



WILDFIRE PREPAREDNESS FAIR 2023 SUMMARY

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A huge thank you to my wonderful committee members who spent considerable time and effort to provide critical support for this event. MJ Lee spent months creating an informative and fascinating speaker series. Dee Bailey spent an incredible amount of time ensuring the success of the home hardening section of the event. Wanda Ginner contributed to logistics and the organization of the Fair. Conservation Committee Liaison, Nona Chiariello, joined her committee at the Conservation exhibit. A huge thank you to Rita Williams for her moderation of the speaker series. Our entire Portola Valley Wildfire Committee (WPC) team would like to thank the volunteers who made our WPC exhibits possible and helped us execute this event: Thank you to Richard Crevelt, Dudley Carlson, Diana Raines, and Lance Ginner.

A special thanks to Kari Chinn. Her help was invaluable, and she guided this event forward for over a year. Thank you to Howard Young and his public works team, especially Justin and Scott, who went out of their way to assist us. Other people who made this event possible include Corie Stocker, our Town Council Liaison Craig Taylor, Vice Mayor Weinikoff, Town Council member Mary Hufty, Cindy Rowe, Patty Dewes, Chip Swan, and our community partners Windmill School and Woodside Priory.

This event could not have happened without the support of the Woodside Fire Protection District (WFPD). Thank you to WFPD Fire Marshal Don Bullard and WFPD Public Education Officer Selena Brown whose advice and efforts were invaluable. And of course, an enormous thank you to all the fire fighters who showed up at the event and to all the volunteers from WPV-Ready and WPV-CERT who supported the EPiC team. In addition, thank you to the San Mateo County Sheriff's Office, The San Mateo County Department of Emergency Management, and the California Department of Insurance for participating in the speaker series.

I would also like to extend my personal thank you to the other town committees who gave up their Saturday to host an exhibit: Thank you to Conservation Committee, Sustainability Committee, and the Emergency Preparedness Committee.

There is not enough room on this page to thank all the people who worked to make this event a success. Please know that your efforts made our town safer and wiser.

Jennifer Hammer
Chair, the Portola Valley Wildfire Preparedness Committee

SUMMARY

Objective

The Portola Valley Wildfire Committee (WPC) is tasked with educating the residents of Portola Valley about the dangers of wildfire and how to mitigate them. This charter includes educating the public on how to harden their homes against wildfire, how to create a defensible space around your homes and how to prepare for an emergency evacuation. Even though the WPC and the Woodside Fire Protection District (WFPD), of which Portola Valley is a part, have a strong public outreach program, many Portola Valley residents have not taken basic wildfire preparedness measures. There are three likely reasons for this inaction. The first reason is financial since the cost of tree removal and home hardening is out of the reach of some PV residents. The second is lack of knowledge. Many residents are paralyzed by the variety of options and issues surrounding wildfire mitigation. The third reason is that residents are not focused on the danger wildfire presents.

Solution

To meet the above objective, the WPC has organized for 2 years, a focused event that provides all the information needed to prepare for wildfire. The event offers a variety of financial approaches, ranging from do-it-yourself projects to companies who provide comprehensive solutions. The Fair is an educational event, targeting residents of the Woodside Fire Protection District (WFPD). The purpose of the event is to also present information to residents in a way that is actionable.

The first Portola Valley Wildfire Preparedness Fair event was on May 14, 2022. Around 200 Portola Valley residents attended. This was double the anticipated attendance. Given the Covid restrictions at the time, and the difficulties coordinating the event given the pandemic, this attendance number was very exciting. Adding to the residents were 42 people supporting the companies, WFPD, and town committees that exhibited.

At the 2022 event, residents learned about the 3 basic steps to being prepared for wildfire: prepare for evacuation, harden your home, and create a defensible space. The WPF brought residents together with companies, technologies, and expert volunteers who could advise and educate on these big 3 steps. The presence of products and services made residents aware of the range of actions they could take.

2023 Portola Valley Wildfire Preparedness Fair

The 2023 Portola Valley Wildfire Preparedness Fair was held on Saturday April 22, 2023 from 10:00 AM to 2:00 PM. The event was very similar to the 2022 event except a speaker series was added. The Portola Valley Wildfire Preparedness Fair 2023 was an educational event bringing together companies, committees, and institutions. WPF 2023 was planned and executed by the Portola Valley Wildfire Preparedness Committee.

The historic School house speaker series included three presentations:

- 10 a.m. to 11 a.m. CA Dept of Insurance on The Changing Insurance Market
- 11:30 a.m. to 12:30 p.m. DIY Panel to Learn How to Help Your Home Survive a Wildfire
- 1 p.m. to 2 p.m. WFPD and SMC DEM on Emergency Action and Response

When attendees first approached the event center, they immediately saw a fire engine. As attendees made their way to the event hall, they passed a fire extinguisher demonstration in the outside parking lot. When they passed the town library, canopied tables could be seen which consisted of the Be Prepared exhibits. Event flyers [figure 1] could be found at several of these exhibits.

As attendees approached the event hall, they were greeted and provided with an event flyer [figure 1]. They were told they could return to the greeter if they had questions. This flyer also served as a future reference for the attendee, to help them remember the key educational points of the Fair. About 30% of attendees had questions before they entered the event hall. This year attendees seemed to stay longer at exhibits and were more likely to say they had obtained the answers they were seeking.

The inside exhibits were clearly marked with a sign that displayed an exhibit name. Most vendors or participants brought additional signage of some kind. Exhibitors also wore a name tag, so attendees understood to whom to direct questions. The exhibits were numbered and ordered to form a circle around the hall.

Exhibits

WPF 2023 was divided into three major educational areas: Be Prepared, Harden Your Home, and Create a Defensible Space. Details about all the exhibits can be found in the event flyer [figure 1]. The exhibits included:

- Big idea table: A 72-inch round table in the center of the hall which held 3-24x36 inch foam backed posters with a summary of the 3 big ideas or themes of the event [figures 2-4]. The table also held two binders that had handouts on a variety of issues such as home hardening, emergency preparedness, defensible space, and local ordinances. Every handout had a QRCode that attendees could use to download a copy of the document.
- Flammable Five exhibit: Five 24x36 inch posters were displayed illustrating the Flammable Five. These trees are banned from new plantings in Portola Valley and residents are encouraged to remove existing plants. The Flammable Five are Juniper, Eucalyptus, Pine, Acacia, and Cypress [figures 5-9].
- Be Prepared exhibits: There were nine exhibits in this category. The theme was to subscribe to SMCAalert, know your evacuation routes and how and when to evacuate. Exhibitors included the WPV-CERT trailer, PV Emergency Preparedness Committee and their communications trailer, WPV-Ready,

Firewise USA®, FireSafe Council of San Mateo County, and a table for the Woodside Fire Protection District, the Wildfire Preparedness Committee, and the Department of Insurance.

- Defensible space exhibits: There were five exhibits in this category. The intent was to educate the attendee on how to use the principle of 3 zones to help your home survive a wildfire. These exhibits included a company offering a do-it-yourself fire retardant, the Portola Valley Conservation Committee who discussed being fire wise while also being conservational minded, and a variety of landscapers and tree services who discussed how to create a defensible space.
- Harden your home exhibits: There were five exhibits in this category. The theme was how to prevent embers from penetrating your home and how to prevent home ignition. Most of these exhibits were companies representing the latest wildfire mitigation technologies including companies that could install these technologies in your home. There was also an exhibit by former contractors who answered questions about do-it-yourself projects or gave advice on what wildfire mitigation products were available. The intent was to offer a variety of options for attendees, ranging from do-it-yourself advice to a turnkey option.

Event Budget

The expenses for WPF 2023 were \$2,555. The town offered to pay the insurance for the event and provided the facility at no cost. These additional costs should be factored into future budgets if the event is not held at the PV Town Center.

Description	Cost
Snacks/drinks for exhibitors including home made cookies	\$100
Cost of rental of next door parking lot	\$800
Name tags, printer cartridge and paper stock for signage	\$155
Post card and mailing	\$1000
2 banners	\$500
Total	\$2,555

Exhibitor communications

Finding vendors was very easy since all but one of the vendors from 2022 asked to return for the 2023 event. In 2023 we reached out to additional town committees and local agencies using the same packet of information we sent the vendors. We stressed, in the email we sent asking them to host an exhibit, our past attendance numbers. We also sent the flyer from 2022 to show vendors what the 2022 event consisted of. It was very easy to get companies and agencies to agree to attend because the event had a track record to build on.

- An invitation letter [figure 10] was sent to companies or volunteers who we targeted to host an exhibit.
- Two weeks before the event, a confirmation email was sent to confirm the exhibitor setup, arrival time and any specific issues with their exhibit. Included with this confirmation email, was a parking map [figure 19]

Promotional efforts

Promotional text [figure 13-18] consisted of a save the date text at 3 months before the event and unique text once a week during the 4 weeks before the event. Town approval was sought to ensure the text did not violate town policy.

When creating the text, importance was placed on stressing the 3 steps to prepare for wildfire and how each exhibit would educate the attendee. The text was created to not only promote the 3 themes of the event but to use language that would create excitement for the event and foster a sense of opportunity. As the speaker series developed, a design was made to also stress the insurance presentation, since a new California wildfire insurance regulation was a topical issue.

