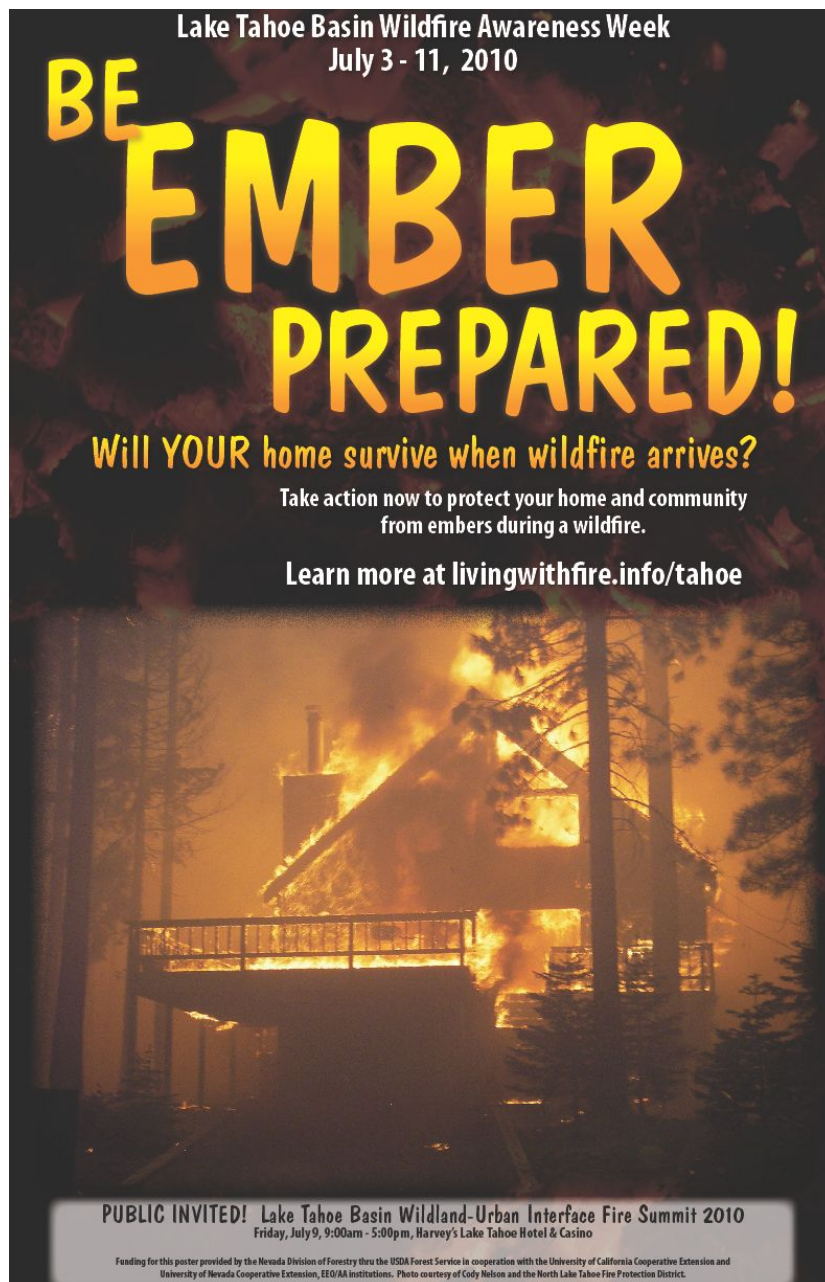


Lake Tahoe Basin Wildfire Awareness Week 2010 Summary Report



November 2010

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 first Lake Tahoe Basin Wildfire Awareness Week (LTBWA) was held July 3rd to July 11th 2010. 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 one different organizations including local, state, and federal fire agencies, local and regional government and recreation organizations collaborated to host events. 41 different agency staff and volunteers participated in a series of six planning committee meetings held from January to June 2010.

The planning committee chose the slogan “*Be Ember Prepared – Will your home/ community survive when wildfire arrives?*” as a focus of promotional efforts. The focus was on ember awareness to help residents of the Lake Tahoe basin learn how to protect their homes from the threat of burning embers during a wildfire. It also stressed the need for community involvement, not just individual homeowners.

Efforts included 19 events and activities with over 3,300 direct participants. This report summarizes the events and activities that occurred as part of LTBWA. Events included community pancake breakfasts, free chipping and yard drop off days, gardening classes in fire resistant landscaping, fuels reduction field trips, fire station open houses, a fire film series, a fire fact scavenger hunt at a ski resort, fire safe chapter meetings and barbecues, and a community wildfire summit.

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, as well as North Tahoe Fire Protection District. A joint letter from the governors of both Nevada and California was signed and presented to attendees at the wildfire summit. Both the state foresters from Nevada and California attended the event.

