

Lake Tahoe Basin Wildfire Awareness Week 2013 Summary Report



July 2013

The Lake Tahoe Basin Wildfire Awareness Week is funded by a grant from the Nevada Division of Forestry and USDA Forest Service in cooperation with the Tahoe Regional Planning Agency. Report prepared by Susie Kocher, University of California Cooperative Extension



Table of Contents

Event Summary.....	3
Effort Summary	3
Lake Tahoe Wildfire Awareness Week Collaborators	4
Wildfire Awareness Week Events	5
Event Photos and Flyers	7
Proclamations & Resolutions	25
Media Coverage.....	32
Promotional Efforts	42

The USDA and University of California are equal opportunity providers and employers. The University of California prohibits discrimination or harassment of any person in any of its programs or activities. Complete nondiscrimination policy statement can be found at http://groups.ucanr.org/ANR_AA/files/54635.doc. Direct inquiries regarding the University's nondiscrimination policies to the Affirmative Action Director, University of California, ANR, 1111 Franklin St., 6th Floor, Oakland, CA 94607, (510) 987-0096. United States Department of Agriculture, University of California and El Dorado County Cooperating.

Event Summary

The fourth Lake Tahoe Basin Wildfire Awareness Week (LTWAW) was held May 25th to June 2nd 2013. Using grant funds from the Nevada Division of Forestry, the Tahoe Regional Planning Agency coordinated this multi-agency effort. Twenty different organizations including local, state, and federal fire agencies, local and regional government and recreation organizations collaborated to host events. 25 different agency staff and volunteers participated in a series of six planning committee meetings held from January to June 2013.

The goal of Wildfire Awareness Week 2013 was to promote community based defensible space activities. The planning committee chose the theme “*Get Defensive: Reduce the fuels, reduce the risk.*” as a focus of promotional efforts. The focus of the week was to promote homeowner and resident actions that reduce the risk from wildfire to homes and communities.

Activities provided information and resources to reduce wildfire risk to homes by upgrading vulnerable home components, conducting defensible space activities, and having an evacuation plan. Creating defensible space involves selecting and maintaining vegetation near the home, thereby reducing the risk homes will be ignited and destroyed during a wildfire.

The week included 5 events and activities with over 1,000 direct participants. Events included free yard waste drop off days, presentations in local classrooms, and the first ever LTWAW Kick Off event which included turn out demonstrations, defensible space talks, chipping demonstrations, a pancake breakfast, and free hot air balloon rides from the Smokey Bear hot air balloon.

The event was advertised by posting over 200 copies of a “Get Defensive” poster throughout the Tahoe Basin. 38,000 postcards with the Get Defensive theme and tips on how to implement defensible space were printed and mailed to all homeowners in the Tahoe Basin. Newspaper and radio PSAs, TV and radio appearances, and a new set of banners were used to advertise the event. All promotions directed residents to the Living with Fire website (<http://www.livingwithfire.info/tahoe>) for more specific information.

Resolutions in support of the week were passed by the Tahoe Regional Planning Agency, the City of South Lake Tahoe, El Dorado, Douglas, and Washoe Counties.

Effort Summary

The planning committee met on June 28th to review the success of the week. Overall everyone thought the week went really well. Overall, there were fewer events this year but they were all quite successful especially the first time kick-off event organized by Eric Guevin and Tahoe Douglas FPD. The hot air balloons brought about 800 people

out for the event, though both had to shut down early due to winds. Over 400 breakfasts were served. All the demonstrations went off well including turn outs, chipping, plant talks and remarks by the Nevada State Fire Marshall. People circulating to the booths were very interested in defensible space and other information provided. The grant funds and sponsors covered the cost for the event. The only disappointment was the lack of media in attendance. This is probably due to it being on a weekend when they are stretched thin. Next year we may want to hold a media day the Friday before and the public event on Saturday.

The media campaign included a well-integrated campaign of paid media including print and radio, free media using opinions/editorials, and website. The direct mailer card sent to all 38,000 households generated multiple calls of inquiry for defensible space services. New this year were a Pinterest account and a coloring contest. The winner of the contest was 7 years old and got a ride to Tahoe Valley Elementary in a South Lake Tahoe Fire Department fire truck.

The planning group has been working on Lake Tahoe Wildfire Awareness Week (LTWAW) for the last four years funded by a grant by the Nevada Division of Forestry. The grant expires next week so next steps needed if the effort is to continue were discussed. LTWAW has been held around Memorial Day since 2011 in order to get a good start promoting defensible space before the fire season.

The assembled group confirmed that hosting LTWAW activities has value and that they plan to continue to collaborate on these efforts. For the future, the group discussed the idea of expanding to a Wildfire Awareness Month as Nevada is doing. This would fit the Lake Tahoe Week into the main flow of events across May. The group agreed funds for next year would be most useful to cover time for a coordinator, postcards, and media.

Lake Tahoe Wildfire Awareness Week Collaborators

The 20 different organizations collaborated in this endeavor including:

- American Red Cross
- Cal Fire
- City of South Lake Tahoe
- Fallen Leaf Lake Fire Protection District
- Lake Tahoe Humane Society
- Lake Tahoe Regional Fire Chiefs Association
- Lake Valley Fire Protection District
- Meeks Bay Fire Protection District
- Nevada Department of Transportation
- Nevada Division of Forestry
- Nevada Tahoe Conservation District
- North Lake Tahoe Fire Protection District
- North Tahoe Fire Protection District
- South Lake Tahoe Fire Department
- Tahoe Douglas Fire Protection District
- Tahoe Regional Planning Agency
- Tahoe Resource Conserv. District
- US Forest Service Lake Tahoe Basin Management Unit
- Univ. of California Coop. Extension
- Univ. of Nevada Coop. Extension

The following 23 people attended at least one of the six planning committee meetings for wildfire awareness week held January 23rd, February 13th, March 20th, April 24th, May 15th, and June 28th, 2013:

- Dawn Armstrong, Lake Tahoe Humane Society
- Daniel Berlant, CalFire
- Kristi Boosman, Tahoe Regional Planning Agency
- Beth Brady, US Forest Service
- John Chester, US Forest Service
- Martin Goldberg, Lake Valley FPD
- Ann Grant, CERT volunteer
- Eric Guevin, Tahoe Douglas FPD
- Lisa Herron, US Forest Service
- Lesley Higgins, Nevada Tahoe Conservation District
- Susie Kocher, Univ. of California Coop. Extension
- Sylvia Lee, Tahoe Douglas FPD
- Liz Maul, Lake Tahoe Humane Society
- Teri Mizuhara, CalFire
- Jenna Palacio, consultant
- Tia Rancourt, North Lake Tahoe FPD
- David Rodriguez, Meeks Bay FPD
- Megan Scheeline, Tahoe Regional Planning Agency
- Sonya Sistare, Univ. of Nevada Coop. Extension
- Ed Smith, Univ. of Nevada Coop. Extension
- Valerie Sweetland, US Forest Service
- Lynne Tomachoff, CalFire
- Terri Tucker, Lake Valley FPD

Wildfire Awareness Week Events

The following events were held as part of Lake Tahoe Wildfire Awareness Week 2013.

