

FIRESAFETY AWARENESS TELEPHONE SURVEY

Survey Among Residents of:

East San Jose (95127) | Morgan Hill (95037) | Gilroy (95020)

REVISED SUMMARY REPORT

Field Work Conducted: February and March 2007

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SURVEY DETAILS

TECHNIQUE	Telephone interviewing
FIELD DATES	February and March 2007
INTERVIEWS COMPLETED	112 Total
SAMPLE FRAME	Current Residents of East San Jose (95127 zip code), Morgan Hill (95037 zip code), and Gilroy (95020 zip code). A zip code specific listed sample was utilized to contact qualified residents.
MARGIN OF ERROR (at 95% confidence level)	+/- 9.3% for total sample (n=112)
NOTES	Responses are rounded to the nearest whole percentage. On some questions, the percentages may not add up 100% because of statistical rounding.

OVERVIEW

BACKGROUND

This project was a telephone survey conducted among adults in East San Jose (95127 zip code), Morgan Hill (95037 zip code), and Gilroy (zip code 95020) in Santa Clara county. In total, 112 interviews were completed. The fieldwork was conducted during February and April of 2007. Caution: Because of the small sample size reported on this survey, some of the information in this report is directional, rather than statistically significant.

KEY FINDINGS

CONCERN ABOUT WILDFIRES IN YOUR AREA

- In total, half (50%) of residents indicate that they are very or somewhat concerned about wildfires in their area. Just over one in ten (13%) say they are not at all concerned.
- When comparing regions, residents of East San Jose are more likely to be very concerned vs. residents of Morgan Hill or Gilroy. Resident of Morgan Hill and Gilroy, tend to fall in the middle of the rating scale. That is, most of these residents are not too concerned or (just) somewhat concerned about wildfires.
- Among subgroups, those with lesser education and household where Spanish is spoken in the home are more likely to indicate they are very concerned about wildfires.
- Among those who said that they were concerned about wildfires, the primary reasons tend to center on where they live (live close to hills) or because they are aware that there have been previous fires in the area.
- On the other hand, among those who said that they were not too/not at all concerned about wildfires, the primary reasons also centered on where they live (live in residential area, no grass/trees/brush in area, don't live in hills). Another reason for not being concerned was because they felt comfortable with the fire protection/response near their house.

AWARENESS OF FIRE PRONE AREAS

- Almost two-thirds (64%) of respondents are aware that regions near their area are at high-risk wildfire areas. East San Jose and Morgan Hill have a similar level of awareness on this question. While Gilroy residents are less aware that their area is high-risk.

CAMPGROUNDS OR PARKS (IN FIRE PRONE AREAS)

- About two-thirds (66%) of respondents have visited specific campgrounds or parks which are in high-risk fire areas.
- Among respondents who visit these areas, six in ten (60%) are very or somewhat concerned about wildfires when they go there.

CHOICES / METHODS OF EDUCATING PEOPLE ABOUT WILDFIRE DANGER

- Over seven in ten (72%) of respondents have cleared dead leaves or other vegetation around their house to create a "defensible space". This percentage is quite high, and it is possible that some respondents may simply have cleared leaves and vegetation, without expressly doing this to create a defensible space around their home.
- Over half (53%) have made choices about their landscaping to reduce the fire risk around their home.
- Only 5% have attended a community meeting where wildfire literature or materials were distributed.

KEY FINDINGS (continued)**SMOKEY BEAR**

- **The Smokey the Bear character is extremely recognizable. Over nine in ten (94%) of residents are familiar with Smokey.**
- **Among those familiar with Smokey, 98% think that he should continue to be used to educate children about fire safety. This an astoundingly high endorsement of Smokey.**
- **The top reasons why residents think Smokey should continue to be used are:**
 - **Recognize symbol / associate with fire safety;**
 - **Personal experience – grew up with him / like him / listen to him**

COMMUNITY SUGGESTIONS

Below are selected verbatim comments from survey respondents about how to motivate them and others to create a defensible space around homes in the area. A complete list of these comments is included on pages 15 – 24 of this report.

East San Jose Residents - Comments

WHEN I SAW THE NEWS ON THE FIRE DOWN IN THE LOS ANGELES AREA, THAT REALLY HIT HOME.

WE HAVE CLEARED THINGS SO THERE IS NOTHING RIGHT UP AGAINST THE HOUSE. HEARING THAT IT'S A GOOD IDEA AND HEARING ABOUT OTHER AREAS IN THE BAY AREA WHERE THEY DID NOT DO THAT.

MY KIDS--I WANT THEM TO BE SAFE.

MOSTLY BECAUSE WE LIVE SO CLOSE TO EACH OTHER, AND WE DO LIVE CLOSE TO THE MOUNTAINS. I DON'T WANT RATS AND MICE TO COME DOWN HERE. THAT'S WHAT HAS MOTIVATED ME TO KEEP IT CLEAN.

Morgan Hill Residents - Comments

MY LANDLORD IS RESPONSIBLE FOR THAT BUT HE DOESN'T DO IT. I HAVE GONE OUT MYSELF TO CLEAN UP BECAUSE I COULDN'T STAND THE LOOKS OF THINGS, BUT IT WAS NOT SPECIFICALLY FOR WILDFIRES. MORE LITERATURE THAT WOULD CONVINC ME THAT MY HOME WOULD BE IN THE PATH OF A WILDFIRE.

I'VE LANDSCAPED MY BACKYARD IN CONCRETE. IT WASN'T THAT I DID IT FOR WILDFIRES SO MUCH; IT'S EASIER TO TAKE CARE OF. THE ASSOCIATION TAKES CARE OF THE FRONT YARD. THESE ARE TOWN HOMES THAT ARE CONNECTED. THERE ARE SOME TREES. THE AREA BEHIND ME IS OWNED BY THE CITY AND OCCASIONALLY THEY TRIM THE WEEDS; IT'S FENCED SO KIDS CAN'T GET IN THERE TO START FIRES.

WE HAVE ANIMALS THAT EAT EVERYTHING AROUND THE PERIMETER, AND WE KEEP THE YARD CLEAR OF DEBRIS. WE USE CHEMICALS IN THE AREA THAT THE ANIMALS CAN'T GET TO. JUST THE FACT THAT A FIRE HAD COME CLOSE ENOUGH TO THE HOUSE TO SCARE ME.