The promotional text was sent to the targeted audience of Portola Valley residents via several sources:

- The town sent the text out through its weekly newsletter. Portola Valley does not have a email list of all the town residents. Instead, residents signup to receive emails about specific areas of interest. Therefore, this text was only sent to the residents interested in receiving town news.
- An event page on the town website was created using the text.
- 2 banners announcing the event were hung in two town locations.[figure 21]
- A digital sign announcing the event was placed near Robert's market one week before the event.
- Posters were placed in stores in the local area.[figure 27]
- A postcard was mailed to every home in Portola Valley. [Figure 22]
- Targeted local groups who sent out the text via email include:
 - WPV-Ready using their extensive email list.
 - The Alpine tennis club using their member email list.
 - Ladera Hills using their neighborhood email list.
 - Local garden clubs using their member email list.
 - Block Captains were sent text to send out to their neighborhood. We estimate that 30% sent the text.
 - PV Ranch included 2 articles in their Ranch newsletter.
 - The school district included an article in the school newsletter.
 - The Almanac [a local newspaper] included a lengthy article about the Fair two weeks before the event took place. 2 ads were also taken out by WFPD. The Fair was added to the Almanac online events page and placed on a high priority because an extra fee was paid. If residents went to the events page, the Fair information was scrolling at the top of the page. This newspaper has readership outside of Portola Valley.
 - InMenlo [a local newspaper] included a lengthy article on the event a few days before the Fair took place. This newspaper has readership outside of Portola Valley.
 - NBC Bay Area news contacted the organizer to let them know they would be out to write a story on the day of the event. No reporter actually showed up at the event, but it does show that the promotion was robust enough to capture a news organization's attention.
 - There were also extensive emails sent out to personal contacts and this created a chain of personal emails.
 - The Fair was also tweeted by CAL FIRE and CAL FIRE CZU

Event signage

Signs [figure 24] were made to hang on the side of the exhibit table. The sign included the company or institution name. Exhibitor name tags [figure 23] were also made so that attendees could easily identify who to approach with questions.

Attendees

- The event had at least 350 in-person and virtual, which represents at least a 50% increase from the previous year.
 - Most of the attendees who visited the event center [220-250] were first time attendees. The vendors reported that most attendees had not visited their exhibits last year and that they were serious homeowners who were actively looking for solutions.
 - There were 43 online speaker series attendees.
 - There were 49 in person speaker series attendees. There is no way of knowing how many of these attendees also visited the event center. Therefore, we have not used these totals for our attendee count.
 - In addition to the attendees, there were 32 exhibitors who were PV residents. Since these were volunteers, these exhibitors also visited the other exhibits and learned about wildfire preparedness techniques.
 - The speaker series was recorded and therefore residents continue to view the presentations and learn.
 - Personal discussions with at least 100 attendees offered this feedback:
 - Many attendees were from Portola Valley and had received a personal email from their watch captain or a friend about the event.
 - Many attendees reported they believed they had already done substantial defensible space work on their property. This feedback is reinforced by the fact that the vegetation management exhibit was one of the least crowded. The landscapers even commented on how few attendees were interested in defensible space.
 - Only a handful of attendees knew about the new Fire District draft ordinances which would increase required defensible space and few knew that the fire district was about to step up enforcement and citations. While many attendees stated that they had received a letter from the fire district a few days before, few had read the letter or understood its contents.
 - Many attendees said they were interested in California's new insurance regulations.
 - Some reported their insurance had been cancelled. In addition, many reported several neighbors had also had their insurance cancelled.
 - They were interested in the possibility of discounts that may result from the new regulations. Several people went to the Firewise table to learn how they could organize a Firewise community.
 - Many attendees were interested in home hardening, especially ember resistant vents and roofs. At least five people said they were going to replace their roofs and wanted to find the roofer exhibit.
 - Many people were interested in evacuation and how to prepare. They asked about how to prepare documents and they wanted to discuss how to plan. Topics included: scanning your photo albums

and getting out in minutes, not hours. Most attendees took advantage of the WPC Exhibit QR code to download the list of supplies you should have in a go bag. [Figure 25]

- Quite a few people who were passing by with dogs or picking up kids from a soccer event, were drawn into the event center. Almost to the person, these people were most interested in evacuation and the WPC exhibit with the Go Bag. [Figure 25]
- Last year, the exhibit hall was very crowded because all the exhibits were located inside. Attendees reported they had a hard time getting answers to questions because the exhibitors were busy. In 2023, we moved several exhibits outside which created a feeling of space within the event center. We also stressed to vendors to have a few extra people manning the exhibits. Attendees who were leaving indicated this year that they had all their questions answered and they could be seen leaving with hands full of documentation and free goodies that were passed out by the exhibitors.
- The outside exhibits did not get as many visitors as the inside exhibits. Attendees could be seen walking past the WPV-Ready, WPV-CERT and Emergency Preparedness Committee tents to go directly to the event center entrance. In addition, fewer people walked past these exhibits because they were closer to the library, where there were few parking spots available. Also, the attendees we talked to indicate their attention was focused on insurance and home hardening. The outside exhibits closer to the event center seemed to get more traffic. These were closer to the schoolhouse and the path that most people might take from available parking areas.

Speaker Series

- The speaker series was hugely popular and well attended. The lectures offered additional options for a range of topics.
- Having the professionalism of Rita Williams as moderator added a great deal to the quality of the series. She added the ability to communicate to the audience, a professional approach to interviewing the speakers, and posed great questions. She also tied the presentations together between sessions and talked to each speaker before their session, in order to establish rapport and go over handling Q&A and logistics.
- We recommend that two volunteers be on-site to run the technology in the schoolhouse, and one person be remote on zoom to confirm sound and video are ok. Also, the zoom should include the Q&A function.
- We used only one zoom link for all three lectures and paused the recording between lectures. This worked out well.

Parking

We had a great deal of parking concerns given the number of people that park in the Town Center on a Saturday morning. An excel spreadsheet [Figure 27] was created that documented all the available parking in the area. It was determined that we needed to rent the Christ Church parking lot at a cost of \$800, in order to secure parking for our expected attendees. The parking lot was needed in the morning, but by noon, parking spaces around the Town center started to become available.

Recommendations

- The April 22nd event date, which was Earth Day, was chosen because it was the only date in late April or May that the Town Center was available, and that no other event would be sharing the facility. This proved to be an unfortunate date for two reasons:
 - Initially we had hoped to make this event an Earth Day forward event. However, with the exception of the PV sustainability committee, there was not enough interest in this model to gather volunteers who might expand the event's theme. Therefore, we were competing with other well-promoted Earth Day events in the area.
 - Portola Valley experienced one of the wettest winters we had had in years and many residents were not focused on wildfire.
- In the future, any event date should be selected well over a year out. We suggest that the mid to late May time frame is better suited for the event since residents can see vegetation drying and signs of summer emerging.
- Promotion
 - There was little evidence that promoting the event outside of Portola Valley had significant effect.
 - The most effective marketing seemed to come from the town emails and personal email chains through the watch captains, friends, and groups.
- It was very challenging for a small committee to take on this project. For this event to continue, significant planning should be done well in advance of the event, and before the event is formally announced.
- The same theme of three steps to wildfire preparedness has been used two years in a row. Thought should be given to what new theme might attract residents.
- Substantial work should be done to enhance the hands on, do it yourself section of the Fair. This was very popular.
- Further discussion should take place concerning what type of vendors should participate.
- Given the amount of time and resources this event requires, a discussion about substituting this event with smaller, targeted events might be advised.
- The lecture series was extremely popular and should be continued separately, if not as part of a larger group of events.