Date	Event	Host	Location	Partners	Attendance
5/25/2013	LTWAW Kick Off event	Tahoe Douglas FPD	Stateline NV	Tahoe basin fire agencies and partners	850
5/26/2012	Community Clean Up Day – Free green waste and refuse drop off	Meeks Bay Fire Protection District	Meeks Bay, CA	Placer County Department of Transportation	XXX people with XX loads of material XXX yards green waste
5/28/- 7/8/ 2012	Compost Your combustibles	Tahoe Douglas Fire Protection District	Heavenly Valley Parking, Stateline, NV	Kingsbury GID, Summit Village HOA, and South Tahoe Refuse	About XXX tons waste
5/28-31 2013	Wildfire Awareness Week 6 th grade school presentations	University of California Cooperative Extension	South Lake Tahoe, CA	Lake Tahoe Unified School District	175 6 th graders
6/2/2013	Community block party and work day	North Lake Tahoe Fire	Incline Village, NV	USFS, IVGID, University of	55 people, 2 dumpsters of

Date	Event	Host	Location	Partners	Attendance
	for Apollo, Galaxy and Jupiter subdivisions	Protection District		Nevada Coop. Ext.	yard waste, 12 piles chipped, 16 defensible space inspections
Total Events	5			Total participants	1,080

Event Photos and Flyers



Figure 1. Lake Tahoe Wildfire Awareness Week banner between the Montbleu and the Horizon Casinos in Stateline, NV.

Figure 2. Banners with the 2013 theme: Get Defensive – Reduce the Fuels, Reduce the Risk in Stateline, NV.



Figure 3. Harvey's Casino in Stateline, NV showing the 2013 Lake Tahoe Wildfire Awareness Week theme, May 31st, 2012



Figure 4. Wildfire Awareness Week signboard display by the Lakeside Inn Casino in Stateline, NV May 31st, 2013.





Figure 5. Beth Brady and John Chester of the USFS Lake Tahoe Basin Management Unit coordinate getting Smokey in the air.

Figure 6 Agenda for the 2013 LTWAW Kick-Off Event on 5-25-13



Figure 7. Inflation of the Smokey Bear balloon

Figure 8. South Tahoe High students in the Generation Green club help inflate the balloon.





Figure 10. Smokey inflated across the road from the Montbleu Casino.



Figure 9. Smokey on-site.



Figure 11. Kyle Jacobsen handing out Smokey stickers for those standing in line for the balloon ride.



Figure 12. The Cheers over California hot air balloon giving rides in the Montbleu parking lot.



Figure 13. Locals standing in line for a free hot air balloon ride.



Figure 15. Up in the Cheers over California balloon.



Figure 14. Tahoe Douglas Fire Marshall and event organizer Eric Guevin announces demonstrations taking place at the Kick -Off event



Figure 18. Cathy Smith presenting the Ember House game teaching kids and parents how embers burn down houses.



Figure 17. Ed Smith and Generation Green volunteers at the ember house.



Figure 16. Another highly flammable juniper being tossed out.



Figure 19. A Generation Green volunteer shows a kid how to junk the junipers.



Figure 20. Sonya Sistare of the Living with Fire program talks to homeowners about how to create defensible space.

Figure 22. Nevada's Zephyr Crew does a chipping demonstration.



Figure 21. Children use fire-fighting gear to direct a rubber ducky.



Figure 23. Liberty Energy with residents running the bicycle powered light bulb.



Figure 25. South Tahoe Refuse booth.



Figure 24. Participant trying out the fire extinguisher demonstration.



Figure 26. CalFire put on a turnout demonstration.



Figure 28. This CalFire firefighter showed off his stuff in the turn out demonstration.



Figure 29. Participants watching the CalFire turn out demonstration



Figure 30. Smokey in action.



Figure 27. Smokey Bear said hi to all the kids.



Figure 31. A South Tahoe High Generation Green club volunteer helps sell Smokey Bear-aphanalia.



Figure 32. The Smokey Bear hot air balloon crew.



Figure 33. Pete Mulvihill, Nevada State Fire Marshall giving the key note remarks.



Figure 35. Joy Barney from the Lake Tahoe Basin Management Unit lets people know about local USFS recreation and fuels reduction.



Figure 34. Cal-fire hosts a bean bag toss booth.



Figure 36. TRPA staff Mike Vollmer, Megan Scheeline and Kristi Boosman provide information on defensible space rules



Figure 37. Lake Tahoe Basin Master Gardener Kristi Daugherty makes defensible space plant recommendations.

Figure 38. Lake Tahoe Basin Master Gardener Darya Voight shows off fire resistant vegetation from Sun Basin Nursery.



Figure 40. Lake Tahoe Humane Society volunteer with dogs.



Figure 39. Dogs in the Lake Tahoe Humane Society demonstration truck.





Figure 41. Tahoe Douglas fire-fighters demonstrating ladder climbing.



Figure 42. Made it to the top.



Figure 43. The pancake breakfast crew.



Figure 44. Pancake breakfast eating area.



Figure 45. Smokey balloon coming down.

Figure 46. Rolling up the Smokey balloon.



Figure 47. Fire agency personnel helping wrap up Smokey.



Figure 48. Tahoe Douglas FPD pine need drop off at Heavenly Ski resort in Stateline, NV



Figure 49. Eric Guevin, Fire Marshall for the Tahoe Douglas Fire Protection District talks to 6th graders at South Tahoe Middle School May 28th, 2013.



