



Wildfire Mitigation and Prevention

For Contra Costa County Sustainability Commission



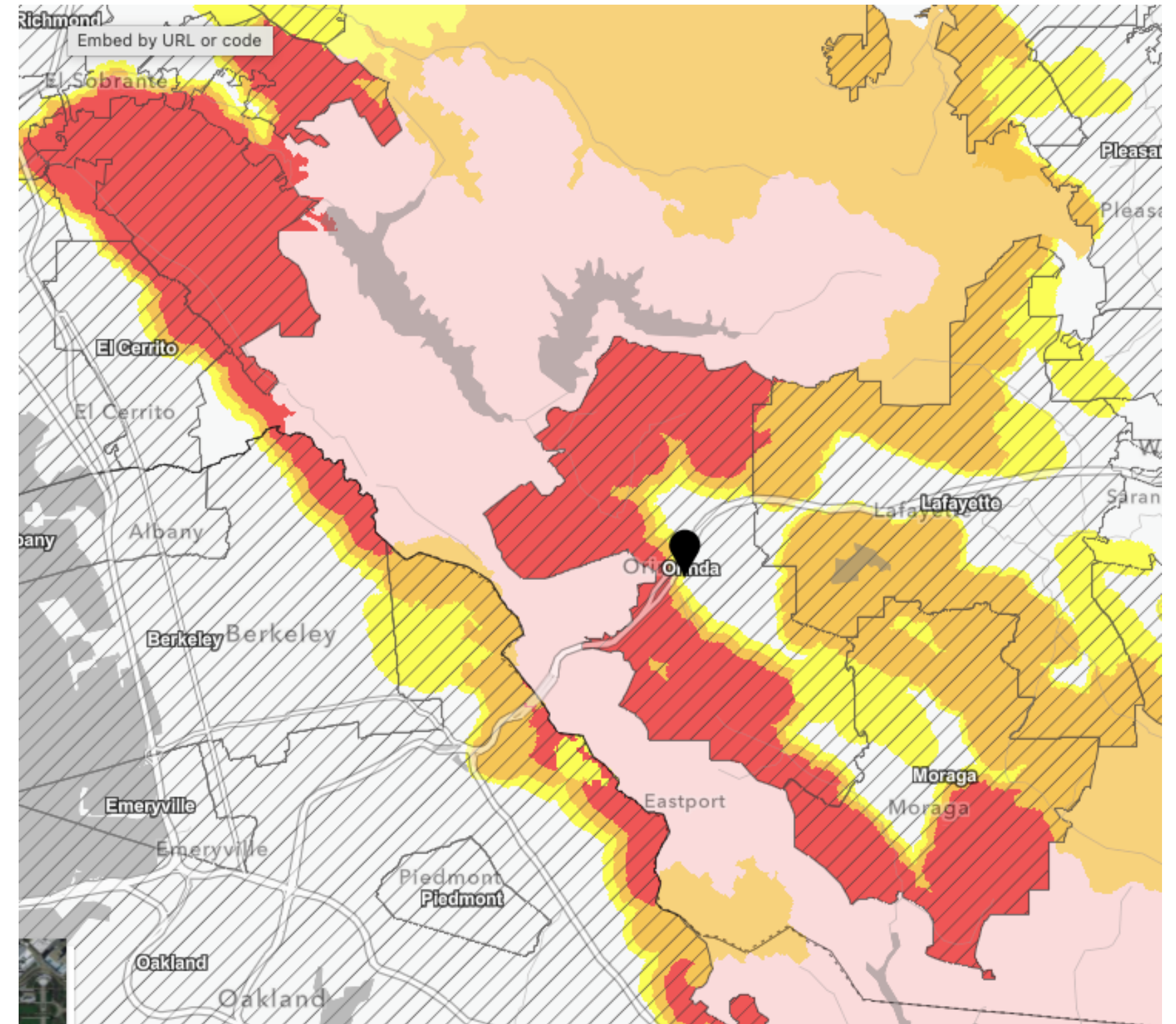
Goal: Educate and Inspire Action

- Team with MOFD, Moraga-Orinda Firewise Network, FSMO, and Ambassadors
- Objectives
 - Increase knowledge about wildfire risk and actions that residents can take to protect their homes and neighborhoods
 - Increase the number of Orinda residents who take wildfire preparedness actions on their homes
 - Increase the number of Orinda residents who know what to do in the event of evacuation



High Wildfire Severity Community

- Virtually all of Orinda and most of Moraga are in high or very high severity wildfire zones
- 2024: State Farm non-renewed 55% of Orinda and 12% of Moraga policies



