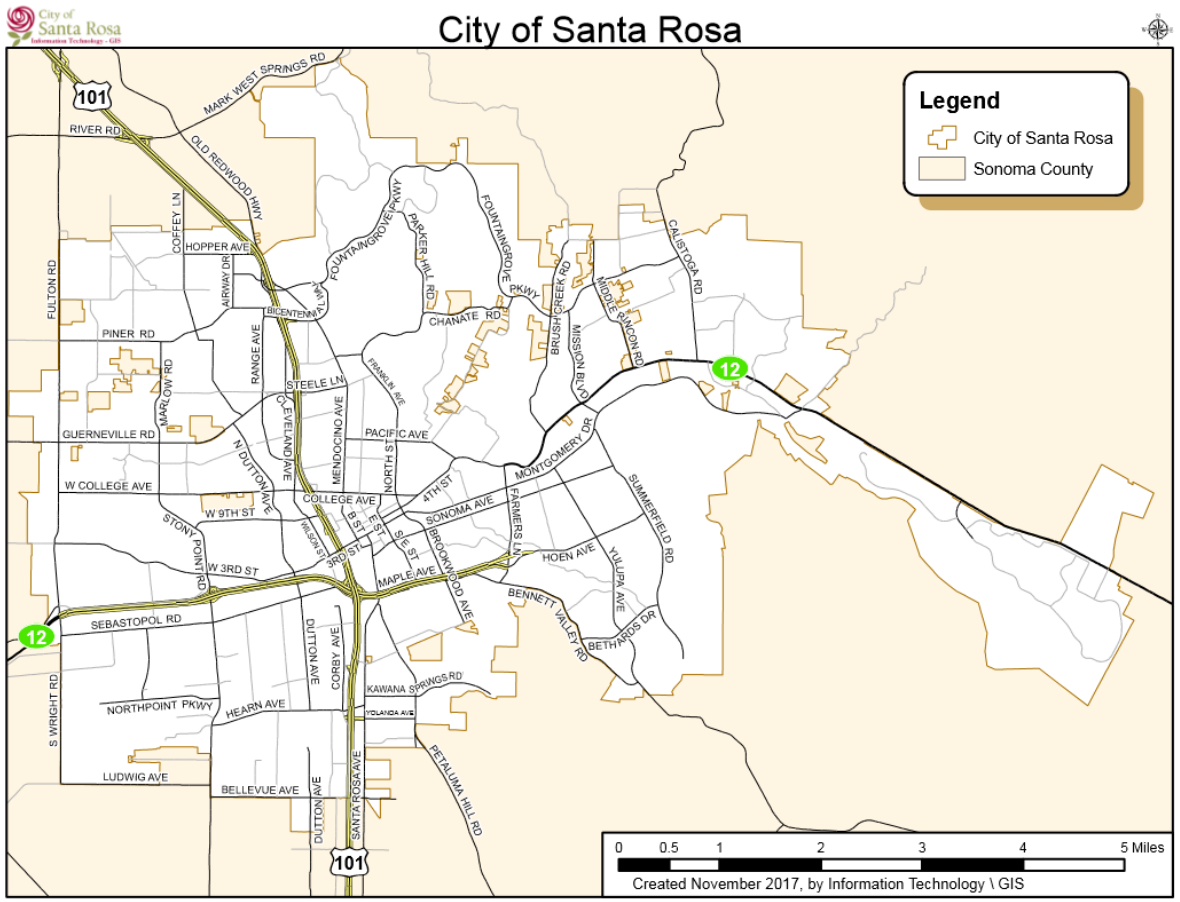
Santa Rosa Fire Department

Established in 1894, the SRFD currently protects:

- 180,000+ community members
- 44 square miles

Comprised of three bureaus:

- Operations
- Fire Prevention
- Administration



Current deployment:

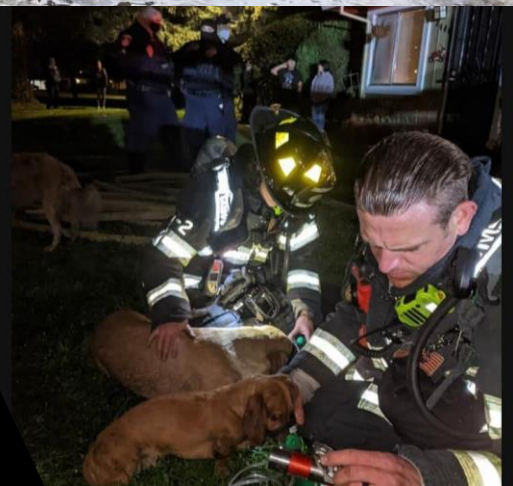
- 10 Fire Stations
  - 10 ALS Engine Companies
  - 2 ALS Truck Companies
  - 1 On-Duty Battalion Chief
  - 39 personnel on-duty daily

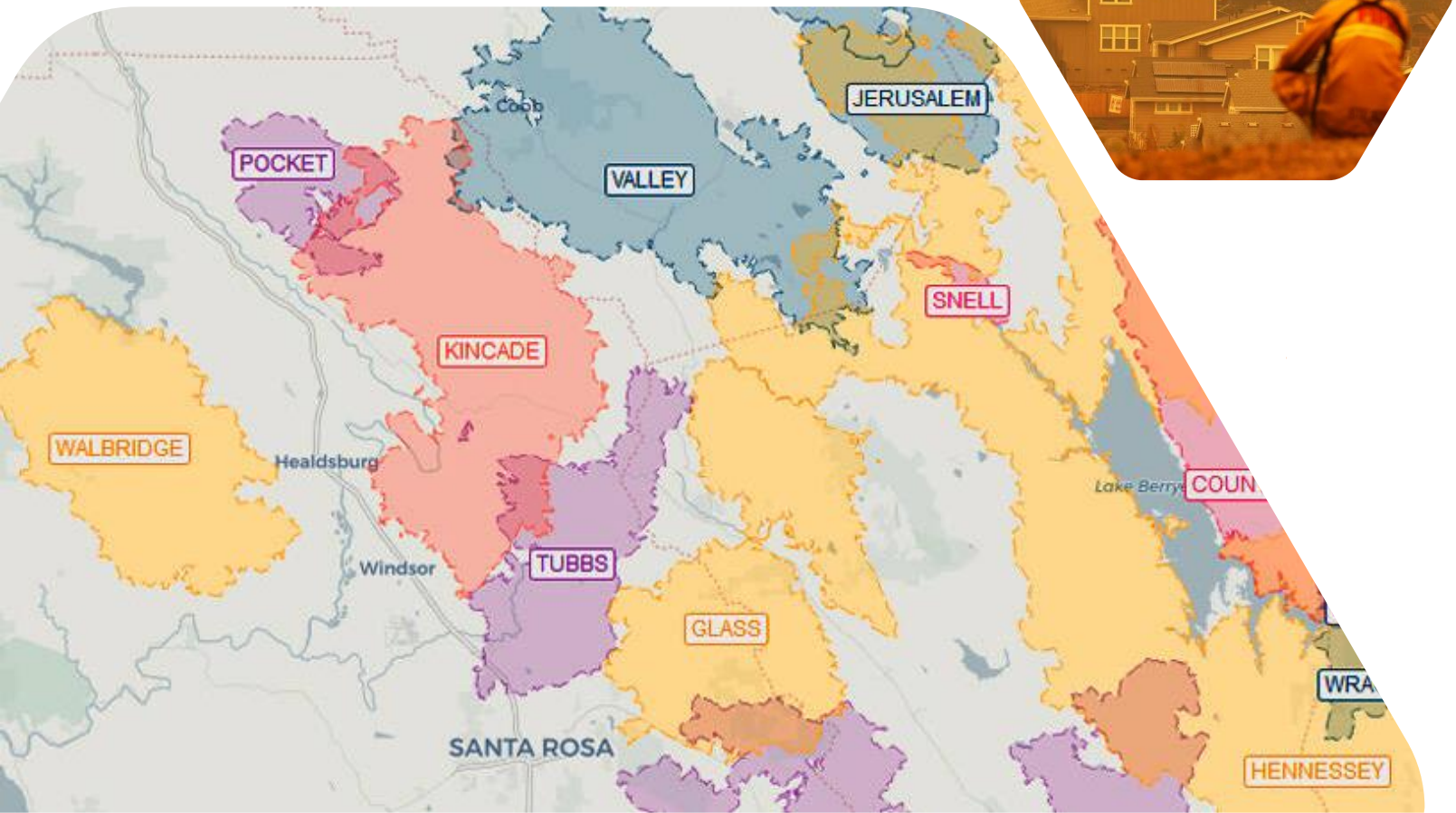
Statistics:

- 148 FTE
- 26,409 calls for service (CY 2020)
  - LNU Lightning and Glass Fire are single incidents
- 3,238 Inspections; 13,618 Weed Abatement Inspections; 2,114 Plans Reviewed
- >30,000 hours of training

All-Risk Organization:

- Urban firefighting
- WUI
- Technical Rescue
- Swiftwater Rescue
- Hazardous Materials





Our Changing Environment:

- Between 1964-2017 the largest wildland fire within the City limits was 42 acres.
- Continual onslaught of destructive wildfires in the region
- Results in change in risk matrix

Comparison on Major Fires in Sonoma County

Tubbs

- 24 Fatalities
- 36,807 acres
- 5,636 Structures Destroyed
- 317 Structures Damaged

Kincade

- 0 Fatalities
- 77,758 acres
- 374 Structures Destroyed
- 60 Structures Damaged

Walbridge/Meyers

- 0 Fatalities
- 57,300 acres
- 157 Structures Destroyed
- 135 Structures Damaged

Glass/Shady

- 0 Fatalities
- 67,484 acres
- 301 Structures Destroyed

City:
9 Fatalities
3098 Structures Destroyed

City:
0 Fatalities
32 Structures Destroyed

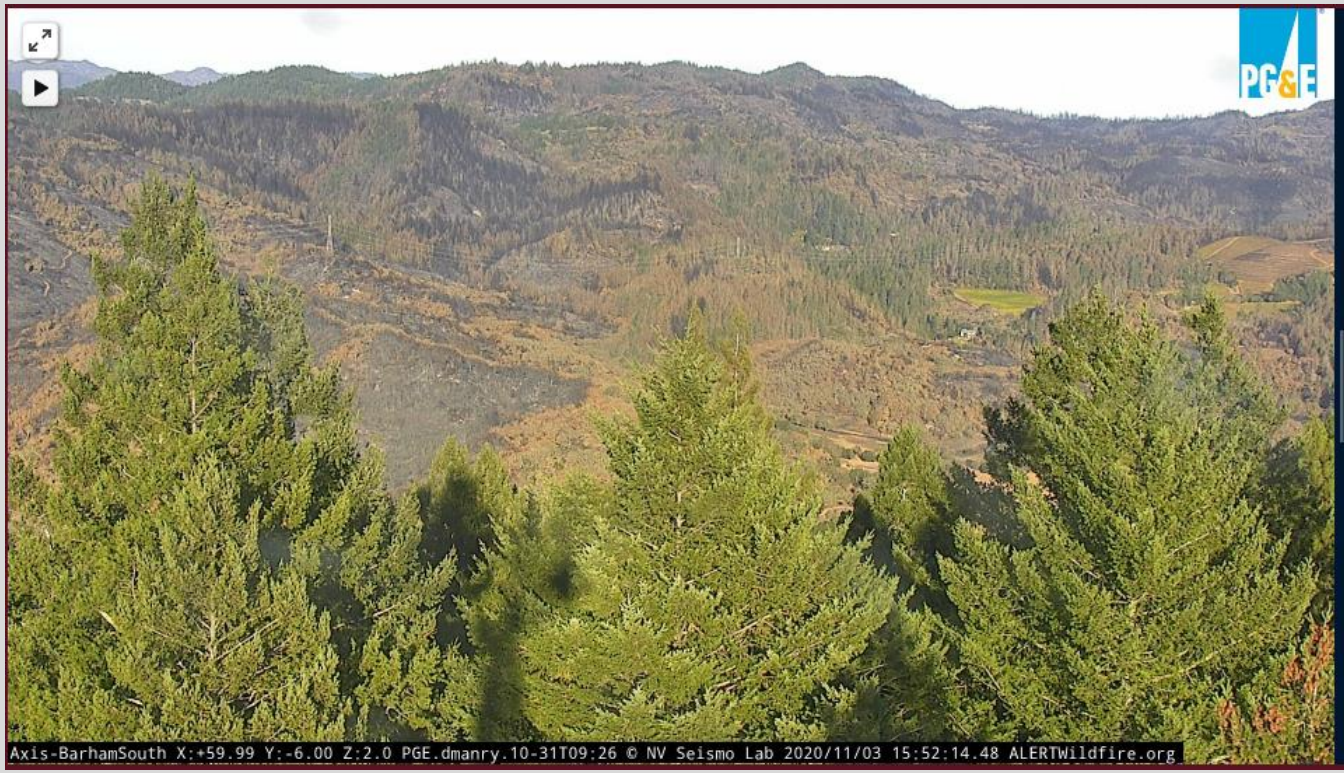
Catalyst Improvements

- Early Detection
- Improved Alert/Warning
- Cooperation/Collaboration
- Operational Enhancements
- Community Engagement

Early Detection

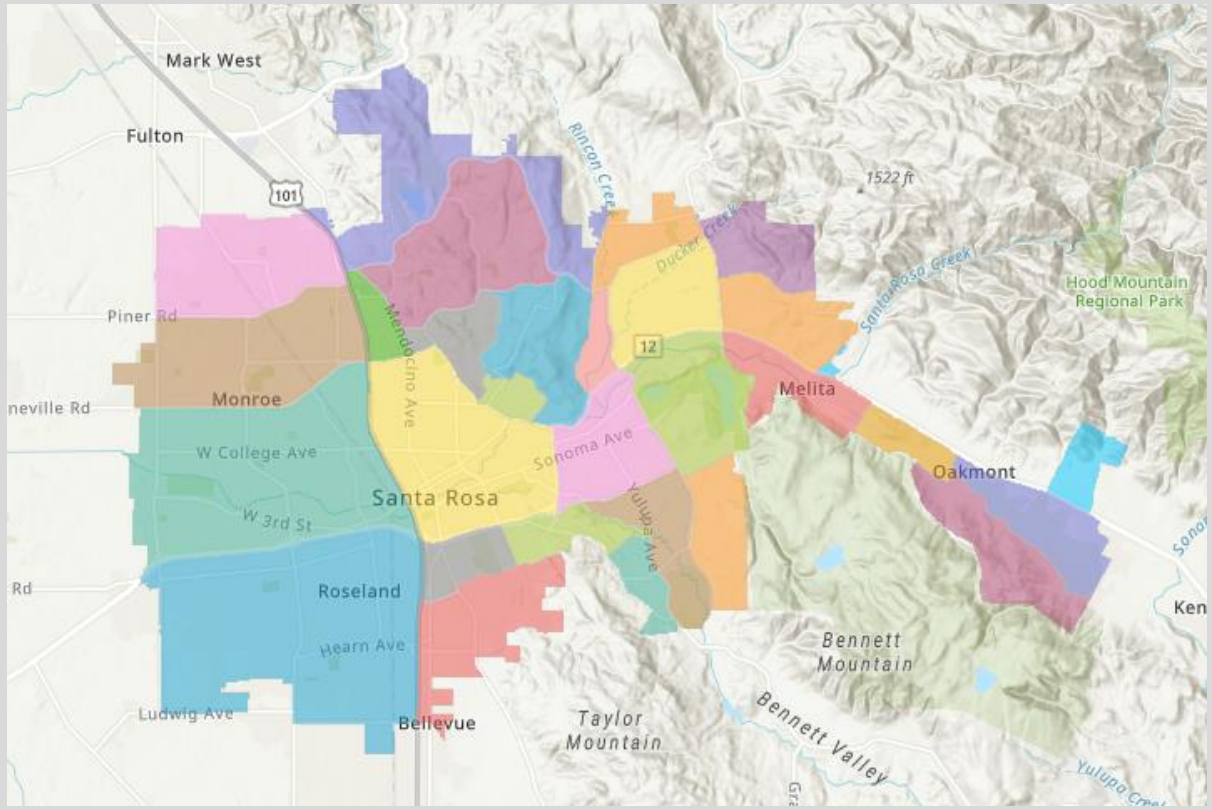
- Camera Network System:
  - alertwildfire.org/northbay
- Remote Automated Weather Stations

