

# **Wildfire Preparedness Program Brief 8/19/2025**

# Agenda

1. Program Overview and Updates
2. Evaluation Findings
3. Expanding Our Coordination/  
Partnership

# Program Design

1. Mobilize our volunteer workforce to canvass homes in the WUI
2. Program Objectives: Save Lives and Help Mitigate Loss
3. Program Focus Areas:
  - ☐ An **Informed Community** which takes action to stay safe; this includes signing up for local alerts, heeding evac orders, and knowing what to expect at a shelter.
  - ☐ **Go Kits** – Prepping our communities for short notice evac orders.
  - ☐ **Promote Mitigation Actions** with a “Good, Better, Best” approach.

# Program Reach (as of July 2025)

Since launching in January last year, we have delivered our program to **nearly 500 households** and served **more than 1,100 California residents**.

**19 CA Counties Reached (so far):** Amador, Butte, Calaveras, Contra Costa, Lassen, Los Angeles, Madera, Mariposa, Napa, Orange, Riverside, San Bernardino, San Diego, San Luis Obispo, Santa Cruz, Solano, Sonoma, Tulare, Tuolumne

## Additional Benefits

We often couple these visits with free smoke alarm installations.

Since January 2024 we have completed **more than 36K smoke alarm installs** in California, including **300 assistive alarms** for the Deaf and Hard of Hearing

# **External Evaluation**

**NORC at the University of Chicago  
(Preliminary Results)**

## Highlights

- 92% found our wildfire handouts useful
- 87% found our mitigation recommendations valuable
- 66% appreciated the “go bag” provided

# Participant Actions

- 64% are currently registered for local alerts
  - 16% newly registered because of the visit
- 60% now have a “Go Kit”
  - 35% created their kit because of the visit
  - 2x comparison group
- 84% have a planned evacuation route or route(s)
  - 28% newly created because of the visit



<b>Mitigation Activity Post-Visit</b>	<b>Someone in my household Completed</b>	<b>We received help to do this task</b>	<b>I have not completed this task</b>
<b>Yard work such as pruning shrubs or removing dead plants, fallen leaves, pinecones or needles</b>	<b>71%</b>	<b>16%</b>	<b>13%</b>
<b>Moved things that can catch fire away from my home (e.g., garbage bins, wood piles/chips, patio items, vehicles, doormats, or household chemicals)</b>	<b>69%</b>	<b>10%</b>	<b>21%</b>
<b>Removed trees or branches</b>	<b>60%</b>	<b>23%</b>	<b>16%</b>
<b>Cleaned roof and gutters of dead leaves, debris and pine needles, or branches</b>	<b>55%</b>	<b>13%</b>	<b>32%</b>
<b>Roof work such as securing shingles/roof tiles or changing roofing to less flammable material</b>	<b>48%</b>	<b>12%</b>	<b>40%</b>
<b>Added metal mesh screening to vents, chimneys, or stovepipes</b>	<b>47%</b>	<b>9%</b>	<b>44%</b>
<b>Replaced wood fencing, gates, or stairs with materials that cannot catch fire</b>	<b>35%</b>	<b>4%</b>	<b>60%</b>

<b>How prepared do you feel to respond to a wildfire?</b>	<b>Before the visit</b>	<b>After the visit</b>
<b>Prepared</b>	<b>17%</b>	<b>50%</b>
<b>Somewhat prepared</b>	<b>46%</b>	<b>37%</b>
<b>Somewhat unprepared</b>	<b>20%</b>	<b>6%</b>
<b>Unprepared</b>	<b>17%</b>	<b>7%</b>

<b>Would you recommend the program to a family member or friend?</b>	<b>Wildfire Visit</b>
<b>Definitely Yes</b>	<b>55%</b>
<b>Probably Yes</b>	<b>33%</b>
<b>Might or Might Not</b>	<b>8%</b>
<b>Probably Not</b>	<b>3%</b>
<b>Definitely Not</b>	<b>1%</b>

# Next Steps

*Expanding Reach and Strengthening  
Partnerships*

## **Next 12 Months...**

We aim to reach approximately **750 CA households** and nearly **1,900 residents**.

We are working to build collaborative partnerships with the Fire Service and other community organizations to ensure maximum program impact.

# Challenges and Opportunities

- Knowing which other agencies/entities are working in same communities
- Increasing collaboration; we aim to be a force multiplier to help keep individuals safe
- Consistent “buy-in” from local Fire Chiefs and other community stakeholders
- Internal concern from our local volunteers that residents may be reluctant to participate for fear of citations/ insurance premium increases

**For more info contact**  
**[Jake.Janecek@redcross.org](mailto:Jake.Janecek@redcross.org)**