fundamentals







**REMOVE
THE
DEAD**





**NO
LADDER
FUELS**

A yellow rectangular sign with a red border. At the top, there is a circular icon containing a green tree silhouette and a vertical double-headed arrow. Below the icon, the text "NO LADDER FUELS" is written in bold, black, sans-serif capital letters.



Defensible Space...

- ✓ Homeowner responsibility**
- ✓ Proactive**
- ✓ Firefighter safety**
- ✓ Effective**



“This information has not only been available to the public, it has virtually been poured over them... And many residents have gotten the message; they just don’t act on it.”

“How Can We Live With Wildland Fire”
University of California 1997



Why?



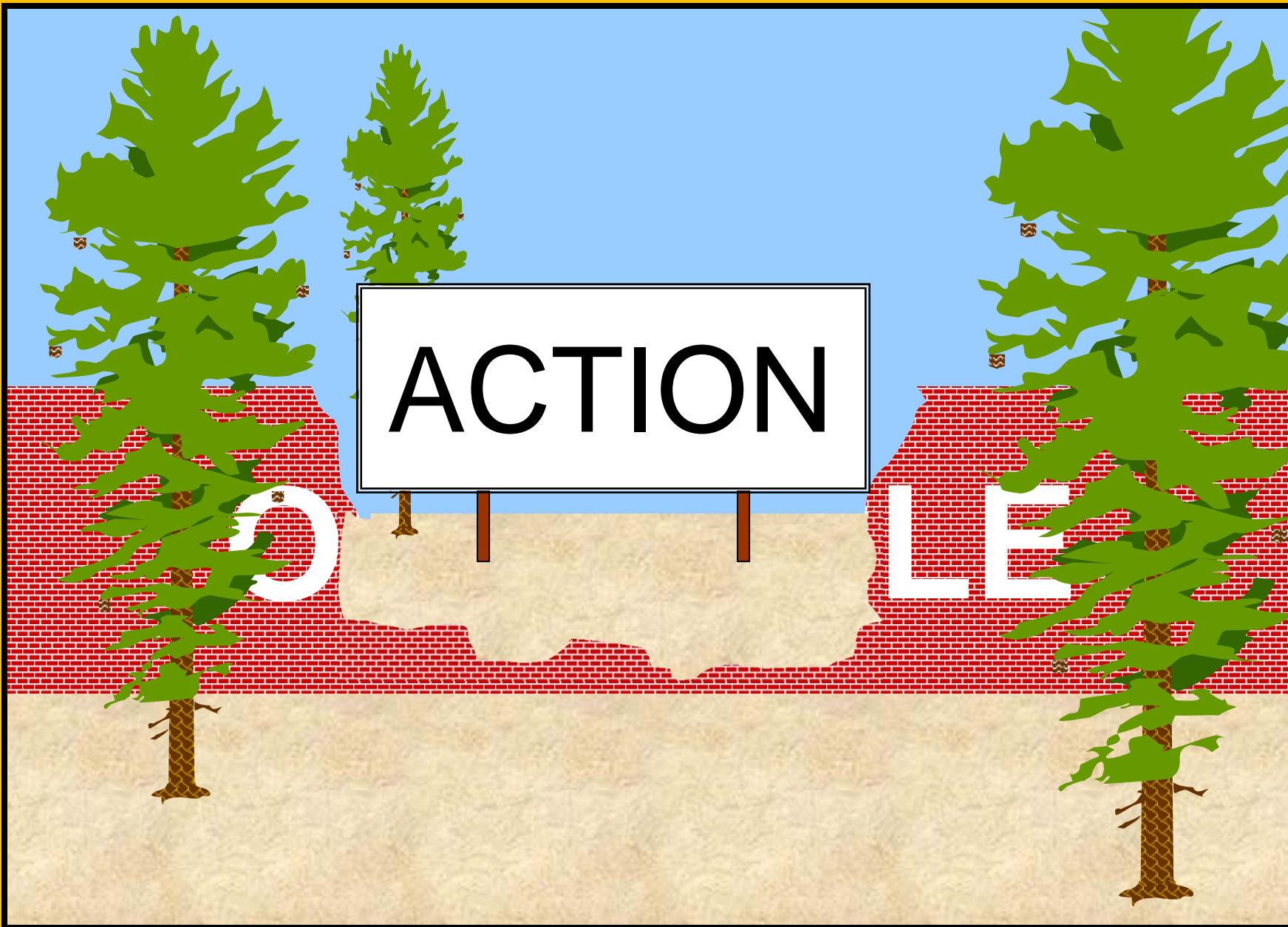
ACTION

OBSTACLE

ACTION

O

LE



Action =

Motivation +

Means +

Opportunity

Obstacles to homeowner
action to create defensible
space are due to:

- Lack of Motivation
- Lack of Means
- Lack of Opportunity

Based on review of surveys and experience...

15 Motive, Means, or Opportunity reasons were identified...

Motive Reasons...

Reason #1

“I didn’t know there was wildfire threat in my neighborhood.”



Photo courtesy of Dave May, CCFD

Unaware

Reason #2

“It won’t happen to me.”



Photo courtesy of Cat Allison, Nevada Appeal

Denial

Reason #3

“It’s all fate, when
your number is up,
its up.”



Destiny

Reason #4

“It won’t make a
difference”



Futility

Reason #5

“It’s not my job.”

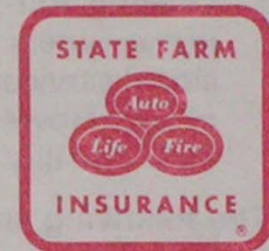


Irresponsible

Reason #6

“So what, my insurance
will build me a new
house.”

HOMEOWNERS POLICY



State Farm Fire and Casualty Company
State Farm General Insurance Company
Home Offices: Bloomington, Illinois

IMPORTANT NOTICE . . . about some changes in your policy

