Communications During a Wildfire
July 15, 2020

Speakers:

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Communications During a Wildfire

Communication Challenges & Lessons Learned from the Woolsey Fire in Malibu
BALANCING THE NEEDS OF RESIDENTS AND VISITORS

Visitors vs. Residents

15 million Visitors
13,000 Residents

LIFE IN MALIBU
Always preparing for the next disaster

Disaster Notification System Test
September 2018

FIRE SEASON preparedness

EMERGENCY ALERT SYSTEMS
EOC TRAINING
Always a part of standard City business

MALIBU MEDIA OPERATIONS
Small City, Big Team
November 9, 2018

EOC ACTIVATION
Training v. Reality
NO POWER AND NO PHONES
How do we communicate?

EVACUATION CHALLENGES
COMMUNICATING WITH RESIDENTS IN AN EVACUATION ZONE

COMMUNICATING ROADBLOCKS TO REPOPULATION
COMMUNICATING WITH THE COMMUNITY
Post Initial Disaster

January 05 Saturday
10:00 AM - 12:00 PM
Malibu City Hall
Multi-Disaster Room

Woolsey Fire Recovery Meeting

POST FIRE STORM PREPARATION
City of Malibu

Post Fire Winter Storm Emergency
MalibuCity.org/NEWS

INTERAGENCY COMMUNICATIONS
Implementing Lessons Learned
NO POWER, NO PROBLEM
Low Power Solutions

- Loudspeaker Neighborhood Notifications
- Improved Radio Communications
- Outdoor Warning Sirens
- Points of Distribution
- Resident Car Decals
- Newspaper Ads
- Direct Mailers

POINTS OF DISTRIBUTION
LOUDSPEAKER NOTIFICATION DRILLS & OUTDOOR WARNING SIRENS

PRINTED OUTREACH MATERIALS
COMMUNICATING FIRE RESILIENCY
Fire Safety Liaison & Home Wildfire Assessments

ONGOING COMMUNICATION WITH THE COMMUNITY
Before the Next Disaster
THANK YOU

October 8, 2017 – North Bay Firestorm Begins
By the numbers...

- 70 MPH wind gusts in the wildfire areas
- 44 deaths
- 200 people hospitalized due to fire-related injuries
- 250 separately recorded fires
- 21 became major fires, burning nearly a quarter of a million acres
- 90,000 evacuations
- $14.5 billion in damages
- $1.5 billion in fire suppression costs
- 10,000 firefighters onsite

City of Walnut Creek – not exactly North Bay Area!
PIO Strike Team

Regional Approach to Emergency Communications

Bay Area Joint Information System

Alameda
Contra Costa
Marin
Monterey
Napa
San Benito
San Francisco
San Mateo
Santa Clara
Santa Cruz
Solano
Sonoma
Communication challenges in 2020

What else could possibly go wrong?

- PSPS
- Wildfire
- Protests & Demonstrations
- Budget Nightmares
- COVID-19

Recognizing your city’s unique challenges

Know your vulnerable populations – Walnut Creek community of Rossmoor
How do they want you to communicate with them?

Know what is in your tool kit

- [www.walnut-creek.org](http://www.walnut-creek.org)
- Twitter
- Instagram
- Facebook
- Nextdoor
- YouTube
- E-newsletters
- Traditional media contacts
- Bloggers
- CERT
- Emergency Exercises
- Emergency Alerting Platforms
Create space to think of the “what if” moments

Don’t feel like you have to go it alone
Take advantage of all partnerships

Lessons learned from 2017 wildfires

• Emergency communication plans shouldn’t get dusty

• Recovery communications can be planned in advance

• Ask for help early and often

• People in public service are resourceful and resilient