



2019 HEF MEDIA OPPORTUNITY

Hills Fire Agencies Prepare for 2019 Wildfire Threats

Plan, Know and Act

On Wednesday, June 26, at 11:00 AM, representatives from Alameda and Contra Costa fire agencies briefed local media on how the hills fire agencies are preparing for 2019 wildfire threats. The media opportunity was held at Inspiration Point in Tilden Park overlooking the North Orinda Shaded Fuel Break project area.

After devastating wildfires in 2017 and 2018, the Hills Emergency Forum is asking homeowners to be ready for 2019 wildfire threats. Damaging wildfires throughout California also highlight the need for continued interagency coordination as fire agencies recognize the year-round threat of wildfire. California wildfires have changed, together we must adapt.

As wildfires increase in number and severity, key to success is what homeowners do to prepare for wildfires around their own homes. Homeowners need to plan for wildfires, know how to respond, and act now to create defensible space and harden their homes to wind-driven embers to reduce damage.

Participants included representatives from 10 partner agencies:

- Alameda County Fire Department
- Berkeley Fire Department
- East Bay Municipal Utility District
- East Bay Regional Park District
- El Cerrito – Kensington Fire Department
- Lawrence Berkeley National Laboratory
- Moraga – Orinda Fire District
- Oakland Fire Department
- Piedmont Fire Department
- University of California, Berkeley

The nine media representatives, who attended and produced stories urging hills residents to prepare for fire season and be prepared if called upon to evacuate, included:

- ABC 7 news
- Berkeleyside (on-line 400,000 views/month)
- Fox 2
- KQED
- KNTV - NBC Bay Area/ Telemundo
- KRON 4
- NBC News
- Sing Tao Daily
- 14 Noticias – Univision Area de la Bahia



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Photo: William Lundquist , Berkeleyside

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