The event was advertised by posting of over 300 copies of a “Be Ember Prepared” poster throughout the Tahoe Basin. The poster design is included on the cover of this report. 40,000 postcards with the Be Ember Prepared graphic and details about the event were printed and mailed to all homeowners in the Tahoe Basin. Newspaper ads, several radio spots and a TV spot were used to advertise the event. 20 large “Be Ember Prepared” banners were printed and displayed in prominent locations around the basin. Pencils, magnetic clips, and portfolios with the “Be Ember Prepared” slogan 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. The website had the highest ever number of visits in June 2010 with 2756 unique visits and July with 2495 unique visits. July 1 was the busiest day ever for both sites combined, with 288 visits.

Lake Tahoe Wildfire Awareness Week Collaborators

The 21 different organizations collaborated in this endeavor including:

- Cal Fire
- California State Parks
- 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 people attended at least one of the six planning committee meeting for the summit and wildfire awareness week held between January and June 2010:

- Ann Grant, Fire Safe Council volunteer, Skyland
- Beth Brady, Fire prevention, USFS Lake Tahoe Basin Management Unit
- Bob Cook, Fire Safe Council volunteer, Chimney Rock
- Bob McDowell, Fire Safe Council volunteer, Chimney Rock
- Candace Lowery, Nevada Fire Safe Council Public Information Officer
- Cheva Heck, Public Information Officer, USFS Lake Tahoe Basin Mangmt Unit
- Christy Daugherty, CalFire
- Courtney Walker, Tahoe Resource Conservation District
- Doug Taggart, Meeks Bay Fire
- Ed Smith, UNR Cooperative Extension
- Eric Guevin, Tahoe Douglas Fire Protection District
- Gretchen Huie, Nevada Tahoe Conservation District,
- Jason Arnold, Nevada Fire Safe Council project coordinator
- Jason Brand, Nevada Tahoe Conservation District,
- Jeff Cowen, Tahoe Regional Planning Agency
- Jess Mahnken, Nevada Fire Safe Council project coordinator

- Joy Barney, Conservation Education, USFS Lake Tahoe Basin Management Unit
- Judy Clot, California Tahoe Conservancy forestry program coordinator
- K.T. Smith, Nevada Fire Safe Council volunteers, Tahoe Pines chapter
- Kelly Lancelloti, Fire Safe Council volunteer, North Mandan
- Kris Timberlake, CalFire
- Lauren Tomaselli, Explore Tahoe/City of South Lake Tahoe
- Leo Horton, Tahoe Douglas Fire Department
- Lesley Higgins, Fire Safe Council volunteer, Incline Village
- Lewis Grove, North Tahoe Fire Protection District
- Mark Novak, Tahoe Douglas Fire Protection District
- Martin Goldberg, Fuels program, Lake Valley Fire District
- Mary Huggins, CalFire
- Megan Scheeline, CalFire
- North Swanson, Nevada Fire Safe Council volunteer, Cave Rock chapter
- Ryan McDermott, Nevada Fire Safe Council,
- Sarah Ford, Tahoe Resource Conservation District
- Sheila and John Sloane, Fire Safe Council volunteer, South Lake Tahoe
- Sonya Sistare, University of Nevada Cooperative Extension,
- Steve Lewis, University of Nevada Cooperative Extension
- Steve Quarles, University of California Cooperative Extension, (attended by web)
- Stewart McMorrow, North Tahoe Fire Protection District,
- Susie Kocher, University of California Cooperative Extension, South Lake Tahoe
- Tara McCarthy, Conservation Education, USFS Lake Tahoe Basin Management Unit
- Teri Tucker, Lake Valley Fire Protection District
- Tony Sopocko, Fire Safe Council volunteer, Angora Highlands

Wildfire Awareness Week Events

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

Date	Event	Host	Location	Partners	Attendance
7/3-4/2010	Community Pancake Breakfast	Meek's Bay Fire Protection District	Meeks' Bay Fire Station, Meeks Bay CA	Nevada Fire Safe Council	2200
7/3-11/2010	Wildfire Awareness Week – scavenger hunt/ Smokey	Heavenly Ski Resort	South Lake Tahoe, CA	Explore Tahoe An Urban Trailhead, City of South Lake Tahoe Department of Parks and Recreation	200
7/3-10/2010	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	30
7/4/2010	Glenbrook HOA Picnic	Glenbrook HOA	Glen brook, NV	Tahoe Douglas Fire Protection District had a table and distributed LWF tabloids and Be Ember Aware brochures.	100
7/3/2010	Hidden Woods HOA Meeting	Hidden Woods HOA	Glenbrook, NV	Tahoe Douglas Fire Protection District gave a talk at this event	15
7/6/2010	Forest Fuels Reduction Field Trip	North Tahoe Fire Protection District	Tahoe City, CA	Nevada Fire Safe council	6
7/7/2010	Washoe Meadows Fuels Field Trip	California State Parks	Washoe Meadows State Parks, South Lake Tahoe, CA	Nevada Fire Safe Council	5
7/7/2010	South Shore Block Party	Nevada Fire Safe Council	Y parking lot, South Lake Tahoe, CA	Lake Valley and South Lake Tahoe Fire, Tahoe Regional Planning Agency, Tahoe Resource Conservation District, UC Cooperative Extension	50
7/8/2010	Green Thumb Gardening Series: Firewise Landscaping	El Dorado County Master Gardeners	Lake Tahoe Community College Demonstration Garden, South Lake Tahoe, CA	Tahoe Resource Conservation District and Nevada Fire Safe Council	18
7/8/2010	Wildfire Awareness in the Garden	Nevada Tahoe Conservation District	Sierra Nevada College Demonstration Garden,	North Lake Tahoe Fire Protection District, University of Nevada Cooperative Extension	25

