

# 2017 Living With Fire (LWF) Program Activity Report

## Program Materials Distributed

### Publications – Out of print and only available online

#### LWF in the Big Sagebrush/Bitterbrush Environment (Publication #CM-02-05)

Online visits	335
DVD version (Publication #AV-04-01)	
Online visits	242
Spanish version pub (Publication #CM-05-10)	
Online visits	97
Spanish version DVD (Publication #AV-05-06)	
Online visits	144

#### LWF in the Pinyon-Juniper Woodland (Publication #CM-03-01)

Online visits	284
DVD version (Publication #AV-04-09)	
Online visits to DVD	238
Spanish version pub (Publication #CM-05-08)	
Online visits	92
Spanish version DVD (Publication #AV-05-02)	
Online visits	139

#### LWF in the Big Sagebrush/Grass Environment (Publication #CM-03-11)

Online visits	249
DVD version (Publication #AV-04-03)	
Online visits	241
Spanish version pub (Publication #CM-05-09)	
Online visits	91
Spanish version DVD (Publication #AV-05-04)	
Online visits	153

#### LWF in the Mt. Charleston Area (Publication #CM-03-13)

Online visits	183
DVD version (Publication #AV-04-07)	
Online visits	239
Spanish version pub (Publication #CM-05-12)	
Online visits	90
Spanish version DVD (Publication #AV-05-10)	
Online visits	151

#### Eastern Sierra Front Guide for the Homeowner (Publication #SP-05-07)

Online visits	250
---------------	-----

#### Lake Tahoe Basin Guide for the Homeowner (Publication #SP-06-11)

Online visits	810
---------------	-----

#### Great Basin Guide for the Homeowner (Publication #SP-06-12)

Online visits	445
---------------	-----

Mt. Charleston Guide for the Homeowner (Publication #SP-06-18)

Online visits 251

LWF A Guide for the Homeowner-Spanish version (Publication #SP-09-02)

Online visits to pub 134

Publications – Print or DVD copies and online # copies

Pinyon Pine Management Guidelines for Common Pests  
(Publication #EB-03-02)

50

Online visits to pub 73

Be Careful! Cheatgrass is Extremely Flammable! (Publication #SP-05-08) 1,170

Online visits 231

Fuel Management Terms for Homeowners (Publication #SP-05-15) 186

Online visits 208

A Homeowner's Guide to Cheatgrass (Publication #FS-05-29) 0

Online visits 2,554

LWF Before, During and After the Fire DVD (Publication #AV-06-01) 43

Online visits 254

Wildfire Evacuation Checklist (Publication #FS-06-07) 1,439

Online visits 461

Choosing the Right Plants... (Publication #EB-07-01) 550

Online visits 3,094

LWF in the Lake Tahoe Basin DVD (Publication #AV-08-01) 1

Online visits 280

Be Ember Aware! (Publication #FS-09-05)

General distribution: 2,026

Cost recovery out-of-state sales: 11,100

Grand total 13,126

Online visits 1,373

Be Ember Prepared DVD (Publication #AV-10-03) 52

Online visits 292

Fire Adapted Communities: The Next Step in Wildfire Preparedness  
Washoe County Version (Publication #SP-10-10) 596

Online visit 285

Fire Adapted Communities: The Next Step in Wildfire Preparedness  
Nevada Version (Publication #SP-11-01) 434

Online visits 421

Fire Adapted Communities: The Next Step in Wildfire Preparedness Carson City Version (Publication #SP-11-02)	59
Online visits	173
Fire Adapted Communities: The Next Step in Wildfire Preparedness Storey County Version (Publication #SP-11-07)	0
Online visits	96
The Combustibility of Landscape Mulches (Publication #SP-11-04)	323
Online visits	3,617
Fire Adapted Communities: The Next Step in Wildfire Preparedness Upper Colony Version (Publication #SP-12-03)	0
Online visits	99
How to Complete a Community Wildfire Protection Plan for Washoe County Communities (Publication #SP-13-06)	1
Online visits	167
How to Complete a Community Wildfire Protection Plan for Nevada Communities (Publication #SP-13-14)	0
Online visits	123
You Know It's a Fire Adapted Community When... (Publication #FS-13-46)	269
Online visit	135
Fire Adapted Communities: The Next Step in Wildfire Preparedness Lake Tahoe Basin Version (Publication #SP-14-05)	98
Online visits	278
Fire Adapted Communities: The Next Step in Wildfire Preparedness Elko County Version (Publication #SP-16-02)	17
Online visits	127
Choosing the Rights Plants...Lake Tahoe Basin (Publication #SP-17-01)	11
Online visits	228
<b>TOTAL: Printed/DVD publications distributed</b>	<b>18,426</b>
<b>TOTAL: Online publication visits</b>	<b>19,427</b>
<u>Other Educational Material/Programs Activity</u>	
Be Ember Aware Interactive Program Visits	37
Defensible Space – 15 Reasons DVD Program Distributed	9
Fire Adapted Community DVDs Distributed	45
Know Your Role Interactive Program Visits	31
<u>Items Promoting Website Distributed</u>	
Create Unity Jar Grips and Stickers (2016 SWAG)	54
Evacuation Bandanas	709

## General Living With Fire Activity

### Community Workshop

- West Washoe Valley, Washoe County: This workshop was coordinated by Smith and Roice-Gomes for residents as part of NWAM on May 18. Speakers included a West Washoe Valley resident on his evacuation experience, a Truckee Meadows Fire Protection District representative addressing evacuation concerns, a Nevada Division of Insurance representative who reviewed homeowners' insurance policies and representatives from the Nevada Division of Forestry and Washoe County who spoke about the post-fire rehabilitation for the Little Valley Fire burned area. The number of participants were included in the NWAM results presented below.

### Evacuation Guidelines in Telephone Directory

- Elko County Frontier Pages, October 2017 (courtesy placement).

### Ember House and Juniper Toss Youth Activities

	# Events	Indirect Contacts	Direct Contacts
Ember House	18	1,235	2,376
Juniper Toss	4	245	225
Both Activities	2	1,800	---
<b>TOTAL</b>	<b>24</b>	<b>3,280</b>	<b>1,653</b>

- A Cooperative Extension/LWF Program representative participated in 20 of the events.
- Douglas County CERT utilized the Ember House at one event during NWAM.
- Nevada Division of Forestry utilized the Ember House at one event held in July.
- North Lyon County Fire Protection District utilized the Ember House at their one event during NWAM.
- Tahoe Douglas Fire Protection District utilized both activities during two events in their district held in September.
- Events were held in six counties (Carson City, Douglas, Eureka, Lyon, Storey, and Washoe) and at two events on the California side of Lake Tahoe.
- Additional activity involving the Ember House included:
  - Ed Smith developed and built Ember House 3.0 in September, utilizing lighter yet more durable materials.

- Smith and Roice-Gomes developed and filmed a tutorial video to ensure proper set up and use of the activity. Program partners must view the tutorial prior to using the activity at future events.
- Smith presented the new Ember House 3.0 at two meetings with program partners.
- Smith shared building plans and instructions with the coordinator of the Tahoe Network of Fire Adapted Communities, so that they could build a version for use in the Tahoe Basin.
- Smith and Roice-Gomes conducted a Facebook Live! post featuring the new Ember House 3.0.

### Exhibits

	# Events	Indirect Contacts	Direct Contacts
FAC pull-up	5	485	202
It Takes A Community	4	442	220
Living With Fire	1	125	
<b>TOTAL</b>	<b>10</b>	<b>1,052</b>	<b>422</b>

- A Cooperative Extension/LWF representative participated 7 events.
- The Pollock Pines Fire Safe Council utilized the Living With Fire display at their community event in California, held in May.
- A professor with UNR's Orvis School of Nursing utilized the FAC pull-up display at the Nevada Nurses Association Conference in Reno, held in November.
- The Mosquito Firefighter's Association utilized the It Takes A Community display at their fire station open house event in California, held in October.
- Events were held in three counties (Carson City, Douglas, and Washoe), and in California.