Station	Time	RH	Wind	Duration	Temp	Fuel	Elev	Zone↑
Los Altos	9:10AM	19%	NE2G7mph	0|0	58	9	539	CA508
San Carlos	8:49AM	11%	N5mph	1|5	59		3	CA508
San Francisco	8:56AM	25%	E17mph	6|9	61		10	CA508
Palo Alto	9:47AM	20%	NE7mph	0|2	61		7	CA508
Oakland	9:53AM	8%	ESE6mph	7|12	66		3	CA508
Mountain View	6:55AM	14%	N22G30mph	3|5	55		33	CA508
Hayward	8:54AM	9%	E10mph	9|14	62		46	CA508
Oak Ridge	9:33AM	5%	NNE12G25mph	7|13	60	8	1890	CA507
Atlas Peak	9:29AM	10%	NNE10G32mph	10|18	54	7	1934	CA507
Middle Peak	9:36AM	9%	NNW14G23mph	13|14	52	8	2339	CA507
Big Rock	9:33AM	6%	SE8G17mph	6|14	62	7	1500	CA507
Woodacre	9:51AM	10%	ENE6G11mph	0|12	61	10	1400	CA507
Hawkeye	8:56AM	5%	NNE16G35mph	18|18	57	7	2024	CA507
Barnaby	9:11AM	7%	NW4G7mph	0|11	61		810	CA507
Novato Fire	9:31AM	7%	N5G8mph	7|14	65	6	482	CA506
Petaluma	9:35AM	8%	SSW7mph	7|13	63		89	CA506
Novato	9:35AM	6%	N7mph	7|12	66		3	CA506
Calfire Portable 14	9:49AM	6%	NW5G16mph	2|17	65	6	280	CA506
Santa Rosa	9:29AM	6%	NE9G29mph	15|18	62	7	599	CA506
Santa Rosa	9:53AM	5%	NNE20G29mph	17|18	67		125	CA506
Napa	8:54AM	10%	VRB3mph	15|18	62		33	CA506
Olema Valley	9:13AM	56%		0|0	47		37	CA505



Alert/Warning

- Change in philosophy
- Alerting tools:
  - City access to IPAWS (WEA/EAS/NOAA)
  - SoCoAlert
  - Hi-Lo Sirens
  - (Nixle and Social Media)
  - www.srcity.org/emergency
- Early evacuations
- Pre-designated Evacuation Zones
  - www.srcity.org/evacuation-zones