THERE IS NOT MUCH WE CAN DO BECAUSE EVERYTHING HAS TO BE APPROVED BY THE HOMEOWNER ASSOCIATION. A WILDFIRE THAT GOT CLOSE BUT DIDN'T DO DAMAGE WOULD BE A BIG MOTIVATOR.

WE'RE GETTING A BIG WATER TANK PUT IN AND I THINK THE FIRE DEPARTMENT MAY BE ABLE TO TAP INTO IT, TOO. WE ALSO HAVE A GOOD LOCAL WATER SUPPLY AND A FIRE HYDRANT OUT FRONT. WE ARE TRIMMING THE TREES UP IN FRONT AND WE'RE SPRAYING THE WEEDS IN BACK TO KEEP THEM FROM GROWING UP HIGH. WE TOOK FIRE PREVENTION LITERATURE TO THE MEETING AT THE ROAD ASSOCIATION AND PASSED IT OUT. THE ONE FIRE WHEN WE FIRST MOVED HERE WAS ONLY 3 MILES AWAY FROM US. THAT WAS A BIG MOTIVATOR.

PRETTY MUCH, WE TILL THE FIELDS AROUND US AND THERE IS GREEN VEGETATION GROWING AT ALL TIMES. THE DOLLAR VALUE OF MY HOUSE IS THE MAIN THING.

WE'VE MADE SURE THERE ARE NO OVERHANGING TREES. WE REPLACED OUR ROOF WITH FIREPROOF SHINGLES. WE ARE REMODELING AND I INTEND TO USE LOW FIRE RISK PLANTS. WE HAVE LAWN AND WE PUT IN A WELL AND HYDRANT AND PUT IN MINI-STATIONS WITH FIRE HOSES. I THINK THE CANYON FIRE WAS A BIG MOTIVATOR.

Gilroy Residents – Comments

WE DON'T GROW A LOT OF BUSHY THINGS THAT DRY OUT, AND ANYTHING THAT LOOKS LIKE IT'S DYING WE TRIM IT BACK. WE KEEP EVERYTHING TRIMMED AND RAKED UP AND SET IT OUT ONCE A WEEK TO BE PICKED UP. JUST CONCERN FOR THE ENVIRONMENT IN GENERAL, NOT ONE THING IN PARTICULAR. NOT WANTING MY HOUSE TO BURN DOWN, AND EVERYTHING IN IT THAT I VALUE. BACK WHEN THERE WAS THE FIRE IN THE BERKELEY HILLS IT LEFT A BIG IMPRESSION ON ME. I'VE BEEN MORE AWARE SINCE THEN.

WE JUST CLEAR AROUND THE HOME--THE LEAVES. I'D SAY IT'S MORE FOR THE LOOK OF THE LANDSCAPING THAN FIRE SAFETY. USUALLY MOTIVATION IS TOO LATE--AFTER THE FACT.

I DON'T HAVE ANY OF THOSE CONDITIONS. THERE IS NOT A CONDITION AROUND TO CAUSE THE HOUSE TO BURN--MAYBE FROM THE INSIDE, BUT NOTHING ON THE OUTSIDE. WE'RE NOT THREATENED.

TRIM THE BRUSH AND HAUL IT AWAY. KEEP THE GRASS SHORT--I MOW REGULARLY--AND NOT PLANT RIGHT CLOSE TO THE HOUSE. YOU DON'T WANT A FIRE FROM SOMEBODY DRIVING BY AND CARELESSLY THROWING OUT A CIGARETTE, OR A VEHICLE GETTING ON FIRE, OR A LIGHTNING STRIKE. ALTHOUGH THAT DOESN'T HAPPEN TOO OFTEN HERE, THERE IS A REMOTE CHANCE SOMETHING MIGHT GET STARTED.

WE HAVE ONE ACRE AND WE HAVE 100 TREES AROUND US, SO WE MAKE SURE ALL OF THE DEAD BRANCHES ARE CUT. WE HAVE NATURAL LANDSCAPING AND WE KEEP IT ALL MOWED DOWN. IT'S BECAUSE OF THE LAST FIRE UP IN THE UVAS AREA. WE'RE RIGHT AGAINST THE FOOTHILLS. I DO REMEMBER READING SOMETHING ABOUT WHAT TO DO TO PROTECT AGAINST WILDFIRES, BUT I DON'T REMEMBER WHETHER IT WAS IN THE MAIL OR THE NEWSPAPER.

NO, I HAVEN'T DONE ANYTHING. I'M IN THE CITY AND THERE IS JUST A LAWN AROUND THE HOUSE. THERE IS NOTHING IN THE AREA THAT WOULD BE CONSIDERED A RISK.

NOTHING. THIS IS A NEW COMMUNITY AND THERE AREN'T MANY TREES. IF THERE WAS ANYTHING, WE MIGHT ASK THEM TO CUT THE GRASS IN OUR COMMUNITY.

WE MOW THE GRASS DOWN. WE DO NOT HAVE A LOT OF LEAF LITTER OR ORGANIC DEBRIS, BUT THERE IS A LOT OF BRUSH GROWTH. WE EITHER HAVE CATTLE GRAZING, WHICH KEEPS IT DOWN, OR CUT IT WITH THE LAWNMOWER. WE WERE BOTH BORN AND RAISED IN SANTA CLARA, AND WE ARE OUTDOOR FOLKS. WE ARE VERY AWARE OF FIRE, BEING IN THE COUNTRY AND SEEING THE FUEL. WE'VE SEEN FIRES IN THE AREA.

DETAILED OBSERVATIONS

HOUSEHOLD PROFILE

HOW LONG LIVED IN CURRENT NEIGHBORHOOD

- Respondents tenure in their neighborhood was mixed, some being long time residents and others having recently moved to the area. In general, Morgan Hill had more new residents compared to East San Jose. Gilroy had fewer long time residents (twenty or more years) than the other two areas surveyed.

1. For about how long have you lived in your current neighborhood?

	Total (n = 112) %	E. San Jose (n = 37) %	Morgan Hill (n = 41) %	Gilroy (n = 34) %
LESS THAN A YEAR	5	5	10	-
ONE TO THREE YEARS	13	14	10	15
FOUR TO TEN YEARS	32	19	27	53
ELEVEN TO NINETEEN	27	24	34	21
TWENTY OR MORE YEARS	<u>23</u>	<u>38</u>	<u>20</u>	<u>12</u>
	100%	100%	100%	100%

OWN OR RENT HOME

- As would be expected, most respondents owned their homes in these areas.