Date	Event	Host	Location	Partners	Attendance
			Incline Village, NV		
7/8/10	Angora Forest Recovery interpretative program	US Forest Service	Taylor Creek Amphitheater, South Lake Tahoe, CA		Not Available
7/9/2010	WUI Summit	Living With Fire	Stateline, NV	Fire Districts, US Forest Service, CalFire, Nevada Division of Forestry, Nevada Fire Safe Council	108
7/10/2010	Fire Safe Chapter Meeting and barbecue	Nevada Fire Safe Council	Tahoe Paradise, South Lake Tahoe, CA	Local Fire Safe chapter	22
7/10/2010	Residential Yard Waste Drop off	North Tahoe Fire Protection District	Homewood, Tahoe Vista, CA	Homewood Ski Resort, North Tahoe Regional Park	165 people, 480 yards waste
7/10/ 2010	Children's Environmental Science Day	Tahoe Environmental Research Center	Tahoe City, CA	North Tahoe Fire Protection District tabled and talked to children about defensible space at this event.	25
7/10/ 2010	Alpine Meadows Firesafe Council Fuels Reduction Project and Education Work Day	Alpine Meadows Estates Association	Tahoe City, CA	North Tahoe Fire Protection District chipped trees and brush along the Alpine Meadows Road generated by this volunteer day	40
7/11/2010	Free chipping day	Nevada Fire Safe Council	South Lake Tahoe, CA	Mandan Fire Safe Chapter	35 home owners/ 20 properties
7/11/2010	Open House and Fuels Reduction Tour	Tahoe Douglas Fire Protection District	Tahoe Douglas Fire Station, Stateline, NV	USFS and Nevada Fire Safe Council	15
5/28/ 2010 - 7/11/ 2010	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
Total Events		19		Total participants	3,335

Event Photos

7/3-11/ 2010 Heavenly Ski Resort Wildfire Awareness Week, South Lake Tahoe, CA

Photo: Smokey Bear teaches wildfire awareness at Lake Tahoe



With a little help from Smokey Bear, locals and visitors learned about fire safety and prevention during Wildfire Awareness Week at Explore Tahoe. This week is Wildfire Awareness Week and includes a program called "Angora Fire area: Rebirth and Restoration" on Thursday at 8:30 p.m. at the Taylor Creek Visitor Center.

Figure 1. Smokey Bear at Explore Tahoe for Wildfire Awareness Week covered by the Reno Gazette Journal



Figure 2. Smokey Bear and his USFS friends at Heavenly Village.



Figure 4. Fire tips displayed at the Heavenly Ski Resort gondola station. Visitors knowing the tip received a prize from eco-rangers at the top of the gondola.



Figure 3. Smokey Bear at Heavenly Village.



Figure 5. Be Ember Prepared sign with Smokey Bear and friends at Heavenly Village.



7/3-4/ 2010 Meeks Bay Pancake Breakfast, Meeks Bay, CA

Figure 6. Meeks Bay Pancake Breakfast July 3 and 4, 2010

Figure 7. The pancakes at the pancake breakfast.



Figure 8. Jessica Mahnken from the Nevada Fire Safe Council talks to pancake eaters as they wait in line for breakfast.



Figure 9. Crowds attending the Meeks Bay Pancake breakfast.

7/6/2010

Washoe Meadows State Park Fuels Field Trip, South Lake Tahoe, CA



Figure 10. Rich Adams giving a fuels treatment tour at Washoe Meadows State Park, South Lake Tahoe, CA



Figure 11. Rich Adams showing results of mastication at Washoe Meadows State Park.

7/7/2010

South Shore Block Party, South Lake Tahoe, CA



Figure 12. Jessica Mahnken showing fire resistant plants to be planted within 5 feet of homes (to the right of the red line).



Figure 13. Plants suitable for the 5 to 30 foot zone around a home (behind the yellow line).



Figure 14. Steve Quarles showing off differences in fire resistance of different home construction materials.



Figure 15. Jason Arnold, Ryan McDermott, and Jessica Mahnken of the Nevada Fire Safe Council with burn demonstration corner unit.



Figure 16. Steve Quarles showing the effectiveness of two different vent types during South Shore block party.



Figure 17. Chief Gigliotti and Steve Quarles discuss fire resistance of construction materials at south shore block party.