Appendix

FIGURE 1 WPF EVENT FLYER 2022

Speaker Series at Historic School House	
10 a.m. to 11 a.m. The Changing Insurance Market	
<p>Moderated by Rita Williams an Emmy and Peabody award-winning journalist</p> <p>What does California's new fire insurance regulation mean to homeowners? Julia Juarez, Deputy Commissioner of the Community Relations and Outreach Branch and Mary Beth Bykowsky, Northern California Outreach Analyst, from the California Department of Insurance, will discuss this important topic.</p>	Exhibit 1: WFFPD Fire Engine Located by the entrance on Portola Road Chat with fire fighters and tour a fire engine.
11:30 a.m. to 12:30 p.m. Learn How to Help Your Home Survive a Wildfire	Exhibit 2: Fire Extinguisher Demo Located in parking lot across from library Learn how to use a fire extinguisher.
<p>How do you make your home safer from an ember storm? Learn from residents who have actually gone through the home hardening process. Panelists include Woodside homeowner Jeff Bauman and Portola Valley Wildfire Preparedness Committee members Doe Bailey, a former contractor, and MJ Lee, a Portola Valley homeowner.</p>	Exhibit 3: Emergency Preparedness Committee Communications Trailer In an emergency, this mobile antenna will keep Portola Valley connected. Ask these volunteers about your evacuation route.
Step 1: Be Prepared	
1 p.m. to 2 p.m. Emergency Action and Response Presentation	
<p>What would happen during a wildfire event? Panelists reviewing scenarios: Don Bullard, Fire Marshal of the Woodside Fire Protection District (WFFPD); Selena Brown, WFFPD Public Education Officer & Emergency Preparedness Coordinator, Brian Kelly, retired Fire Chief and consultant to the San Mateo County Department of Emergency Management (SMC DEM); and Dave Barnett, retired Battalion Chief & consultant to SMC DEM.</p>	Exhibit 4: Wetridge Firewise USA® Learn from your Westridge neighbors how to become a Firewise community and get a discount on insurance.
Exhibit 5: WPV-Ready	Exhibit 10: Midpen Regional Open Space Meet with representatives from Midpeninsula Regional Open Space and discuss their 10-year Wildland Fire Resiliency Program.
Step 2: Defensible Space	
1 p.m. to 2 p.m. Emergency Action and Response Presentation	
<p>What would happen during a wildfire event? Panelists reviewing scenarios: Don Bullard, Fire Marshal of the Woodside Fire Protection District (WFFPD); Selena Brown, WFFPD Public Education Officer & Emergency Preparedness Coordinator, Brian Kelly, retired Fire Chief and consultant to the San Mateo County Department of Emergency Management (SMC DEM); and Dave Barnett, retired Battalion Chief & consultant to SMC DEM.</p>	Exhibit 6: WFFPD/FireSafe Council of San Mateo County Discuss your your wildfire concerns with WFFPD Fire Marshall Don Bullard. Learn from Executive Director Denise Erea what the Fire Safe Council of San Mateo is doing to keep you safe.
Exhibit 7: WPV-Ready Cert Trailer	Exhibit 11: Conservation Committee Local experts will answer questions about how to be wildfire safe and conservation-wise.
1 p.m. to 2 p.m. Emergency Action and Response Presentation	
<p>What would happen during a wildfire event? Panelists reviewing scenarios: Don Bullard, Fire Marshal of the Woodside Fire Protection District (WFFPD); Selena Brown, WFFPD Public Education Officer & Emergency Preparedness Coordinator, Brian Kelly, retired Fire Chief and consultant to the San Mateo County Department of Emergency Management (SMC DEM); and Dave Barnett, retired Battalion Chief & consultant to SMC DEM.</p>	Exhibit 12: Sustainability Committee Learn about the drivers of climate change, and concrete steps to help mitigate warming and drought at the Portola Valley Sustainability Committee table. The first 25 visitors will each receive a WiFi-enabled smart plug to monitor appliance loads in the home.
Step 1: Be Prepared cont.	
Exhibit 8: Wildfire Preparedness Committees Located inside the event center Learn about ember storms and how to keep your home safe. Check out our Go-Bag. Volunteers can also answer questions about fair exhibits and Portola Valley wildfire risks.	
Exhibit 9: California Dept of Insurance Deputy Commissioner Julia Svetlana Juarez and Outreach Analyst Mary Beth Bykowsky, from the California Department of Insurance, will answer your questions about the changing fire insurance market. 11:15 a.m. to 2 p.m.	

Step 1: Be Prepared

Speaker Series at Historic School House

Moderated by Rita Williams an Emmy and Peabody award-winning journalist

10 a.m. to 11 a.m. The Changing Insurance Market

What does California's new fire insurance regulation mean to homeowners? Julia Juarez, Deputy Commissioner of the Community Relations and Outreach Branch and Mary Beth Bykowsky, Northern California Outreach Analyst, from the California Department of Insurance, will discuss this important topic.

11:30 a.m. to 12:30 p.m. Learn How to Help Your Home Survive a Wildfire

How do you make your home safer from an ember storm? Learn from residents who have actually gone through the home hardening process. Panelists include Woodside homeowner Jeff Basman and Portola Valley Wildfire Preparedness Committee members Dee Bailey, a former contractor, and MJ Lee, a Portola Valley homeowner.

1 p.m. to 2 p.m. Emergency Action and Response Presentation

What would happen during a wildfire event? Panelists reviewing scenarios: Don Bullard, Fire Marshal of the Woodside Fire Protection District (WFPD); Sehra Brown, WFPD Public Education Officer & Emergency Preparedness Coordinator; Brian Kelly, retired Fire Chief and consultant to the San Mateo County Department of Emergency Management (SMC DEM); and Dave Barnett, retired Battalion Chief & consultant to SMC DEM.

Step 1: Be Prepared cont.

Located inside the event center

Exhibit 1: WFPD Fire Engine

Located by the entrance on Portola Road. Chat with fire fighters and tour a fire engine.

Learn about ember storms and how to keep your home safe. Check out our Go-Bag. Volunteers can also answer questions about Fair exhibits and Portola Valley wildfire risks.

Exhibit 2: Fire Extinguisher Demo

Located in parking lot across from library. Learn how to use a fire extinguisher.

Exhibit 3: Emergency Preparedness Committee Communications Trailer

In an emergency, this mobile antenna will keep Portola Valley connected. Ask these volunteers about your evacuation route.

Exhibit 4: Westridge Firewise USA®

Learn from your Westridge neighbors how to become a Firewise community and get a discount on insurance.

Exhibit 5: WPV-Ready

Ask about a free defensible space assessment, SMC Alerts, or how to prepare for wildfire.

Exhibit 6: WFPD/FireSafe Council of San Mateo County

Discuss your wildfire concerns with WFPD Fire Marshall Don Bullard. Learn from Executive Director Denise Enea what the Fire Safe Council of San Mateo is doing to keep you safe.

Exhibit 7: WPA-Ready Cert Trailer

Visit the mobile command center for the Citizen's Emergency Response Team.

Exhibit 11: Conservation Committee

Local experts will answer questions about how to be wildfire safe and conservation-wise.

Exhibit 12: Sustainability Committee

Learn about the drivers of climate change, and concrete steps to help mitigate warming and drought at the Portola Valley Sustainability Committee table. The first 25 visitors will each receive a WiFi-enabled smart plug to monitor appliance loads in the home.

FIGURE 2 BIG IDEA POSTER BE PREPARED

Be Ready

Stay Informed

- Sign up for SMC Alert.
- Know your evacuation procedures.
- Visit myzone.zonehaven.com to find out what zone you live in. SMC Alert evacuation notices will use these zones when specifying evacuation instructions.

Make a Plan

- Create a Go-Bag so you can leave in a hurry. Include medications, pet supplies, and all your essentials.
- Plan where your family will meet in case of an emergency.
- Practice all the ways out of your neighborhood. Try driving these routes during the day and night.
- Know where your evacuation station is located.

When the Worst Happens

- When evacuation seems likely, move flammables away from your home.
- Evacuate early. Most deaths in wildfires occur when people wait to evacuate.
- Follow evacuation orders, especially regarding routes and destinations.

Organize Your Community

- Learn who your neighbors are. Do they have special needs? Where are their gas and water valves? Do they need help evacuating?
- Hold a neighborhood meeting to discuss ways to be fire safe. Share information about home hardening techniques and how to create a defensible space around your home.
- Learn how your neighborhood can become a Firewise community. Firewise communities often receive insurance discounts.
- Make sure all your neighbors have filled out the online WFPV-Ready emergency preparedness and response annual community questionnaire. This information will help fire fighters keep your neighbors safe. <http://WFPV-Ready.org/Myinfo>
- Encourage everyone in your neighborhood to have a free WFPD fire assessment performed. This assessment will let your neighbors know what they can do to make both their home and their neighborhood safer from wildfire.



3 steps to prepare for wildfire

FIGURE 3 BIG IDEA POSTER HARDEN YOUR HOME

Harden your home against wildfire	
Roof	Decks
<ul style="list-style-type: none"> • Re-roof with fire resistant materials. • Block spaces between roof decking and covering to prevent ember intrusion. • Remove vegetative debris from the roof. 	<ul style="list-style-type: none"> • Surfaces within 10 ft of structures should be built with ignition-resistant materials.
Vents	Garage
<ul style="list-style-type: none"> • Install ember resistant vents. 	<ul style="list-style-type: none"> • Add a battery back-up to the garage door motor so that the garage can open if power is out. • Install weather stripping around and under the garage door to prevent embers from blowing in. • Treat windows and vents in the garage the same way as if they were a part of the house.
Eaves and Soffits	Chimney
<ul style="list-style-type: none"> • Eaves should be boxed in (soffited-eave design) and protected with ignition-resistant materials. 	<ul style="list-style-type: none"> • Cover your chimney and stovepipe outlets with ember resistant screens. • Close the fireplace flue during fire season when the chimney is not being used.
Windows	Fences
<ul style="list-style-type: none"> • Install dual-pane windows. • Limit the size and number of windows that face large areas of vegetation. 	<ul style="list-style-type: none"> • Separate your fence from your house or upgrade to a noncombustible material to reduce the chance of the fence bringing fire to your home.
Siding	
<ul style="list-style-type: none"> • Update your home siding with ignition resistant building materials, such as stucco, fiber cement siding, treated wood, or other approved materials. This is especially important when neighboring homes are within 30 ft of the home. 	