2. Do you currently own or rent your home?

	Total (n = 112) %	E. San Jose (n = 37) %	Morgan Hill (n = 41) %	Gilroy (n = 34) %
OWN	88	78	98	88
RENT.....	10	19	2	9
DON'T KNOW/ REFUSED.....	<u>2</u>	<u>3</u>	-	<u>3</u>
	100%	100%	100%	100%

WILDFIRE CONCERNS AND AWARENESS

CONCERN ABOUT WILDFIRES IN YOUR AREA

- In total, about half (50%) of residents indicate that they are very or somewhat concerned about wildfires in their area. Over one in ten (13%) say they are not at all concerned.
- When comparing regions, residents of East San Jose are more likely to be very concerned vs. residents of Morgan Hill or Gilroy. Resident of Morgan Hill and Gilroy tend to fall in the middle of the rating scale. That is, most of these residents are not too concerned or (just) somewhat concerned about wildfires.
- Among subgroups, those with a lesser education and household where Spanish is spoken in the home are more likely to indicate they are very concerned about wildfires.

3. How concerned are you about wildfires in your area?

	Total (n = 112) %	E. San Jose (n = 37) %	Morgan Hill (n = 41) %	Gilroy (n = 34) %
VERY CONCERNED.....	25	41	20	15
SOMEWHAT CONCERNED	25	19	32	24
NOT TOO CONCERNED	38	27	42	44
NOT AT ALL CONCERNED	<u>13</u>	<u>14</u>	<u>7</u>	<u>18</u>
	100%	100%	100%	100%

BY SUBGROUPS (Read % across ▶)				
	Base #	Very Concerned %	Somewhat Concerned %	Not too/at all Concerned %
TOTAL	[112]	25	25	50
BY HOUSEHOLD COMPOSITION				
HOUSEHOLDS WITH CHILDREN ...	[55]	26	26	49
HOUSEHOLDS WITH SENIORS	[28]	29	14	57
BY EDUCATION				
HIGH SCHOOL OR LESS	[27]	41	15	44
COLLEGE OR ADVANCED DEGREE	[84]	20	29	51
BY LANGUAGES SPOKEN AT HOME				
ENGLISH	[108]	23	26	51
SPANISH	[21]	38	19	43

REASONS CONCERNED ABOUT WILDFIRES

- Among those who said that they were concerned about wildfires, the primary reasons tend to center on where they live (live close to hills) or because they are aware that there have been previous fires in the area.

Base: those very/somewhat concerned	Total (n = 56) %	E. San Jose (n = 22) %	Morgan Hill (n = 21) %	Gilroy (n = 13) %
LIVE IN / CLOSE TO HILLS	48	68	33	39
PREVIOUS FIRES/FIRES IN AREA	30	23	48	15
(CONCERNED ABOUT) RURAL AREAS	23	5	19	62
LOTS OF GRASS/TREES/FUEL IN AREA	20	9	29	23
DRY CONDITIONS	18	18	14	23
FIRE SPREADS QUICKLY/GETS OUT OF CONTROL	13	27	5	-
DANGER TO COMMUNITY.....	13	14	14	8

Note: Multiple mentions accepted. Only top reasons shown, see statistical tables for complete list of reasons.

REASONS NOT TOO/NOT AT ALL CONCERNED ABOUT WILDFIRES

- Among those who said that they were not too/not at all concerned about wildfires, the primary reasons also centered on where they live (live in residential area, no grass/trees/brush in area, don't live in hills). Another reason for not being concerned was because they felt comfortable with the fire protection/response near their house.

Base: those not too/not at all concerned	Total (n = 56) %	E. San Jose (n = 15) %	Morgan Hill (n = 20) %	Gilroy (n = 21) %
RESIDENTIAL/DEVELOPED AREA/NO OPEN SPACE	45	27	50	52
NO GRASS / TREES / BRUSH IN AREA	30	47	25	24
DON'T LIVE IN HILLS / NOT NEAR AREA	25	47	25	10
GOOD FIRE PROTECTION – FIRE STATION OR FIRE HYDRANT NEARBY, GOOD RESPONSE ...	21	20	15	29

Note: Multiple mentions accepted. Only top reasons shown, see statistical tables for complete list of reasons.

AWARENESS OF FIRE PRONE AREAS

- Almost two-thirds (64%) of respondents are aware that regions near their area are at high-risk wildfire areas. East San Jose and Morgan Hill have a similar level of awareness on this question. While Gilroy residents are less aware that their area is high-risk.

5. There are several fire prone areas in Santa Clara county. Were you aware that the region
 (95127 zip) [] east of San Jose - the area around and south of Alum Rock Park
 (95037 zip) [] west of Morgan Hill - from Morgan Hill west to the Santa Clara County line
 (95020 zip) [] west of Morgan Hill - from Gilroy west to the Santa Clara County line
 is considered a high-risk area for wildfires?

	Total (n = 112) %	E. San Jose (n = 37) %	Morgan Hill (n = 41) %	Gilroy (n = 34) %
YES	64	70	68	53
NO	36	30	32	47
	100%	100%	100%	100%

CAMPGROUNDS OR PARKS (IN FIRE PRONE AREAS)

- About two-thirds (66%) of respondents have visited specific campgrounds or parks which are in high risk fire areas.

6. Do you or your family ever visit campgrounds or parks...
 (95127 zip) [] on the east side of San Jose, such as the Alum Rock Park area?
 (95037 zip) [] around Morgan Hill, such as Uvas Canyon or Uvas Reservoir County Parks?
 (95020 zip) [] around Gilroy, such as Mt. Madonna County Park?

	Total (n = 112) %	E. San Jose (n = 37) %	Morgan Hill (n = 41) %	Gilroy (n = 34) %
YES - VISIT CAMPGROUNDS/PARKS	66	73	66	59
NO	34	27	34	41
	100%	100%	100%	100%

WILDFIRE CONCERN WHEN VISITING CAMPGROUNDS OR PARKS (IN FIRE PRONE AREAS)

- Among those who visit these fire prone campgrounds/parks, six in ten (60%) are very or somewhat concerned about wildfires when they go there.
- Among subgroups, those household where Spanish is spoken in the home are more likely to indicate they are very concerned about wildfires in these parks/campgrounds.

6a. How concerned are you about wildfires when you visit these areas?. Do you or your family ever visit campgrounds or parks...

