

# Lake Tahoe Basin Wildfire Awareness Week 2011 Summary Report

# GET DEFENSIVE

We're counting on you.

Lake Tahoe Wildfire Awareness Week May 28-June 5, 2011



Andy Kaufer  
Lake Valley  
Fire District

Diane Weidinger  
South Lake Tahoe  
Community Member

Beth Brady  
U.S. Forest  
Service Fire

## January 2012

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 University of California and University of Nevada Cooperative Extension.



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## Event Summary

The second Lake Tahoe Basin Wildfire Awareness Week (LTBWAW) was held May 28<sup>th</sup> to June 5<sup>th</sup> 2011. Using grant funds from the Nevada Division of Forestry, the University of California and University of Nevada Cooperative Extensions 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. 33 different agency staff and volunteers participated in a series of six planning committee meetings held from January to June 2011.

The goal of Wildfire Awareness Week 2011 was to promote community based defensible space activities. The planning committee chose the theme “*Get Defensive – We’re Counting on You!*” as a focus of promotional efforts. The theme was chosen to encourage individual action to reduce the threat of wildfire to homes and communities. Activities provided information and resources to create defensible space around homes. Creating defensible space involves selecting and maintaining vegetation near the home, thereby reducing the risk homes will be ignited and destroyed during a wildfire. It takes coordinated effort between individuals and local fire and other agencies to prepare a community to survive wildfire. The week included 20 events and activities with over 1,300 direct participants. Events included free chipping and yard waste drop off days, garden classes and clean up days, fuels reduction field trips, fire station open houses, a fire film series, presentations in local classrooms and tabling and sign-ups for chipping and defensible space services.

The event was advertised by posting over 300 copies of a “Get Defensive” poster throughout the Tahoe Basin. The poster theme and design built on the successful “Get Defensive” campaign run by the Tahoe Regional Planning Agency and Nevada Fire Safe Council the previous year. 40,000 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 ads, radio PSAs and a TV ad campaign were used to advertise the event. Pencils, lip balm, and bookmarks with the “Get Defensive” theme were printed and distributed to attendees at Wildfire Awareness Week events. 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, Placer and Washoe Counties. A joint proclamation endorsing 2011 Lake Tahoe Basin Wildfire Awareness Week was issued by Nevada and California and signed by both governors.

The planning committee met on June 9<sup>th</sup> to review the success of the week. The 2011 WAW was held around Memorial Day in an attempt to time outreach activities with the beginning of the spring clean-up season when local and second home owners begin opening up seasonal cabins or doing seasonal yard work. The focus was also on offering services and activities rather than educational events to entice homeowners to

accomplish their defensible space. Unfortunately, 2011 had an unusually long and wet spring. Several events were snowed out and it was either snowing or raining at least 6 of the 9 days during WAW. Fewer second home owners came up to recreate or open their cabins due to the unappealing weather.

However, the planning committee felt that the 2011 week timing was still better than the 4<sup>th</sup> of July week used in 2010. This is because agencies are requesting that homeowners rake their pine needles in May and so scheduling Wildfire Awareness Week at the beginning of summer gives people advance notice to get their defensible space done. It also coincides better with the beginning of fire district outreach to homeowners and dovetails with already existing efforts. This year's timing also allowed for inclusion of school children through presentations to 5th and 6th grade classes. One drawback was that Heavenly ski resort was not open yet, so their participation was much reduced. In general the events that offered homeowners a service went well while those that asked residents to attend an outdoor event were not very successful due to the weather. This year we did not have the Lake Tahoe Wildfire Summit during Wildfire Awareness Week as in 2010. Organizers said they felt this allowed them more time to plan the event and did not compete for attention with WAW events.

There was general agreement that the media, post cards, signage and ads all worked together to get the message out much more effectively this year. The postcards generated many calls to fire agencies for more information and using the Get Defensive photos developed for a previous campaign made the efforts recognizable. Community clean up day organizers reported seeing homeowners doing defensible space work in their yards and referring to the tips on the post card as the instructions they were following. The Charter media ads were seen many times in many locations and are also generating involvement. Press coverage was better this year as well including an evening news interview on Reno Channel Two. TV and radio PSAs also ran on local stations. In conclusion, the planning committee felt that the week was a success and hope to host another Lake Tahoe Wildfire Awareness week starting on Labor Day 2012.

### **Lake Tahoe Wildfire Awareness Week Collaborators**

The 20 different organizations collaborated in this endeavor including:

- Cal Fire
- City of South Lake Tahoe
- Fallen Leaf Lake Fire Protection District
- Heavenly Ski Resort
- 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 Fire Safe Council
- Nevada Tahoe Conservation District
- North Lake Tahoe Demonstration Garden

- North Lake Tahoe Fire Protection District
- North Tahoe Fire Department
- South Lake Tahoe Fire Department
- Tahoe Douglas Fire Protection District
- Tahoe Regional Planning Agency
- Tahoe Resource Conservation District
- US Forest Service Lake Tahoe Basin Management Unit
- University of California Cooperative Extension
- University of Nevada Cooperative Extension

The following 33 people attended at least one of the six planning committee meeting for the summit and wildfire awareness week held January 13th, February 10th, March 10th, April 7<sup>th</sup>, May 12<sup>th</sup>, June 9<sup>th</sup>, 2011:

- Jason Arnold, Nevada Fire Safe Council project coordinator
- Jason Brand, Nevada Tahoe Conservation District
- Nicole Cartwright, Tahoe Resource Conservation District
- Jeff Cowen, Tahoe Regional Planning Agency
- Martin Goldberg, Lake Valley Fire Protection District
- Ann Grant, Nevada Fire Safe Council volunteer
- Eric Guevin, Tahoe Douglas Fire Protection District
- Lisa Herron, US Forest Service
- Lesley Higgins, Fire Safe Council volunteer, Incline Village
- Steve Hook, North Tahoe Fire Protection District
- Mary Huggins, CalFIRE
- Susie Kocher, University of California Cooperative Extension, South Lake Tahoe
- Steve Lewis, University of Nevada Cooperative Extension
- Candace Lowery, Nevada Fire Safe Council
- Jess Mahnken, Nevada Fire Safe Council project coordinator
- Ryan McDermott, Nevada Fire Safe Council
- Stew McMorrow, North Tahoe Fire Protection District
- Pete Mulvihill, North Lake Tahoe Fire Department
- Mark Novak, Tahoe Douglas Fire Department
- John Pickett, Tahoe Douglas Fire Department
- Steve Quarles, University of California Cooperative Extension
- Tia Rancourt, North Lake Tahoe Fire
- Megan Scheeline, Tahoe Regional Planning Agency
- Sonya Sistare, University of Nevada Cooperative Extension
- Ed Smith, University of Nevada Cooperative Extension
- K.T. Smith, Nevada Fire Safe Council volunteer
- Chris Stulik, North Tahoe Fire Protection District
- Valerie Sweetland, US Forest Service

- Doug Taggart, Meeks Bay Fire Protection District
- Kris Timberlake, CalFire
- Terri Tucker, Lake Valley Fire Protection District
- Brian Walker, North Tahoe Fire Protection District
- Courtney Walker, Tahoe Resource Conservation District

## Wildfire Awareness Week Events

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

Date	Event	Host	Location	Partners	Attendance
5/21 & 6/18/2011	Green Waste Drop Off Day	Incline Village Fire Protection District	Incline Village, NV	Incline Village General Improvement District	TBD
5/28/2011	Community Clean Up Day	Meeks Bay Fire Protection District	Meeks Bay, CA	Nevada Fire Safe Council	85 cars 115 loads of material 60 yards green waste
5/28/2011	Contractor's Faire	North Tahoe and Meeks Bay Fire Protection Districts	Tahoe City, CA	Granlibbaken Resort	100
5/28/2011	Tabling for chipping and defensible space inspection sign ups	North Tahoe Fire Protection District	Two Safeway stores, Tahoe City and King's Beach	Nevada Fire Safe Council	167
5/29/2011	Montgomery Estates spring clean-up day	Lake Valley Fire Protection District	South Lake Tahoe, CA	Nevada Fire Safe Council	TBD
5/29/2011	Wildfire Awareness Week 5 <sup>th</sup> grade school presentations	Tahoe Douglas Fire Protection District	Camp Galilee, Zephyr Point, NV	Nevada Fire Safe Council	35
6/1/2011	McKinney Creek Fuel Project field trip	North Tahoe Fire Protection District	Tahoe City, CA		4
6/1/2011	Spooner Fire Station Open House and Ribbon Cutting Ceremony	US Forest Service	Spooner Summit, NV	Tahoe Douglas Fire Protection District	200
6/1/2011	North Mandan Community Clean Up day	Nevada Fire Safe Council	South Lake Tahoe, CA	Lake Valley Fire Protection District	TBD
6/2/2011	Wildfire Awareness in the Garden	Nevada Tahoe Conservation District	Sierra Nevada College, Incline	Incline Village Fire Protection District,	0 (snowed out)

<b>Date</b>	<b>Event</b>	<b>Host</b>	<b>Location</b>	<b>Partners</b>	<b>Attendance</b>
			Village, NV		
6/2/2011	Angora Community Garden Clean Up day	Tahoe Resource Conservation District	South Lake Tahoe, CA	Nevada Fire Safe Council	0 (snowed out)
6/3/2011	Tahoe Keys Junk the Juniper day	Nevada Fire Safe Council	South Lake Tahoe, CA	Tahoe Keys Homeowners Association	7
6/4/2011	Post Fuels Reduction Treatment Tour	Tahoe Douglas Fire Protection District	Frisbee Golf Course, Zephyr Cove Park, NV	Nevada Fire Safe Council	14
6/5/2011	Cold and Trout Creek Watershed Day	Tahoe Resource Conservation District	South Lake Tahoe neighborhood, CA	Nevada Fire Safe Council	30
6/5/2011	Tahoe Paradise Community Clean Up day	Nevada Fire Safe Council	South Lake Tahoe, CA	Lake Valley Fire Protection District	TBD
5/28- 6/3/ 2011	Compost Your combustibles	Tahoe Douglas Fire Protection District	Heavenly Valley Parking Lot, Stateline, NV	Kingsbury GID, Summit Village HOA, and South Tahoe Refuse	About 300, 456 tons waste
5/28-6/3 2011	Wildfire Awareness Week 5 <sup>th</sup> grade school presentations	North Tahoe Fire Protection District	Tahoe City & King's Beach, CA	Tahoe Truckee Unified School District	80 5 <sup>th</sup> graders
5/28-6/3 2011	Wildfire Awareness Week 6 <sup>th</sup> grade school presentations	US Forest Service, Tahoe Resource Conservation District	South Lake Tahoe, CA	Lake Tahoe Unified School District	200 6 <sup>th</sup> graders
5/28-6/3 2011	Portable sign broadcasts	North Tahoe Fire Protection District	Tahoe City & King's Beach, CA	Community Emergency Information Team	37 chipping request sign ups
5/31- 6/3/2011	Wildfire Awareness Week – film festival	Heavenly Ski Resort	South Lake Tahoe, CA	Explore Tahoe An Urban Trailhead, City of South Lake Tahoe Department of Parks and Recreation	40
Total Events		20		Total participants	>1300