### Nevada Wildfire Awareness Month (NWAM) 2017

NWAM 2017 was conducted in May, with key results listed below. LWF Program representatives participated in 31 of the community events that took place in eight counties: Carson City, Churchill, Clark, Douglas, Eureka, Lyon, Storey, and Washoe.

- Events or activities took place in all of Nevada's 17 counties.
- 23 proclamations or resolutions were issued in support of NWAM and included 17 from counties, two from cities, two from fire protection districts, one from the Nevada League of Cities and Municipalities, and for the ninth year in a row a multi-state proclamation was issued proclaiming May as Wildfire Awareness Month in eight cooperating states. This collaborative effort included California, Idaho, Montana, Nevada, Oregon, South Dakota, Utah and Washington.
- 189 events or activities were held, which included public events, media activity, promotional efforts, and proclamations and/or resolutions. (Note – 4 more than in 2016, representing a 2% increase.)
- One race event was held in Washoe County, raising \$4,400 for the Wildland Firefighter Foundation.

- 9,974 people attended community events. (Note – 1,319 more than in 2016, representing a 15% increase.)
- 2,202 others received information via direct mail or distribution.
- 866,120 indirect contacts were made via newspaper articles, school flyers, social media efforts and other methods of communication.
- 43 individuals from 21 entities participated on the planning committee.
- 179 partners collaborated on these efforts. (Note – 31 more than in 2016, representing a 20% increase.)

### Presentations

In addition to those given during NWAM, at workshops listed above, and those in the Lake Tahoe Basin, members of the LWF Team gave presentations in Carson City, Douglas County, Lyon and Washoe Counties. They included:

- Miller gave three fire adapted community presentations to different meetings of special interest, agency or community group, reaching 141 total participants (Jan – June). Presentations took place in Washoe County and the California side of Lake Tahoe. Those groups included the following: International Association of Fire Chiefs Wildland Urban Interface (WUI) Conference; 10<sup>th</sup> Anniversary of Angora Fire Celebration; and the Arabian Horse Association Meeting.
- Roice-Gomes gave one presentation at the Nevada Future Health Professionals Leadership Conference (known as HOSA) regarding the Ember House Youth Activity, with 91 participants.
- Sistare gave one presentation to the Cooperative Extension hosted luncheon for the Carson City Board of Supervisors, with two participants.
- Smith gave 12 wildfire awareness/preparedness presentations to different meetings of special interest, agency or community groups, reaching 332 total participants. Presentations took place in Carson City, Douglas, Lyon and Washoe Counties. Those groups included the following: Nevada Gardening Series; International Association of Fire Chiefs Wildland Urban Interface (WUI) Conference; Agriculture Innovation Workshop Series; Villagio Homeowners Association (HOA) Board of Directors; Upper Colony Bureau of Land Management (BLM) Fuels Meeting; NV Energy Employees Training; Builders Association of Northern Nevada - HOA Committee Meeting; Arabian Horse Association Meeting; Southwest Reno Rotary Meeting; Washoe County 4H Equine Evacuation Clinic; American Society of Heating, Refrigerating and Air-Conditioning Engineers; and the Carson City Board of Supervisors Luncheon.

### Special Event - Wildfire Awareness Night at the Silver State Stampede (SSS)

Building on the success of last year's event, Sistare and Clint Mothershead with the BLM-Elko District, collaborated on another effective educational and fire awareness-building event during the Silver State Stampede (SSS) on July 14. The SSS Board reported that 2,750 attended that evening alone, with a total of 7,750 contacts over the course of the 3-day event. With added exposure to messaging during the kick-off event on Thursday and increased overall attendance, this event has expanded its reach by 55% over last year. Results included:

- Sistare and 4-H youth members and their leaders from two local clubs greeted rodeo participants at the main entrance. Together they distributed 500 evacuation instruction bandanas; 80 copies of the Elko County version of *Fire Adapted Communities – The Next Step in Wildfire Preparedness*, a collaborative effort between the Northeastern Nevada Fire Prevention Group and the LWF Program; fun giveaway items including “One Less Spark” lip balm imprinted with the Nevada Fire Info web address and Smokey Bear binoculars; and answered general questions on wildfire preparedness.
- Ten banners with fire prevention/preparedness messages posted throughout the venue.
- Ten 30-second PSA videos containing LWF Program wildfire awareness and other fire prevention messages were displayed on the 19' x 12' LED Jumbotron throughout the evening.
- 17 static fire prevention/preparedness messages were also displayed on the Jumbotron throughout the evening.
- When appropriate, the rodeo announcer plugged fire prevention, Elko-specific defensible space tips, human caused fire-start statistics and other fire facts provided by Sistare and Mothershead.
- A kick-off party and mini-rodeo was held on Thursday evening, July 13. The more than 1,500 participants were exposed to the banners, PSA videos and static messages displayed on the Jumbotron throughout the evening.
- Saturday night was the Susan G. Komen Breast Cancer Awareness Night, with approximately 3,500 attendees. The SSS Board decided to play all of the PSAs, and display defensible space messages and static billboards mentioned above at the same frequency as during the Friday evening event.

### Testimonials

In 2012, a series of testimonials were created to capture the experiences of homeowners and first responders during and after local wildfires. They were published on YouTube, linked from our website, and promoted on Facebook. They continue to serve as an educational tool for residents. This year, they were viewed a total of **184 times**. Current activity, along with total number of views since they were published in 2012 is shown below in descending order by views this year:

- 62 views/285 total - Fighting the Washoe Drive Fire (8:53), published 4/30/12.
- 24 views/199 total - Fire Behavior on the Washoe Drive Fire (4:09), published 4/30/12.
- 21 views/139 total - The Role Burning Embers Played in the Devastating Caughlin Fire (9:52), published 5/10/12.
- 16 views/111 total - Talking to Kids About Wildfire (1:11), published 4/30/12.
- 12 views/144 total - TRE Fire (6:29), published 8/8/12.
- 10 views/103 total - Craig Harvey Interview (2:46), published 2/6/12.

- 8 views/95 total - I Nearly Lost My Home in the Caughlin Fire (6:10), published 4/30/12.
- 7 views/55 total - Ember Activity on the Caughlin Fire (3:01), published 4/30/12.
- 6 views/98 total - A Difficult Evacuation During the Caughlin Fire (7:03), published 4/30/12.
- 5 views/142 total - Jenny Herz Interview (3:48), published 1/24/12.
- 5 views/ 91 total - Jim Kinninger Interview (2:38), published 1/24/12.
- 4 views/ 84 total - Susie Buster Interview (5:45), published 1/24/12.
- 4 views/51 total - Awoken by the Caughlin Fire (6:56), published 4/30/12.

### Website Activity

Sistare, with assistance from Jamie Roice-Gomes, continued to update and maintain both of the LWF Program websites (Nevada and Lake Tahoe Basin) as needed. The website addresses are included on all promotional and educational materials as appropriate. We tracked a total of **15,503 visits** to both sites, a slight decrease of 1,277 or 7% less than last year. Listed below is the Google Analytics activity for this year.

#### LivingWithFire.info:

- 11,679 visits, an increase of 107 or 1.5% over 2016.
- 23,735 page views, a decrease of 4,987 or 17% less than last year. The top three most popular pages were:
  - *Be Ember Aware with 1,380 views.*
  - *What Can Homeowners Do with 1,180 views.*
  - *Wildfire Awareness Month with 1,080 views.*
- The most popular day was Wednesday, July 5 with 298 visits to the site. This corresponds with the occurrence of multiple fires in the Reno/Sparks area.

#### Tahoe.LivingWithFire.info:

- 3,824 visits, a decrease of 1,447 or 27% less than in 2016.
- 6,794 page views, a decrease of 2,041 or 23% less than in 2016.
- The top three most popular pages were:
  - *Tahoe Fire and Fuels Team with 2,744 views.*
  - *What Can Homeowners Do with 248 views.*
  - *Learning Center with 222 views.*
- The most popular day was Wednesday, April 5 with 172 visits. This was during the FAC Learning Network's Annual Conference, held at Granlibakken Resort, Lake Tahoe. LWF Program team members participated in the event, and promoted the website as a good resource.