Base: those who visit campgrounds/parks	Total (n = 74) %	E. San Jose (n = 27) %	Morgan Hill (n = 27) %	Gilroy (n = 20) %
VERY CONCERNED	32	30	30	40
SOMEWHAT CONCERNED	28	26	30	30
NOT TOO CONCERNED	35	37	41	25
NOT AT ALL CONCERNED	4	7	-	5
	100%	100%	100%	100%

BY SUBGROUPS (Read % across ▶)				
	Base #	Very Concerned %	Somewhat Concerned %	Not too/at all Concerned %
TOTAL	[74]	32	28	39
BY HOUSEHOLD COMPOSITION				
HOUSEHOLDS WITH CHILDREN ...	[42]	31	29	41
HOUSEHOLDS WITH SENIORS	[14]	29	36	36
BY EDUCATION				
HIGH SCHOOL OR LESS	[15]	33	40	27
COLLEGE OR ADVANCED DEGREE	[59]	32	25	42
BY LANGUAGES SPOKEN AT HOME				
ENGLISH	[72]	32	28	40
SPANISH	[12]	42	17	42

CHOICES / METHODS OF EDUCATING PEOPLE ABOUT WILDFIRE DANGER

- Over seven in ten (72%) of respondents have cleared dead leaves or other vegetation around their house to create a “defensible space”. This percentage is quite high, and it is possible that some respondents may simply have cleared leaves and vegetation without expressly doing this to create a defensible space around their home.
- Over half (53%) have made choices about their landscaping to reduce the fire risk around their home.
- Only 5% have attended a community meeting where wildfire literature or materials were distributed.

7. Because of the risk of wildfires, recent efforts have been made to educate people in your area of Santa Clara county about this danger. Within the last year or so, have you, or anyone in your household...(Read List)

	----- % SAYING YES -----			
	Total (n = 112) %	E. San Jose (n = 37) %	Morgan Hill (n = 41) %	Gilroy (n = 34) %
> MADE EFFORTS TO CREATE A “DEFENSIBLE SPACE” AROUND YOUR HOME BY CLEARING DEAD LEAVES AND OTHER VEGETATION	72	70	73	74
> MADE CHOICES ABOUT YOUR LANDSCAPING – SUCH AS TRIMMING TREES, OR GROWING SPECIFIC PLANTS - TO REDUCE THE FIRE RISK AROUND YOUR HOUSE	53	60	51	47
> RECEIVED INFORMATION ABOUT WAYS TO REDUCE YOUR HOUSEHOLD’S RISK OF WILDFIRE.	15	16	20	9
> ATTENDED A COMMUNITY EVENT, MEETING OR SCHOOL FUNCTION WHERE WILDFIRE LITERATURE OR MATERIALS WERE DISTRIBUTED...	5	3	10	0

COMMUNICATION

EFFECTIVENESS OF COMMUNICATION METHODS

- All of the communication methods included on the survey were rated as very or somewhat effective by an overwhelming majority of respondents.
- Of the specific methods asked about:
 - *Distributing information about wildfires at schools in the area* is rated as very effective by almost half (48%) of respondents. This is the highest rating achieved among the methods tested.
 - Residents of East San Jose are more likely to rate *Radio Commercials* as very effective compared to those in Morgan Hill and Gilroy.

8. How effective are each of the following methods in getting information about wildfires to your community? Would you say _____ (read each item) is very effective, somewhat effective, or not at all effective?

	Total (n = 112) %	E. San Jose (n = 37) %	Morgan Hill (n = 41) %	Gilroy (n = 34) %
a. information distributed at <u>schools</u> in the area...				
VERY EFFECTIVE	48	54	44	47
SOMEWHAT EFFECTIVE.....	34	30	39	32
NOT AT ALL EFFECTIVE	13	14	17	6
DON'T KNOW.....	<u>5</u>	<u>3</u>	-	<u>15</u>
	100%	100%	100%	100%
b. (information distributed at) neighborhood association <u>meetings</u>, through local <u>senior groups</u>, and at <u>community centers</u> ...				
VERY EFFECTIVE	27	32	24	24
SOMEWHAT EFFECTIVE.....	55	57	54	56
NOT AT ALL EFFECTIVE	13	11	17	12
DON'T KNOW.....	<u>5</u>	-	<u>5</u>	<u>9</u>
	100%	100%	100%	100%
c. (information distributed on) a <u>fire truck</u> stationed at community events.....				
VERY EFFECTIVE	35	43	24	38
SOMEWHAT EFFECTIVE.....	51	46	66	38
NOT AT ALL EFFECTIVE	13	11	10	18
DON'T KNOW.....	<u>2</u>	-	-	<u>6</u>
	100%	100%	100%	100%
d. fire safety information (or links) <u>posted on web sites</u> that may be seen by people in fire prone areas of Santa Clara....				
VERY EFFECTIVE	26	35	20	24
SOMEWHAT EFFECTIVE.....	50	38	61	50
NOT AT ALL EFFECTIVE	21	22	15	27
DON'T KNOW.....	<u>4</u>	<u>5</u>	<u>5</u>	-
	100%	100%	100%	100%

EFFECTIVENESS OF COMMUNICATION METHODS (continued)

	Total (n = 112) %	E. San Jose (n = 37) %	Morgan Hill (n = 41) %	Gilroy (n = 34) %
e. <u>Radio commercials</u> informing people about fire safety and the dangers of wildfires				
VERY EFFECTIVE	37	49	27	35
SOMEWHAT EFFECTIVE.....	48	35	51	59
NOT AT ALL EFFECTIVE	13	16	17	3
DON'T KNOW.....	3	-	5	3
	100%	100%	100%	100%

SMOKEY BEAR

- The Smokey the Bear character is extremely recognizable. Over nine in ten (94%) of residents are familiar with Smokey.
- Among those familiar with Smokey, 99% think that he should continue to be used to educate children about fire safety. This an astoundingly high endorsement of Smokey.
- The top reasons why residents think Smokey should continue to be used are:
 - Recognize symbol / associate with fire safety;
 - Personal experience – grew up with him / like him / listen to him

10. “Smokey the Bear” is a character that has been used for many years to teach children about fire safety and preparedness. Are you familiar with Smokey the Bear?