Enclosed with this message is your new State Farm Homeowners policy which replaces your current policy form. It remains one of the broadest forms available today and provides you with outstanding value for your insurance dollars. However, we want to point out that every policy contains limitations and exclusions.

Our goal is to provide the broad homeowners insurance coverage you need at a reasonable price. Recent court decisions, however, have forced insurance companies to pay claim settlements in situations for which coverage was never intended. These unsettling circumstances could make the cost of insurance prohibitive for many people. State Farm, rather than raise the cost of your homeowners insurance to cover these situations, has instead made some changes in your policy's language which clarify what your policy is intended to cover. This should enable us to keep your premium at an affordable level and still provide you with the protection you need to assure your peace of mind. Here

Insurance

Reason #6

“If it was really important,
my insurance company
would give me a break on
my premium.”

Coverages and Limits		
Section I		
A Dwelling		\$259,700
Dwelling Extension	Up To	25,970
B Personal Property		194,775
C Loss of Use		Actual Loss Sustained
Deductibles - Section I		
Other Losses		2,000
Except 10% Earthquake		
Section II		
L Personal Liability		\$300,000
Damage to Property of Others		500
M Medical Payments to Others		5,000
(Each Person)		
Annual Premium		\$984.00

FP-7955
 OPT ID
 OPT OL
 OPT JF

No incentives

Reason #8

“It’s wrong to cut trees.”



Unnatural or wrong

Reason #9

“It won’t look good.”



Aesthetics and Function

Reason #10

“I don’t want to because of (pick one) poison oak, lyme disease, hantavirus, etc.”



Discomfort

Means Reasons...

Reason #11

“I don't have the time or money to do it.”