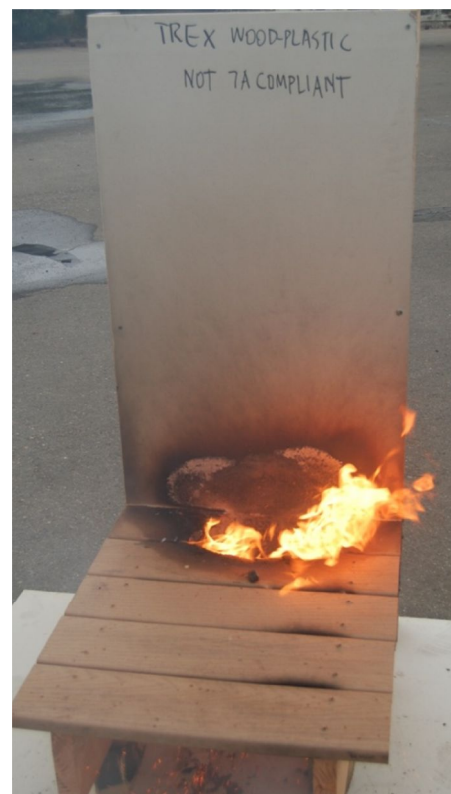


Figure 18. Non-compliant Trex decking burning during the south shore block party.

SCENE AROUND TOWN

July - Aug
2010



Amy and Don happened upon the Conservation Block Party at the Y and had a great time.



Ellen Nunes of Clean Tahoe and Jeanne Lear of South Tahoe Refuse attend lots of public events.



"Dude, you have a light?"



Alix and Courtney party down at the Conservation Block Party at the Y.



"Fire, fire, fire!"



Sianne, 7, Haylee, 8, Connor, 8, and Gaven, 7, ham it up at the Conservation Block Party at the Y as part of Wildfire Awareness Week.



Susie Kocher of U.C. Extension and Jessica Mahnken of the Nevada Fire Safe Council went to college to get such cool jobs. Reading this, kids?

Figure 19. Photos of the South shore block party in the July 15th to August 15th issue of the Tahoe Mountain news.



Figure 20. Jen Cressy, UC Master Gardener, introduces the Green Thumb Thursday session on firewise landscaping at Lake Tahoe Community College. Master Gardener Robin Stanley and husband Mark taught the class.

Figure 21. Attendees at the Green Thumb Thursday firewise landscaping class.



Figure 22. Participants at the Green Thumb Thursday firewise landscaping class ask questions about landscaping.

7/8/2010

Wildfire Awareness in the Garden, Incline Village, NV



Figure 23. Shed with good defensible space on the right and poor defensible space on the left. North Tahoe Wildfire Awareness in the Garden Demonstration garden, Incline Village, NV.



Figure 24. Children playing with the ember house during the North Tahoe Wildfire Awareness in the Garden event, Incline Village, NV.

7/10/2010 Tahoe Paradise Fire Safe Chapter Meeting and BBQ, South Lake Tahoe, CA



Figure 25. Tahoe Paradise fire safe council chapter meeting on July 10th, South Lake Tahoe, CA.

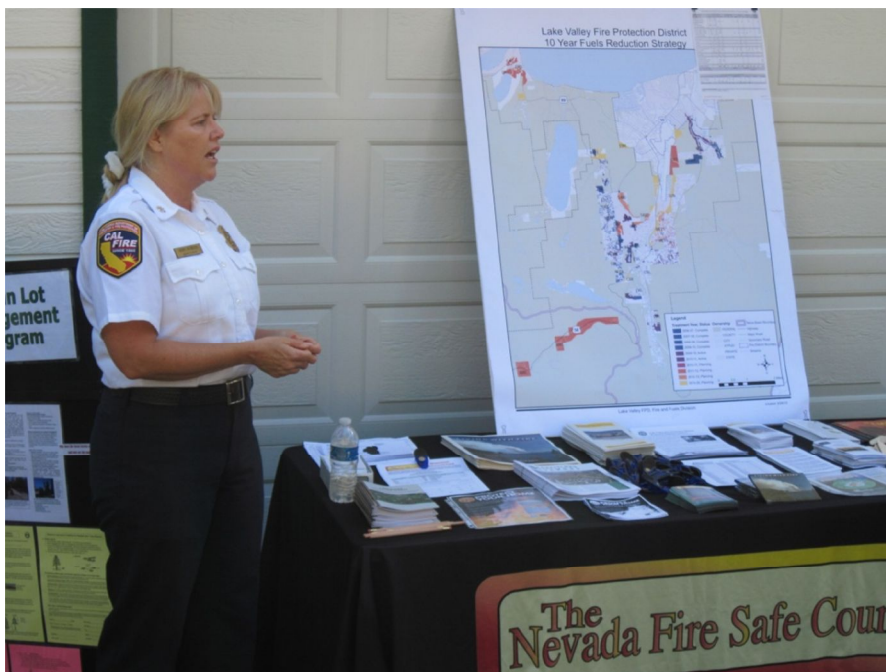


Figure 26. CalFire's Mary Huggins presents information to the Tahoe Paradise fire safe chapter.