	Total (n = 112) %	E. San Jose (n = 37) %	Morgan Hill (n = 41) %	Gilroy (n = 34) %
YES – FAMILIAR WITH SMOKEY	94	92	93	97
NO	6	8	7	3
	100%	100%	100%	100%

(If yes in Q10, ask):

11. Do you think the Smokey Bear character should continue to be used to educate children about fire safety?

Base: those familiar with Smokey	Total (n = 105) %	E. San Jose (n = 34) %	Morgan Hill (n = 38) %	Gilroy (n = 33) %
YES – CONTINUE TO USE SMOKEY	98	97	100	97
NO	1	3	-	-
MIXED OPINIONS	1	-	-	3
	100%	100%	100%	100%

WHY CONTINUE TO USE SMOKEY BEAR

12. Why is that?

Base: should continue to use Smokey	Total (n = 103) %	E. San Jose (n = 33) %	Morgan Hill (n = 38) %	Gilroy (n = 32) %
RECOGNIZE SYMBOL / ASSOCIATE WITH FIRE SAFETY / KNOW WHO HE IS.....	37	21	42	47
PERSONAL EXPERIENCE – GREW UP WITH HIM / LIKE HIM / LISTEN TO HIM	25	21	42	9
ACCESSIBLE / AT KIDS LEVEL / MORE LIKELY TO LISTEN	21	18	21	25
EDUCATION / TEACHES FIRE SAFETY / GIVES SAFETY TIPS AND INFO	21	36	5	25
MEMORABLE – STILL REMEMBER TODAY / KIDS REMEMBER AS ADULTS.....	18	15	26	9
KIDS LIKE BEARS / ANIMALS / THE SMOKEY CHARACTER	16	21	13	13
GOOD ROLE MODEL / POSITIVE IMAGE – KIND, FRIENDLY, LOVABLE, TRUSTWORTHY, ETC.	15	12	13	19
BEEN AROUND LONG TIME / TRADITION	14	12	18	9
GETS KIDS ATTENTION / INTEREST / MAKES IT FUN TO LEARN	14	18	11	13
FAMILIARITY TO ALL GENERATIONS - INCREASES COMMUNICATION	10	6	16	6
APPROPRIATE SYMBOL – BEARS LIVE IN FOREST / FIRE DANGER TO WILDLIFE	10	9	11	9

Note: Multiple mentions accepted. Only top reasons shown, see statistical tables for complete list of reasons.

COMMUNITY SUGGESTIONS

Below are specific verbatim comments from survey respondents about how to motivate them and others to create a defensible space around homes in the area.

SUGGESTIONS – EAST SAN JOSE RESIDENTS

WE TRIMMED MOST OF THE TREES BACK AWAY FROM THE HOUSE. IT WAS A DUAL THING, NOT JUST FOR FIRES. WE DIDN'T LIKE THE TREES RIGHT AGAINST HOUSE. WE WANTED THE YARD TO LOOK BETTER. IF I WAS UP ON THE HILLS I KNOW I WOULD HAVE TO KEEP THE GRASS CLEARED, BUT WHEN YOU ARE BLOCKS AWAY THAT MAKES IT A HARDER CHALLENGE.

I DON'T HAVE ANY OPEN AREAS AROUND MY HOME. MOST OF THE AREA AROUND MY HOUSE IS CEMENTED. THERE ARE NOT REALLY ANY TREES OR VEGETATION. I KEEP THE YARD CLEAN, BUT IT'S MORE FOR GENERAL MAINTENANCE. TO BE HONEST, I DON'T REALLY THINK ABOUT FIRES. I DON'T LIVE IN THE HILLS BY WHERE THE FIRES ARE.

I TRY TO CLEAN AND KEEP EVERYTHING UNCLUTTERED, HAVE NO BRUSH AROUND THE HOUSE. THE FACT OF NOT HAVING A FIRE. FEAR, OR NOT FEAR, BUT IT'S SOMETHING TO BE CAUTIOUS ABOUT, ESPECIALLY IN THE SUMMERTIME WHEN FIRES START IN THE FOOTHILLS.

REMOVING DEAD LEAVES AND ANY TYPE OF DRY FOLIAGE. I'VE ALWAYS BEEN CONCERNED ABOUT FIRES. SOMEBODY COULD JUST DROP A CIGARETTE. SOME OF OUR FRIENDS LIVE UP IN THE HILLS AND THE FIRE DEPARTMENT COMES OUT AND TELLS THEM TO GET RID OF ANY DEBRIS BECAUSE OF FIRES.

EVERY WEEK I CLEAN ALL THE DEAD LEAVES. I TRIM THE PLANTS AND THE TREES ARE NOT TOUCHING THE WALLS. WHERE WE LIVE IS A HIGH RISK AREA. I DON'T WANT TO BE IN A SITUATION WHERE MY PROPERTY GOT BURNED.

WHEN I HAVE SOMETHING TO CLEAN UP I CALL A COMPANY TO COME TRIM MY TREES OR DRY BRUSH AND TO PUT IT IN THE STREET. I DON'T LIKE FIRES. WITH FIRE IT'S HARDER TO BE SAFE. IT'S NOT LIKE BEING IN THE WATER. WHEN THERE IS A FIRE IT'S HARDER TO BE SAVED.

I JUST TRIM BACK ALL LEAVES. I DID IT JUST BECAUSE I WANT IT TO BE MAINTENANCE-FREE, LESS WORK, SINCE WE ARE GETTING OLDER. I GOT RID OF ALL THE TREES AND BUSHES. IF THERE WAS A BIG FIRE THAT'S WHAT WOULD MOTIVATE ME TO PROTECT MY HOME. THEY SHOULD SEND FLYERS TO ALL THE HOMES, IN THE MAIL, TO EACH HOUSE IN THE AREAS OF HIGH RISK. RIGHT BEHIND MY HOUSE IS THE PLACE WHERE THE HELICOPTER COMES TO PICK UP WATER WHEN THERE IS A FIRE. THAT MAKES ME VERY AWARE.

I DON'T LIKE TO SEE ANY DRY LEAVES AROUND THE YARD. I WASN'T REALLY THINKING ABOUT FIRES, BUT I DON'T WANT TO LOSE MY HOME, FOR MY KIDS TO BE HOMELESS.

MY HUSBAND KEEPS OUR CYPRESS TREES CUT WAY DOWN. HE PUTS THE TRIMMINGS FROM THE YARD IN THE STREET EVERY WEEK TO BE PICKED UP. WE DON'T WANT TO BE PUT OUT IN THE STREET IF OUR HOUSE BURNED DOWN. YOU WORRY ABOUT THOSE THINGS WHEN YOU GET OLD.