## Event Photos and Flyers



Steve Hook & Chris Stulik, North Tahoe FPD and Doug Taggart – Meeks Bay FPD at the Granlibakken Contractor's Faire – May 28th, 2011 in Tahoe City, CA



Smokey Bear and visitors at Heavenly Village, June 1<sup>st</sup>, 2011 in South Lake Tahoe, CA





Beth Brady and Smokey Bear's US Forest Service helpers at Heavenly Village, June 1<sup>st</sup>, 2011 in South Lake Tahoe



Visitors watching the Wildfire Awareness Week film festival offerings at Explore Tahoe, Heavenly Village, June 1<sup>st</sup>, 2011 in South Lake Tahoe, CA



Tahoe Douglas FPD pine need drop off at Heavenly Ski resort, June 3<sup>rd</sup>, 2011 in Stateline, NV



Tahoe Douglas FPD pine need drop off at Heavenly Ski resort, June 3<sup>rd</sup>, 2011 in Stateline, NV





Lake Tahoe Wildfire  
Awareness Week  
May 28th—June 6th

Community Spring  
Clean Up Events for  
Incline Village/Crystal  
Bay residents:

Improve your property's  
defensible space and  
get yard waste recycled  
for FREE!

Saturday, May 21st  
Saturday, June 18th  
7:30am to 2pm

Drop off your yard  
waste at the IVGID  
Public Works Facility  
1220 Sweetwater Road  
Incline Village, NV 89451

Acceptable items: natu-  
ral woody debris: pine  
needles, bark, pine  
cones, tree branches  
(under 4" diameter, 4'  
in length), brush, yard  
trimmings, dry grass  
and dead leaves.

Partnering Agencies:

- North Lake Tahoe  
Fire
- Incline Village Gen-  
eral Improvement  
District
- Waste Management

North Lake Tahoe Fire  
Protection District  
866 Oriole Way  
Incline Village, NV 89451  
775-831-0351

# Defensible Space It Takes a Community!



Improve your Defensible Space and help protect your home and neighborhood from wildfire by requesting a free Defensible space evaluation. Receive up to \$1000 rebate from the Nevada Fire Safe Council (NV FSC) once work is complete. Please visit [www.nvfsc.org](http://www.nvfsc.org) or call 530-543-3473 for more information.

**CURBSIDE CHIPPING:** NLTFPD hand crews will chip your curbside vegetation pile upon request. Please do not include pine needles, stumps, roots, garbage, nails or finished lumber. Pile must not exceed 10 x 10 x 10 feet.

Call 775-831-0351, ext. 8118 or to [www.nltfpd.net](http://www.nltfpd.net) to request a free defensible space evaluation or curbside chipping service.



Incline Village General Improvement District (IVGID) is including this as a public service announcement. We appreciate the assistance of IVGID in allowing this message to be included in your utility mailing.



**BE A  
PARTNER  
IN YOUR  
COMMUNITY**

**COLD & TROUT CREEK  
WATERSHED DAY** **June 5th**  
**11-2pm**

**AT CATTLEMANS TRAIL**

**BBQ**  
**Guided Hikes**  
**Music**  
**Kids Activities**



**LEARN ABOUT WHAT IS GOING ON IN YOUR COMMUNITY...**

**~ C W P ~**

**Community Watershed Partnership**

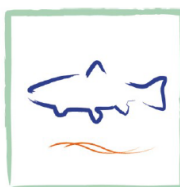
A holistic conservation initiative that engages local residents & land managers in neighborhoods throughout the Tahoe Basin



**OURTAHOEWATERSHED.ORG**

  
**TAHOE RESOURCE  
CONSERVATION  
DISTRICT**

**The  
Nevada Fire Safe Council**



EXPLORE TAHOE  
AN URBAN TRAILHEAD

*Presents*

# Wildfire Awareness Week Film Series

*All presentations are held at Explore Tahoe Visitor Center located in the Heavenly Village at Stateline*

Date/Time	Film/slide show	Topic
Tuesday May 31 2pm to 3pm	"The Greatest Good" A US Forest Service Centennial Film Featuring Smokey Bear	Featuring stories & music. Hear from collectors, Smokey's doctor and see public service announcement's from throughout the decades & more!
Wednesday June 1 2pm to 2:30pm	"Forests with a Future" A US Forest Service Film	Featuring protecting old growth trees, wildlife, and communities in the Sierra Nevada.
Thursday June 2 2pm to 2:30pm	"Living with Fire in the Lake Tahoe Basin" University of Nevada Cooperative	A practical guide to preparing your property to withstand fire.
Friday June 3 2pm to 2:30pm	"Be Ember Prepared" Nevada Division of Forestry in cooperation with the USDA Forest Service	During a wildfire, thousands of embers can rain down on your home. This is a common reason why homes are destroyed during a wildfire. Will your home survive when the embers arrive?