Wildfire-Resistance: Make the “RIGHT” Choices



3 steps to prepare for wildfire

FIGURE 4 BIG IDEA POSTER DEFENSIBLE SPACE

Create a defensible space around your home

Immediate Zone 0-5 ft

- This is the ember defense zone.
- Use hardscape: gravel, pavers, concrete, etc. No combustible bark or mulch.
- Remove dead weeds, grass, shrubs, trees, branches and vegetative debris.
- Clear your roofs, gutters, decks, porches and stairways.
- Remove all branches within 10 ft of chimney or stovepipes.
- Limit combustible items: e.g. outdoor furniture or planters.
- Replace combustible fencing, gates, and arbors with noncombustible alternatives.
- Relocate garbage, recycling containers, boats, RVs, and other combustible items outside this zone. Relocate wood piles 30 ft from structures.

Intermediate Zone 5-30 ft

- Remove all dead plants, grass, weeds, dry leaves, branches and pine needles.
- Remove branches hanging over roof and keep dead branches 10 ft away from chimney.
- Trim trees to keep branches at least 10 ft from other trees.
- Remove flammable trees such as Juniper, Cypress, Acacia, Pine, and Eucalyptus trees.

Extended Zone 30-100 ft

- Cut annual grass to a max height of 4 inches.
- Create horizontal and vertical space between shrubs and trees.
- Limit dry leaves, needles, twigs, bark, and cones.
- Exposed wood piles must have a min of 10 ft of clearance in all directions.