NO BRUSH CLOSE TO THE HOUSE. MAKING SURE THE EAVES ARE EXPOSED. CHANGING FROM A WOOD SHAKE TO A STEEL ROOF. IT WAS NOT SO MUCH AGAINST FIRE, BUT GENERAL SAFETY ISSUES, AND A LEAKY ROOF. IT WOULD PROBABLY BE AFTER THE FACT, HAVING A FIRE CLOSE BY.

I DON'T HAVE ANY DRY BRUSH AND VERY LITTLE GREENERY. IT'S MOSTLY CEMENT, AND I KEEP THE TREES TRIMMED. I'VE HAD A HOUSE FIRE BEFORE.

SUGGESTIONS – EAST SAN JOSE RESIDENTS

WE DON'T DO ANYTHING. WE JUST HAVE A SMALL YARD WITH A FLOWER BED SURROUNDED BY GRAVEL AND A TREE IN THE FRONT YARD, BUT WE KEEP IT CLEAN. IF WE LIVED CLOSER TO THE HILLS WE WOULD HAVE TO DO SOMETHING, BUT I DON'T KNOW WHAT WE COULD DO.

WE DO REGULAR YARD WORK, CLEARING LEAVES. THERE ARE NOT A LOT OF BUSHES THAT WOULD CAUSE A FIRE. WE DON'T LET IT GET DRY. WE DON'T OWN THE HOUSE, BUT IF WE DID WE WOULD HAVE A TILE ROOF. KEEPING THINGS UP; CARING ABOUT YOUR HOME. WHEN A WILDFIRE STARTS, THOUGH, IT USUALLY DOESN'T START IN A HOME AREA. PEOPLE NEED TO BE CAREFUL WHEN THEY USE THE PARKS.

I DON'T DO ANYTHING. I REALLY DON'T HAVE ANYTHING THAT IS A FIRE RISK. I HAVE PAVEMENT AND ONE FOOT SHRUBS, CEMENT AND ONE LAWN AREA WITH ONE TREE. I KEEP IT PRUNED AND CLEAN UP THE LEAVES. I DON'T ALLOW ANYTHING TO BUILD UP. WHERE WE LIVE IS REALLY RESIDENTIAL. THERE ARE NO LARGE TREES.

I DON'T DO ANYTHING. THERE IS NOTHING AROUND ME, NO GRASS OR VEGETATION. ALL I HAVE IS A LAWN. MY HOUSE IS ALREADY PROTECTED. I BOUGHT IT THIS WAY. IF I WERE IN A HOUSE THAT HAD A PROBLEM I WOULD DO SOMETHING.

I KEEP THE YARD CLEAN. I HAVE A GARDENER WHO TRIMS EVERYTHING. I DON'T HAVE BIG TREES. MY NEIGHBORS HAVE BIG PINE TREES AROUND THEIR HOUSE. THEY TRIM THEM BUT THEY ARE REALLY TALL. I KEEP THE YARD CLEAN BECAUSE I LIKE A CLEAN YARD. I LIKE IT TO LOOK NICE.

MAINLY, KEEP THE YARD CUT AND NOT OVERLY HIGH, KEEPING BUSHES MAINTAINED AT A LOW LEVEL. I DON'T KNOW, IT'S SOMETHING WE'VE ALWAYS DONE JUST IN THE EVENT SOMETHING DOES HAPPEN TO THE HOUSE.

WE LIVE IN A NEIGHBORHOOD WHERE WE HAVE NICE LANDSCAPING AND THERE ARE NO DEAD LEAVES OR ANYTHING. IT'S A TRACT. WE ARE NOT IN THOSE CIRCUMSTANCES. THE PEOPLE WHO LIVE CLOSER TO THAT AREA HAVE TO DO ALL THOSE PRECAUTIONS BECAUSE THEY WILL BE PRONE TO FIRES.

I WANT TO PROTECT MY CHILDREN FROM FIRE.

I KNOW IT'S IN MY OWN INTEREST, BUT IF PEOPLE DON'T FEEL LIKE DOING IT, YOU'RE NOT GOING TO TEACH PEOPLE TO BE SAFE.

TALKING TO PEOPLE, BUT WE DON'T TALK TO OUR NEIGHBORS.

JUST PICK UP ALL THE DRY LEAVES AND THINGS THAT CAUSES FIRES. YOU HAVE TO BE RESPONSIBLE. PEOPLE IN MY NEIGHBORHOOD ARE PRETTY MUCH ON IT.

BE AN EXAMPLE, A ROLE MODEL FOR PEOPLE.

WE REPLACED THE ROOF. WE PUT ON A TILE ROOF INSTEAD OF CEDAR SHAKES. WE TRY TO KEEP THE AREA AROUND OUR HOME CLEAN. WE ALSO HAVE A RANCH IN THE MORGAN HILL AREA, AND WE HAD A FIRE THERE WHICH STOPPED ABOUT A MILE FROM US. BECAUSE OF THAT WE ALMOST LOST OUR PROPERTY, AND SOME OF THE PEOPLE IN THE AREA DID LOSE PROPERTY, SO I'M VERY AWARE OF THAT.

WE HAVE A NICE NEIGHBORHOOD AND EVERYBODY IS DOING THEIR PART. YOU CAN LEAD A HORSE TO WATER, BUT SOME PEOPLE DON'T LISTEN. YOU NEED INITIATIVE OF YOUR OWN TO BE CONCERNED WITH YOUR FELLOWS AND WITH YOUR NEIGHBORHOOD. SOME PEOPLE JUST DON'T CARE.

WE HAVE A GARDENER WHO CUTS THE GRASS AND TAKES CARE OF DEAD LEAVES AND THINGS,

SUGGESTIONS – EAST SAN JOSE RESIDENTS

AND WE ARE CAUTIOUS ABOUT THE FIREPLACE. JUST TO KEEP THE FAMILY SAFE.

I DON'T HAVE ANY TREES IN MY BACKYARD.

MY KIDS--I WANT THEM TO BE SAFE.

WE DON'T DO TOO MUCH. WE DO KEEP THINGS TRIMMED, THE TREES AND BUSHES, AND KEEP THINGS CLEANED UP, BUT IT'S GENERAL, JUST KEEPING THINGS CLEANED UP, NOT FOR WILDFIRES.

FEAR OF FIRES.

TO SAVE THE HOUSE AND OURSELVES.