Figure 50. South Tahoe homeowner participating in the Junk the Juniper program offered by the Lake Tahoe Master Gardeners. On the left is the yard before removal, with very flammable ornamental junipers too close to the house, on the right is the same yard after the junipers were removed. The homeowner received vouchers for free replacement plants from a local nursery



Figure 52. Prize for the coloring contest winner

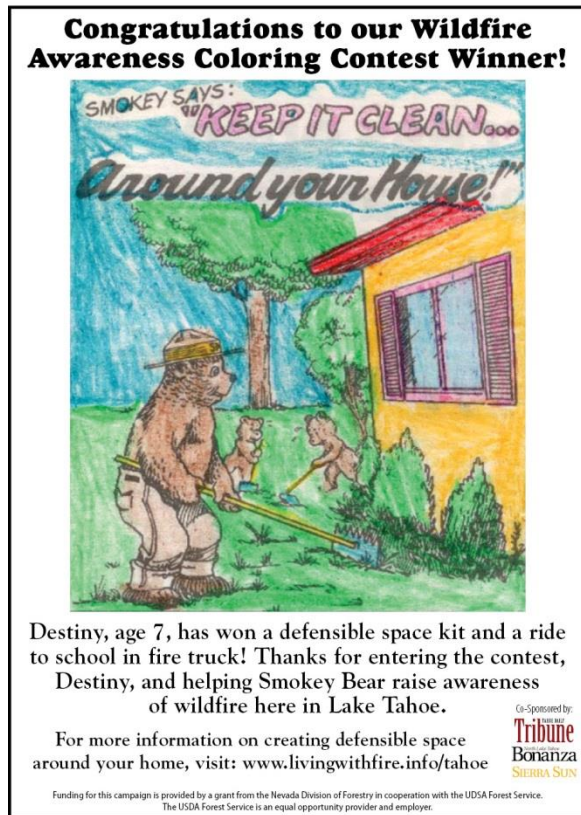


Figure 51. Winning entry in the basin-wide coloring contest, June 2013



Figure 53. Residents learn about defensible space during the North Lake Tahoe Fire Protection District's community work day

Figure 54. Residents learn about defensible space and fuels reduction at the North Lake Tahoe FPD community cleanup day, June 2nd, 2013



Figure 55. Chipping crew at the North Lake Tahoe FPD community cleanup day, June 2nd, 2013

GET DEFENSIVE

Reduce the fuels, Reduce the risk.

Lake Tahoe Wildfire Awareness Event

8 a.m. to 12 p.m. • Saturday, May 25 • MontBleu Resort Area
Parking Lot and adjacent Pony Express Field

Pancake Breakfast

Balloon Rides

Demonstrations

Games

Smokey Bear



Wildfire Awareness Week sparks an important time for homeowners in the Lake Tahoe Basin to reduce the risk of wildfire on their property and around their home. Join local fire protection agencies for a fun-filled Lake Tahoe Wildfire Awareness Week Kick-off Event to learn about fire safety and creating defensible space.

With a dry summer ahead, fire districts are reminding everyone that fuel reduction is not a "bunch of hot air," and will be offering free tethered hot air balloon rides in the Smokey Bear balloon (weather permitting). Passengers will see the effects of recent wildfires as well as views of beautiful Lake Tahoe.

Schedule

8 a.m. - 11 a.m.	Tethered hot air balloon rides (weather permitting)
8 a.m. - 11:30 a.m.	Pancake breakfast
8 a.m. - 12 p.m.	Family fun zone with games and activities, photo opportunities with Smokey Bear & firefighters, information booths, demonstrations, fire engines and exhibits

For more information about this event and how to protect your home, visit LivingWithFire.info/Tahoe or call 530-542-2571

Figure 56. May 25th, 2013 Wildfire Awareness Week Kick-Off Event bilingual flyer distributed to 1500 elementary school students in South Lake Tahoe, CA

OBTENGA DEFENSA

Reducir Los Combustibles,
Reducir El Riesgo.

Evento de concientización de incendios forestales Lake Tahoe

8 a.m. to 12 p.m. • **Sabado, Mayo 25**

Estacionamiento de MontBleu Resort junto al campo Pony Express

Desayuna de
panqueques

Paseos en globo

Demostraciones

Juegos

"Smokey Bear"



La semana de concientización de incendios forestales chispa un momento importante para los propietarios de viviendas en Lago Tahoe para reducir el riesgo de incendio forestal en sus propiedades y en torno a su casa. Únete a las agencias locales de protección contra incendios en la divertida semana de conciencia de incendios forestales y aprende acerca de la seguridad contra incendios y la creación de un espacio defendible. Con un verano seco adelante, distritos de bomberos están recordando a todos que la reducción de combustible no es un "montón de aire caliente", y ofrecerán paseos en globo de aire caliente del Oso Smokey (si el clima lo permite). Los pasajeros podrán ver los efectos de los recientes incendios forestales, así como vistas del hermoso lago Tahoe.

Horario

8 a.m - 11 a.m.

8 a.m. - 11:30 a.m.

8 a.m. - 12 p.m.

Paseo en el globo de aire caliente (si lo permite el clima)

Desayuno de panqueques

Divertida zona familiar con juegos y actividades, oportunidades de fotos con el "Smokey Bear" y los bomberos, cabinas de información, demostraciones, carros de bomberos y exposiciones

Para obtener más información acerca de este evento y la forma de proteger su hogar, visite

LivingWithFire.info/Tahoe o llame 530-542-2571

Figure 57. Spanish language flyer for the May 25th, 2013 Wildfire Awareness Week Kick-Off Event distributed to 1500 elementary school students in South Lake Tahoe, CA

Proclamations & Resolutions

To commemorate the fourth Lake Tahoe Basin Wildfire Awareness Week, California and Nevada counties and cities also passed a resolution supporting the week.

Proclamations and resolutions were issued by:

- Tahoe Regional Planning Agency
- City of South Lake Tahoe
- Washoe County
- North Tahoe Fire Protection District Board
- El Dorado County
- Douglas County

**TAHOE REGIONAL PLANNING AGENCY
RESOLUTION 2013 - 04
IN SUPPORT OF THE
LAKE TAHOE BASIN WILDFIRE AWARENESS WEEK
"Get Defensive: Reduce the fuels, Reduce the risk"
May 25th to June 2nd, 2013**

Whereas, wildfire poses a threat to the lives and property of the residents and visitors to Lake Tahoe; and

Whereas, wildfire has had significant impacts to the Lake Tahoe Basin's economic, environmental, and social well-being; and

Whereas, Lake Tahoe Basin homeowners can substantially reduce the wildfire risk to their homes and communities by reducing the fuels around their homes by creating defensible space and preparing their homes to resist wildfire ignitions; and

Whereas, Lake Tahoe Basin agencies can reduce the wildfire risk to homes and communities through coordinated action to reduce wildland fuels; and

Whereas, coordinated action by residents, homeowners and local agencies is needed to reduce hazardous fuels that will reduce the risk in and around homes and communities; and

Whereas, sediment run-off caused by wildfires pose a threat to the water quality of Lake Tahoe; and

Whereas, forest management is a high priority focus area of TRPA's Environmental Improvement Program;

NOW THEREFORE BE IT RESOLVED that the Governing Board of the TRPA hereby adopts this resolution as a means for education and a call to action by residents to reduce the wildfire risk to their homes and communities by creating defensible space around them and increasing their home's resistance to wildfire ignitions.

