



FIRE SAFE SAN MATEO COUNTY July 10, 2020

Virtual Meeting online

9:30 -11:00 AM

No in-person meeting

Commence 9:34 AM

I. Attendance:

Online Zoom conference call in lieu of in-person meeting due to COVID-19 meeting restriction due to sheltering-in-place order.

45 members in attendance

II. Introduction

Welcome to our virtual meeting.

- Green Climber: Machines for fuel reduction- mastication and mowing
 - On tracks for environmentally sensitive projects
 - Operates on slopes
 - Cost: estimated \$150,000
 - TRAINING JULY 22, 10AM (RSVP email will be sent to all FSC members)

III. Presentation Igniting a Culture of Change, Brandon Alvarez, Stanford University

See link for recording:

https://zoom.us/rec/share/2802IYjw9EZOZoGTTr0_BSMFLp77aaa82ilWr6cLz04RI3HzD6clUYpn_mhKRYTv

Evaluative Criteria

1. Program demand
2. Resource usage
3. Effectiveness of projects funded
4. Reaching the right people
5. User experience
6. Home improvements caused by the program

Key findings:

1. A significant share of homeowners have participated in the program
2. Homeowner project choices could be significantly more aligned with their risk assessment priorities, particular in home hardening
3. Outreach can be improved for high risk homes and people most in need of the financial incentive

4. Opportunities for more education and peer influence
5. Limited evidence to be able to determine amount of additional mitigation occurring because of the incentive program

Mixed Methods Strategy

1. Literature Review
2. Survey
3. Stakeholder Interviews
4. Data Analysis

Program Demand:

Participation in LTCMD Incentive Program

1. 37.9% Participated
2. 62.1% Did not participate

****Program usage is trending up****

Perspectives on Resource Usage

1. Amount budgeted for program has increased over time due to growth in demand
 - a. FY 2016:\$45K, FY 2017-19: \$80k/yr, FY 2020-21: \$100k
2. Concerns about sustainability
 - a. Covid-19 concerns

****A large share of projects and spending is directed towards defensible space and defensible space projects are driving increased numbers of projects over time****

- There seems to be the least amount of alignment between risk and projects performed in home hardening categories.

Defensible space (fuel management) is overwhelmingly popular. Why?

1. Price
2. Recurring needs
3. Aesthetics

Reaching the Right People: Participation

1. Who are the “right people”
 - a. Riskiest homes
 - b. People most in need of an incentive to do mitigation
2. Older homes tend to be more risky, but don’t participate in the incentive program at higher rates
3. Properties with lower assessed values (proxy for overall wealth) do participate at higher rates

User Experience: Survey Findings

1. 106 received, 36 responded
2. Fire risk education
 - a. Most participated feel well-informed
 - b. 25% indicated they need to learn significantly more
3. Community Culture
 - a. Desire to have community accountability
 - b. Peer to Peer interaction a driver of the program (1/3 of participants)

Building a Campaign Beyond Education

1. A two-step process
 - a. Education- community interfacing
2. Develop an evolving long-term campaign narrative
"People don't know what to do and who to do it with, or even who to hire"

Home Improvements Caused by Program

1. Not enough information to make a strong conclusion
2. Permit data in AH & LTCMD significantly different
3. Evidence we do have is inconclusive
4. In future: could have a pilot program

Main Recommendation Areas

1. Education and Outreach
 - a. Building strong community networks
 - b. Expanding on available resources
2. Program design
 - a. Ensure projects funded align with greatest risk

Expanding on available resources

1. Present risk assessment recommendations more strategically
2. Develop digital resources modeling home-hardening/ defensible space
3. Develop communication templates/ guidelines for inter-resident conflict

Building strong community networks

1. Establish an online forum
2. Hold scheduled community events
3. Build a participant network of community liaisons

Per-category reimbursement changes

1. Home hardening measures are less popular than hazardous fuel management
2. WFPD could encourage more home hardening renovations by increasing the reimbursement for home hardening categories and/or relative to hazardous fuel management

IV. New Business/Announcements

- No FSC picnic this year due to Covid-19
- Green Climber grant update and training
- Newsletter and announcements for FSC members
 - Regular newsletter to combine info from webinars
 - 1st one will be in August
 - Chipping for your neighborhoods

V. Chat

Topic: Remote mowers/Green Climber

Connie Y: These remote controlled mowers are great. We've used them at Caltrans. Has a learning curve, but they also go down a lot.