MINIMUM HORIZONTAL CLEARANCE

MINIMUM HORIZONTAL CLEARANCE

MINIMUM VERTICAL CLEARANCE

MINIMUM VERTICAL CLEARANCE

3 steps to prepare for wildfire

FIGURE 5 FLAMMABLE FIVE: ACACIA



FIGURE 6 FLAMMABLE FIVE: JUNIPER

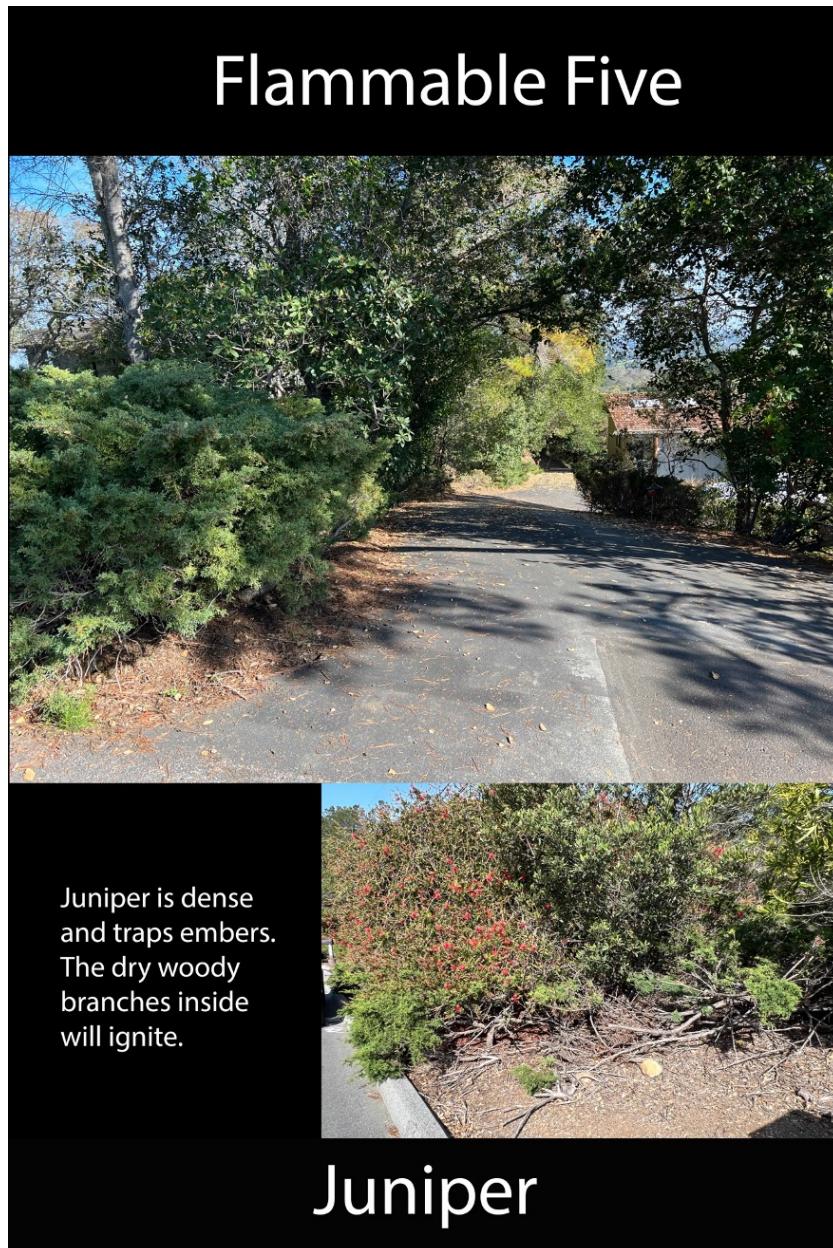


FIGURE 7 FLAMMABLE FIVE: EUCALYPTUS

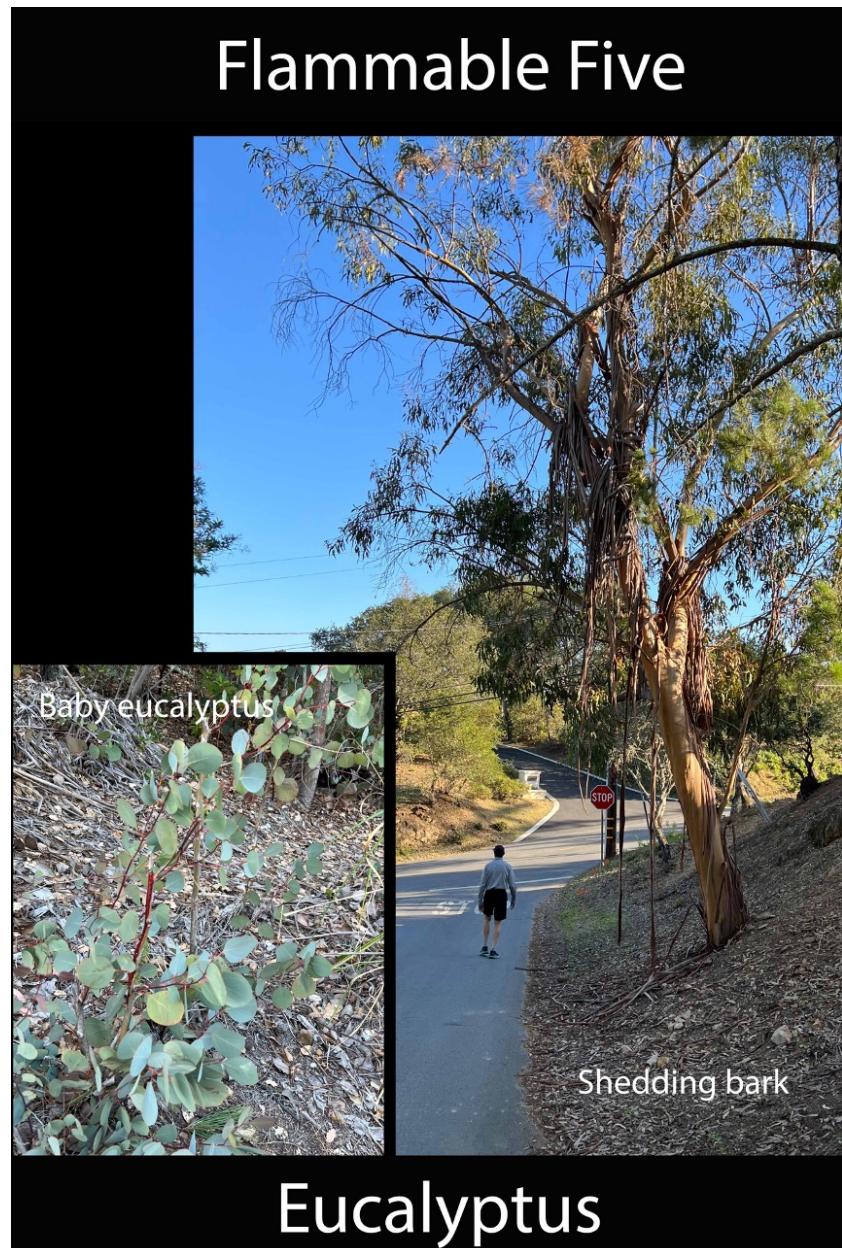


FIGURE 8 FLAMMABLE FIVE: CYPRESS



FIGURE 9 FLAMMABLE FIVE: PINE

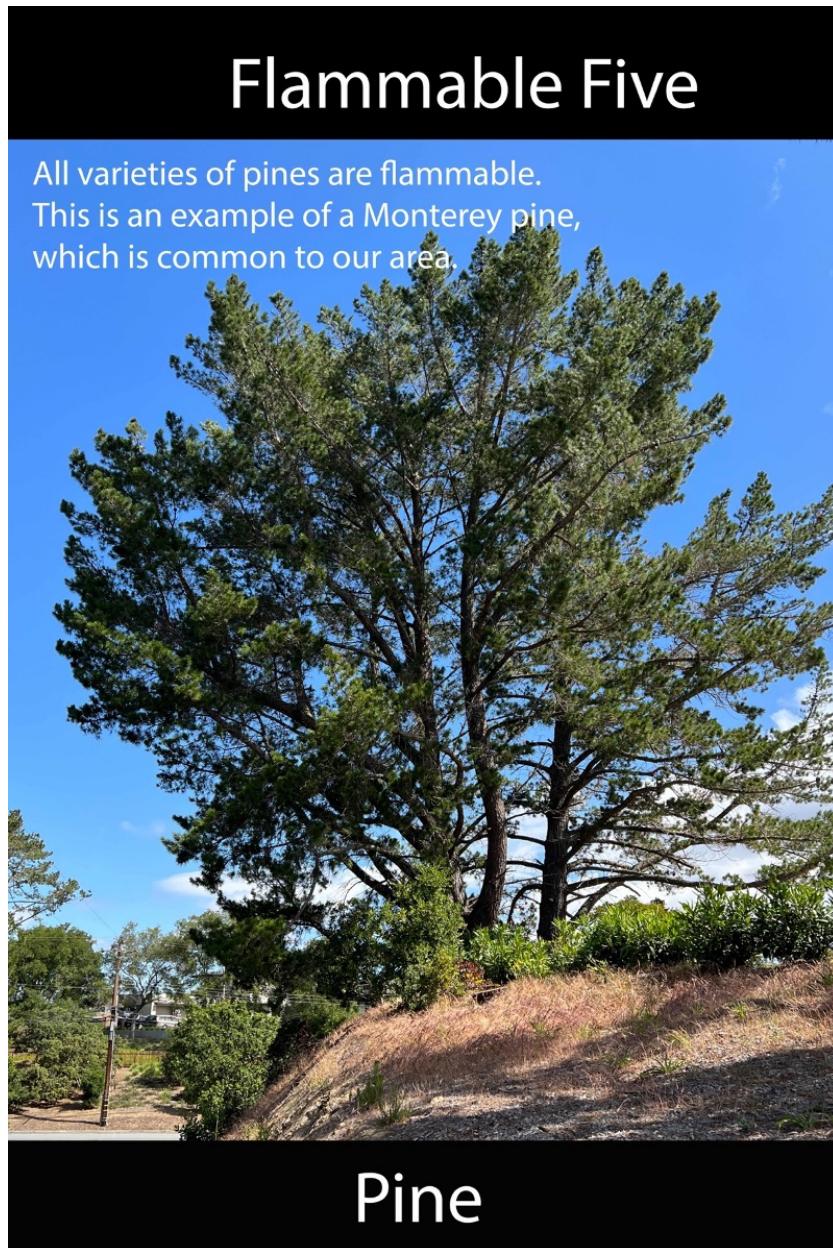


FIGURE 10 EXHIBITOR INVITATION LETTER

**Portola Valley Wildfire Preparedness Fair
Saturday, April 22 2023 @ 10:00 AM to 2:00 PM
Portola Valley Town Center, 765 Portola Road, Portola Valley, CA**

Hi xxxx,

Please confirm you received this email. I am confirming your participation in the Portola Valley Wildfire Fair on Saturday, April 22 from 10 a.m to 2 p.m. I have reserved you the following:

- Tailor information to each exhibitor:
 - Table or booth
 - Outlet
 - Special requests

Please read through these important event details including information on parking, setup, and publicity.

Parking

We have struggled to find the needed parking for the expected attendees. After you unload your supplies, exhibitors are asked to park at Windmill School. [[Parking map](#)] We ask if there is more than one person at your exhibit, you park **one vehicle** in the Windmill parking lot and park **extra cars or large vehicles** at Woodside Priory, which is 1.7 miles down the street. I know you want a huge attendance as much as I do and every parking space we leave open is another attendee. Also, just a reminder that we do not have any space available this year for outside demonstrations or special vehicles.

Setup

- The doors will open on April 22 at 8:30 a.m. Please arrive by 9:15 am.
- If you wish to setup a booth in advance, I will be at the event center on April 21st from 2 p.m. until 5 p.m.
- Your exhibit table will have your name on it.
- Name tags will be at the front table.
- There will be water, coffee, tea and homemade cookies in the kitchen, just off the exhibit hall.
- The restroom is outside the event hall to your right.
- If you need to reach me the day before or on the day of the event, my cell number is 650-245-3056.