7/10/2010 North Tahoe Fire Protection District Yard Waste Drop off, Homewood, Tahoe Vista, CA



Figure 27. Residents bringing residential yard waste to the drop off point, July 10, 2010



Figure 28. North Lake Tahoe Fire Protection District crew members helping residents load yard waste into bins

7/10/2010 North Mandan Fire Safe Chapter Chipping Day, South Lake Tahoe, CA



Figure 29. Lake Valley Fire District Chipper.

Figure 30. Piles of slash brought to the road on free chipping day.



Figure 31. More piles to be chipped in North Mandan Fire Safe Chapter.

Proclamations & Resolutions

To commemorate the first Lake Tahoe basin week, California and Nevada worked together to issue a joint letter from their respective governors. Counties and cities also passed a resolution supporting the week. Letters and resolutions were issued by:

- Nevada letter signed by Jim Gibbons
- California letter signed by Arnold Schwarzenegger
- Tahoe Regional Planning Agency resolution signed by governing board president
- City of South Lake Tahoe resolution
- El Dorado County Resolution signed by El Dorado County Board of Supervisors
- Douglas County Resolution signed by Douglas County Commissioners
- Washoe County resolution
- North Tahoe Fire Protection District resolution



GOVERNOR ARNOLD SCHWARZENEGGER

July 3-11, 2010

Living With Fire

It is a pleasure to send my greetings to everyone observing Lake Tahoe Basin Wildfire Awareness Week.

Wildfire readiness is a vital concern in California, and that is why I recently joined Oregon and Nevada to declare "Wildfire Awareness Week." The Tahoe area is in a particularly dangerous time of long-term build up of flammable material, and I commend those individuals and groups who are bringing attention to this important issue. They serve all Californians with their efforts to protect beautiful Lake Tahoe and the people who live there.

I salute your dedication to your fellow citizens' safety. By raising awareness of fire hazards in your community, you give many the tools they need to "be ember prepared," and you have my gratitude for your outstanding efforts.

Thank you for working towards a safe future in our Golden State, and may you continue to find success in your noble endeavors.

Sincerely,

A handwritten signature in black ink that reads "Arnold Schwarzenegger".

Arnold Schwarzenegger

STATE CAPITOL • SACRAMENTO, CALIFORNIA 95814 • (916) 445-2841



ONE HUNDRED ONE NORTH CARSON STREET
CARSON CITY, NEVADA 89701
OFFICE: (775) 684-5670
FAX NO.: (775) 684-5683



555 EAST WASHINGTON AVENUE, SUITE 5100
LAS VEGAS, NEVADA 89101
OFFICE: (702) 486-2500
FAX NO.: (702) 486-2505

Office of the Governor

July 7, 2010

Greetings to all during Summer 2010,

It is a pleasure to address everyone observing Lake Tahoe Basin Wildfire Awareness Week.

Wildfire readiness is a vital concern in Nevada, and that is why I recently joined Oregon and California to declare "Wildfire Awareness Week". The Tahoe area is in a particularly dangerous time of long-term build up of flammable material, and I commend those individuals and groups who are bringing attention to this important issue. They serve all Nevadans with their efforts to protect beautiful Lake Tahoe and the people who live there.

I salute your dedication to your fellow citizens' safety. By raising awareness of fire hazards in your community, you give many the tools they need to "be ember prepared," and you have my gratitude for your outstanding efforts.

Thank you for working toward a safe future in our State, and may you continue to find success in your noble endeavors.

Sincerely,

A handwritten signature in blue ink that reads "Jim Gibbons".

Jim Gibbons

Governor of Nevada

TAHOE REGIONAL PLANNING AGENCY

RESOLUTION NO. 2010-10

**RESOLUTION FOR SUPPORT OF
THE LAKE TAHOE BASIN WILDFIRE AWARENESS WEEK JULY 3-11, 2010**

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

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

WHEREAS, most homes destroyed during wildfire are due to embers landing on something easily ignited on or near the home; and

WHEREAS, ember-ignited fires can then spread from home to home, destroying entire communities; and

WHEREAS, homeowners have a responsibility to help reduce the threat of wildfire to their neighbors and community by being proactive and implementing defensible space on their respective properties;

WHEREAS, the Tahoe Regional Planning Agency is a partner on the Tahoe Fire and Fuels Team and Multi-Agency Coordinating Group whose mission is to implement the Multi-Jurisdictional Fuel Reduction and Wildfire Prevention Strategy;

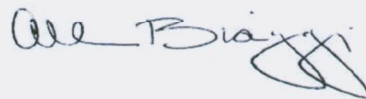
NOW, THEREFORE, BE IT RESOLVED that the Governing Board of the Tahoe Regional Planning Agency adopts this resolution as a means for education and a call to action to prepare for the ember threat; and

BE IT FURTHER RESOLVED that the Governing Board supports the week of July 3-11, 2010 as Lake Tahoe Basin Wildfire Awareness Week.

