

PUBLIC SAFETY – FIRE DEPARTMENT

October 16, 2017





Public Safety – Fire Department

- Two Engines (6381, 6361 responded initial attack to Tubbs Fire. Chief 6300 assisted with operations in Santa Rosa branch.
- Crews were sent to Mark West area and Fountain Grove area to assist with evacuations and structure defense.
- One engine returned on Monday morning, the other on Tuesday morning.
- Healdsburg Reserve Firefighters staffed additional resources at the station and handled all other calls for service.
- Incidents required response from ALL Fire Department personnel, paid and reserve staff. Everybody participated.



Public Safety – Fire Department (Continued)

- Fire Marshal/Division Chief Collister ran operations at the station from late Sunday night through Monday morning.
- Phones staffed 24 hours a day since incidents started. Staff has handled hundreds of phone calls to the station requesting information.
- Fire crews were engaged in “tactical patrols” around the City of Healdsburg and surrounding areas.
- Heliport set up at Healdsburg Municipal airport. Healdsburg engine 6390 has been there on 12-hour shifts since Wednesday for aircraft crash rescue support.
- No Healdsburg Fire resources are currently assigned to the incidents.

Emergency Operations Center

- Activated the EOC on Tuesday, October 10.
- Partial Level Activation – not all positions staffed.
- Sections Activated:
 - Fire
 - Law Operations
 - Planning
 - Finance
 - Logistics
 - Care and Shelter
- Shelter Operations closed October 16 at 10 a.m.
- EOC closed Monday, October 16 at 12 p.m.

PUBLIC SAFETY – POLICE DEPARTMENT

October 16, 2017



Public Safety – Police Department

- Mobilization of Department: All staff called in and reported for work.
 - 6-10 sworn officers on duty at any given time
 - 2-3 dispatchers on duty
 - Emergency Operations Coordinator in Liaison with IMT
- Evacuation/Security Plan: Implemented as needed based upon events

COMMUNITY SERVICES

October 16, 2017





Community Services

Evacuation Center Operations

- Received request to open evacuation center 4 a.m. Monday, October 9.
- Staff mobilized and opened doors at about 6:30 a.m.
- Operated 24/7 through Monday, October 16.
- Red Cross shelter trailer stored at Corp Yard with start-up supplies.





Community Services Evacuation Center Operations

- Operations coordinated by City staff – not Red Cross.
- Total of 268 people served.
- County staff, National Guard, and large volunteer pool assisted.
- Donations of food and supplies flowed all week.





Community Services Evacuation Center Operations

- Three meals per day
- Showers at the Swim Center
- Regular updates by Cal Fire and City of Healdsburg Public Safety
- Medical care
- Pet-friendly
- Connect with family and friends
- Rest



PUBLIC COMMUNICATIONS & OUTREACH

October 16, 2017





Communications Strategy

Our aim: To provide Healdsburg residents timely and late-breaking news and information through multiple channels both day and night.

This information included:

- Evacuation Advisories
 - Fire Updates
- Livestreamed Videos
 - Other Useful Info



Strategy Activation

- Posted 12-15 original news and information updates daily five platforms:
 - Three City Facebook Pages
 - Nextdoor
 - City Website
- Provided updates to other Facebook pages/groups
 - What's Happening Healdsburg
 - Healdsburg Tribune
- Alerted Healdsburg residents via NIXLE
- Contacted local media with news about Healdsburg



Outreach to Our Community and Beyond

- We are reaching people not just in Healdsburg, but across California and the United States.
- Our audience has grown exponentially. A few Facebook statistics, Oct. 9-15:
 - Increase in page views: 51,838%
 - Increase in post engagement: 19,655%
 - Increase in page likes: 81,267%
 - Number of Facebook followers on Oct. 9: 990
 - Number of Facebook followers Oct. 15: 3,753
- Our information was also shared not just by residents on Facebook, but also publicized by the local news media.



New Website:

www.NorCalFireResource.com

[m](http://www.NorCalFireResource.com)

The screenshot shows the homepage of the NorCal Fire Resource website. The browser address bar displays "www.norcalfireresource.com". The website has a dark header with a "Select Language" dropdown and three buttons: "Donate", "Become a Volunteer", and "Submit Info". The main navigation menu includes "HOUSING", "DONATE", "VOLUNTEER", "FUNDRAISERS", "EVACUATION CENTERS", and "RESOURCES". The logo for "northern ca fire RESOURCE #CASTRONG" is prominently displayed, featuring a stylized sun. The main content area has a background image of a forest at sunset and contains the following text:

NORTH BAY FAMILIES NEED YOUR SUPPORT

HELP US REBUILD

100% OF DONATIONS MADE TO REDWOOD CREDIT UNION NORTH BAY FIRE RELIEF WILL GO TO THOSE IMPACTED

DONATE NOW!

Thank you.