FURTHER BE IT RESOLVED that the Tahoe Regional Planning Agency supports the week of May 25th to June 2nd, 2013, as Lake Tahoe Basin Wildfire Awareness Week.

PASSED AND ADOPTED this 22nd day of May, 2013, by the Governing Board of the Tahoe Regional Planning Agency.

Ayes: Ms. Aldean, Mr. Beyer, Ms. Carmel, Mr. Cashman, Mr. Cole, Ms. McDermid, Mr. High, Ms. Reedy, Mr. Robinson, Ms. Santiago, Mr. Sevison, Mr. Shute, Mr. Yeates

Absent: Ms. Berkgigler


Shelly Aldean, Governing Board Chair
Tahoe Regional Planning Agency

**CITY OF SOUTH LAKE TAHOE
PROCLAMATION
LAKE TAHOE BASIN WILDFIRE AWARENESS WEEK
"GET DEFENSIVE: REDUCE THE FUELS, REDUCE THE RISK"
May 25 - June 2, 2013**

WHEREAS, wildfire poses a threat to the lives and property of the residents and visitors to Lake Tahoe; and

WHEREAS, wildfire has had significant impacts to the Lake Tahoe Basin's economic and social well-being; and

WHEREAS, Lake Tahoe Basin homeowners can substantially reduce the wildfire risk to their homes and communities by reducing the fuels around their homes by creating defensible space and preparing their homes to resist wildfire ignitions; and

WHEREAS, Lake Tahoe Basin agencies can reduce the wildfire risk to homes and communities through coordinated action to reduce wildland fuels; and

WHEREAS, coordinated action by residents, homeowners and local agencies is needed to reduce hazardous fuels that will reduce the risk in and around homes and communities; and

WHEREAS, sediment caused by wildfires pose a threat to the water quality of Lake Tahoe.

NOW THEREFORE, the City Council of the City of South Lake Tahoe does hereby proclaim the week of May 25 - June 2, 2013, as "Lake Tahoe Basin Wildfire Awareness Week" as a means for education and a call to action by residents to reduce the wildfire risk to their homes and communities by creating defensible space around them and increasing their home's resistance to wildfire ignitions.

Dated: May, 2013


Susan Alessi, City Clerk




Tom Davis, Mayor

PROCLAMATION

Whereas, Wildfire poses a threat to the lives and property of the residents and visitors to Lake Tahoe; and

Whereas, Wildfire has had significant impacts to the Lake Tahoe Basin's economic and social well-being; and

Whereas, Lake Tahoe Basin homeowners can substantially reduce the wildfire risk to their homes and communities by reducing the fuels around their homes by creating defensible space and preparing their homes to resist wildfire ignitions; and

Whereas, Lake Tahoe Basin agencies can reduce the wildfire risk to homes and communities through coordinated action to reduce wildland fuels; and

Whereas, Coordinated action by residents, homeowners and local agencies is needed to reduce fuels and so the risk in and around homes and communities; and

Whereas, Sediment caused by wildfires pose a threat to the water quality of Lake Tahoe;

PROCLAIMED, That the Washoe County Board of Commissioners supports the week of May 25 – June 2, 2013 as Lake Tahoe Basin Wildfire Awareness Week, as well as supporting this year's theme "*Get Defensive: Reduce the fuel – Reduce the risk*" as a means for education and a call to action by residents to reduce the wildfire risk to their homes and communities by creating defensible space around them and increasing their home's resistance to wildfire ignitions.

ADOPTED this 23rd day of April 2013.



Handwritten signature of David Humke in blue ink.

David Humke, Chairman
Washoe County Commission



RESOLUTION NO. 03 – 2013

**RESOLUTION FOR PROMOTION OF THE
LAKE TAHOE BASIN WILDFIRE AWARENESS WEEK
"Get Defensive: Reduce the fuels, Reduce the risk"
May 25th to June 2nd, 2013**

WHEREAS, wildfire poses a threat to the lives and property of the residents and visitors to Lake Tahoe; and

WHEREAS, wildfire has had significant impacts to the Lake Tahoe Basin's economic and social well-being; and

WHEREAS, Lake Tahoe Basin homeowners can substantially reduce the wildfire risk to their homes and communities by reducing the fuels around their homes by creating defensible space and preparing their homes to resist wildfire ignitions; and

WHEREAS, Lake Tahoe Basin agencies can reduce the wildfire risk to homes and communities through coordinated action to reduce wildland fuels; and

WHEREAS, coordinated action by residents, homeowners and local agencies is needed to reduce hazardous fuels that will reduce the risk in and around homes and communities; and

WHEREAS, sediment caused by wildfires pose a threat to the water quality of Lake Tahoe;

We hereby adopt this resolution as a means for education and a call to action by residents to reduce the wildfire risk to their homes and communities by creating defensible space around them and increasing their home's resistance to wildfire ignitions.

We further resolve that North Tahoe Fire Protection District supports the week of May 25th to June 2nd, 2013, as Lake Tahoe Basin Wildfire Awareness Week.

Passed, Approved and Adopted this 15th day of May, 2013, by Board of Directors of the North Tahoe Fire Protection District.



President of the Board
NORTH TAHOE FIRE PROTECTION DISTRICT



Nita Wracker, Clerk of the Board



Proclamation
OF THE BOARD OF SUPERVISORS OF THE COUNTY OF EL DORADO
Recognizing
LAKE TAHOE BASIN WILDFIRE AWARENESS WEEK
“Get Defensive: Reduce the fuels, Reduce the risk”
May 25th to June 2nd, 2013

Whereas, wildfire poses a threat to the lives and property of the residents and visitors to Lake Tahoe; and,

Whereas, wildfire has created significant impacts on the Lake Tahoe Basin’s economic and social well-being; and,

Whereas, Lake Tahoe Basin homeowners can substantially reduce the wildfire risk to their homes and communities by reducing the fuels and creating defensible space around their homes and preparing their homes to resist wildfire ignitions; and,

Whereas, Lake Tahoe Basin agencies can reduce the wildfire risk to homes and communities through coordinated action to reduce wildland fuels; and,

Whereas, coordinated action by residents, homeowners and local agencies is needed to reduce fuels and the risk in and around homes and communities; and,

Whereas, sediment caused by wildfires poses a threat to the water quality of Lake Tahoe.