Current Programs

 City of Orinda	 Fire Safe Moraga-Orinda	 Moraga-Orinda Firewise Network	 Moraga-Orinda Fire District
● Orinda Ready ● Ladris Evacuation Model ● Fire Fuel Reduction Incentive Program ● Orinda Chipper	● Neighborhood defensible space projects ● 50/50 residential cost share ● Vulnerable resident program	● 45 Recognized Neighborhoods ● 6000 of 12,800 homes in the district are covered	● Community Wildfire Ambassadors ● Vent mesh, gutter guards, vent reimbursement ● MOFD Chipper

Resident Insights: Transforming our Relationship with Wildfire Safety

- Participants were somewhat to very knowledgeable about how to keep their homes safe from wildfire
- Strong sample of residents who are ready to engage / engaging and are examples for their neighbors
- Discussed actions they have taken, barriers they face, and what could move them further; ranked trusted information sources, and evaluated six messages
- Findings vetted with Firewise leaders, Ambassadors, and City staff

26

Homeowners

From neighborhoods across Orinda

4

Segments

Influenced by longevity and wildfire impact

8

Recommendations

Targeted by segment

Three Gaps Between Intention and Action

Participants understand the risk, believe it is real, and want to act



Information Gap

Not knowing what to do, in what order,
or why it matters



Cost and Access Gap

Unable to afford or access what needs
doing, even when motivated



Collective Action Gap

Doubting individual action matters
without systemic change they cannot
control

Meet the Market



Curious Beginners	Committed Doers	Frustrated Vanguard	Capable Skeptics
Motivated and ready; need to take the first steps Critical barrier: Information gap - do not yet know how homes ignite, what zone zero requires, and which actions have the most impact	Actively working; hitting real barriers on harder items Critical barrier: Cost and access gap - need tools and guidance to take the next steps	Done the work; waiting for the community to catch up Critical barrier: Collective action gap - others not acting, need system response	Knowledgeable, active - and fatalistic Critical barrier: Collective action gap (different from Frustrated Vanguard) - believe that mass fire event will overwhelm individual preparation

Solutions to Inspire Action

	 Information Gap	 Cost and Access Gap	 Collective Action Gap
Curious Beginners	Critical	Moderate	Low
Committed Doers	Moderate	Critical	Moderate
Frustrated Vanguard	Low	Moderate	Critical
Capable Skeptics	Low	Moderate	Critical

Recommendations

A strategic framework to move residents from awareness to action—and from action to advocacy.



Zone Zero: Beautiful Moraga Orinda^{Zo}

All | LANDSCAPES | GATES AND FENCES | DECKS | LOW COST



GATES AND FENCES, LANDSCAPES
Starting From The Street \$\$

"When you plant things from the street back into the property, you do not notice the defensible space around the house at all."



DECKS, LANDSCAPES
Fire Resilient Beauty \$\$\$



GATES AND FENCES, LANDSCAPES
Peace of Mind \$\$\$

"I felt that being safe and being able to afford fire insurance were both really important."



LANDSCAPES, LOW COST
One Step at a Time \$\$



GATES AND FENCES, LANDSCAPES, LOW COST
Tranquil Zen Garden \$\$

"It's a wonderful space. I can see it from the kitchen and family room and when I open the windows it is very calming."