All film presentations are FREE . Public transportation to these events is encouraged. For more information (530) 542-4637 or stop by 4114 Lake Tahoe Blvd in the Heavenly Village next to Cecil's Plaza. Or visit: [www.recreationintahoe.com](http://www.recreationintahoe.com)

May 28-June 5  
Lake Tahoe Wildfire Awareness Week  
[livingwithfire.info/tahoe](http://livingwithfire.info/tahoe)

# North Mandan Fire Safe Chapter

## FREE Curbside Chipping Wed. – June 1

Just pull your slash curbside by Tuesday evening & get it chipped, removed for FREE!!!

Visit [lakevalleyfire.net](http://lakevalleyfire.net) for details on how to stack your slash pile.

Place cuts end towards the road.

For more information contact the Tahoe Basin Region of



530.543.FIRE (3473) [nvfsc.org](http://nvfsc.org)



## **Proclamations & Resolutions**

To commemorate the second Lake Tahoe basin week, California and Nevada worked together to issue a joint proclamation by their governors. Counties and cities also passed a resolution supporting the week. Proclamations and resolutions were issued by:

- California and Nevada through a Joint Proclamation of signed by Nevada Governor Brian Sandoval and California Governor Jerry Brown
- Tahoe Regional Planning Agency
- City of South Lake Tahoe
- El Dorado County
- Douglas County
- Washoe County
- Placer County

STATE OF CALIFORNIA - STATE OF NEVADA

# PROCLAMATION

OFFICES OF THE GOVERNORS

**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 could substantially reduce the wildfire threat to their homes and communities by advanced preparation and creation of defensible space; and

**WHEREAS:** Reducing the wildfire threat to homes and communities requires coordinated action between residents, homeowners and local fire agencies, and

**WHEREAS:** Sediment caused by wildfires pose a threat to the water quality of Lake Tahoe; and

**NOW, THEREFORE:** We, Jerry Brown, Governor of the State of California, and Brian Sandoval, Governor of the State of Nevada, proclaim the week of **May 28 - June 5, 2011** as

## LAKE TAHOE BASIN WILDFIRE AWARENESS WEEK

in our respective states and encourage all citizens to use this observance to take steps to better protect their homes and communities from wildfires.



IN WITNESS WHEREOF, I hereunto set my hand and cause the Great Seal of the State of California to be affixed. Done at the Capitol in the City of Sacramento in the State of California on this day, May 31, 2011.

  
Jerry Brown, Governor

  
Debra Bowen, Secretary of State



IN WITNESS WHEREOF, I hereunto set my hand and cause the Great Seal of the State of Nevada to be affixed. Done at the Capitol in the City of Carson City in the State of Nevada on this day, May 23, 2011.

  
Brian Sandoval, Governor

  
Ross Miller, Secretary of State

**TAHOE REGIONAL PLANNING AGENCY  
RESOLUTION 2011 - 03  
IN SUPPORT OF THE  
LAKE TAHOE BASIN WILDFIRE AWARENESS WEEK  
May 28<sup>th</sup> to June 5<sup>th</sup>, 2011**

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 could substantially reduce the wildfire threat to their homes and communities by advanced preparation and creation of defensible space; and

WHEREAS, reducing the wildfire threat to homes and communities requires coordinated action between residents, homeowners and local fire agencies; and

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

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 to get defensive about wildfire threats; and

FURTHER BE IT RESOLVED that the Tahoe Regional Planning Agency supports the week of May 28<sup>th</sup> to June 5<sup>th</sup>, 2011, as Lake Tahoe Basin Wildfire Awareness Week.

PASSED AND ADOPTED this 27th day of April 2011, by the Governing Board of the Tahoe Regional Planning Agency.

Ayes: Ms. Aldean, Mr. Beyer, Ms. Bresnick, Mr. Breternitz, Mr. Cashman, Ms. Fortier, Ms. McDermid, Mr. Miller, Ms. Reedy, Mr. Robinson, Ms. Santiago, Mr. Sevison, Mr. Sher, Mr. Shute



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Norma Santiago, Chair  
TRPA Governing Board



## PROCLAMATION

**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 could substantially reduce the wildfire threat to their homes and communities by advanced preparation and creation of defensible space; and

**WHEREAS**, Reducing the wildfire threat to homes and communities requires coordinated action between residents, homeowners and local fire agencies; and

**WHEREAS**, Sediment caused by wildfires pose a threat to the water quality of Lake Tahoe; now, therefore, be it

**PROCLAIMED**, By the Washoe County Board of Commissioners that the week of May 28 to June 5, 2011 be observed as Lake Tahoe Basin Wildfire Awareness Week, as a means for education and a call to action to get defensive about wildfire threats.