Now, therefore be it resolved, that the Board of Supervisors, for the County of El Dorado, does herewith recognize this proclamation as a means for education and a call to action by residents to reduce the wildfire risk to their homes and communities by creating defensible space around them and increasing their home’s resistance to wildfire ignitions.

Be it further resolved that the Board of Supervisors proclaims the week of **May 25th to June 2nd, 2013**, as **Lake Tahoe Basin Wildfire Awareness Week**.

Passed by the Board of Supervisors of the County of El Dorado at a regular meeting of said Board, held the 23rd day of April, 2013.

Attest:

James S. Mitrasin
Clerk of the Board of Supervisors

by:

Deputy Clerk


4-23-13


Chair, Board of Supervisors

PROCLAMATION

County of Douglas
PROCLAMATION NO. 2013P-030

May 25 to June 2, 2013 as Lake Tahoe Basin Wildfire Awareness Week
"Get Defensive: Reduce the fuels, Reduce the risk"

Whereas, wildfire poses a threat to the lives and property of the residents and visitors of Lake Tahoe; and

Whereas, wildfire has had significant impacts to the Lake Tahoe Basin's economic and social well-being; and

Whereas, Lake Tahoe Basin homeowners can substantially reduce the wildfire threat to their homes and communities by reducing the fuels around their homes by creating defensible space and preparing their homes to resist wildfire ignitions; and


Whereas, Lake Tahoe Basin agencies can reduce the wildfire risk to homes and communities through coordinated action to reduce wildland fuels; and

Whereas, coordinated action by residents, homeowners and local agencies is needed to reduce hazardous fuels that will reduce the risk in and around homes and communities; and

Whereas, sediment caused by wildfires pose a threat to the water quality of Lake Tahoe; and


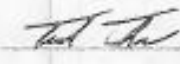
NOW, THEREFORE, BE IT PROCLAIMED by the Douglas County Board of Commissioners, the week of May 25 to June 2, 2013 as Lake Tahoe Basin Wildfire Awareness Week to be used as a means for education and a call to action by residents to reduce the wildfire risk to their homes and communities.

Adopted this 16th day of May 2013.
BOARD OF COUNTY COMMISSIONERS



Greg Lynn, Chairman

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of Douglas County to be affixed this 16th day of May in the year of Our Lord 2013

Ted Thran, Clerk-Treasurer

Media Coverage

Lake Tahoe Wildfire Awareness Week 2013 was covered on television, radio, and print through stories, interviews, public service announcements and social media.

Newspapers

Press releases were sent to multiple media outlets and news of Lake Tahoe Wildfire Awareness Week was carried by local newspapers.

The screenshot shows a news article on the website 'Special to the Bonanza'. The article is dated May 29, 2013, and is categorized under 'NEWS'. The main headline is 'TRPA board honors Tahoe fire chiefs'. Below the headline, there are social media sharing options for Twitter and a 'Switch' button. The article text states that the Tahoe Regional Planning Agency Governing Board adopted a resolution supporting 2013 Lake Tahoe Wildfire Awareness Week and gave special recognition to the efforts of the Tahoe Basin Fire Chiefs at its meeting last week in Incline Village. A photo shows a group of fire chiefs standing in a room, with one chief in the foreground holding a certificate. A quote from Kristi Boosman, TRPA Partnerships and Communications Officer, is included: 'TRPA considers wildfire a significant threat to lives and property as well as our economy and environment,' Boosman said. 'Our Governing Board wants to recognize the significant efforts going throughout the Tahoe Basin to manage the threat we face by living in natural fire zone.'

Equally important to defensible space, Lake Tahoe Basin agencies are taking coordinated action to reduce wildland fuels to help protect homes and communities. The fire chiefs recognized last week by the TRPA Board are:

- North Lake Tahoe Fire Chief Mike Brown
- North Tahoe Fire Chief Mike Schwartz
- Tahoe Douglas Fire Chief Ben Sharit
- City South Lake Tahoe Fire Chief Bruce Martin
- Forest Service TMU Chief Kit Bailey
- CAL FIRE Battalion Chief Mike Webb
- CAL FIRE Battalion Chief Troy Adamson
- CAL FIRE Division Chief Mary Huggins

Tahoe residents are encouraged to visit LivingWithFire.info/Tahoe or call 530-542-2571 for more information on Wildfire Awareness Week as well as defensible space recommendations around homes and businesses.

JOIN THE CONVERSATION
View and add comments »

EXPLORE RELATED ARTICLES

- Barton Health grant application deadline nears

POPULAR STORIES

- On the Hill: Mountain biking Castle Rock Loop

Figure 58. Press release from TRPA carried by the North Lake Tahoe Bonanza.

Figure 59. Kick off event press release in the Placerville Mountain Democrat.

Mountain Democrat

Monday, May 20, 2013

CALIFORNIA'S OLDEST NEWS

Wildfire Awareness Week event includes Smokey hot air balloon

By Teresa Mizuhara

From page B3 | 2 Comments



THE SMOKEY BEAR hot air balloon will be available for rides, weather permitting, at the Wildfire Awareness Week event in Tahoe. Courtesy photo

p.m. outside MontBleu Resort Casino & Spa in South Lake Tahoe.

STATELINE, NEV. — Lake Tahoe fire protection agencies all agree: defensible space isn't a bunch of hot air. To back up the importance of defensible space, they're organizing a free Wildfire Awareness Week kickoff event that includes free tethered Smokey Bear hot air balloon rides (weather permitting), firefighter photo opportunities, a pancake breakfast and more on Saturday, May 25 from 8 a.m.-12

Galvanizing around raising awareness of reducing fuels to reduce the risk of wildfire, local fire protection agencies including the USDA Forest Service, regional fire districts, the Tahoe Regional Planning Agency and Nevada Division of Forestry are hosting the free kick-off event to mark the start of Lake Tahoe's 2013 Wildfire Awareness Week, May 26 to June 2. With the danger of wildfire season peaking in the summer months, Wildfire Awareness Week is an ideal time for homeowners to create defensible space in the various zones around their property.

"Fire Chiefs around Lake Tahoe are concerned about an extraordinarily dry summer and the high risk of wildfire this year," said Eric Guevin, Fire Marshal of the Tahoe Douglas Fire Protection District. "There are easy steps homeowners can take to reduce the fuels and reduce the risk of wildfire invading their property while increasing the safety of their family, and we have an exciting event planned to help them learn how."