### **The Nevada Network of Fire Adapted Communities (The Network)**

The Network was established in 2014 as a means to bring communities together with the resources they need to work toward becoming fire adapted. Activity this year is presented below.



## The Network Advisory Board

Board members were elected during the conference held in 2014, and continued to serve throughout 2015, 2016 and 2017. Under the direction of coordinator Miller with support from the LWF team, board activity included:

- A meeting held in Reno and videoconference to Eureka and Las Vegas on January 24, with participation by eight Advisory Board members, three guests, and two LWF Program team members (Miller and Sistare). Discussions focused on the transition process, including a review of the Memorandum of Understanding.
- A meeting held in Reno on February 13, with participation by five Advisory Board members, two guests, and three LWF Program team members (Miller, Sistare and Smith). Discussions focused on a reviewing and updating the Operating Manual.
- A meeting held in Reno following the annual conference on March 27, with participation by eight Advisory Board members (including Smith), three guests, and two LWF Program team members (Miller and Roice-Gomes). Discussions continued to focus on the transition process and updating the Operation Manual.
- An all-day retreat was held in Reno on June 21, with participation by ten Advisory Board members (including Smith), one guest, and two members of the LWF Program team (Miller and Roice-Gomes). Discussions included an election of an Interim Board Chair (Smith), and continued process of updating the Operating Manual.
- A meeting held in Carson City on October 9, with participation by seven Advisory Board members (including Smith), two guests, and two members of the LWF Program team (Roice-Gomes and Sistare). The meeting was held according to open meeting laws. Discussions included the 2018 Annual Conference, and continued process of updating the Operating Manual.

## The Network Membership

The LWF Program team continued to recruit new members throughout the year. At year's end, membership included **207 individuals**, representing a 24% increase this year. Membership includes:

- 88 individuals who are part of seven Network Communities:
  - ArrowCreek, Washoe County with 5 members.
  - Estates at Mt. Rose, Washoe County with 2 members.
  - Glenbrook, Douglas County with 6 members.
  - Lakeview, Carson City with 30 members.
  - Skyland, Douglas County with 12 members.
  - Virginia City Highlands, Storey County with 20 members.
  - West Washoe, Washoe County with 13 members.
- 57 individuals who are part of three Community Groups:
  - Holbrook Highlands, Douglas County with 16 members.
  - Mound House, Lyon County with 9 members.
  - River Mount Park, Washoe County with 32 members.

- 27 individual members.
- 35 Network Partner members.

The LWF Program team members assisted Network members throughout the year. Below is a compilation of the types of support provided, listed by community:

#### ArrowCreek NNFAC Community, Co-Leaders - Kathy Delegal and Janet Ouren

- Roice-Gomes assisted with customizing, printing and laminating a two-sided evacuation checklist for the community to distribute to residents during events and at their clubhouse on 3/16/17.
- Roice-Gomes and Sistare invited Delegal and Ouren to participate in the Wildfire Awareness Day at the Nevada State Legislature event as part of NWAM 2017 on 5/8/17. They arranged to have them sit with their legislative representative during the opening floor session.
- Roice-Gomes assisted Delegal and Ouren with advice and direction in organizing their community event on 2/27/17.
- Roice-Gomes and Sistare participated in their event held as part of NWAM 2017, held on 5/21/17.

#### Lakeview NNFAC Community, Leader - D. Marie Bresch

- Miller attended the Lakeview Property Owners Association meeting, presenting them with two signs they could display at both entrances to the community. Sistare also attended, providing information about an upcoming funding opportunity from State Farm Insurance that could help them conduct their annual community clean-up event. The meeting occurred on 1/20/17.
- Sistare assisted Bresch with completing and submitting a funding opportunity proposal to State Farm Insurance. She also helped gain votes for the proposal via social media and email to community members. They were successful in winning one of the 150 awards distributed nationally in April 2017.
- Sistare secured confirmation with NNFAC Partner Carson City Fire Department to collaborate with Bresch on the community clean-up event on 5/6/17.
- Sistare assisted Bresch with creating a flyer about their community clean-up day event, provided LWF Program publications, and compiled both into bags for a door-to-door distribution conducted by community volunteers in April 2017.

#### Mound House NNFAC Community Group, Leader - Melinda Cash

- Miller represented the NNFAC at the Mound House Advisory Board's Fire Safety Meeting. The topics of discussion were updating their CWPP, developing an evacuation plan, and fuel reduction. There were 31 participants at the event. The meeting was held 5/2/17.
- Roice-Gomes provided banners and posters for display within the community as part of NWAM 2017.

Palomino Valley NNFAC Individual Member, Leader - Cathy Glathar

- Roice-Gomes provided a supply of publications, posters and giveaway items for their community event. Materials were distributed 4/24/17.

River Mount Park NNFAC Community Group, Leader - Sue Markert

- Sistare assisted Markert with completing and submitting a funding opportunity proposal to State Farm Insurance. She also helped gain votes for the proposal via social media and email to community members. They were successful in winning one of the 150 awards distributed nationally. This was as part of NWAM 2017.
- Roice-Gomes and Sistare assisted Markert with advice and direction in organizing her community event. Roice-Gomes also secured donation of a dumpster for use during the event and created a flyer to announce the Wildfire Preparedness Day. (See Section II, Task 7 below for additional details). The meeting with Markert occurred 4/6/17.

Skyland NNFAC Network Community, Leader - Ann Grant

- Arranged to have Grant to sit with her legislative representative for Wildfire Awareness Day at the Nevada State Legislature event as part of NWAM 2017 on 5/8/17.
- Sistare assisted Grant with completing and submitting a funding opportunity proposal to State Farm Insurance. She also helped gain votes for the proposal via social media and email. She was successful in winning one of the 150 awards distributed nationally. This was as part of NWAM 2017.
- Sistare assisted Grant with creating a flyer about their community preparedness day event and Roice-Gomes provided LWF Program publications, NWAM posters and giveaway items.
- Roice-Gomes assisted Grant with a publication with the Douglas Community CERT Safety Event as part of NWAM 2017

West Washoe NNFAC Network Community, Leader - Mel Holland

- Roice-Gomes conducted a direct mailing to residents in this community to announce the event planned at Toiyabe Golf Club as part of NWAM 2017.

### The Network Third Annual Conference

The Network Third Annual Conference was held on March 27, 2017 at the Atlantis Resort Spa Casino in Reno. Key results and post-conference survey results are presented below:

- 105 participants, which was an increase of 5 over the 2015 conference.
- 10 of Nevada's 17 counties were represented: Carson City, Clark, Douglas, Elko, Eureka, Lyon, Mineral, Nye, Pershing and Washoe.
- 2 states, California and Nevada, were represented.
- 33% of the participants were individual or community representatives from 23 communities.

- 22% of the participants were fire department/district/volunteer representatives from 9 departments/districts and 6 volunteer or auxiliary departments.
- 60% of the participants were already members of The Network.
- Program partners who provided a table of information included American Red Cross, Community Emergency Response Team members from Douglas and Washoe Counties, Nevada Division of Insurance, and Washoe County Regional Animal Services.
- 88% of participants who submitted an evaluation indicated that, as a result of attending the conference, they planned to take to some sort of action that would better prepare them and their family for proper evacuation.
- Most common actions participants were going to take to better prepare themselves and their family for proper evacuation (top 3 responses) were:
  - 1) Planning and Preparedness (17)
  - 2) Assemble a To-Go Bag (12)
  - 3) Home Inventory (9)
- 55% of participants indicated that as a result of the presentations and small group discussions, they had a better understanding of the proposal to transition The Network to a new organization within NDF.
- Overall, on a scale of 1 to 5 with 1 representing “no” as not worthwhile to attend and 5 being “yes” it was worthwhile to attend, the conference was rated 4.8.