LANDSCAPES, LOW COST
Curb Appeal \$

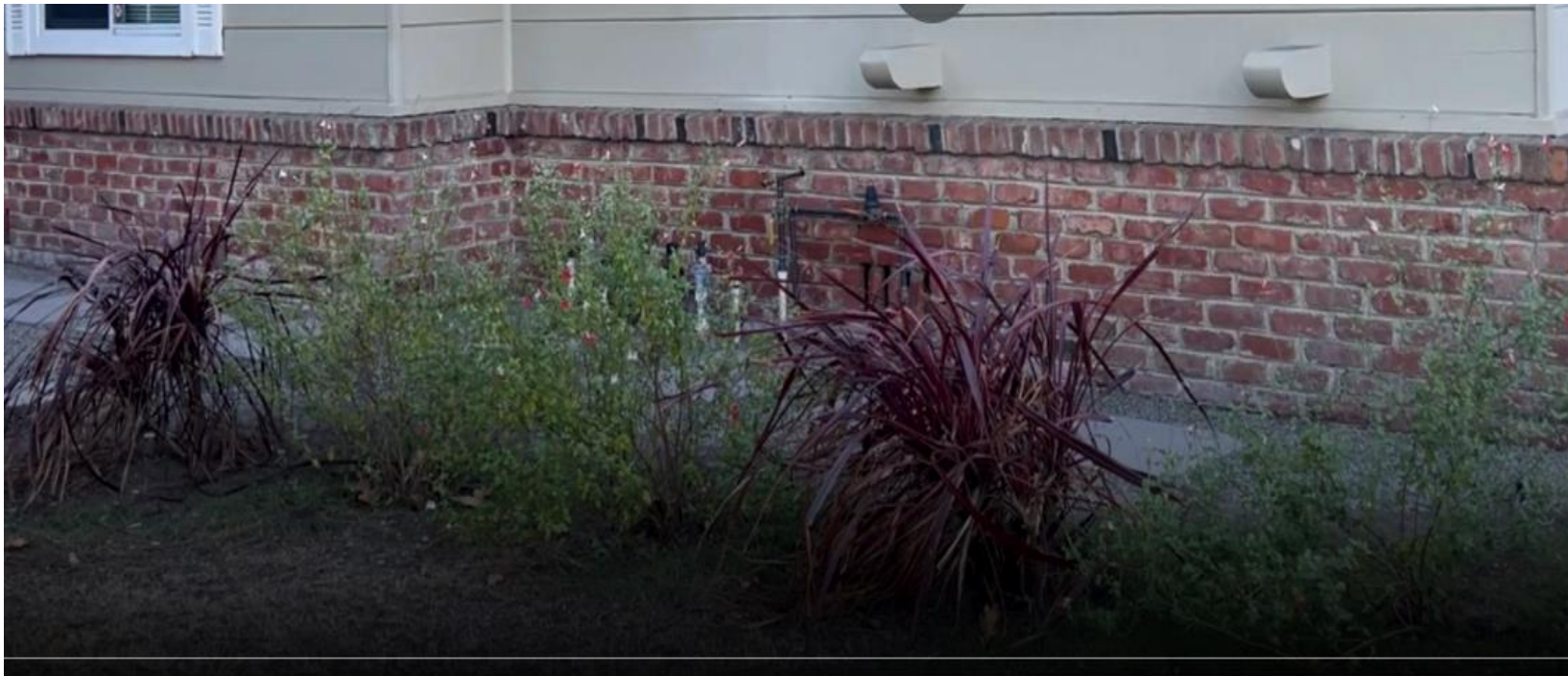


GATES AND FENCES, LANDSCAPES
Ahead of the Curve \$\$\$

"If I'm going to be re-landscaping anyway, I don't want to come back later and have to go up to five feet of defensible space from the house."



GATES AND FENCES, LANDSCAPES
Year Round Color \$\$\$



LANDSCAPES, LOW COST
Curb Appeal \$

[Click here to view the image gallery](#)

Five feet of ember-resistant landscaping featuring the same curbside look as before five foot clearance featuring re-used materials to stay within a budget.

Firewise Neighborhood: Sleepy Hollow Orinda

[GET STARTED](#)

This example as shown cost less than \$1,000 including do-it-yourself labor. If you like it, here's how you can get started on your own project.

GRAVEL:
[Diamond K Supply](#)

PAVERS:



Zone Zero: Beautiful Moraga Orinda

TIPS TO GET MORE EXPENSIVE LOOKS FOR LESS

- **Less is more:** Start your new look in the first five feet from the home and expand over time. Start with fewer plants and smaller plants. They will grow up over time.
- **Buy on a budget:** Costs vary on gravel, rocks, decking, gates, and fencing materials. Find the look you like and see how different material choices can save you money.
- **Look for leftovers:** Nextdoor, Facebook Marketplace, Facebook Buy Nothing groups, and Craig's List are all good places to find low / no cost materials.
- **Work as a team:** Get a few neighbors together and identify project elements in common. You may be able to get discounts on contractors, materials purchase and delivery and other elements if you buy as a group.
- **Do It Yourself:** Find inspiration on this site or others and identify pieces that you can do on your own or with friends and neighbors. This is a great way to work together to make everyone's home safer

RESOURCES

These programs can help Moraga and Orinda residents reduce costs while making their homes more wildfire resilient:

- **Community Wildfire Safety Ambassador Program:** receive a checklist of how to make your home safer from wildfire from a trained Ambassador.
- **Moraga Orinda Fire District Home Hardening Grant Program:** protect your home from flying embers with free ember resistant vents, gutter guards, and rebates.



Regional Education and Engagement



SAFE AT SCALE

OCTOBER 29 ORINDA THEATRE
DOORS OPEN AT 6:00 PM

 **WEATHERED**
AFTER THE LA FIRESTORM

WITH EXPERT PANEL

Expert Panel

- Sen. Tim Grayson
- Steve Hawks, IBHS
- Chief Jeff Isaacs, MOFD
- Trip Jennings, Director

Opportunities for collaboration

Education & Engagement: Collaboration



- Student Safety Night



- “Flying Embers” education campaign
- Ambassador outreach
- Presence at Farmer’s Markets and community events

Contacts and Questions

City of Orinda Fuels Reduction Incentive	Orinda Ready	Community Wildfire Ambassadors	MOFD Home Hardening	Fire Safe Moraga- Orinda Defensible Space
				