MOSTLY BECAUSE WE LIVE SO CLOSE TO EACH OTHER, AND WE DO LIVE CLOSE TO THE MOUNTAINS. I DON'T WANT RATS AND MICE TO COME DOWN HERE. THAT'S WHAT HAS MOTIVATED ME TO KEEP IT CLEAN.

WHEN I SAW THE NEWS ON THE FIRE DOWN IN THE LOS ANGELES AREA, THAT REALLY HIT HOME.

I HAVE IRRIGATION AND MY PROPERTY IS ALL GREEN OR CULTIVATED. THERE IS NO PLACE ALLOWED TO GO UNPROTECTED. IT'S THE AESTHETICS OF THE PROPERTY. I'M NOT CONCERNED ABOUT FIRES. THE ONLY DANGER WOULD BE IF A BIG FIRE SWEEPED THROUGH THE EUCALYPTUS TREES IN BACK OF MY PROPERTY AND SPARKS FLEW ONTO MY ROOF. I SHOULD REPLACE MY SHAKE ROOF. THAT'S THE ONLY THING I HAVEN'T DONE. I WOULD BE ON THE ROOF WITH A HOSE.

THE THOUGHT OF SAFETY. I'VE ALREADY TRIMMED THE TREES AND CHANGED THE ROOF FROM SHINGLE TO COMPOSITION.

WE HAVE CLEARED THINGS SO THERE IS NOTHING RIGHT UP AGAINST THE HOUSE. HEARING THAT IT'S A GOOD IDEA AND HEARING ABOUT OTHER AREAS IN THE BAY AREA WHERE THEY DID NOT DO THAT.

SUGGESTIONS – MORGAN HILL RESIDENTS

WE HAVE NOT PLANTED A LOT. WE'VE LANDSCAPED SO THERE IS NOT HEAVY VEGETATION UP AGAINST OUR HOME AND WE DON'T HAVE A LOT OF TREES. PROTECTION OF OUR ASSETS AND SAFETY.

I DON'T THINK THERE IS MUCH TO DO. I HAVE TREES ALL AROUND MY HOUSE SO THERE IS NOTHING I CAN DO. I CLEAN UP THE YARD AND I'M NOT KEEPING ANYTHING THAT COULD CAUSE A FIRE. I DO IT BECAUSE I LIKE TO SEE THAT EVERYTHING IS CLEAN, SO IT LOOKS CLEAN.

WE'RE NOT AT IMMEDIATE RISK BECAUSE WE ARE IN A SUBURBAN NEIGHBORHOOD. OUR LANDSCAPING IS PRETTY FIRE RESISTANT. IT'S MOSTLY LAWN AND WE KEEP IT TRIMMED. PAST EVENTS--THE WILDFIRES.

I GOT A COMPOSITE ROOF, NOT SHINGLES; I HAVE HOSES AND FIRE EXTINGUISHERS, BUT I DON'T THINK IT WAS DONE AS FIRE PREVENTION. IT'S JUST GENERAL SAFETY. IF I LIVED ON A HILL IN A MORE FIRE-PRONE AREA, BUT I'M A HALF MILE FROM THE FIREHOUSE AND IT'S PRETTY RESIDENTIAL.

MY LANDLORD IS RESPONSIBLE FOR THAT BUT HE DOESN'T DO IT. I HAVE GONE OUT MYSELF TO CLEAN UP BECAUSE I COULDN'T STAND THE LOOKS OF THINGS, BUT IT WAS NOT SPECIFICALLY FOR WILDFIRES. MORE LITERATURE THAT WOULD CONVINCE ME THAT MY HOME WOULD BE IN THE PATH OF A WILDFIRE.

MY HUSBAND DOES ALL OF THE LANDSCAPING AND HE'S DONE AN EXCELLENT JOB RECENTLY. HE'S GOTTEN A LOT OF DEAD AREA CLEANED UP, TRIMMED TREES AND CLEARED DEAD BRUSH, AND WATERS THE LAWN. HE'S WORKING ON IT EVERY WEEKEND. HE'S ACTIVELY BEEN DOING IT IN THE LAST MONTH. I DON'T KNOW WHAT MOTIVATED HIM. HE'S A MEMBER OF KIWANIS, THE CHAMBER OF COMMERCE, AND THE MORGAN HILL WALKING GROUP WHICH IS VERY ENVIRONMENTALLY INVOLVED. IT COULD BE ONE OF THOSE.

I'VE LANDSCAPED MY BACKYARD IN CONCRETE. IT WASN'T THAT I DID IT FOR WILDFIRES SO MUCH; IT'S EASIER TO TAKE CARE OF. THE ASSOCIATION TAKES CARE OF THE FRONT YARD. THESE ARE TOWN HOMES THAT ARE CONNECTED. THERE ARE SOME TREES. THE AREA BEHIND ME IS OWNED BY THE CITY AND OCCASIONALLY THEY TRIM THE WEEDS; IT'S FENCED SO KIDS CAN'T GET IN THERE TO START FIRES.

BASICALLY, WE JUST KEEP DROUGHT TOLERANT PLANTS AND DO NOT LET THEM GET TOO DRY. WE PICK UP STUFF TO BE HAULED AWAY. THIS IS A RESIDENTIAL AREA WITH SMALL BACK YARDS. WE MAKE SURE THE KIDS KNOW THEY SHOULDN'T PLAY WITH ANYTHING THAT COULD CAUSE FIRES AND BE CAREFUL WITH FIRES. THE SAFETY OF MY KIDS AND PETS. PETS ARE NOT EASY TO EVACUATE. I HAVE A CAT WHO IS AGORAPHOBIC.

THE THINGS I'M MOSTLY LOOKING AT DOING, KEEPING AN OPEN YARD, THE AMOUNT OF TREES, NOT TOO MANY TREES, AND NOT CLOSE TO THE HOUSE. ALSO, I KEEP THE YARD WELL MAINTAINED SO THERE IS NOTHING DEAD AND DRY. WITHIN THE HOUSE I HAVE A SPRINKLER SYSTEM, AND I MAKE SURE I DON'T HAVE ANY UNCONTROLLED THING BURNING OUTSIDE, SUCH AS THE BBQ. I DON'T WANT TO HAVE MY HOUSE BURN DOWN.