Cooperation and Collaboration

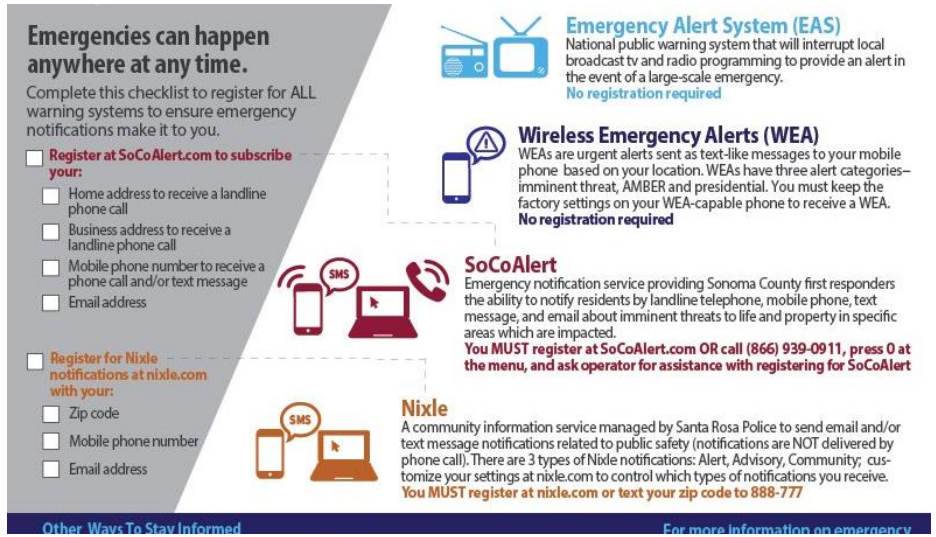
- Preparation, Mitigation, Response, Recovery
- Federal, State, and Local Government enhancements
  - Local Government
    - CMs/Mayors
    - Emergency Managers
    - Fire Departments
    - Public Safety Providers
- NPOs
- Educational Institutions

Operational Enhancements

- City and Operational Area Upstaffing
- OES Pre-Positioning Funding (formally DRiSC)
- County “All-Call”
- Community Wildfire Protection Plan – Vegetation Management Program
- Santa Rosa FD Wildland Resiliency and Response Strategic Plan
- FASIS; other additional air resources

Community Engagement

- Changes made to how we engage with the community
  - Low-Tech
  - High-Tech
  - Town Halls/Community Meetings to build plans
  - Fire Weather notifications/Tactical Patrol
  - Preparation, Prevention, Evacuation resources
- Changes on how the community is engaged
  - Vastly improved
  - Aware, alert, prepared



Emergencies can happen anywhere at any time.

Complete this checklist to register for ALL warning systems to ensure emergency notifications make it to you.

- ☐ **Register at SoCoAlert.com to subscribe your:**
  - ☐ Home address to receive a landline phone call
  - ☐ Business address to receive a landline phone call
  - ☐ Mobile phone number to receive a phone call and/or text message
  - ☐ Email address
- ☐ **Register for Nixle notifications at nixle.com with your:**
  - ☐ Zip code
  - ☐ Mobile phone number
  - ☐ Email address

Emergency Alert System (EAS)
National public warning system that will interrupt local broadcast tv and radio programming to provide an alert in the event of a large-scale emergency.
No registration required

Wireless Emergency Alerts (WEA)
WEAs are urgent alerts sent as text-like messages to your mobile phone based on your location. WEAs have three alert categories– imminent threat, AMBER and presidential. You must keep the factory settings on your WEA-capable phone to receive a WEA.
No registration required

SoCoAlert
Emergency notification service providing Sonoma County first responders the ability to notify residents by landline telephone, mobile phone, text message, and email about imminent threats to life and property in specific areas which are impacted.
You MUST register at SoCoAlert.com OR call (866) 939-0911, press 0 at the menu, and ask operator for assistance with registering for SoCoAlert

Nixle
A community information service managed by Santa Rosa Police to send email and/or text message notifications related to public safety (notifications are NOT delivered by phone call). There are 3 types of Nixle notifications: Alert, Advisory, Community; customize your settings at nixle.com to control which types of notifications you receive.
You MUST register at nixle.com or text your zip code to 888-777

Other Ways To Stay Informed
For more information on emergency

Current and Future Fire Department Priorities:

- Vegetation Management Program
- Wildland Resiliency and Response
- Diversity and Recruitment
- Changing of Business Model
- Rebranding (External and Internal)
- Communication Strategies
- Strategic Plan

Questions?