### The Network Transition

Cooperative Extension has worked for five years to advance Nevada’s Fire Adapted Communities effort through the creation and promotion of The Network. However, limitations on the support and services that can be provided to vulnerable communities through a Cooperative Extension program has hampered the desired growth. The LWF Program team members have worked in cooperation with The Network Advisory Board to finalize the transition of The Network to a program of NDF, with funding support from BLM and the USFS. Their efforts are listed below.

- FAC Learning Network: The FAC Learning Network provides funding to support the NLT’s efforts to explore serving as the NGO to take over The Network.
  - Miller participated in the January, Network Builders COP, Jan 23
  - Sistare provided a blog article to their cloud-based collaborative communication site.
  - Miller also secured funding with assistance from the NLT, to help support the annual conference. The funding was used to provide a hosted lunch for conference participants.
  - Miller, Sistare and Smith participated in a teleconference with the FAC Learning Network Director in January, to share ideas and identify ways they can better support our efforts.
  - Numerous other emails and conversations took place with this group throughout the year.
- FAC Tenet of the Nevada Cohesive Wildland Fire Management Strategy: Goal 2.2 is to transition the existing Network to form a statewide, sustainable partnership that provides identity, oversight, and all necessary

assistance for the formation and expansion of FACs in wildfire-prone locations of Nevada. The Nevada Fire Board oversees this effort.

- A Memorandum of Understanding (MOU) between Cooperative Extension and NDF that describes the transition was signed in February.
- A follow up meeting to review and updated the MOU timeline was held in November with Smith, Sistare and NDF's Shane.

## **Living With Fire in the Lake Tahoe Basin**

### General LWF Activity

- Publications were distributed upon request.
- The LWF Program and Tahoe Network were represented at monthly meetings of the Lake Tahoe Regional Fire Chiefs Association (Miller at January and June meetings, Smith at February and October meetings, and Sistare at the September meeting)
- Smith, Roice-Gomes and Sistare participated in the Tahoe Summit at Valhalla, helping to staff a collaborative multi-agency Tahoe Fire & Fuels Team (TFFT) booth. More than 500 people attended and 225 direct contacts were made at the LWF Program booth.
- Miller and Smith represented the LWF Program at the Cal Fire Regional Meeting, held in Cameron Park, CA with 100 participants. Miller received an award for his outstanding contributions to the TFFT.

### Lake Tahoe Basin Wildfire Awareness Month (LTBWAM)

This effort was coordinated by the collaborative, TFFT Fire Public Information Team (Fire PIT). Sistare participated in three sub-committee meetings. Lake Tahoe Wildfire Awareness Month 2017 was held June 1 - 30, with events and promotional activities taking place throughout the Lake Tahoe Basin. The Fire PIT elected to continue the promotional outreach campaign developed in 2016 called "Think First Tahoe". Sistare was also appointed Deputy for Operations for the planning and execution of LTBWAM.

#### Activities:

- Proclamations recognizing June as LTBWAM were issued by the following:
  - Douglas County Board of Commissioners.
  - El Dorado County Board of Supervisors.
  - Washoe County Board of Commissioners.
- Resolutions in support of LTBWAM were issued by the following:
  - Lake Valley Fire Protection District Board of Directors.
  - Tahoe Douglas Fire Protection District Board.

#### Events:

- A Wildfire Safety Expo took place in South Lake Tahoe, with participation by Sistare with the Juniper Toss Youth Activity, reaching 75 of the more than 300 participants at the event.

- A Fire Safety and Awareness Bar-B-Que took place in North Tahoe, with participation by Smith with the Juniper Toss Youth Activity, reaching 50 of the participants at the event.
- A 10<sup>th</sup> Anniversary of Angora Fire Celebration was held at Valhalla. Miller presented and received special recognition during event, reaching 50 participants. Smith, Sistare and Roice-Gomes were also in attendance.
- An Angora Fire Anniversary BBQ event was held in Meyers, CA. Smith and Sistare participated in the event with the Ember House Youth Activity. Smith also gave a presentation during a break-out session during the event. Together, they reached 162 participants throughout the day.

#### Promotional Efforts:

- 200 posters were printed, courtesy of the LWF Program, and distributed throughout the Tahoe Basin.
- 15 of the banners printed as part of last year's Think First campaign were redisplayed this year.
- Sistare wrote and distributed a media release about LTBWAM and upcoming events.
- Television interviews were featured on Tahoe TV's Tahoe Today and Tahoe Tonight programs throughout June.
- Radio interviews and event announcements were featured on KRLT 93-9 and KOWL 1490.
- Sistare assisted with placing no-cost messages on the Nevada Department of Transportation's dynamic message signs (DMS) located on roads leading into and out of the Tahoe Basin in Douglas and Washoe Counties.
- Sistare managed the Think First website, which was developed in 2016 to encourage visitors and residents to "Take the Pledge to Think First". Relevant events were added to the site as needed. Residents were redirected to the Living With Fire for the Lake Tahoe Basin website for more detailed information on reducing the wildfire threat and preparing for wildfire.
- The Think First Facebook page continued to be utilized as part of LTBWAM and throughout the year. Sistare coordinated with The Abbi Agency to transfer ownership/management of the "Think First Tahoe" page on Facebook to the LWF Program, and managed the page as part of the promotional efforts of LTBWAM and throughout the year. Results include:
  - 615 followers (Likes), an increase of 2.5% over 2016.
  - Tracked 82 posts to the page.
  - The most activity occurred on May 26 announcing June as wildfire awareness month in the Tahoe Basin, which reached 738 people.

#### Lake Tahoe LWF Outdoor Exhibit

This year, this outdoor exhibit display was used by program partners in the Tahoe Basin. No statistics were tracked.

### Tahoe Fire and Fuels Team (TFFT)

- Smith represented the LWF Program at two meetings of the Tahoe Fire and Fuels Team.
- Sistare represented the LWF Program at monthly meetings of the Tahoe Fire and Fuels Team (TFFT) Fire Public Information Team (Fire PIT), which included developing and reviewing content for monthly articles, and Tahoe-related social media efforts. Roice-Gomes also participated in one meeting.

### Tahoe Network of Fire Adapted Communities (TNFAC)

- Smith, Miller and/or Sistare participated in six planning meetings with team members on implementing the TNFAC throughout the Basin. Roice-Gomes also participated in one of those meetings.
- Smith and Sistare participated in two planning meeting with the Tahoe Resource Conservation District regarding grant funding to continue the TNFAC.
- Sistare assisted Tahoe Network Coordinator with content for the website and social media, and reviewed and edited newsletter content.
- Smith prepared quarterly reports to the Tahoe Regional Planning Agency.

### **Marketing and Promotional Efforts**

Sistare, with assistance from Roice-Gomes, developed and implemented the statewide promotional campaign. It reflected this year's wildfire awareness message of "Wildfire! Prepare. Anticipate. Evacuate." The message was designed in an effort to encourage residents of Nevada's wildfire-prone communities to prepare their homes and families for wildfire, anticipate environmental conditions and take precautions on Red Flag Warning days, and to evacuate quickly when asked. All efforts were launched on May 1 as part of NWAM and continued throughout the year and included the following:

- Coordinated the development of graphics to portray this year's message. Graphics were then used on all collateral materials including billboards, poster, event flyers, display ads, and giveaway items as well as on the website, social media activity and television Public Service Announcements (PSAs).
- Placed no-cost display ads in Nevada Magazine and the Nevada Cattlemen's Association's Sage Signals magazine which were distributed to 20,600 statewide subscribers.
- Coordinated a display ad in The Progressive Rancher magazine, which was distributed to more than 6,000 subscribers. This ad was funded by the Northeastern Nevada Fire Prevention Group.
- Placed no-cost messages on 13 digital signs, including nine casino properties and four other non-casino locations. The message reached residents and visitors in five counties: Carson City, Douglas, Elko, Lyon and Washoe.
- Placed no-cost messages on the Nevada Department of Transportation's dynamic message signs (DMS) located in three counties: Carson City, Douglas, and Washoe.