PASSED AND ADOPTED by the Governing Board of the Tahoe Regional Planning Agency at its regular meeting held June 24, 2010 by the following vote:

Ayes: Ms. Aldean, Mr. Beyer, Ms. Bresnick, Mr. Breternitz, Mr. Cashman, Ms. Lovell, Ms. Moss, Mr. Merrill, Ms. DuPre, Ms. Ruthe, Ms. Santiago, Ms. Montgomery

Absent: Mr. Biaggi, Mr. Sher



Allen Biaggi, Chair
Tahoe Regional Planning Agency
Governing Board

Agenda Item No. VIII.A.



PROCLAMATION

LAKE TAHOE BASIN WILDFIRE AWARENESS WEEK JULY 3-11, 2010

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

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

Whereas, most homes destroyed during wildfire are due to embers landing on something easily ignited on or near the home; and,

Whereas, ember-ignited fires can then spread from home to home, destroying entire communities; and,

Whereas, Lake Tahoe Basin homeowners could substantially reduce the wildfire threat to their homes and communities if they are proactive and prepared in advance.

NOW, THEREFORE, BE IT PROCLAIMED, that the Board of Supervisors, for the County of El Dorado, supports the week of July 3-11, 2010, as Lake Tahoe Basin Wildfire Awareness Week and hopes that this proclamation will serve as a means for education and awareness, as well as, serve as a call to action to prepare our communities for the ember threat.

*Attest: Suzanne Allen de Sanchez,
Clerk of the Board of Supervisors*

Ayca: Knight, Nutting, Swecney, Briggs, Santiago



Cindy Johnson
Deputy Clerk of the Board

Norma Santiago
Supervisor Norma Santiago, Chair

Passed and adopted by the Board of Supervisors for the County of El Dorado at a regular public meeting held June 29, 2010.

10-0569.A-1

PROCLAMATION

The Lake Tahoe Basin Wildfire Awareness Week

July 3 -11, 2010

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

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

WHEREAS, most homes destroyed during wildfire are due to embers landing on something easily ignited on or near the home; and

WHEREAS, ember-ignited fires can then spread from home to home, destroying entire communities; and

WHEREAS, Lake Tahoe Basin homeowners could substantially reduce the wildfire threat to their homes and communities if they were proactive and prepared in advance; and

WHEREAS, this proclamation provides a means for education and a call to action to prepare for the ember threat.

NOW, THEREFORE, I, Robert L. Crowell, Mayor of Carson City, Nevada, do hereby proclaim the week of July 3 - 11, 2010, as Lake Tahoe Basin Wildfire Awareness Week.



Dated this 1st Day of July 2010.


Robert L. Crowell, Mayor

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 “Be Ember Prepared!” message, 300 copies of the 11” by 17” poster were distributed throughout the Tahoe Basin. The poster design is included on the cover of this report. The photo used was taken by a firefighter from North Lake Tahoe Fire Department during the Angora fire.

Postcards – 40,000 postcards with the Be Ember Prepared graphic 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 draw second homeowners to Wildfire Awareness Week events. A north shore version with north and west shore events was mailed to those whose property location was in those communities. A south shore version advertising events on the south shore was sent to homeowners on the south end of the lake. The mailing list provided by the Tahoe Regional Planning Agency.

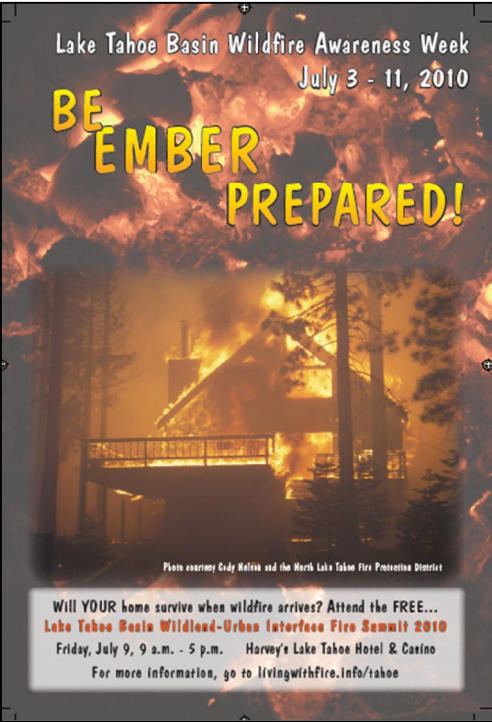


Figure 32. Front of Wildfire Awareness Week Postcard sent to 40,000 Lake Tahoe basin households.