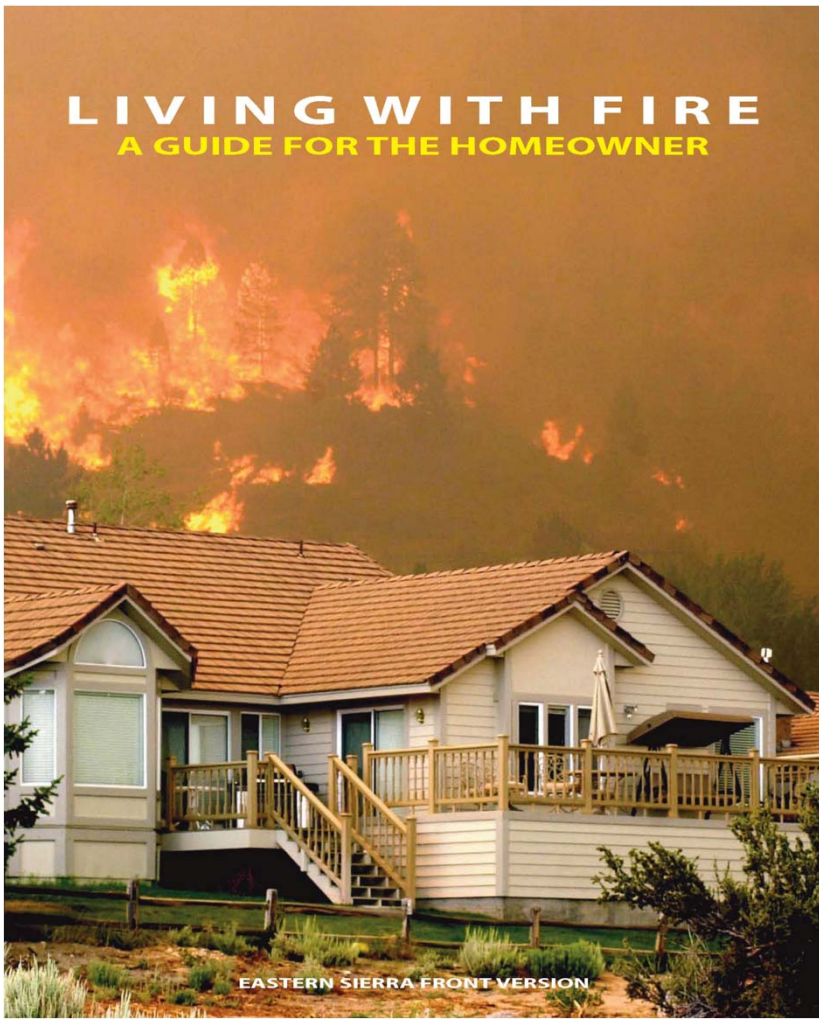
Cost

Reason #12

“I don't know what to do.”

LIVING WITH FIRE

A GUIDE FOR THE HOMEOWNER



A screenshot of the 'Living With Fire' website. The header includes the title 'Living With Fire' and navigation links for 'ABOUT LWF', 'PUBLICATIONS', 'RESOURCES', and 'CALENDAR'. Below the header, there are tabs for 'BEFORE THE FIRE', 'DURING THE FIRE', and 'AFTER THE FIRE'. The main content area features a 'WELCOME' message and a large image of a house with a wildfire in the background. Text on the page reads: 'Would your house survive?' and 'Living With Fire...helping Nevadans live more safely with the threat of wildfire. Research shows that how the house is built, the characteristics of the adjacent vegetation, and routine maintenance often determine which homes burn and which survive. The purpose of Living With Fire is to provide homeowners with wildfire threat reduction recommendations developed by Nevada's fire fighting experts. This program also provides suggestions about what to do during and after a fire.' At the bottom, there are logos for 'COOPERATIVE EXTENSION', 'NIC Nevada Insurance Council', 'Nevada Fire Safe Council', and 'FARMERS'. There are also three small images showing houses in different stages of fire: 'BEFORE THE FIRE', 'DURING THE FIRE', and 'AFTER THE FIRE'.

Unknowledgeable

Reason #13

“I don’t have an easy way to get rid of all that stuff...”



Disposal

Opportunity Reasons...

Reason #14

“It’s against the law.”



Illegal

Reason #15

“I don’t own it.”



Lack ownership

Summary

Action =

Motivation +

Means +

Opportunity

“When devising strategies to promote the adoption of wildfire defenses among people in the I-Zone, be sure you are addressing the real problem.”

Dr. Ron Hodgson, I-Zone 1996

**Are there other reasons
why people don't reduce
the wildfire threat to
their properties?**

What are the main reasons for your neighborhood ?