- Coordinated the redesign of the LWF Program’s popular evacuation instruction bandana. It was redesigned into a checklist format and included the “Wildfire! Prepare. Anticipate. Evacuate.” messaging. These were used as giveaway items at NWAM events and activities in eight counties: Carson City, Clark, Douglas, Eureka, Lyon, Mineral, Storey, and Washoe.
- Coordinated the design and placement of digital and static billboards, featuring the messaging and graphics for this year’s wildfire awareness campaign. They were posted at seven different locations at various times from May 1 through August 20, targeting residents in Carson City, Douglas, Lyon, Storey and Washoe Counties, as well as parts of the Lake Tahoe Basin. The digital bulletins were displayed a total of 245,968 times, approximately 17% more than contracted. The static billboards provided a total of 2,847,056 impressions. A summary of these results by county include:
  - Carson City: A digital bulletin was located on Highway 50 in a high traffic area west of U.S. 395 and was displayed 63,117 times from May 1 – June 25. An additional message announcing May as Wildfire Awareness Month was added to the rotation and was displayed 26,556 times from May 1 - 31.
  - Douglas County: A static billboard was posted on U.S. 395 south of Pinenut Road from June 26 – August 24 that provided 49,990 weekly impressions.
  - Washoe County: Two static billboard were posted with one on I-80 west of McCarran Boulevard from May 1 – June 27, that provided 166,404 weekly impressions and one on U.S. 395 south of Stead Boulevard from May 1 – June 27, that provided 139,489 weekly impressions. Three digital bulletins were posted with one at I-580 south of South Meadows Parkway facing south that displayed 38,007 times from June 26 – July 23 and an additional 19,060 times from August 7 – 20, one on Vista Boulevard North of I-80 that displayed 80,167 times from June 26 – August 20, and one at I-580 south of South Meadows Parkway facing north that displayed 18,861 times from July 24 – August 6.
- Developed and coordinated PSA campaigns for radio and television. They were launched in early May with two television networks and two radio stations. Three specific 15-second messages were created to expand on this year’s wildfire awareness theme: “Wildfire! Prepare. Anticipate. Evacuate.” Roice-Gomes provided the voice talent for both the radio and television spots. The campaigns continued throughout the summer, airing in parts of 14 counties, with the exception of Clark, Lincoln and White Pine Counties. Results of the campaign included:
  - Three 15-second television spots were rotated and broadcast on KRNV-News 4 from May – August a total of 216 times.
  - Three 15-second television spots were rotated and broadcast on KTVN-Channel 2 and their Antenna TV that broadcasts to rural parts of Northern Nevada from May – August a total of 235 times.
  - A 60-second and three 15-second radio PSA messages were rotated and aired May – September on Cumulus Radio’s KKOH-News Talk 780AM a total of 400 times.



- A 60-second and three 15-second radio PSA messages were rotated and aired June – September on K-Bull 98.1FM a total of 222 times.

## Media – Audio/Visual

### Radio

Smith and Miller were interviewed for radio broadcast one time:

- KKOH on-air interview about NWAM and upcoming events in March.

Smith and Roice-Gomes were interviewed for radio broadcast one time:

- KKOH interview about the upcoming NWAM in April.

Additional Radio Coverage:

- KKOH featured regular reference to the LWF Program and website during NWAM and local fire events.

### Television

Ed Smith was interviewed for television broadcast three times:

- KOLO interview about the Living With Fire Program in June.
- KOLO interview about defensible space in June.
- KTVN interview about Fire Adapted Communities (with Roice-Gomes) in July.

Roice-Gomes was interviewed for television broadcast two times:

- KTVN interview about the LWF Program in June.
- KTVN interview about Fire Adapted Communities (with Smith) in July.

Sistare was interviewed for television broadcast four times:

- KTVN interview during the Wildfire Awareness race event.
- KOLO interview during the Wildfire Awareness race event.
- KTVN interview during NWAM event in Red Rock/Silver Lake about dangers of ornamental junipers.
- KOLO interview during NWAM event in Red Rock/Silver Lake about dangers of ornamental junipers.

### Additional Television Coverage

- KTVN featured a story about the multi-agency preparedness fair held in Reno in September.
- KRNV featured LWF Program, publications and website during a story from Sparks Fire Department.
- KXNT - Featured NWAM and the upcoming fire season during a story from Clark County Fire.

## Media – Print (including online versions)

Key: ad = paid display advertisement/promotion  
 article = articles from press releases or written by UNCE faculty regarding LWF, wildfire, The Network, etc.  
 feature = articles or stories that mention LWF, website, Ed Smith, etc.

- Community Living Magazine (Winnemucca) - one courtesy ad.
- CarsonNow.org - three articles, and six features referencing livingwithfire.info for preparedness tips.

- Carson Valley Times - two features referencing livingwithfire.info for preparedness tips.
- Elko Daily Free Press - two features regarding NWAM.
- Moapa Valley Progress - one feature regarding local NWAM event.
- Nevada Appeal - four articles, and three or four features referencing livingwithfire.info and our publications for preparedness tips.
- Nevada Cattlemen's Association's Sage Signals - one courtesy ad, one article.
- Nevada Magazine - one courtesy ad.
- Nevada Today (UNR's online news source) - three articles featuring NWAM events and activities.
- Northern Nevada Business Weekly - one feature.
- Northern Nevada Real Estate - one feature regarding NWAM.
- Progressive Rancher - one ad.
- Record Courier - Two articles, one feature.
- Reno Gazette Journal - Two articles provided by Smith in February and August, one article provided by Miller in August, one feature.
- Tahoe In Depth - three features in the Summer issue as part of the 10-year anniversary of Angora Fire series.

### Media – Social

Facebook: Managed by Roice-Gomes, the LWF Program page on Facebook continues to serve as an effective method for Nevada residents and others to receive information, share ideas and connect with each other. The page is promoted whenever possible and content is regularly cross-promoted/shared by program partners. Statistics include:

- The LWF page on Facebook received **131 new fans** (likes) this year, for a total of 878 fans. This is a 17.5% increase over 2016.
- 57% of the fans are female.
- 43% of the fans are male.
- Approximately 47% of fans are in the 35 - 54 age group.
- 835 of the fans are located in the United States: in 10 counties in Nevada (Carson City, Churchill, Clark, Douglas, Elko, Eureka, Humboldt, Lyon, Storey, and Washoe); 8 other states (AZ, CA, GA, ID, OR, TN, TX, and WA), and the District of Columbia.
- 43 of the fans are located in 25 foreign countries (Algeria, Argentina, Australia, Bolivia, Brazil, Cambodia, Canada, Ecuador, Egypt, Germany, Greece, Ireland, India, Italy, Jordan, Mexico, New Zealand, Pakistan, Puerto Rico, Philippines, Poland, S. Korea, Spain, Taiwan, and United Arab Emirates).
- The date with the largest reach was on March 30, reaching 1,870 people.
- The top five posts with the greatest reach were on:
  - 3/29/17 - Post promoting the Third Annual Wildfire Awareness Multi-Hour Run, with an organic reach of 1,899 and an additional paid reach of 6,326 for a total of 8,216 people. This post was shared 30 times.

- 8/28/17 - Post announcing the 2017 Disaster Preparedness Fair, with an organic reach of 1,882 and an additional paid reach of 3,329 for a total of 5,211 people. This post was shared 52 times.
- 3/7/17 - A shared post from the national FAC Learning Network, written by Sistare about the multi-state wildfire awareness proclamation, with an organic reach of 5,736 people. The post was shared 21 times.
- 1/24/17 – Post announcing that registration was now open for the Third Annual Wildfire Awareness Multi-Hour Run, with an organic reach of 1,292 an additional paid reach of 2,904 for a total of 4,196 people. This post was shared 33 times.
- 5/23/17 - Post declaring May as Wildfire Awareness Month, with Governor Sandoval signing the eight-state proclamation, with an organic reach of 1,758 people. The post was shared 13 times.