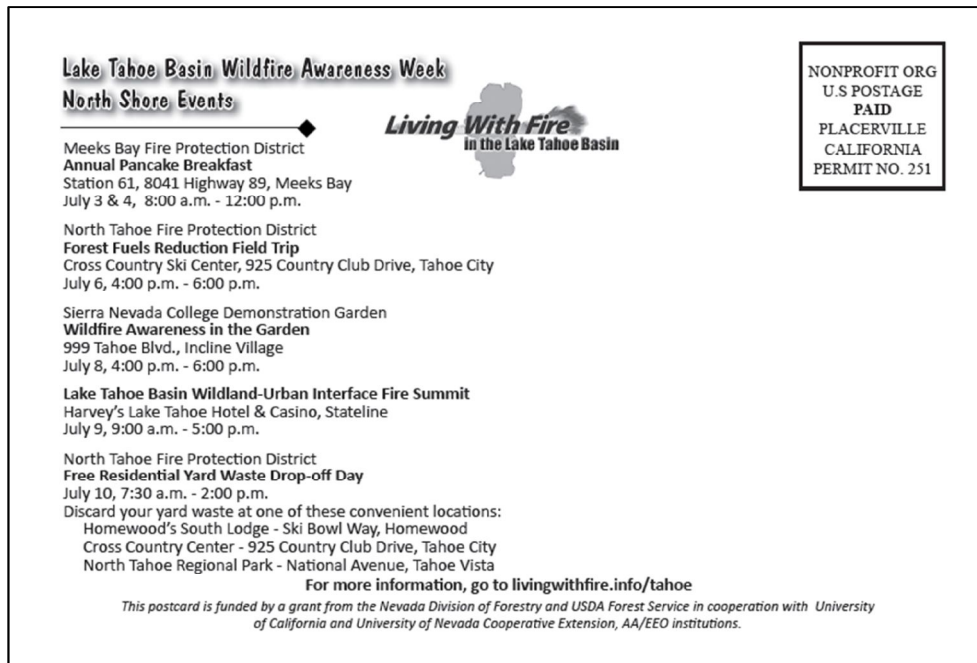


Figure 33. Backside of Wildfire Awareness Week postcard for North shore residents.

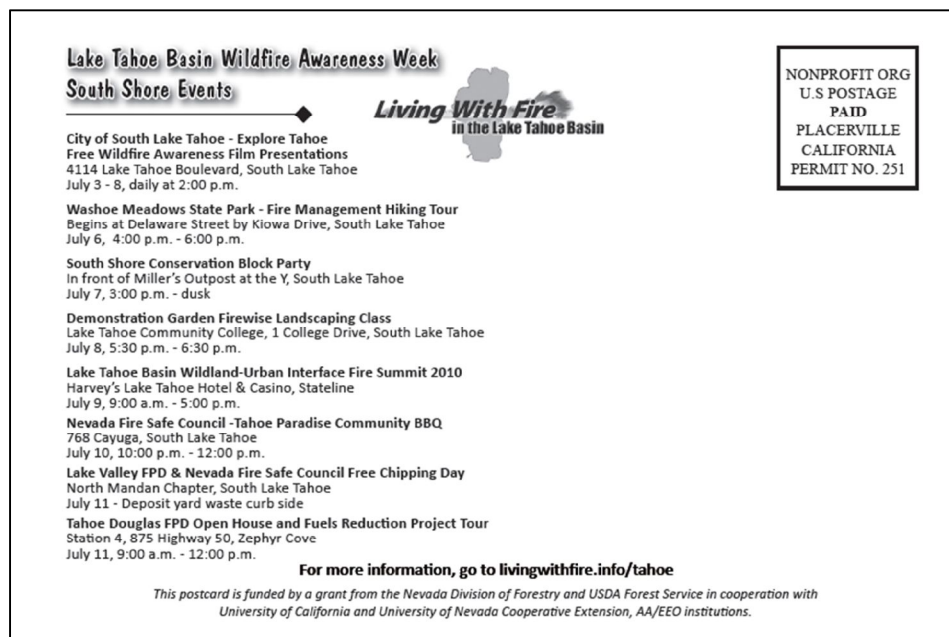


Figure 34. Backside of Wildfire Awareness Week postcard sent to south shore households.

Banners – Twenty Be Ember Prepared banners were printed and distributed to local fire agencies, fire safe chapters and others hosting events. They were displayed in prominent locations throughout the Tahoe Basin.



Figure 35. Be Ember Prepared banner - community version.



Figure 36. Be Ember Prepared banner - home version.



Figure 37. Be Ember Prepared sign at Tahoe Pines neighborhood



Figure 38. Be ember prepared banner at Meek's Bay fire station



Figure 39. Be ember prepared banner at South Lake Tahoe Fire Department station #1.



Figure 40. Be ember prepared banner at South Lake Tahoe Fire Department station #2.



Figure 41. Be Ember Prepared Banner at Lake Valley Station %.

Ads – Quarter page newspaper ads were run in Tahoe Basin newspapers including the Mountain News, Tahoe Tribune, North Lake Bonanza and the Sierra Sun.