The kickoff event will feature free family activities including tethered hot air balloon rides (weather permitting), photos with Smokey Bear, a pancake breakfast, information booths and defensible space demonstrations geared to provide Lake Tahoe homeowners with tips and money-saving tricks to create defensible space around their property.

"This is a wonderful opportunity for families to come and have a great time while learning how to protect their homes, and the fragile environment of the Lake Tahoe Basin, from the threat of a catastrophic wildfire," said Kristi Boosman, Partnership and Communications Officer at the Tahoe Regional Planning Agency.

The Wildfire Awareness Week campaign is made possible by a grant from the Nevada Division of Forestry and USDA Forest Service, along with the partnership of Lake Tahoe's Fire Protection Districts: Tahoe Douglas FPD, North Lake Tahoe FPD, North Tahoe FPD, Meeks Bay FPD, Fallen Leaf FPD, Lake Valley FPD and South Lake Tahoe FD.

For more information, call 530-542-2571 or visit livingwithfire.info/Tahoe.

Click [here](#) or call today!
(530) 542-6011



LEAD SAFE TAHOE

GET THE LEAD OUT!

IF YOUR HOME OR APARTMENT WAS BUILT
BEFORE 1978, A FREE LEAD HAZARD CONTROL MAY BE AVAILABLE.

[Home](#) » [Lifestyle](#) » Day of fun launches Wildfire Awareness Week

Day of fun launches Wildfire Awareness Week

ON: MAY 19, 2013, BY: ADMIN, IN: LIFESTYLE, COMMENTS OFF



LAKE TAHOE
REAL ESTATE

realtordeb.com

866-542-2912

Lake Tahoe fire protection agencies all agree defensible space isn't a bunch of hot air. To backup the importance of defensible space, they're organizing a free Wildfire Awareness Week kick-off event that includes free tethered Smokey Bear hot air balloon rides (weather permitting), firefighter photo opportunities, a pancake breakfast and more on May 25 from 8am-noon outside MontBleu in Stateline.

Galvanizing around raising awareness of reducing fuels to reduce the risk of wildfire, local fire protection agencies including the U.S. Forest Service, regional fire districts, Tahoe Regional Planning Agency and Nevada Division of Forestry are hosting the free kick-off event to mark the start of Lake Tahoe's 2013 Wildfire Awareness Week, May 26-June 2.

"Fire Chiefs around Lake Tahoe are concerned about an extraordinarily dry summer and the high risk of wildfire this year," says Eric Guevin, fire marshal of the Tahoe Douglas Fire Protection District, said in a press release.

"There are easy steps homeowners can take to reduce the fuels and reduce the risk of wildfire invading their property while increasing the safety of their family, and we have an exciting event planned to help them learn how."

The kick-off event will feature free family activities including tethered hot air balloon rides (weather permitting), photos with Smokey Bear, a pancake breakfast, information booths and defensible space demonstrations geared to provide Lake Tahoe homeowners with tips and money saving tricks to create defensible space around their property.

For more information, call (530) 542.2571.



facebook



twitter



email

Figure 60. Press release carried by Lake Tahoe News.


NEWS
June 19, 2013
Follow News

Submit Your News

Fire chief's corner: Are you prepared for an emergency?

Article | Comments

Tweet 4 | Recommend 6 | +1 0



INCLINE VILLAGE, Nev. — Emergency preparedness. Are you prepared in case of an emergency or disaster? Personal accountability is the responsibility of each one of us. It's up to each one of us to 1. Make a plan. 2. Assemble a kit. 3. Stay informed.

Prior to a disaster, each family must have a plan. You can begin this process by gathering family members and making sure each person is well-informed on potential hazards and community plans. Discuss with them what you would do if family members are not home when a warning is issued.

Additionally, your family plan should address the following: escape routes; evacuation plans, family communications, utility shut-off and safety, safety skills, special needs, care for pets and livestock.

You may need to survive on your own after a disaster. This means having your own food, water, and other supplies in sufficient quantity to last for at least three days.

Local officials and relief workers will be on the scene after a disaster, but they cannot reach everyone immediately. You could get help in hours, or it might take days.

Keep the items that you would most likely need during an evacuation in an easy-to-carry container. Possible containers include a large, covered trash container, a camping backpack, or a duffel bag.

EDITOR'S NOTE: "Chief's Corner" is a regular feature in the North Lake Tahoe Bonanza from North Lake Tahoe Fire Protection District Chief Mike Brown, offering information, tips and education material on fire safety, emergency preparedness and other pertinent topics.

Figure 61. Preparedness message carried by the North Lake Tahoe Bonanza.

There are six basics you should stock in your home: water, food, First Aid supplies, clothing/bedding/sanitation supplies, tools, special items.

Learn what disasters or emergencies may occur in your neighborhood. Washoe County plans for 13 different hazards.

These events can range from those affecting only you and your family, like a home fire or medical emergency, to those affecting your entire community, like an earthquake or flood. Local emergency management officials will continually be updating the local media during the events of an emergency.

Citizens should monitor local television stations and radio emergency alerts. It is a good idea to have a battery operated radio included in your evacuation kit.

Citizens can register for reverse telephone notification, called Code Red. To sign up, visit www.washoecounty.us/em/alert.html and follow the instructions.

To learn more about the North Lake Tahoe Fire Protection District visit www.nltfpd.net.

JOIN THE CONVERSATION
View and add comments »

EXPLORE RELATED ARTICLES

- North Tahoe Truckee health and wellness announcements
- Forest Service: Fire restrictions begin July 1 at Tahoe
- Sugar Bowl Academy graduates 13 on Donner Summit
- Fire extinguished at Red Hut Cafe
- Obituary: Joseph Edward Myers Jr.

POPULAR STORIES

- On the Hill: Mountain biking Castle Rock Loop
- North Tahoe water shuttle launches Thursday
- Local trail angel network growing
- North Tahoe/Truckee transportation director retiring
- Truckee Police logs, May 20 to June 9

Dawn Armstrong
Special to the Tribune

NEWS
May 7, 2013
Follow News

Submit Your News

Remember to prepare your pets for emergencies

Article | Comments

Tweet | Recommend 5 | +1 1

May 11 is Animal Disaster Preparedness Day, and Wildfire Awareness Week representing the Greater Lake Tahoe Basin kicks off May 25 at 8 a.m. in the MontBleu parking lot. There will be free hot air balloon rides, fire emergency equipment displays, including the Lake Tahoe Humane Society and Society for the Prevention of Cruelty to Animals Disaster Relief unit, and more. Smokey Bear and others will provide the emergency tips and tricks Tahoe people need to take care of themselves and their pets.