**ADOPTED** this 10<sup>th</sup> day of May 2011.



A handwritten signature in black ink, appearing to read "John Breternitz", is written over a horizontal line.

John Breternitz, Chairman  
Washoe County Commission



**Before the Board of Supervisors  
County of Placer, State of California**

**IN THE MATTER OF A RESOLUTION IN SUPPORT OF, "LAKE TAHOE BASIN WILDFIRE AWARENESS WEEK" MAY 28<sup>TH</sup> – JUNE 5<sup>TH</sup> URGING RESIDENTS TO TAKE WILDFIRE PREVENTION MEASURES TO REDUCE THE THREAT OF WILDFIRES AROUND THEIR HOMES AND IN THEIR COMMUNITY.** Resolution No: 2011-124

The following **RESOLUTION** was duly passed by the Board of Supervisors of the County of Placer at a regular meeting held, **May 24, 2011** by the following vote on roll call:

**Ayes:** DURAN, HOLMES, UHLER, MONTGOMERY, WEYGANDT

**Noes:** NONE

**Absent:** NONE

THE FOREGOING INSTRUMENT IS A CORRECT COPY OF THE ORIGINAL ON FILE IN THIS OFFICE ATTEST

ANN HOLMAN  
Clerk of the Board of Supervisors, County of Placer, State of California  
*Ann Holman*  
Deputy Clerk

Signed and approved by me after its passage.

*Robert M. Weygandt*  
Robert M. Weygandt  
Chairman, Board of Supervisors

Attest:  
Clerk of said Board

*Ann Holman*  
Ann Holman

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

**WHEREAS**, sediment caused by wildfires pose a threat to the water quality 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 could substantially reduce the wildfire threat to their homes and communities by advanced preparation and creation of defensible space; and

**WHEREAS**, reducing the wildfire threat to homes and communities requires coordinated action between residents, homeowners and local fire agencies.

**NOW, THEREFORE, BE IT RESOLVED**, that the Placer County Board of Supervisors supports this Resolution as a means for education and a call to action to prepare for the wildfire threat; and

**BE IT FURTHER RESOLVED**, that the Placer County Board of Supervisors supports the week of May 28<sup>th</sup> – June 5<sup>th</sup>, 2011 as, "Lake Tahoe Basin Wildfire Awareness Week" in Placer County.

## Press Coverage

Lake Tahoe Wildfire Awareness Week 2011 was covered on television, radio, and print through stories, interviews, public service announcements and advertisements.

### *Television*

- Steve Hook, North Tahoe FPD and Susie Kocher, UC Cooperative Extension were interviewed in Tahoe City for the evening news on May 28<sup>th</sup>, 2011 by Reno Channel 2, KTVN.
- Jessica Mahnken, Nevada Fire Safe Council and Susie Kocher, UC Cooperative Extension were interviewed on May 29<sup>th</sup> for a five minute spot on Tahoe TV <http://www.tahoetv.com/> promoting Wildfire Awareness Week
- Martin Goldberg, Lake Valley FPD and Susie Kocher, UC Cooperative Extension were interviewed for a five minute spot on Tahoe TV <http://www.tahoetv.com/> in the June 20th promoting the Fire Summit on June 24<sup>th</sup>, 2011.
- Three public service announcements were developed with the themes “Get Defensive”, “Tahoe Fire Chiefs Promoting Living With Fire Website” and “Be Ember Aware.” They were aired 7650 times in the Lake Tahoe Basin during the period of May 16 to August 21, 2011 on ten Charter Media channels.

### *Radio*

- Jessica Mahnken, Nevada Fire Safe Council and Susie Kocher UC Cooperative Extension did a 17 minute radio interview on KTHO’s Tahoe Perspective show June 1<sup>st</sup>, 2011 to advertise Wildfire Awareness Week ([http://ucanr.org/sites/forestry/Whats\\_New/](http://ucanr.org/sites/forestry/Whats_New/)).
- Andrew List, Nevada Fire Safe Council Executive Director, talked about the 2011 Wildfire Awareness Week on KUNR, May 27<sup>th</sup>, 2011.
- A 30 second radio PSA with the Get Defensive theme giving defensible space tips was recorded by Ed Miller, public information officer for Meeks Bay Fire Protection District in cooperation with KTHO radio and aired on local radio stations in May and June 2011.





Steve Hook, North Tahoe Fire Protection District is interviewed by Reno Channel 2, KTVN, May 28<sup>th</sup>, 2011 in Tahoe City, CA



Steve Hook discusses defensible space with a local homeowner on Channel 2 news in Tahoe City, CA, May 28<sup>th</sup>, 2011

Ads – Two quarter page newspaper ads were run in Tahoe Basin newspapers including the Mountain News, Tahoe Tribune, North Lake Bonanza and the Sierra Sun. One was run to advertise Wildfire Awareness Week and the other to advertise the Wildfire Summit on June 24<sup>th</sup>, 2011.