Facebook Live!: In early June as an effort to increase outreach to a younger demographic, Facebook Live! videos called, “Ed Talks About...” were developed. Roice-Gomes selected topics, then filmed and introduced Smith, who spoke about the topic, often with a resident expert.

- A total of six “Ed Talks About...” episodes were produced and posted.
- The most popular episode was “Ed Talks About...Cheatgrass control with Wendy Hanson”, which reached 2,761 viewers with 153 post clicks and 74 comments, reactions or shares.

Blog Articles: Roice-Gomes researched and prepared a monthly blog via written or video media. These focused on her personal experiences as a new homeowner living in an area that has experienced wildfires in the past and answered questions from the public. The blogs were posted on the LWF Program website and University of Nevada Cooperative Extension blog site, promoted via social media and in The Network Pulse e-newsletter shown above, and shared with program partners when appropriate. Shown below are the articles receiving views, including those published in past years, and other statistics.

- 12 new articles were posted this year, with a total of 2,550 views.
- 22 past articles from 2014, 2015 and 2016 continued to be viewed this year, with a total 1,429 views.
- **3,979 total views** this year to these blog posts, an increase of 1,525 or 62% more views than in 2016.

2017 articles:

- 273 views - “Learned Lessons from a Defensible Space Inspection” video, published 1/12/17.
- 316 views - “Plan and Prepare for Evacuation” article, published 2/23/17.
- 381 views - “Replacing Mulch with Mulch” article, published 3/17/17.
- 321 views - “Wildfire! Prepare. Anticipate. Evacuate” article, published 4/25/17.
- 81 views - “Choosing the Right Landscaper” article, published 5/30/17.

- 413 views - “Be Careful when Removing the Flammable Weed Cheatgrass” article, published 6/26/17.
- 150 views - “Lessons from Replacing My Junipers” article, published 7/27/17.
- 89 views - “Are you Ember Aware?” article, published 8/29/17.
- 128 views - “Preparing for Wildfire is More Than Evacuation and Defensible Space” article, published 9/19/17.
- 158 views - “Autumn Cheatgrass Management” article, published 10/24/17.
- 190 views - “Five Lessons Learned Following the Caughlin Fire” article, published 11/17/17.
- 50 views - “How you can improve Forest Health while celebrating for the Holidays” article, published 12/13/17.

2016 articles:

- 8 views - Fire Adapted Means Being Fire Prepared, published 2/22/16
- 12 views - May Means Wildfire Awareness Month, published 3/22/16
- 31 views - The Trials and Tribulations of Older-Home Ownership, published 5/13/16
- 31 views - A Close Call During the Driscoll Fire, published 6/17/16.
- 55 views - Being Ember Aware, published 7/15/16.
- 80 views - Debunking Wildfire Myths, published 8/16/16.
- 227 views - Inventory My Belongings, published 9/14/16.
- 47 views - Igniting a Friendly Fire with Virtual Reality, published 10/10/16.
- 96 views - A Defensible Space Inspection video-blog, published 12/5/16.

2015 articles:

- 76 views - The Dangers of Target Shooting in the WUI, published 2/17/15
- 327 views - Junk Those Junipers, published 5/14/15.
- 22 views - Defensible Space and the New Homeowner, published 6/17/15.
- 13 views - Am I Prepared for Wildfire, published 7/9/15.
- 60 views - Goat Grazing for Fuel Reduction, published 8/10/15.
- 12 views - Emergency Notification Systems, published 9/15/15.
- 88 views - Fire Whirls, published 10/14/15.

2014 articles:

- 12 views - Proper Use of Ash Cans, published 1/21/14.
- 94 views - Pinyon Pine Management to Resist Beetle Attack, published 2/12/14.
- 4 views - Lend Firefighters a Hand with Your Defensible Space, published 4/8/14.
- 116 views - Understanding Red Flag warnings, published 5/28/14.
- 6 views - Benefits of a Community Fuel Break, published 7/24/14.
- 12 views - A 911 Dispatcher’s Side of the Story, published 8/11/14.

Constant Contact Digital Marketing: *The Network Pulse* is a monthly e-newsletter that was developed in 2014 and is distributed monthly to members of The Network, program partners, and others. Roice-Gomes supervised its production and distribution. Beginning with 605 contacts at the end of 2016, the

mailing list has increased this year to **661 active contacts**, a 9% increase over last year. The average number of opens for our newsletter is 197, and the average open rate is 32%, which is much higher than our industry (Higher Education) average of 18%. Shown below is an overview of the 12 newsletters distributed this year:

- 196 opens/32% open rate - January issue, distributed 1/25/17.
- 207 opens/34% open rate - February issue, distributed 2/27/17.
- 193 opens/33% open rate - March issue, distributed 3/31/17.
- 190 opens/32% open rate - April issue, distributed 4/28/17.
- 197 opens/34% open rate - May issue, distributed 5/31/17.
- 195 opens/34% open rate - June issue, distributed 6/30/17.
- 218 opens/36% open rate - July issues, distributed 7/31/17.
- 190 opens/31% open rate - August issues, distributed 8/31/17.
- 190 opens/ 30% open rate - September issue, distributed 9/20/17.
- 210 opens/ 32% open rate - October issue, distributed 10/19/17.
- 206 opens/ 32% open rate - November issue, distributed 11/30/17.
- 178 opens/ 28% open rate - December issue, distributed 12/21/17.

YouTube (in addition to Testimonials): This year, four new videos were published on YouTube. We continued to promote our other online videos that were published since 2012, and they continued to be viewed throughout the year. Together, they were viewed a total of **657 times** this year, with the Goat Grazing for Fuel Reduction video at the top for the 3<sup>rd</sup> year in a row with 200 views. This activity, along with total number of views since they were originally published is shown below.

#### 2017 videos

- 16 views - Ed Talks About Cheatgrass (12:40). Published 8/31/17.
- 9 views - Ed Talks About Choosing the Right Plants for Nevada's High-Fire Hazard Areas (12:30). Published 8/31/17.
- 4 views - Ed Talks About the Ember House (8:23). Published 8/31/17.
- 42 views - Ember House 3.0 Tutorial (6:24). Published 11/1/17.

#### 2016 videos

- 82 views/136 total - Defensible Space Inspection - Questions (4:33). Published 12/5/16.
- 128 views/145 total - Final Lessons Learned from Defensible Space Inspections (5:44). Published 12/5/16.

#### 2015 videos

- 200 views/782 total - Goat Grazing for Fuel Reduction (4:58). Published 8/10/15.
- 13 views/134 total - Fire Adapted Community 2015 PSA (0:30). Published 8/10/15.
- 10 views/89 total - Wildfire Awareness 2015 PSA (0:30). Published 8/10/15.
- 10 views/184 total - NWAM 2015 Summary (1:54). Published 8/28/15.

#### 2014 videos

- 14 views/154 total - Prepare Your Home for Wildfire PSA (0:30). Published 5/1/14.

- 15 views/157 total - Fire Adapted Community PSA (0:30). Published 5/1/14.

#### 2013 videos

- 98 views/627 total - Fire Adapted Community Elements (7:23). Published 4/2/13.

#### 2012 video

- 16 views/208 total - Fire Adapted Community Tips PSA (0:30). Published 9/7/12.