It's not a second too soon to get families and homes fire ready. Tahoe faces another critical season with extreme fire potential. Since pet guardians are responsible for pet preparedness, below is a plan for an immediate family project. In addition, complete pet emergency preparation kits are available free from the Lake Tahoe Humane Society and SPCA at 530-542-2857.

Having the entire family — including pets — ready to "Go Now!" means setting up supplies like food, water, and comfort items pre-packed. It means being prepared to keep pets safe in an open field or in temporary housing. Plan for up to seven unexpected days away from home with supplies unavailable.

1. Obtain individual crates or carriers large enough for safe confinement. Pet should be able to stand, turn around, and lie down. Smaller dog crates can hold a cat and a small aluminum litter pan. Let pets become familiar with their crate. It can be an extra bed or regular safe haven at home.

memory.com...ack and store the crate and a separate container with: favorite type of toy and bedding; extra

Figure 62. Editorial carried by the Tahoe Daily Tribune.

2. Pre-pack and store the crate and a separate container with: favorite type of toy and bedding; extra collar or harness with leashes for both dogs and cats; bowls; food (dry or self opening cans) and bottled water; cleaning supplies; cat litter and scoop; plastic dog waste bags; a pet first-aid kit.

3. Pack a watertight bag with an instant ID tag for temporary phone number in case of evacuation; current close-up photo of each pet with a family member to prove ownership when claiming a rescued pet; copy of current vaccination records (boarding facilities and temporary pet shelters require proof of rabies, distemper, parvo and bordatella); medications and medical records; phone list including local and out-of-area veterinarians and boarding kennels, pet friendly housing alternatives, neighbors, local county animal services and the humane society.

4. Four times a year, rotate medications and food in airtight, waterproof containers. Freshen bottled water just for pets. A rule of thumb is one gallon per day for a 40-pound dog and one quart per day for each cat.

5. Other emergency planning: For the special needs of birds, fish and exotics, get a generator and fuel for temperature control, safe handling equipment, and other life-saving items. For all pets, keep tags current and consider microchipping for permanent ID; establish and practice a family plan including how the pets will be gathered and who will take the pre-packed pet supplies; establish a neighbor plan and agree to look out for each other's pets if someone is absent when disaster strikes. Plan where to hide a house key for rescue help in case you are not with your pets when disaster happens.

Temporary shelters will be set up to care for evacuated pets and special hotline phone numbers will be publicized. However, expect that phone lines will be busy or be out of order and cell phone towers will be overloaded. Current ID tags and pet photos are critical to getting your pet safely back to you. Remember, your pet depends solely on you for his or her safety.

For your free Pet Emergency Preparedness Kit and Neighborhood Pet Watch organization information, call 530-542-2857.

Provided by the Lake Tahoe Humane Society and SPCA to help "Keep Tahoe Kind." Dawn Armstrong is the executive director. The Lake Tahoe Humane Society and SPCA has moved to 870 Emerald Bay Road, Suite 104. The phone number remains the same: 530-542-2857. Mailing address remains the same: PO Box PET, South Lake Tahoe, CA 96158.

Television

TV appearances - Fire professionals from Tahoe Basin fire protection districts and the US Forest Service appeared in four joint segments on Tahoe TV during wildfire awareness week to discuss defensible space and the kick-off event. Each segment was taped and posted on the Living with Fire Facebook page for additional media impact. The station reaches 200,500 cable households. The posted YouTube segments were viewed 37 times in the month of June.

Lake Tahoe Television Spots

- May 9, 2013: Local Buzz – Aired daily for three weeks
- May 20, 2013: Tahoe Tonight – Aired daily for one week
- May 29, 2013: Tahoe Today – Live
- May 30: Tahoe Today – Live



Figure 63. Eric Guevin from Tahoe Douglas Fire Protection District on the real estate show the “Local Buzz” talking about Wildfire Awareness Week on Tahoe TV. May 13th, 2013.



Figure 64. Kat Lauricella of Tahoe TV covered Lake Tahoe Wildfire Awareness Week on her High Sierra Report on May 23rd, 2013



Figure 65. Fabulous Lake Tahoe video blog 17 minute piece

Wildfire Awareness Week was also covered by a local video blog at <http://FabulousLakeTahoe.blogspot.com/> in the June 2013 events in the Tahoe edition. The video, which features interviews with fire and defensible space experts, was 17 minutes long and has been viewed 112 times on YouTube.



Figure 66. Eric Guevin being interviewed on Fabulous Lake Tahoe



Figure 67. Pete Mulvihill being interviewed on Fabulous Lake Tahoe



Figure 68. Emily explains how Generation Green helps youth get jobs with the USFS.

Figure 69. Interview with a CalFire fire fighter



Figure 70. Interview with Kyle Jacobsen

Figure 71. Interview with Lisa Herron





Figure 72. Interview with Darya Vogt, Lake Tahoe Master Gardener.

Figure 73. Interview with Ed Cook.



Figure 74. Interview with Susie Kocher



Figure 75. Interview with Kristi Boosman.

Radio

Radio Interviews - Interviews on local radio stations were coordinated this year with both live and recorded appearances made by multiple agencies.

- May 23, 2013 – KRLT/KOWL
- May 24, 2013 – KTHO

Radio PSAs - The Lake Tahoe Basin Management Unit had Public Service Announcements read on local radio stations (KTHO/ KRLT/KOWL) during Lake Tahoe Wildfire Awareness Week, May 26 through June 2, 2013:

Living with Fire Remote Promo - Remote promo - 1 x 30sec.

Wildfire Awareness Week begins on Saturday, May 25th from 8am – 12pm in the MontBleu Resort Casino & Spa parking lot in South Lake Tahoe. K-Tahoe Radio will be broadcasting live at this great event. Defensible space isn't a bunch of hot air. To back up the importance of defensible space, join us from 8am – 12pm as we kick off Wildfire Awareness Week with free tethered hot air balloon rides (weather permitting), Smokey Bear and firefighter photo opportunities, a pancake breakfast and much more while learning how to reduce the fuels and reduce the risk of wildfire by creating defensible space around your home. Don't miss this free family event outside MontBleu Resort on Saturday, May 25th and get defensive during Lake Tahoe's Wildfire Awareness Week.

(Read and speeded up at the end of the ad)

The Wildfire Awareness Week campaign is made possible by a grant from the Nevada Division of Forestry and USDA Forest Service, along with the partnership of Lake Tahoe's Fire Protection Districts: For more information visit on line; Living With Fire dot info/Tahoe

Social Media

Collaborators this year used Twitter and Facebook to keep people informed about Lake Tahoe Wildfire Awareness Week.