FIGURE 11 EXHIBIT MAP INSIDE TOWN CENTER

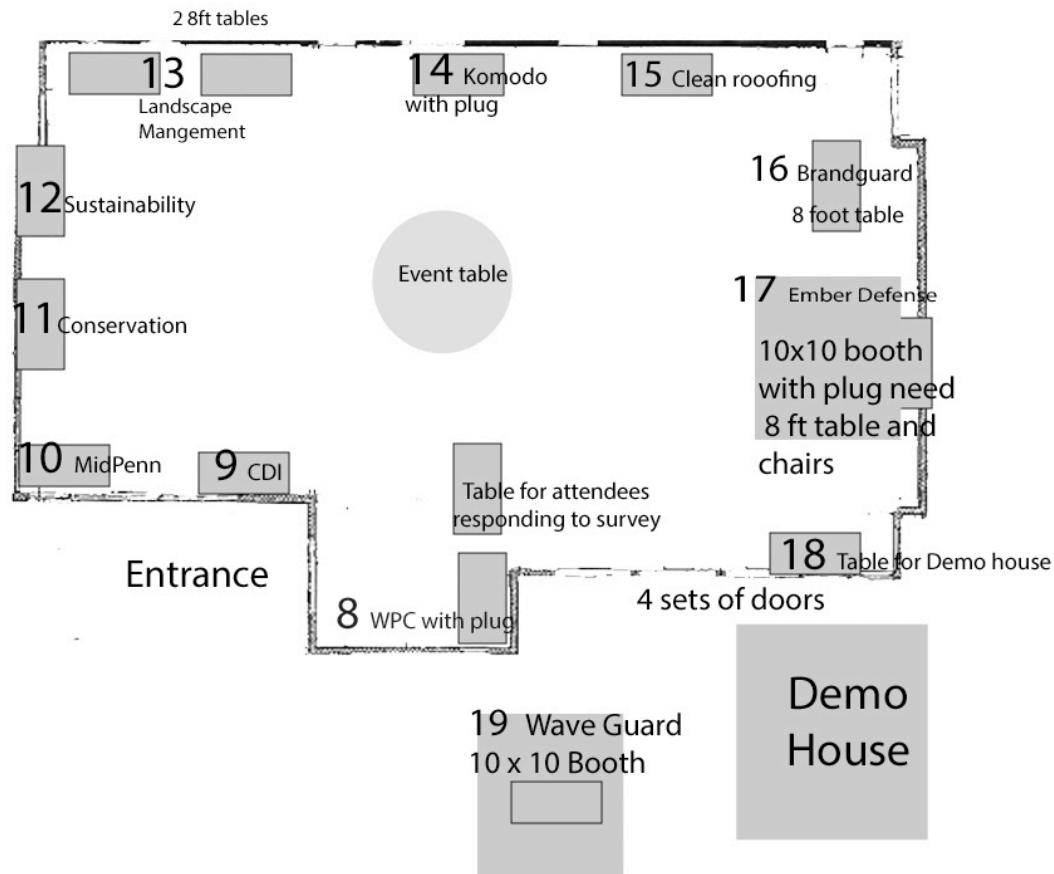


FIGURE 12 EXHIBIT MAP OUTSIDE TOWN CENTER

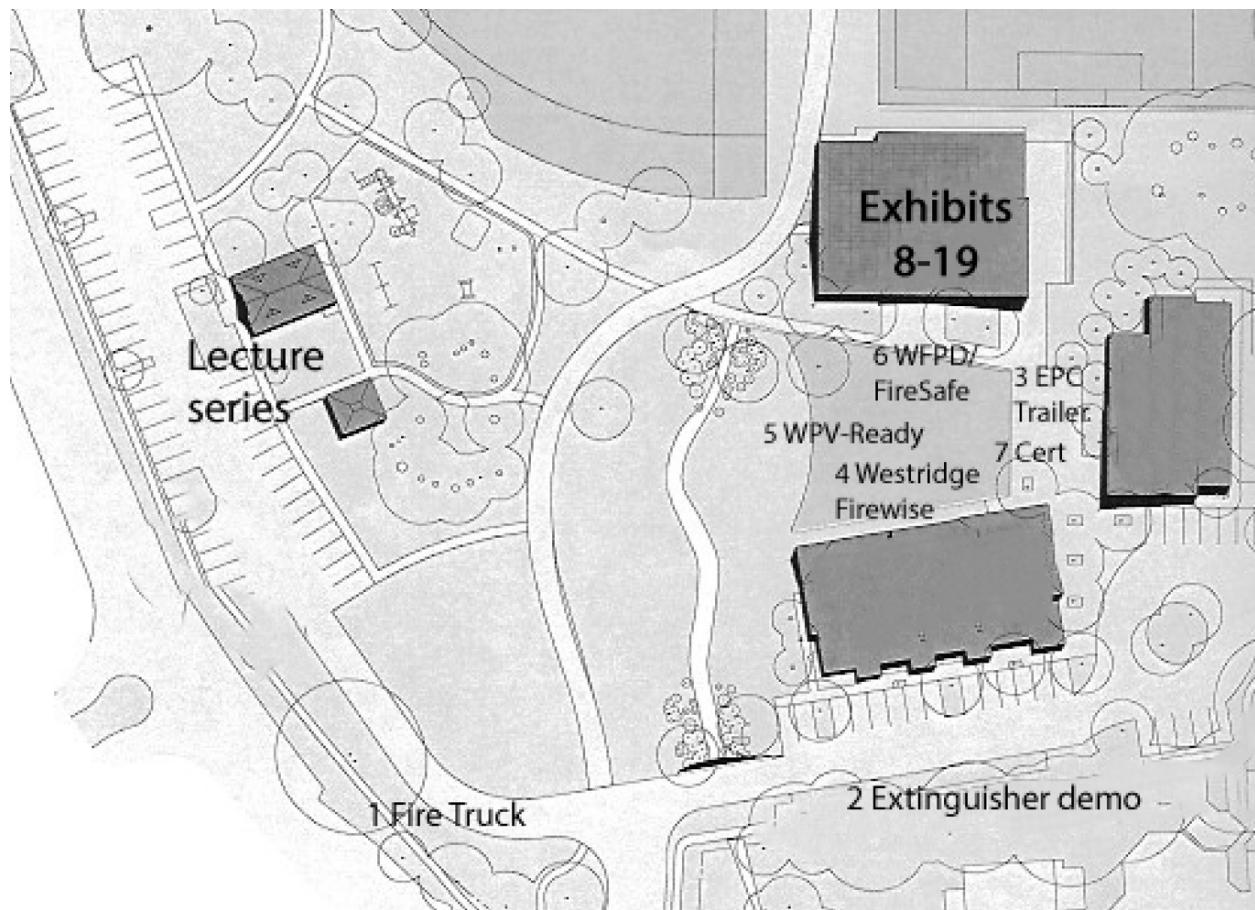


FIGURE 13 PROMOTIONAL TEXT 3 MONTHS BEFORE EVENT

Saturday, April 22, 10am to 2pm at Town Center

Learn how to protect your home during the upcoming wildfire season. Talk with fire fighters, volunteers, and leaders in the wildfire defense industry about how to prepare your family and home in case of wildfire. The Fair will focus on these 3 steps to prepare for wildfire season:

1. Be Prepared

- Prepare for evacuation: Learn about SMC Alert, evacuation routes, online evacuation information, and how to create a Go-Bag. Remember, it is vital to evacuate early!
- Insurance coverage: Discuss the changing insurance market with experts, learn about California's new insurance regulations and how they affect you, find out how you can save money on insurance by becoming a Firewise USA neighborhood.
- Learn how volunteers in our community prepare for disasters and see first hand the emergency equipment designed to keep you safe.

2. Harden Your Home

Did you know that during a wildfire, ember storms can travel up to five miles? Learn how to protect your home from ignition during a wildfire event. Experts with a vast array of wildfire knowledge will be on hand to answer questions about protecting your home from an ember storm.

- Learn about ember resistant vents.
- Discuss DIY home hardening projects with contractors.
- Learn how you can upgrade your roof, home siding, windows, decks, and fences using noncombustible/ignition resistant materials.
- Explore gutter guards which can keep your gutter free of debris that can ignite during an ember storm.
- Learn about current fire safety building codes.
-

3. Defensible Space

- Explore how to create a defensible space around your home. Talk with vegetation management contractors and arborists about all your landscaping needs.
- Explore conservation-wise defensible space.
- Discuss creating sustainable solutions for landscaping and land management challenges, such as the coming zone zero regulation, fire safe fuel reduction, vegetation management, tree removal, native plant landscaping and installation, and botanical site assessment.
- Learn about masticating and land restoration.
- Discuss how to apply for a tree removal permit, how to recognize the flammable-five plants/trees that are wildfire hazards.
- Learn how to schedule a free defensible space inspection with the WFPD and discuss what type of defensible space is required by law.

New this year: Don't miss our lecture series on preparing for wildfire!

This event is brought to you by the The Portola Valley Wildfire Preparedness Committee

FIGURE 14 PROMOTIONAL TEXT WEEK 1

California Fire insurance is changing this Spring!

Did you know that in May 2023, California's new wildfire safety insurance regulation will begin to take effect?

You may be able to obtain discounts for fire mitigation work and receive vital information about your home's wildfire risk score.

Learn more by attending a presentation at the Wildfire Preparedness Fair, given by representatives of the California Department of Insurance. Visit the CDI exhibit and ask questions about your home and insurance policy.

Begin your research on fire mitigation efforts that may save you money and keep your home safer from wildfire.

- Visit 25 Exhibits including vendors, manufacturers, and experts in wildfire preparedness.
- Learn about a Class-A Fire rated roof and ember and fire-resistant vents.
- Landscape specialists will explain how you can maintain a defensible space around your home by removing flammable vegetation.
- Become part of a Firewise community and take advantage of insurance discounts.

Portola Valley continues to face a threat from wildfire. Don't miss this perfect opportunity to learn how you can keep your family safe and help your home survive a wildfire.

Portola Valley Wildfire Preparedness Fair

Saturday, April 22, 2023, 10am to 2pm
Portola Valley Town Center, 765 Portola Road, Portola Valley

FIGURE 15 PROMOTIONAL TEXT WEEK 2

Protect your family

Protect your home

Protect your wallet

3 reasons you should attend the Wildfire Preparedness Fair

Saturday, April 22, 2023, 10am to 2pm at Town Center

Is your family safe in a wildfire?

What would happen during a real wildfire event? What can you expect during an evacuation? How safe is your home? Learn from experts during the Fair's speaker series. Panelists reviewing scenarios include Don Bullard, Fire Marshal of the Woodside Fire Protection District (WFPD); and Selena Brown, Public Education Officer & Emergency Preparedness Coordinator for WFPD; Brian Kelly, retired Fire Chief and consultant to the San Mateo County Department of Emergency Management (SMC DEM); and Dave Barnett, retired Battalion Chief and consultant to SMC; Will you be ready when the evacuation order is given? Visit the Fair's Be Prepared exhibits to learn how to receive evacuation alerts, how to prepare, and how to make you evacuate in time.

Help your home survive a wildfire!

How can you help protect your home from ignition during a wildfire? Learn from Portola Valley and Woodside homeowners and a team of vendors, manufacturers, and experts. Attend a presentation on how to protect your home from an ember storm during the Fair's speaker series. In addition, make sure to visit the Fair's Harden Your Home and Defensible Space exhibits including a demonstration house where you can learn how you can upgrade your home vents, siding, decks, gutters, and fences, using ignition resistant materials.

Protecting your home can protect your wallet too!

Has your fire insurance premium increased? Has your fire insurance cancelled? In the coming months, you may be able to obtain discounts for fire mitigation work and receive vital information about your home's wildfire risk score. Representatives from the California Department of Insurance (CDI) will discuss California's new fire insurance regulation and what it means to homeowners. After the presentation, visit CDI representatives Deputy Commissioner Julia Juarez and Mary Beth Bykowsky at the CDI exhibit to ask questions about your fire insurance. We welcome questions for the speakers ahead of the event. Submit your question.

Portola Valley Wildfire Preparedness Fair

Saturday, April 22, 2023, 10am to 2pm

Portola Valley Town Center, 765 Portola Road, Portola Valley

www.portolavalley.net/WildfirePrepFair

FIGURE 16 PROMOTIONAL TEXT WEEK 3

The PV Wildfire Preparedness Fair is this Saturday, April 22, from 10am to 2pm at PV Town Center

Is your family safe in a wildfire?

1. Learn what would happen during a real wildfire event. Attend the presentation by Don Bullard, WFPD Fire Marshal of the Woodside Fire Protection District); Selena Brown, WFPD Public Education Officer & Emergency Preparedness Coordinator; Brian Kelly, retired Fire Chief and SMC DEM consultant; and Dave Barnett, retired Battalion Chief and SMC DEM consultant.
2. Be ready when the evacuation order is given! Visit the Fair's Be Prepared exhibits to learn how to receive evacuation alerts, how to prepare your family, and how to make you evacuate in time.

Learn about the changing fire insurance market?

1. Stop by the California Department of Insurance (CDI) exhibit and speak to a Representatives from CDI about California's new fire insurance regulation and what it means to homeowners.
2. Attend the 10am-11a.m. presentation: The Changing Insurance Market, given by CDI Deputy Commissioner Julia Juarez and Mary Beth Bykowsky. We welcome questions for the speakers ahead of the event. [Submit your question.](#)
3. Learn how you may be able to obtain discounts for fire mitigation work and receive vital information about your home's wildfire risk score.
4. Become part of a Firewise community and **take advantage of insurance discounts.**

Help your home survive a wildfire!

1. Protect your home from ignition during a wildfire. Visit a demonstration house where you can learn how you can upgrade your home vents, siding, decks, gutters, and fences, using ignition resistant materials.
2. Talk with vendors, manufacturers, and experts in wildfire preparedness.
3. Landscape specialists will explain how you can maintain a defensible space around your home by removing flammable vegetation.