### **Statewide Activity by County**

- Carson City - Community events, direct contacts, Network members, NWAM activity, presentations, promotional activity (including banners, billboards, print media, radio PSA, social media, TV PSA), publications distributed.
- Churchill - NWAM activity, promotional activity (including radio PSA, social media, TV PSA).
- Clark - Community event, direct contacts, Network members, NWAM activity, promotional activity (including banners, print media, social media), publications distributed.
- Douglas - Community events, direct contacts, Network members, NWAM activity, presentations, promotional activity (including banners, billboards, print media, radio PSA, social media, TV PSA), publications distributed.
- Elko - Community events, direct contacts, Network members, NWAM activity, promotional activity (including banners, print media, radio PSA, social media, TV PSA), publications distributed.
- Esmeralda - NWAM activity, promotional activity (including radio PSA, TV PSA).
- Eureka - Community events, direct contacts, Network members, NWAM activity, promotional activity (including banners, print media, radio PSA, social media, TV PSA), publications distributed.
- Humboldt - Network members, NWAM activity, promotional activity (including banners, print media, radio PSA, social media, TV PSA), publications distributed.
- Lander - NWAM activity, promotional activity (including banners, radio PSA, TV PSA).
- Lincoln - Network members, NWAM activity, promotional activity (including banners, print media), publications distributed.
- Lyon - Direct contact, Network members, NWAM activity, promotional activity (including banners, print media, radio PSA, social media, TV PSA), publications distributed.
- Mineral - NWAM activity, promotional activity (including banners, print media, radio PSA, TV PSA), publications distributed.
- Nye - Network member, NWAM activity, promotional activity (including banners, radio PSA, TV PSA), publications distributed.
- Pershing - NWAM activity, promotional activity (including banners, print media, radio PSA, TV PSA), publications distributed.
- Storey - Community events, direct contact, Network members, NWAM activity, promotional activity (including banners, print media, radio PSA, social media, TV PSA), publications distributed.

- Washoe - Community events, direct contact, Network members, NWAM activity, presentations, promotional activity (including banners, billboards, print media, radio PSA, social media, TV PSA), publications distributed, workshops.
- White Pine - NWAM activity, promotional activity (including banners, print media).

### **Out-Of-State Activity**

Permission to adapt our publications for local use granted to 13 entities in ten states (i.e., AZ, CA, FL, ID, KY, MT, NM, SC, SD, UT). They include the following:

- Yarnell Fire District in Arizona received graphic files for our *Fire Adapted Communities - The Next Step in Wildfire Preparedness (Nevada)* publication for modification and distribution within their district.
- Consumer Fire Products in California received graphic files for our *Fire Adapted Communities - The Next Step in Wildfire Preparedness (Nevada)* publication for use in their educational outreach efforts.
- Santa Clara County Fire Safe Council in California received graphic files for our *Fire Adapted Communities - The Next Step in Wildfire Preparedness (Nevada)* publication for modification and distribution within their area.
- Florida Forest Service received graphic files for our *Fire Adapted Communities - The Next Step in Wildfire Preparedness (Nevada)* publication for modification and distribution within Florida.
- Idaho Department of Lands received graphic files for our *Fire Adapted Communities - The Next Step in Wildfire Preparedness (Nevada)* publication for modification and distribution within Idaho.
- A representative from Fremont County, Idaho received graphic files for our *Fire Adapted Communities - The Next Step in Wildfire Preparedness (Nevada)* publication for modification and distribution within their county.
- Selkirk Fire, Rescue and Emergency Services in Idaho received graphic files for our *Fire Adapted Communities - The Next Step in Wildfire Preparedness (Nevada)* publication for possible use in their outreach efforts.
- Kentucky Division of Forestry received graphic files for our *Fire Adapted Communities - The Next Step in Wildfire Preparedness (Nevada)* publication for modification and distribution within Kentucky.
- Flathead County Office of Emergency Services in Montana received graphic files for our *Fire Adapted Communities - The Next Step in Wildfire Preparedness (Nevada)* publication for modification and distribution within their county.
- Bureau of Land Management - New Mexico received graphic files for our *Fire Adapted Communities - The Next Step in Wildfire Preparedness (Nevada)* publication for modification and distribution within their area.
- Landrum Fire and Rescue in South Carolina received graphic files for our *Fire Adapted Communities - The Next Step in Wildfire Preparedness (Nevada)* publication for modification and distribution within their area.

- South Dakota Wildland Fire received graphic files for *Living With Fire - A Guide for the Homeowners (Great Basin Version)* publication for modification and distribution within South Dakota.
- Salt Lake City Fire Department received graphic files for our *Fire Adapted Communities - The Next Step in Wildfire Preparedness (Nevada)* publication for modification and distribution within their area.

#### Use of other LWF Program materials

Shared other program content to seven entities in four states (i.e., CA, NM, SC, TN); distributed 361 copies of LWF Program publications in 12 states (i.e., AZ, CA, CO, FL, ID, KY, MT, NM, OR, SC, TN, UT); sold 11,100 copies of Be Ember Aware (FS-09-05) at cost recovery to eight entities in five states (i.e., CA, CO, ID, MT, OR). Uses of program activities and materials include the following:

- Santa Clara County Fire Department in California received past program surveys and results for examples of useful tools in obtaining impact data.
- Sonoma County Fire in California received files for our *Community Wildfire Protection Plan Template* and How-To document for modification and use in California.
- Reliable Services in California received permission to use our tree thinning graphic in his educational email.
- Marvin Gardens Real Estate in California received permission to use our *Be Ember Aware!* checklist and graphic for use in their newsletter.
- New Mexico Division of Forestry received our *Elements of a Fire Adapted Community* graphic files for modification and use within their area.
- South Carolina Forestry Commission received our *Be Ember Aware!* Powerpoint presentation and permission to link to our *Be Ember Prepared* video for use in South Carolina.
- Tennessee Firewise Communities received graphic components of our website for modification and incorporation into their own website, currently under development.

#### Program Collaborators

A total of **220 collaborators** contributed in some way to the programs, events and activities associated with the LWF Program. There are 47 more than in 2016, representing a 27% increase in program collaborators. Approximately 29% of the collaborators were corporate/for-profit entities, and are indicated in italics in the list below:

- |   |   |
|---|---|
| • <i>Air Methods Advantage</i>  | • <i>Barrick Gold -Cortez Mine</i>            |
| • American Red Cross  | • <i>Battle Mountain Day Care</i>             |
| • American Society of Heating, Refrigeration and Air-Conditioning Engineers | • <i>BFE Screen Printing &amp; Embroidery</i> |
| • Arabian Horse Association of Washoe County                                | • <i>Bodines Casino</i>                       |
| • ArrowCreek HOA  | • <i>Bonanza Casino</i>                       |
|   | • Builders Association of Northern Nevada     |



- Bureau of Indian Affairs
- Bureau of Land Management
- CAL FIRE
- Caliente Volunteer Fire Department
- California Tahoe Conservancy
- Canyon Pines HOA
- CareFlight
- Carson City
- Carson City Community Center
- Carson City Fire Department
- Carson City High School
- *CarsonNow.org*
- *Carson Valley Inn Hotel & Casino*
- CASA Association
- *Casino Fandango*
- Churchill County
- City of Caliente
- City of Elko Fire Department
- City of Fernley
- City of Reno
- City of Reno Fire Department
- Clark County
- Clark County Fire Department
- *COD Casino*
- *Community Living Magazine*
- Community Associations Institute – Nevada Chapter
- Crescent Valley/Beowawe Firewise Community
- Crescent Valley Fairgrounds
- Crescent Valley Volunteer Fire Department
- *Cumulus Media*
- Del Web Community
- *Desert Sky Adventures*
- Diamond Mountain Future Farmers of America
- Douglas County
- Douglas County Community Emergency Response Team
- Douglas County Emergency Management
- Douglas County Flood Management
- Douglas County School District
- Douglas County Seratoma
- Douglas County Sheriff's Office
- East Fork Fire Protection District
- *Eclipse Pizza Company*
- *Eclipse Running*
- Elko County
- Elko County Ambulance
- Elko County Fair
- Elko County Fire Protection District
- *Elko Daily Free Press*
- *Elko Mining Company-Ruby Hills Mine LLC.*
- Ely Lions Club
- Eureka County
- Eureka County 4-H
- Eureka County Department of Natural Resources
- Eureka County Emergency Medical Services
- Eureka County Public Works
- Eureka County School District
- Eureka County Sheriff's Office
- Eureka/Diamond Valley Firewise Community
- Eureka Lions Club
- Eureka Volunteer Fire Department
- FAC Learning Network
- Fire Prevention Association of Nevada
- Firewise Communities USA
- *Fizio*
- Friends of Mt. Charleston
- Friends of Smokey Bear
- *Frontier Pages – Elko*
- Galena Forest HOA
- *General Moly/Eureka Moly*
- Governor Brian Sandoval
- *Greenhouse Garden Center*
- *Home Depot/Spanish Springs*
- Humboldt County
- International Association of Fire Chiefs
- Inter-tribal Council of Nevada
- *KKOH NewsTalk 780/Reno*
- *KOLO 8 News Now/Reno*