**GET DEFENSIVE**  
We're counting on you.  
Lake Tahoe Wildfire Awareness Week May 28-June 5, 2011



Create defensible space around your home. We're counting on you!  
To find an event or activity in your community, go to: [LivingWithFire.info/Tahoe](http://LivingWithFire.info/Tahoe)

Funding for this ad provided by the Nevada Division of Forestry and USDA Forest Service in cooperation with the University of California Cooperative Extension and University of Nevada Cooperative Extension, EEO/AA institutions. Special thanks to the Tahoe Fire and Fuels Team and Nevada Fire Safe Council.

**1/4 page 2011 Wildfire Awareness Week ad run in Lake Tahoe basin newspapers**

**GET DEFENSIVE**

Attend the Lake Tahoe Wildfire Summit  
June 24, 2011 Granlibakken Resort



**We're counting on you.**

Learn how to reduce the risk of wildfire in your community at the Lake Tahoe Wildfire Summit. Featuring interactive sessions, field trips and networking, this event is free and open to the public. 9am to 4pm, Granlibakken Resort, Tahoe City.

For more information or to register, go to: [LivingWithFire.info/Tahoe](http://LivingWithFire.info/Tahoe)

Funding for this ad provided by the Nevada Division of Forestry and USDA Forest Service in cooperation with the University of California Cooperative Extension and University of Nevada Cooperative Extension, EEO/AA institutions. Special thanks to the Tahoe Fire and Fuels Team and Nevada Fire Safe Council.

**1/4 page 2011 Wildfire Summit ad run in Lake Tahoe basin newspapers**

## 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 – We’re Counting on You!” message, 300 copies of the 11” by 17” poster were distributed throughout the Tahoe Basin. The photo used was part of the award-winning “Get Defensive” ad campaign carried out the year before by the Nevada Fire Safe Council and the Tahoe Regional Planning Agency.

# GET DEFENSIVE

We're counting on you.

Lake Tahoe Wildfire Awareness Week May 28-June 5, 2011



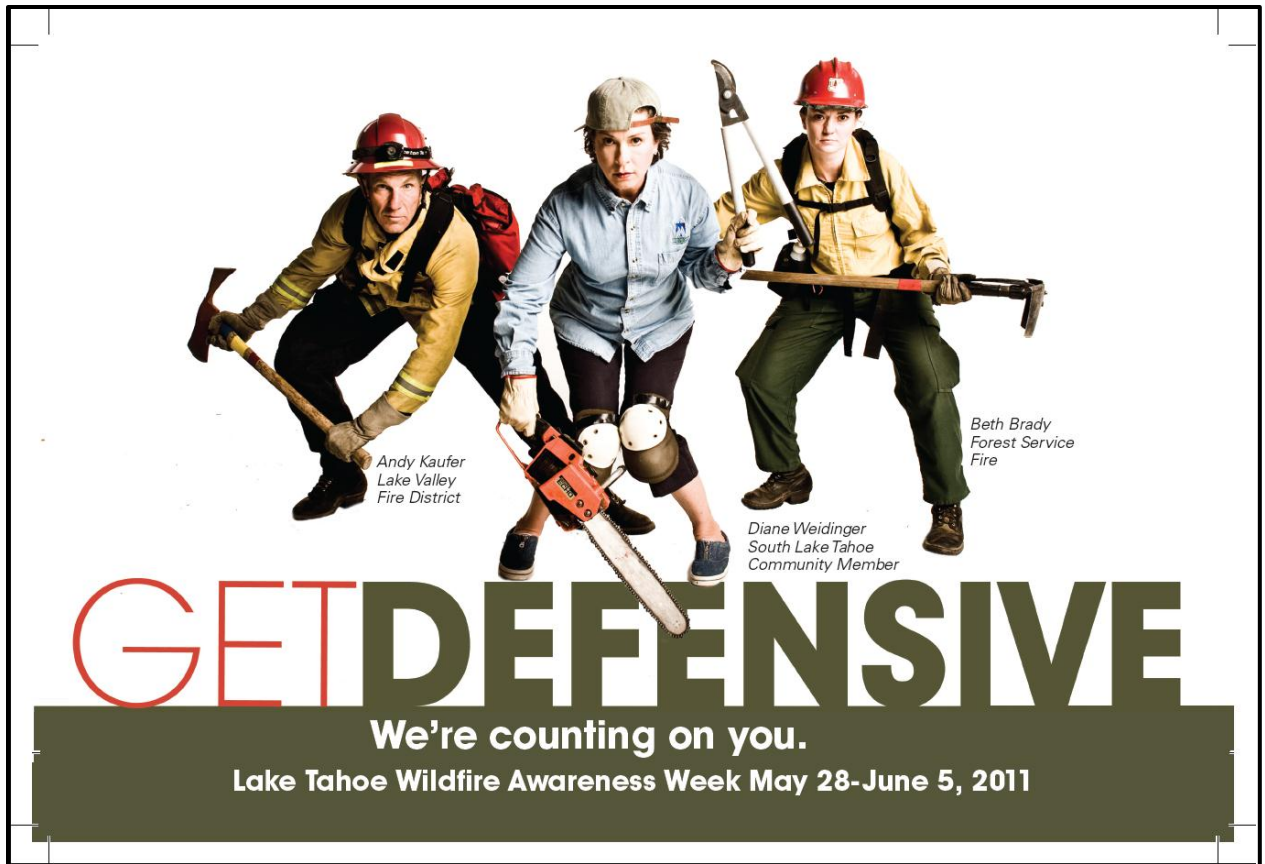
Andy Kaufer  
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Fire District