Twitter - The US Forest Service sent out the following tweets about the week on their Twitter account to their 2,762 followers on May 24 and June 2nd.

- May 24, 2013 - Wildfire Awareness Week starts Sat, May 25 with kickoff at MontBleu 8 to 12pm. Free balloon rides, pancakes, family fun & Smokey Bear!
- June 2, 2013 - Wildfire Awareness Week continues through June 2, 2013. Reduce the Fuels, Reduce the Risk! Learn more at <http://livingwithfire.info/Tahoe> .

Facebook - Recordings of interviews on Tahoe TV and radio stations, as well as links to media stories and webinar recordings were posted on the Living with Fire Facebook page. Between 4/24 and 6/8, a total of 19 postings related to Tahoe WAW or general tips were posted. The biggest hit was a post about the Smokey Bear balloon on 4/25, which went somewhat viral and tracked 2,580 people who saw the post, thanks to 13 likes and 34 shares. We gained 4 new fans during Tahoe WAW (5/25 - 6/8).

Promotional Efforts

Posters - The poster to advertise Wildfire Awareness Week was designed and printed using grant funding from the Nevada Division of Forestry. Featuring the “Get Defensive: Reduce the Fuels – Reduce the Risk” message, 200 copies of the 11” by 17” poster were distributed throughout the Tahoe Basin.



Figure 76. 2013 Lake Tahoe Wildfire Awareness Week poster displayed around the basin

Postcards – 38,000 postcards with the “Get Defensive: Reduce the Fuels – Reduce the Risk” theme were printed and mailed to all homeowners in the Tahoe Basin. The postcards were sent to mailing addresses, many from outside the area in an attempt to focus attention on Wildfire Awareness Week and give tips on implementing defensible space. The mailing list developed by soliciting parcel records from each of the four counties in the Tahoe Basin.



Figure 77. Front of 2013 Wildfire Awareness Week postcard sent to all 39,000 Tahoe households.



Figure 78. Back of Wildfire Awareness Week postcard with defensible space questions and answers sent to all Tahoe basin homeowners, April 2013.

Signage - The Nevada Department of Transportation Division II in Northern Nevada

participated by featuring a wildfire awareness message on their Dynamic Message Signs during the week. These are located in highly visible spots along major interstates and highways in Carson City, Douglas County, and Washoe County. The message “It’s Wildfire Awareness Week” and “Wildfires Happen. Reduce Fuels. Reduce Risk”. was posted 5/25 – 6/2 at the Tahoe Basin entry points including SR 431 both south and northbound; US 50 east and westbound and I-80 westbound at Boomtown.

Website - Tahoe Wildfire Awareness Week was promoted through the Living with Fire Tahoe website (www.livingwithfire.info/tahoe). The Living with Fire website had 1,011 hits during the month of Lake Tahoe Wildfire Awareness (May 5th to June 2nd) – from 834 individuals.

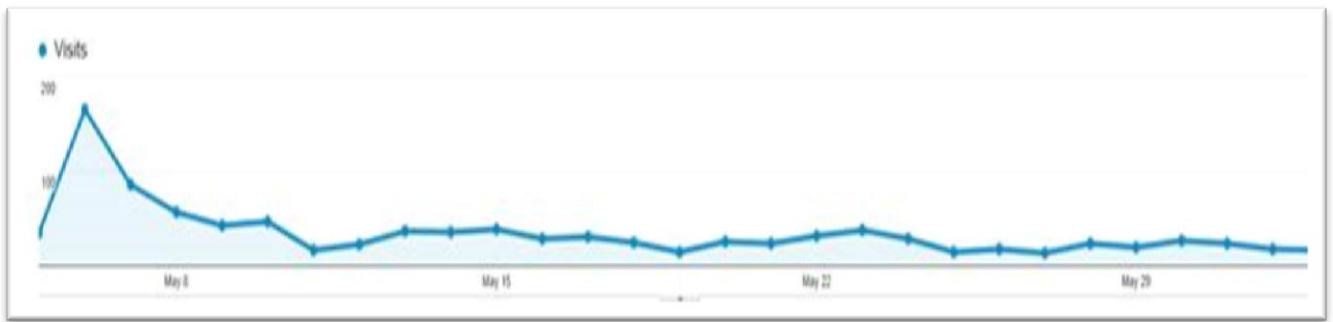


Figure 79. Visits during the month of Wildfire Awareness Week May 5th to June 2nd, 2013

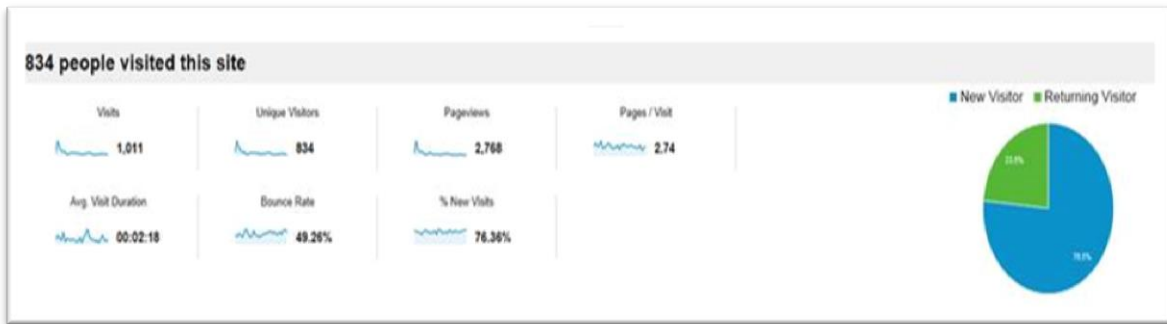
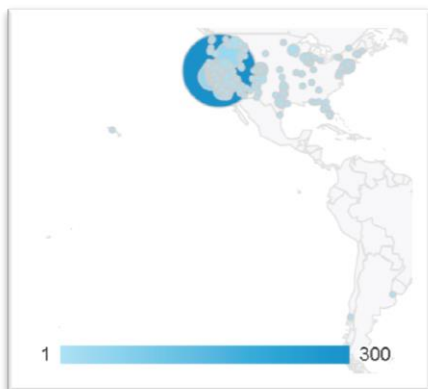


Figure 80. Visitor use during the month of Wildfire Awareness Week May 5th to June 2nd, 2013 totaled 753



Top locations of people logging on to the site were 1) Reno 2) San Francisco 3) Boise 4) South Lake Tahoe 5) Los Angeles.

Figure 81. Locations from which people accessed the Living with Fire website during Lake Tahoe Wildfire Awareness Week.