Portola Valley Wildfire Preparedness Fair

Saturday, April 22, 2023, 10am to 2pm

Portola Valley Town Center, 765 Portola Road, Portola Valley

www.portolavalley.net/WildfirePrepFair

FIGURE 17 PROMOTIONAL TEXT WEEK 4

**Don't miss the PV Wildfire Preparedness Fair
this Saturday, April 22, from 10am to 2pm**

Be ready for the new WFPD wildfire defensible space evaluations!

The WFPD has stepped up its Defensible Space & Home Hardening Evaluations. You can avoid a last minute scramble to have work performed and **avoid fines and fees**. Attend the fair and discuss with landscape specialists how you can maintain a ember resistant, defensible space around your home by removing flammable vegetation.

Protect your home from ignition during a wildfire. Visit a demonstration house where you can **learn how to upgrade and harden your home** vents, siding, decks, gutters, and fences, using ignition resistant materials. Talk with vendors, manufacturers, and experts in wildfire preparedness.

Learn how to keep your family safe in a wildfire!

Learn what would happen during a real wildfire event. Attend the 1 p.m.-2 p.m. Emergency Action and Response Presentation by Don Bullard, WFPD Fire Marshal; Selena Brown, WFPD Public Education Officer & Emergency Preparedness Coordinator; Brian Kelly, retired Fire Chief and SMC DEM consultant; and Dave Barnett, retired Battalion Chief and SMC DEM consultant.

Be ready when the evacuation order is given! Visit the Fair's Be Prepared exhibits to learn how to receive evacuation alerts, how to prepare your family, and how to make you evacuate in time.

Learn about the changing fire insurance market!

Your neighbors on Westridge will tell you how you can become part of a Firewise community and take advantage of upcoming insurance discounts.

Stop by the **California Department of Insurance** (CDI) exhibit and speak to Representatives from CDI about California's new fire insurance regulation and what it means to homeowners. Learn how you may be able to obtain **discounts for fire mitigation work** and receive vital information about **your home's wildfire risk score**.

Attend the 10am-11a.m. presentation: The Changing Insurance Market, given by CDI Deputy Commissioner Julia Juarez and Mary Beth Bykowsky. We welcome questions for the speakers ahead of the event. [Submit your question.](#)

You can watch our speaker series via Zoom

Portola Valley Wildfire Preparedness Fair
Saturday, April 22, 2023, 10am to 2pm
Portola Valley Town Center, 765 Portola Road, Portola Valley
www.portolavalley.net/WildfirePrepFair

FIGURE 18 ARTICLE SUBMITTED TO PRESS

Wildfire Preparedness Fair on Saturday, April 22, 10 a.m. to 2 p.m. at Portola Valley Town Center

Portola Valley continues to face a threat from wildfire. The vegetation that is currently growing in response to increased rain will soon become flammable fuel in the summer's heat. Fortunately, residents can start preparing for wildfire by attending Portola Valley's Wildfire Preparedness Fair on Saturday, April 22, 10 a.m. to 2 p.m. at the Portola Valley Town Center. The event focuses on two key wildfire issues: The rising cost of fire insurance and keeping residents safe during a wildfire evacuation.



There will also be a speaker series at the Fair. Representatives from the California Department of Insurance (CDI) will discuss California's new insurance regulations and the changing insurance market. After the presentation, attendees can visit the CDI exhibit to discuss their specific insurance concerns. In addition, members of the Woodside Fire Protection District and San Mateo County Department of Emergency Management will present on what would happen during a real wildfire event.

Additionally, homeowners who perform fire mitigation measures, both home hardening and creating defensible space, may save money as California's new wildfire safety insurance regulation begins to take effect this Spring. At the Wildfire Preparedness Fair, attendees can visit 25 exhibits and talk with vendors, manufacturers, and wildfire preparedness experts. They can explore a demonstration house that will show them how they can harden their home against wildfire by upgrading their home's vents, roof, siding, decking, gutters, and fences using ignition resistant materials. Contractors and manufacturers of fire mitigation products will also be on hand to answer questions as well as landscaping experts, who can explain how to create an ember resistant, defensible space around a home.

The Wildfire Preparedness Fair provides a perfect opportunity for residents to have their questions answered about fire insurance, wildfire evacuation, and how to keep their home safer from wildfire. This event is being organized by the Portola Valley Wildfire Preparedness Committee. www.portolavalley.net/WildfirePrepFair

Short text for event calendar

Wildfire Preparedness Fair on Saturday, April 22, 10 a.m. to 2 p.m. at Portola Valley Town Center

Start preparing for wildfire by attending Portola Valley's Wildfire Preparedness Fair. The event focuses on two key wildfire issues: The rising cost of fire insurance and keeping residents safe during a wildfire evacuation. Representatives from the California Department of Insurance (CDI) will discuss California's new insurance regulations and the changing insurance market.

FIGURE 19 PARKING MAP

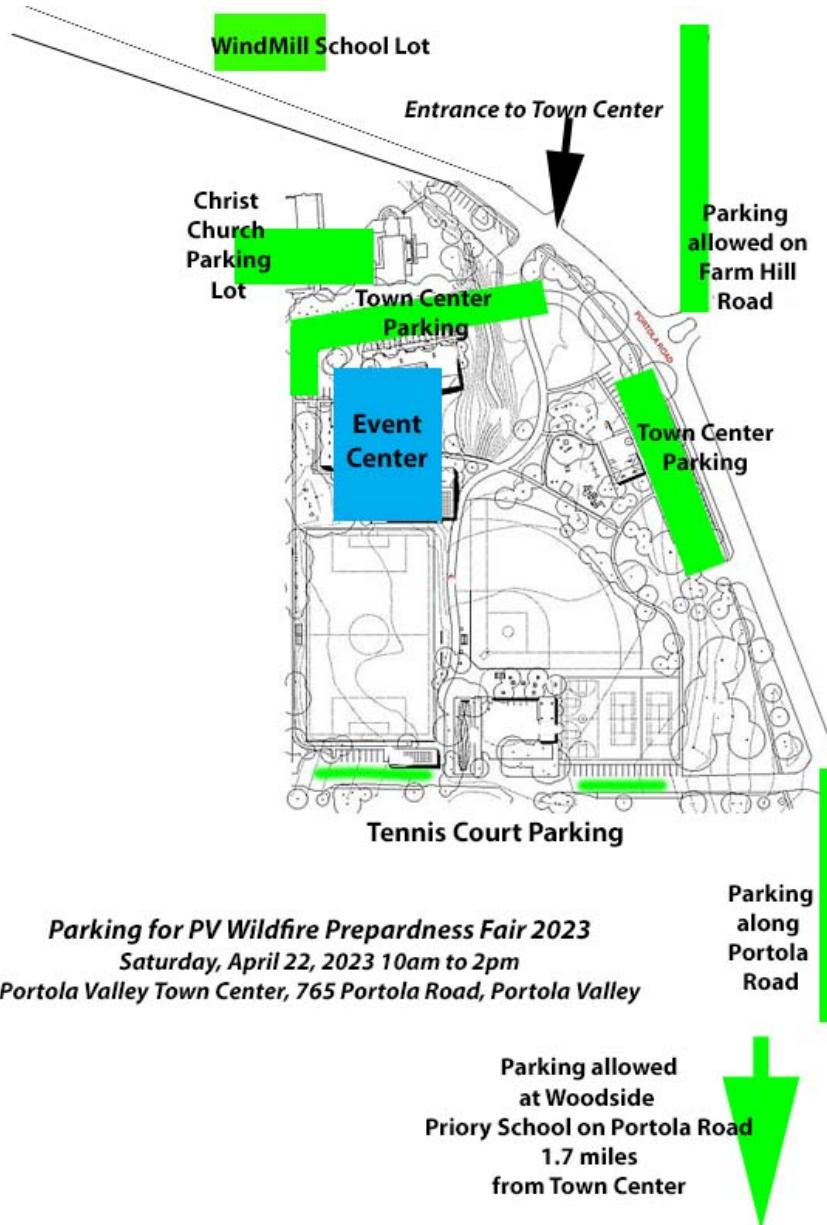


FIGURE 20 SPEAKER SERIES

Wildfire Preparedness Fair

Portola Valley Town Center

April 22, 2023

10 a.m to 2 p.m.

Speaker Series at Historic School House

Moderated by Rita Williams an Emmy and Peabody award-winning journalist

10am-11am The Changing Insurance Market

What does **California's new fire insurance regulation mean to home owners?** Julia Juarez, Deputy Commissioner of the Community Relations and Outreach Branch and Mary Beth Bykowsky, Northern California Outreach Analyst, from the California Department of Insurance (CDI), will discuss this important topic. Visit the CDI exhibit in the Event Center to ask questions about your fire insurance.

11:30am-12:30pm Learn how to help your home survive a wildfire

How do you start the home hardening process? What questions do you need to ask a contractor? Learn from fellow homeowners who have actually gone through the home hardening process. Panelists include Woodside homeowner Jeff Beaman and Portola Valley Wildfire Preparedness Committee members Dee Bailey, a former contractor, and MJ Lee, a Portola Valley homeowner.

1pm-2pm Emergency Action and Response Presentation

What would happen during a wildfire event? Panelists reviewing scenarios include: Don Bullard, Fire Marshal of the Woodside Fire Protection District (WFPD); Selena Brown, Public Education Officer & Emergency Preparedness Coordinator for WFPD, Brian Kelly, retired Fire Chief and consultant to the San Mateo County Department of Emergency Management (SMC DEM); and Dave Barnett, retired Battalion Chief and consultant to SMC DEM.