Diane Weidinger  
South Lake Tahoe  
Community Member

Beth Brady  
U.S. Forest  
Service Fire

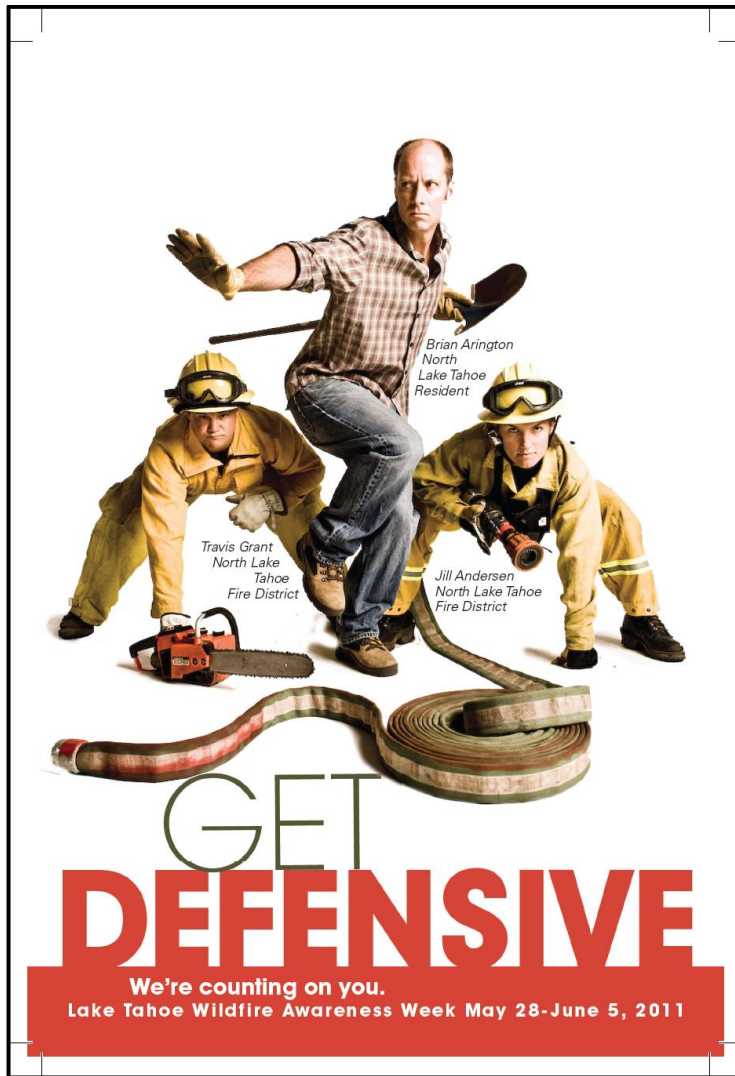
2011 Lake Tahoe Wildfire Awareness Week poster displayed around the basin

*Postcards* – 40,000 postcards with the “Get Defensive” 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 around their homes. A north shore version with a photo of north shore residents and fire fighters was mailed to those whose property location was in those communities. A south shore version with photos of residents and fire fighters from the south shore was sent to homeowners on the south end of the lake. The mailing list developed by soliciting parcel records from each of the four counties in the Tahoe Basin.



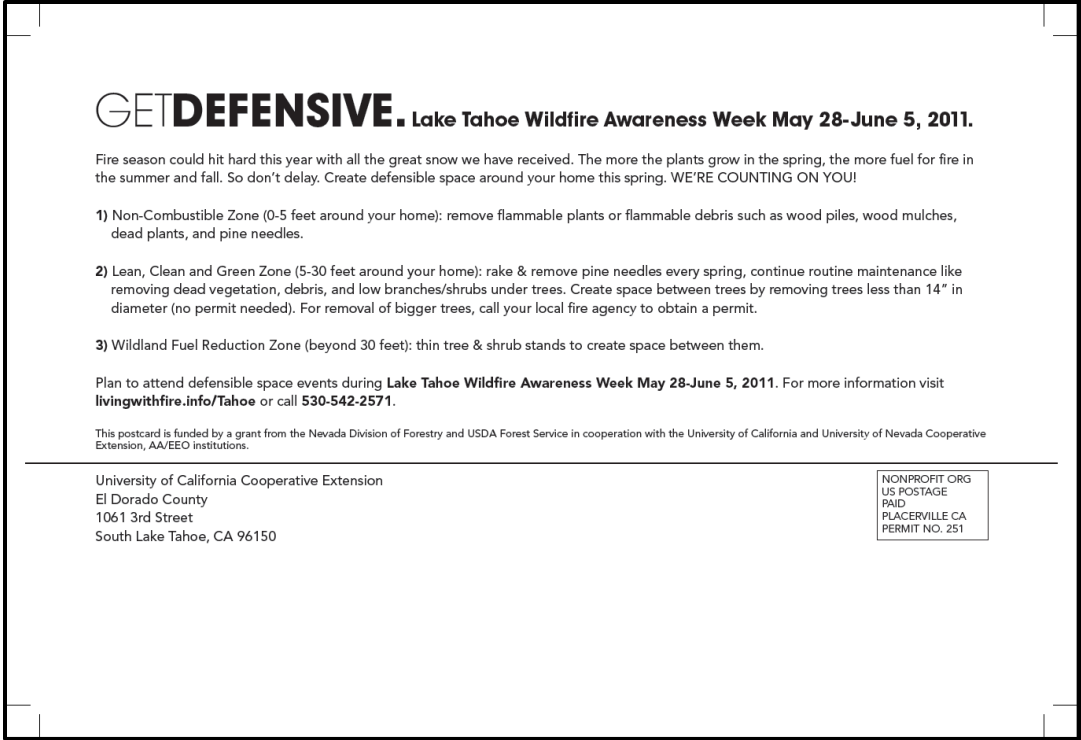
Front of south shore 2011 Wildfire Awareness Week Postcard sent to south shore households.