- *KRNV My News 4/Reno*
- *KTVN 2/Reno*
- *KXNT 840AM/Las Vegas*
- Lake Mead National Park Service
- Lake Tahoe Regional Fire Chiefs Association
- Lakeview Fire Adapted Community
- *Lamar Advertising*
- Lander County
- Lander County School District
- *Las Vegas 51s Baseball*
- Lincoln County
- Lincoln County Department of Emergency Management
- Lincoln County Fire Protection District
- *Lincoln County Record*
- Logandale Fire Rescue
- Lyon County
- *Marine Corps Mountain Warfare Training Center*
- *Mercy Air*
- *Mesa View Home Health and Hospice*
- Metro Volunteer Police
- Mineral County
- *Moana Nursery*
- *Moapa Valley Progress*
- Montreaux HOA
- Mound House Fire Adapted Community Group
- *Mountain Resort Television Tahoe*
- Mt. Charleston Fire Protection District
- *Mt. Charleston Resort and Lodge*
- National Weather Service/Reno
- Nevada Air National Guard
- *Nevada Appeal*
- Nevada Association of Counties
- Nevada Cattlemen's Association
- Nevada Department of Conservation and Natural Resources
- Nevada Department of Education
- Nevada Department of Transportation
- Nevada Department of Wildlife
- Nevada Division of Emergency Management/Homeland Security
- Nevada Division of Forestry
- Nevada Division of Insurance
- Nevada Farm Bureau
- Nevada Fire Board
- Nevada Fire Chiefs Association
- Nevada HOSA State Leadership
- Nevada Landscape Association
- Nevada Land Trust
- Nevada League of Cities
- *Nevada Magazine*
- Nevada Nurses Association
- Nevada Real Estate Inspectors Association
- Nevada State Fire Marshal Division
- Nevada State Flood Control
- Nevada State Parks
- Northeastern Nevada Fire Prevention Group
- North Lake Tahoe Fire Protection District
- North Lyon County Fire Protection District
- North Tahoe Fire Protection District
- Nye County School District
- *NV Energy*
- Palomino Valley Volunteer Fire Department
- *Panaca Market*
- *Peas & Carrots Child Care*
- Pershing County
- *Pioneer Crossing Casino/Dayton*
- *Pioneer Crossing Casino/Fernley*

- *Pioneer Crossing Casino/Yerington*
- Pyramid Lake Fire Rescue/EMS
- *Raines Market/Eureka*
- *Reach Medical*
- *Record Courier*
- *Red Lion Hotel and Casino/Elko*
- *Reliable Services*
- *Reno Gazette-Journal*
- Reno Rotary Club
- *Republic Services/Las Vegas*
- River Mount Park Community Group
- *Rubbish Runners*
- Siera Ham Radio Operators
- Sierra Front Wildfire Cooperators
- Sierra Nevada Association of Realtors
- *Sierra Nevada Media Group*
- Silver Lake Volunteer Fire Department
- *Silver State Stampede/Elko*
- Skyland Fire Adapted Community
- Smith Library
- Smith Valley/Mason Valley Conservation District
- Smith Valley Fire Protection District
- *Southwest Gas/Elko*
- South Tahoe Fire-Rescue
- South Valley Volunteer Fire Department
- Sparks Fire Department
- *Sparks Nugget Hotel & Casino*
- *State Farm Insurance*
- *State Fire DC Specialties*
- St. James Village HOA
- Storey County
- Storey County Fire Protection Department
- Storey County School District
- *Super Burrito/Reno*
- Tahoe Douglas Bomb Squad
- Tahoe Douglas Fire Protection District
- Tahoe Network of Fire Adapted Communities
- Tahoe Regional Planning Agency
- Tahoe Resource Conservation District
- *The Brewer's Cabinet*
- *The Progressive Rancher*
- *ThisisReno.com*
- Truckee Meadows Fire Protection District
- U.S. Forest Service
- Villagio HOA
- Walker Lake Volunteer Fire Department
- Washoe County
- Washoe County Emergency Management
- Washoe County Health District
- Washoe County School District
- Washoe County Senior Center
- Washoe County Regional Animal Control
- Washoe County Regional Parks – Bartley Ranch
- Washoe County Sheriff's Office-Community Emergency Response Team
- Washoe Lake State Park
- Washoe Tribe
- Washoe Valley Alliance
- *Wells Propane*
- West Washoe Fire Adapted Community
- White Pine County
- White Pine County Fire
- Wild Sheep Foundation
- Winnemucca City Fire Department
- Winnemucca Community Garden
- Winnemucca Rural Fire Department
- Yomba Shoshone Tribe
- Zephyr Cove Post Office

## Program Funding

### Grants

• BLM Augmentation to #GR02332	\$ 66,000.00
• NDF Award 2017-18 #GR04330	\$ 74,865.00
• NDF Award 2018-19 #GR06319	\$ 93,082.00
• TRCD Award #GR05379	\$ 21,005.24
<b>TOTAL</b>	<b>\$ 254,952.00</b>

### In-Kind Contributions

• Federal	\$ 1,962.00
• Non-federal	\$ 16,876.00
<b>TOTAL</b>	<b>\$ 18,838.00</b>

## Quotes & Comments

*"Thank you for sharing the graphics files for your publication. This will be such a great benefit to our communities!"*

Kessley Baker  
Firewise Program Coordinator  
Kentucky Division of Forestry

*"You were appointed Deputy of Operations for this year's Lake Tahoe Wildfire Awareness Month effort because you have that Field General's gift of keeping things moving in the right direction and on task, and are able to communicate in a direct manner." (Re: Sistare)*

Chris Anthony  
Division Chief  
Cal Fire

*"Thank you so very much! I really appreciate you taking time out of your busy schedule to assist us." (On sharing our website graphics and other content.)*

David Fiorella  
Tennessee Firewise Community

*"Great – thanks for including the Ash Can Program information. It's so good to work with LWF folks!"*

Maureen O'Brien  
Volunteer Coordinator  
Truckee Meadows Fire Protection District

*"Thank you all for giving your time and expertise and sharing your experiences on Saturday. It has been over 5 years since our last training event and we are all grateful for the opportunity to learn more to help keep our homes and communities as safe as possible. Special thanks to Jamie for her organizational skills and her willingness to help coordinate all the pieces we needed to make this happen during a very busy month."*

Donna Peterson  
St. James's Village

*"We just wanted to thank you again for the opportunity for TM to participate in this event! You all did a great job of hosting, the participation by the other agencies was great, and the speakers were outstanding. Thank you to you and Cooperative Extension for all of your hard work!"*

Erin Holland  
Public Information Officer  
Truckee Meadows Fire Protection District

*"Thanks again so much for shipping them so fast to us... You should have seen all of the calls I was getting from the incident management teams wanting them. Definitely the most popular handout up here. Appreciate you going out on a limb for us!!! (On purchasing 4,900 copies of Be Ember Aware! during their disastrous wildfires this summer.)*

Jordon Koppen  
Montana DCNR

*"I sure learned a lot at your Annual Conference this year, but the evacuation session was especially great for me. I got a ton of ideas, and am kind of building up a whole outreach program built around doing some evacuation drills."*

Caerleon Safford  
Sonoma County Fire