This event is brought to you by the The Portola Valley Wildfire Preparedness Committee

FIGURE 21 BANNER



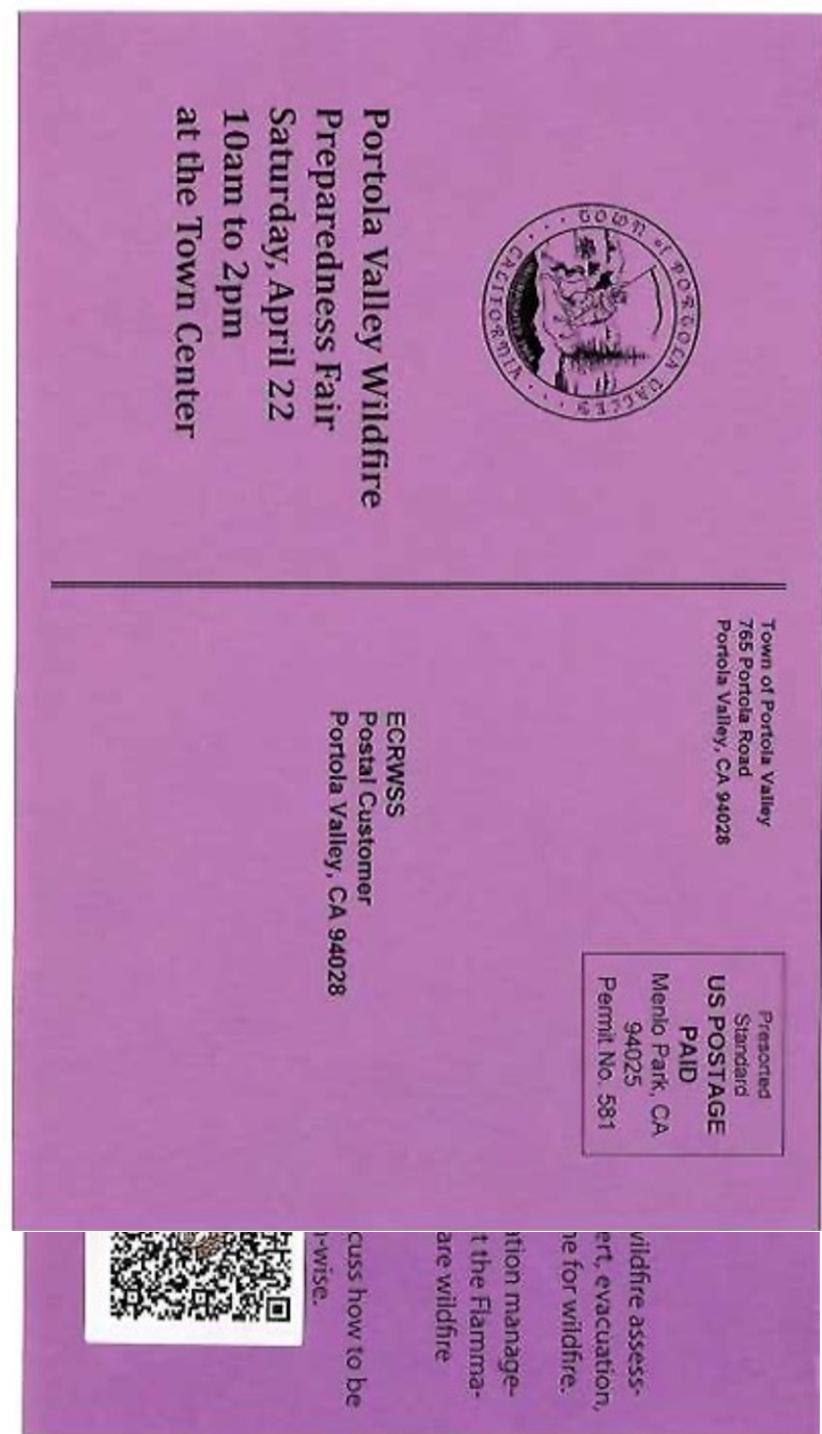


FIGURE 22 POST CARD

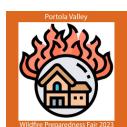
FIGURE 23 NAME TAGS FOR EXHIBITOR



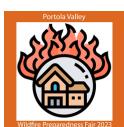
Exhibitor



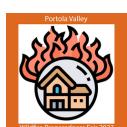
Exhibitor



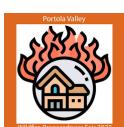
Exhibitor



Exhibitor



Exhibitor



Exhibitor

FIGURE 24 TABLE SIGNS



FIGURE 25 WPC GO BAG

Portola Valley Wildfire Preparedness Committee Go Bag

Visit our website at [Wildfire Preparedness Committee](#)

Subscribe to our [Weekly wildfire safety tips](#) at

Your life may depend on being ready to evacuate in minutes. Have your **Go-Bag** ready near the door closest to your car. Prepare your **Go-Bag** now and refresh the supplies of medication and water each year. Check out the [WPV-Ready website](#) on evacuation to learn how to get evacuation alerts, and for more information on how to keep your family safe if the worst happens. Here is what we put in our Go-Bag:

1. Start with a large sturdy backpack.
2. Have a tag on your Go-Bag that clearly indicates your **evacuation zone** and the radio station that supplies evacuation information.
3. A **map of your evacuation routes**. Understand your route. Do you have more than one?
4. Include a few days of **critical medications**.
5. **Backup important documents** on a [portable disk drive](#). Move digital copies of tax documents, records such as birth and marriage certificates, and copies of titles or deeds onto the disk. In addition, consider adding these digital records: photos of your home, inside and out, for the insurance company. Make sure to include closets and photos of jewelry. Ask yourself what you would want to include on your portable disk drive. **What would you want a record of if you lost your home?** Have photos albums digitally scanned. Take photos of precious mementos such as a favorite craft your child made or close up photos of your Christmas tree that include favorite ornaments. Be sure you are ready to grab your go bag and evacuate!
6. Include a bottle of **water** in case you need to take medication. During an evacuation, you may be in traffic for several hours.
7. A **small first aid kit**.
8. Include **ember resistant gloves** in case you evacuate during an ember storm. Your hands will be exposed when you open the garage door, open the car door, or carry your children or pets.
9. An **ember resistant blanket** can protect your family and pets in case of evacuation during an ember storm.
10. A roll of **duct tape** can help seal car window against smoke.
11. A small **flashlight** will come in handy if evacuation occurs at night.
12. Have an **N-95 Hepa mask** for everyone in your family.
13. An **emergency radio** might come in handy if you are stuck in traffic during an evacuation and you need to turn off your car to save fuel.



FIGURE 26 PARKING EXCEL SHEET

	spaces available
Parking lots and space count we currently have available on event day School house including parking on grass and along road [including parking on right side of entrance which belongs to Christ Church]	70
Town Center including dirt spaces by fence	54
Tennis/Pickle ball court parking	34
Other: small unrestricted lots across from Town Center	20
WFPD [Checked numbers with Selena]	4
Alpine and Portola Road parking[50] available with shuttle	0
Village Restricted parking only [70]	0
Windmill [50] Chained closed on weekend	50
Christ Church [65] Event. Cost \$800	65
Ranch [20] Possibly available with shuttle	0
Woodside Priory [85] available with shuttle	0
Possible parking space created near Spring Down across from tennis courts	15
Valley Presbyterian Church [85]	0
Farm Hill Road	0
Total parking slots available on day of event	312
Parking that we can expect to have available to attendees	
Firetruck and fire extinguisher demo and chipping team	-10
Exhibitor, lecturer and volunteer parking: 25 exhibits, some manned by multiple vendors. They will be asked to car pool.	-40
Based on visual inspections for several weeks, we can expect 130 non-event residents to use the Town parking lot on 4/22. This includes open space overflow, sports teams [pickle ball has a block out date], library and parties.	-130
Actual parking available to attendees on day of event	132
Assumptions about attendee parking	
Parking spaces currently available	132
Percentage of cars with at least 2 people	30%
Percentage of cars with single occupant	70%
# of possible attendees based on number of spaces assuming turn over every 2 hours	343

FIGURE 27 POSTER

The Portola Valley Wildfire Preparedness Fair

Are you ready for a wildfire?

Portola Valley continues to face threats from wildfires. While the recent rain has helped our drought conditions, the threat of wildfire is as prevalent as ever. Recent rainfall has significantly increased fuel load. The vegetation that is currently growing in response to increased rain will soon become flammable fuel in the summer's heat.

Be prepared!

- Did you know that during a wildfire, ember storms can travel for miles? Learn how to help **protect your home from ignition during a wildfire event**.
- 25 Exhibits including vendors, manufacturers, and experts in wildfire preparedness, defensible space, and home hardening.
- Learn how your insurance policy may change this year. Attend a lecture series including a presentation by **representatives from the California Department of Insurance** on California's new wildfire safety insurance regulation.
- Learn how to be prepared in case of evacuation. Keep your family safe!

Portola Valley Town Center
April 22, 2023
10 a.m. to 2 p.m.

