



2018 HEF MEDIA OPPORTUNITY *Hills Fire Agencies* **Prepare for 2018 Wildfire Threats**

On Tuesday, May 22, at 11:00 AM, representatives from Alameda and Contra Costa fire agencies briefed local media on how the hills fire agencies are preparing for 2018 wildfire threats. The media opportunity was held on Grizzly Peak Boulevard at the site of the “Grizzly Fire,” above University of California, Berkeley and Lawrence Berkeley National Laboratory.

The August 2, 2017, “Grizzly Fire” showcased success from working together to prevent wildfire. Approximately 200 fire fighters from 14 Alameda and Contra Costa fire agencies contained the “Grizzly Fire.” There were many favorable conditions that resulted in successful firefighting that day: previous hazardous fuel management, fire agencies’ response through the mutual aid system, rapid public notifications, closures and evacuations. However, the Grizzly Fire also highlights opportunities for improvements as fire agencies recognize wildfire as a year-round threat.

Participants at the media opportunity included representatives from:

- Alameda County Fire Department
- CALFIRE
- City of Alameda Fire Department
- Berkeley Fire Department
- East Bay Regional Parks District
- El Cerrito – Kensington Fire Department
- Lawrence Berkeley National Laboratory
- Moraga – Orinda Fire District
- Oakland Fire Department
- University of California Berkeley

Media that attended and produced stories urging hills residents to prepare for fire season and be prepared if called upon to evacuate, included:

- Berkeleyside (on-line 400,000 views/month)
- KCBS Radio
- KNTV - NBC Bay Area/ Telemundo
- KRON 4
- San Francisco Chronicle (164,800 daily circulation)



Noah Berger / Special To The Chronicle



Daphne White, Berkeleyside



David Yee



Noah Berger / Special To The Chronicle

The Hills Emergency Forum facilitates a cooperative approach among nine governing organizations addressing urban wildland interface fire issues in the Oakland-Berkeley hills.