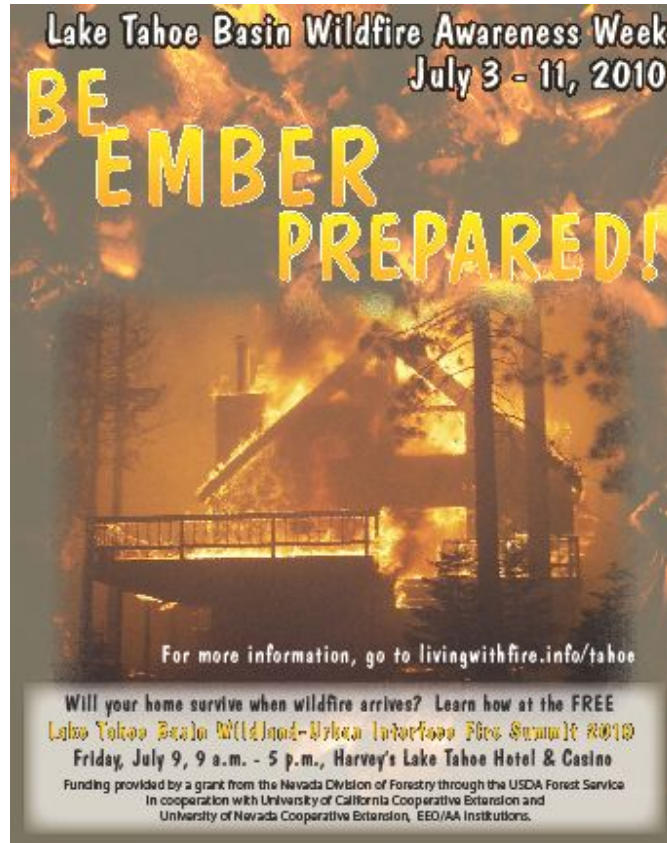


Figure 42. 1/4 page ad run in Lake Tahoe basin newspapers

Promotional material – 500 “Be Ember Prepared” pencils were purchased, along with 1000 “Be Ember Prepared” magnetic clips for distribution at Wildfire Awareness Week events. A portfolio was developed for use by attendees at the Wildfire Summit.



Figure 43. Be Ember Prepared pencils distributed at Wildfire Awareness Week events.



Figure 44. Be Ember Prepared refrigerator magnet clip distributed at WAW events.

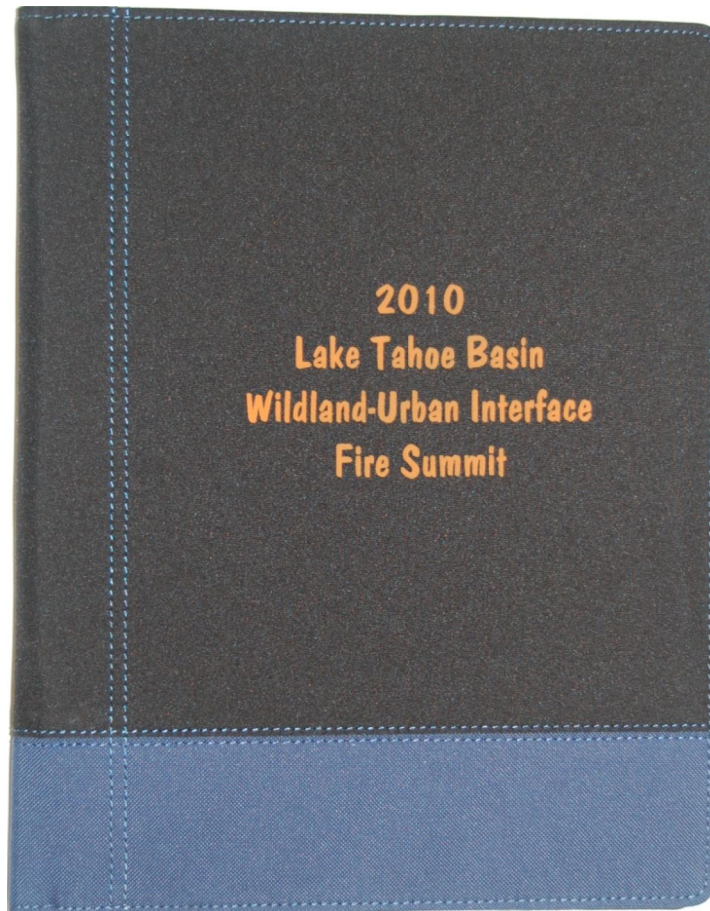


Figure 45. Portfolios given to participants at the July 9th Wildfire Summit.

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.

Media:

Television – Susie Kocher, did a five minute spot on Tahoe TV <http://www.tahoetv.com/> in the morning on July 8th promoting the Fire Summit the next day.

Radio - Jessica Mahnken, Nevada Fire Safe Council and Susie Kaiser (Lake Valley Fire Protection District) did radio interviews with KTHO on to advertise the Week.

Website: Tahoe Wildfire Awareness Week promotional efforts had a positive impact on website activity. The Living with Fire Tahoe website (www.livingwithfire.info/tahoe) had

the highest-ever number of visits in June 2010 with 2756 unique visits and July with 2495 unique visits. This was almost double the 1338 visits in May.

There were 1217 hits to the Living with Fire Guide— A guide for the homeowner/tahoe version publication in June in June, 391 in July and, and only 5 in May.

Also, in May & June combined there were 137 hits to the Tahoe WAW poster, and 159 hits to the Tahoe Summit Agenda

July 1 was the busiest day for both sites combined, with 288 visits. This may be directly related to Tahoe WAW.



Figure 46. Living with Fire website.