Front of north shore Wildfire Awareness Week Postcard sent to north shore households, April 2011.





**Back of Wildfire Awareness Week postcard with defensible space tips sent to all Tahoe basin homeowners, April 2011.**

*Bookmarks* – This year we printed 2000 bookmarks with the “Get Defensive” theme to advertise the Wildfire Summit. These were passed out at Wildfire Awareness Week events. The back of the bookmark listed defensible space tips.



**Front of Wildfire Summit postcard handed out at Wildfire Awareness Week events, May and June 2011.**

<b>GET DEFENSIVE</b>	<b>GET DEFENSIVE</b>	<b>GET DEFENSIVE</b>
<p>We're counting on you to create defensible space around your home.</p> <p>Here's how:</p>	<p>We're counting on you to create defensible space around your home.</p> <p>Here's how:</p>	<p>We're counting on you to create defensible space around your home.</p> <p>Here's how:</p>
<ol style="list-style-type: none"> <li>1. Non-Combustible Zone (0-5 feet around your home): rake &amp; remove flammable plants or flammable debris such as wood piles, wood mulches, dead plants, and pine needles.</li> <li>2. Lean, Clean and Green Zone (5-30 feet around your home): rake &amp; remove pine needles every spring, continue routine maintenance like removing dead vegetation, debris, and low branches/shrubs under trees. Create space between trees by removing trees less than 14" in diameter (no permit needed). For removal of bigger trees, call your fire agency to obtain a permit.</li> <li>3. Wildland Fuel Reduction Zone (beyond 30 feet): thin tree &amp; shrub stands to create space between them.</li> </ol>	<ol style="list-style-type: none"> <li>1. Non-Combustible Zone (0-5 feet around your home): rake &amp; remove flammable plants or flammable debris such as wood piles, wood mulches, dead plants, and pine needles.</li> <li>2. Lean, Clean and Green Zone (5-30 feet around your home): rake &amp; remove pine needles every spring, continue routine maintenance like removing dead vegetation, debris, and low branches/shrubs under trees. Create space between trees by removing trees less than 14" in diameter (no permit needed). For removal of bigger trees, call your fire agency to obtain a permit.</li> <li>3. Wildland Fuel Reduction Zone (beyond 30 feet): thin tree &amp; shrub stands to create space between them.</li> </ol>	<ol style="list-style-type: none"> <li>1. Non-Combustible Zone (0-5 feet around your home): rake &amp; remove flammable plants or flammable debris such as wood piles, wood mulches, dead plants, and pine needles.</li> <li>2. Lean, Clean and Green Zone (5-30 feet around your home): rake &amp; remove pine needles every spring, continue routine maintenance like removing dead vegetation, debris, and low branches/shrubs under trees. Create space between trees by removing trees less than 14" in diameter (no permit needed). For removal of bigger trees, call your fire agency to obtain a permit.</li> <li>3. Wildland Fuel Reduction Zone (beyond 30 feet): thin tree &amp; shrub stands to create space between them.</li> </ol>
<p>For More Information Visit: <a href="http://www.livingwithfire.info/tahoe">www.livingwithfire.info/tahoe</a></p>	<p>For More Information Visit: <a href="http://www.livingwithfire.info/tahoe">www.livingwithfire.info/tahoe</a></p>	<p>For More Information Visit: <a href="http://www.livingwithfire.info/tahoe">www.livingwithfire.info/tahoe</a></p>

**Back Wildfire Summit bookmarks with defensible space tips passed out during Wildfire Awareness Week, May and June 2011.**

*Promotional material* – 2000 “Get Defensive” pencils and 1000 “Get Defensive” lipbalms were purchased for distribution at Wildfire Awareness Week events. A reusable shopping bag and water bottle was customized for use by attendees at the Wildfire Summit.



**Get Defensive mood pencils distributed at 2011 Wildfire Awareness Week events**



**Get Defensive lip balm distributed at 2011 Wildfire Awareness Week events**



Water bottle distributed at 2011 Wildfire Summit



Re-usable shopping bag distributed at 2011 Wildfire Summit.

*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 "Prepare For Wildfires" was posted 5/28 – 6/5 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](http://www.livingwithfire.info/tahoe)). Individual calendar events were listed and all promotions carried the website address to help advertise events.



Living with Fire website