Denise: Green Climber- Jesse Mack Company Tel (559) 622-9911 Contact Jerry McEiree
Jerry@jmackenterprises.com

Topic: Presentation "Igniting a Culture of Change"

Nikki Hanson: Will this program be available for more communities in the future? Such as La Honda, which has a lot of high risk homes.

Denise: La Honda has been included in a chipping day every year for several years. They chip an incredible amount of material.

Casey PMAC: Question: I missed a description of the sampled community; can someone send it along? location, environment, demographics?

Jessica Reynoso: Hi Casey, for the purposes of our project, we focused on three communities in the Woodside Fire Protection District: Los Trancos, Vista Verde, and Portola Valley (specifically Alpine Hills). In terms of environment, these communities all are considered as being in the wildland-urban interface (WUI), so they all have high wildfire risk because of the development in previously undeveloped forest areas. Later on in the presentation, there is a slide about the differences between home characteristics between LTCMD and Alpine Hills.

Casey PMAC: Thank you Ms raynoso

Topic furthered: Home hardening in regards to presentation

Nikki Hanson: Sorry for the confusing question. I was more thinking about the mention of home hardening funds that it seemed like this pilot program was mentioning. I may have misinterpreted the pie chart earlier in the presentation. I thought it was mentioning funding reimbursements for projects

beyond chipping. That may have been my wishful thinking! We very much appreciate the chipping program that is already in place— thank you so much!

Casey PMAC: this home hardening vrs landscape file reduction conclusion matches my experiences out in the South Coast.

Mathew Sun: To Nikki's question: As far as we know the program is only available in the Los Trancos County Maintenance District, since it's funded by a residual property tax specific to that area. So a new source of funding would need to be found to expand the program to other areas within the Fire Protection District

Denise: The Town of Woodside has a similar program, however it only applies to fuel reduction NO home hardening.

Dbullard: Town of Woodside has actually added their first three home hardening items, Roofs, vents and auto gas shut offs.

Brandon Alvarez: Our final policy report also provides a description of the program and more specific points of our analysis/recommendation! I can forward it to Denise in case anyone would like to have it made available to them. Not just educating people on where these risks exists but also clear examples of what this looks like.

Denise: Even though our project was done, the residents took on the responsibility to do more because they saw it previously and liked the aesthetics. Lives on after the program is done.

Casey PMAC: Network response rate geographically?

Brandon Alvarez: I don't think we did, I do know there was one neighborhood that did not participate. Oakmore did not participate.

Dudley Carlson: If it's a big remodel its easier to get things done, but there are smaller less expensive things to do like vents, skylights, etc that are also effective. Thank you for what you've given us.

Mathew Sun: Neighborhood organizations are helpful and help with emergency preparedness- utilize this for emergency prevention.

Denise: Maybe we can use this data to lobby the county to create an incentive system.

VI. Roundtable

Topic: Networking for clearing of brush along roads in county

Connie Y: Landscape architect with the county- resources to clear out brush- 8 ft back from the road. Can someone out there give us ideas for who to partner with.

Denise: Woodside fire, Fire Safe, County to get this done. Great timing do to grants.

Sal Munoz: We can also partner- we are exploring how to do work out of Santa Clara county. We have crews of young people that can help remove burhs- also collaborate with skyline firesafe council. Consider the Conservation Corps. Meeting at 12 to talk about this.

John Schweisinger: Here is some GIS News this month. <https://in-form-nifc.hub.arcgis.com/>

Welcome to InFORM: the future of wildland fire reporting.

InFORM drastically streamlines the business of wildland fire reporting by eliminating redundant data entry and improving the quality, completeness, and usability of that data. This provides GIS Info to Integrated Reporting of Wildland-Fire Information (IRWIN)

<https://www.forestsandrangelands.gov/WFIT/applications/IRWIN/index.shtml> The basemap Fire layer from ESRI.

Connie Y: Caltrans is seeking partners to help remove brush along Hwy 84 between 280 and the coast. Please email me

VII. Adjourn

Meetings the 2nd Wednesday of every month