WE HAVE ANIMALS THAT EAT EVERYTHING AROUND THE PERIMETER, AND WE KEEP THE YARD CLEAR OF DEBRIS. WE USE CHEMICALS IN THE AREA THAT THE ANIMALS CAN'T GET TO. JUST THE FACT THAT A FIRE HAD COME CLOSE ENOUGH TO THE HOUSE TO SCARE ME.

THERE IS NOT MUCH WE CAN DO BECAUSE EVERYTHING HAS TO BE APPROVED BY THE HOMEOWNER ASSOCIATION. A WILDFIRE THAT GOT CLOSE BUT DIDN'T DO DAMAGE WOULD BE A BIG MOTIVATOR.

SUGGESTIONS – MORGAN HILL RESIDENTS

AGAIN, BECAUSE OF WHERE I'M LOCATED IT'S NOT AN ISSUE BECAUSE I DON'T HAVE ANY VEGETATION OR TREES AROUND, JUST A COUPLE OF TREES IN MY YARD. IF I LIVED IN A MORE OPEN RANGE OR WOODED AREA I WOULD. I WOULD WANT TO PROTECT THE VALUE OF MY HOME.

JUST THAT WE TRY AND CLEAN ANY DEAD THINGS AROUND THE YARD. JUST HEARING ABOUT THE FIRES IN THE AREA.

WE'RE GETTING A BIG WATER TANK PUT IN AND I THINK THE FIRE DEPARTMENT MAY BE ABLE TO TAP INTO IT, TOO. WE ALSO HAVE A GOOD LOCAL WATER SUPPLY AND A FIRE HYDRANT OUT FRONT. WE ARE TRIMMING THE TREES UP IN FRONT AND WE'RE SPRAYING THE WEEDS IN BACK TO KEEP THEM FROM GROWING UP HIGH. WE TOOK FIRE PREVENTION LITERATURE TO THE MEETING AT THE ROAD ASSOCIATION AND PASSED IT OUT. THE ONE FIRE WHEN WE FIRST MOVED HERE WAS ONLY 3 MILES AWAY FROM US. THAT WAS A BIG MOTIVATOR.

SPRAY AND REMOVE ALL WEEDS. KEEP THE TREES TRIMMED. MAKE SURE THERE IS NO VEGETATION ANYWHERE CLOSE TO THE HOUSE. WE'VE HAD TWO FIRES ALREADY AND WE LOST RANGE LAND AND BUILDINGS.

I DON'T HAVE ANY STUFF AROUND MY HOUSE. I GUESS I'M CONFUSED, BECAUSE I LIVE IN A RESIDENTIAL NEIGHBORHOOD. I DON'T KNOW WHAT I COULD DO. I DON'T HAVE ANY TREES NEXT TO THE HOUSE AND I DON'T LIVE NEXT TO AN OPEN FIELD. IF THE HOUSES CAUGHT ON FIRE I GUESS I WOULD RUN LIKE HELL.

ONE OF THE THINGS IS THAT WE GOT A FIRE-RETARDANT ROOF WHEN WE REPLACED IT. WE CUT ALL THE GRASS DOWN EACH YEAR, AND WE DO HAVE A FIRE BREAK. WE TRIED TO PLANT VEGETATION THAT'S MORE FIRE RETARDANT--IT'S ALSO DROUGHT TOLERANT. WE DID HAVE A FIRE THAT CAME QUITE CLOSE AND THEY WERE EVACUATING PEOPLE AROUND US.

PROBABLY KEEPING TRASH AND RUBBISH CLEANED UP AND KEEPING THINGS ALIVE--WATERING. I THINK MY KIDS COME HOME AND TALK ABOUT FIRES, ALTHOUGH NOT SPECIFICALLY WILDFIRES, BECAUSE DIFFERENT PEOPLE FROM THE COMMUNITY COME TO TALK TO THEM. FIRES SCARE ME MORE THAN THINGS LIKE BURGLARIES. I HAVE SOME FRIENDS WHO LOST THEIR HOME IN A FIRE.

PRETTY MUCH, WE TILL THE FIELDS AROUND US AND THERE IS GREEN VEGETATION GROWING AT ALL TIMES. THE DOLLAR VALUE OF MY HOUSE IS THE MAIN THING.

WE HAVE A GREEN AREA--WE HAVE A DISC AREA 40 FEET AROUND THE PROPERTY. THE RISK OF A WILDFIRE; I'M A FARMER SO I KNOW ALL THAT STUFF.

I MAKE SURE NONE OF THE TREES OVERHANG THE HOUSE AND THAT THERE ARE NO DEAD LEAVES AROUND. I DISC MY SIDE YARD, BUT SOME OF THE PROPERTIES HERE DISC VERY LIMITED AREAS AND IF THE WIND BLOWS IT BLOWS EVERYTHING ONTO MY PROPERTY. I WISH THE COUNTY WOULD RESTRICT THE PLANTING OF MONTEREY PINES BECAUSE THEY ARE JUST LIKE FLARES. I GREW UP WITH MY FATHER AS A FIRE CHIEF, AND I DON'T WANT MY HOUSE TO CATCH ON FIRE.

ALL OF THE ABOVE, INCREASED WATER STORAGE, AND RECENTLY PUT A NEW STEEL ROOF ON THE HOUSE. TO TRY TO SAVE THE PROPERTY, THE HOME, FROM BURNING IF POSSIBLE.

ON OUR TWO AND A HALF ACRES WE HAVE EXTENSIVE LAWN, WE CLEAN UP ALL OF THE LEAVES, TRIM THE TREES, AND TILL THE WILD GRASSES TO KEEP A PERIMETER AROUND THE OUTSIDE. TO PROTECT THE EQUITY IN MY HOUSE.

WE'VE MADE SURE THERE ARE NO OVERHANGING TREES. WE REPLACED OUR ROOF WITH FIREPROOF SHINGLES. WE ARE REMODELING AND I INTEND TO USE LOW FIRE RISK PLANTS. WE HAVE LAWN AND WE PUT IN A WELL AND HYDRANT AND PUT IN MINI-STATIONS WITH FIRE HOSES. I THINK THE CANYON FIRE WAS A BIG MOTIVATOR.

SUGGESTIONS – MORGAN HILL RESIDENTS

I KEEP THE TREES TRIMMED, KEEP THE GRASS GONE, AND KEEP GREEN VEGETATION AGAINST THE HOUSE. I DON'T WANT IT TO BURN.

JUST CLEARING ALL THE BRUSH. IT'S JUST ALSO THE AESTHETIC SIDE OF IT, TOO. THAT'S PROBABLY MORE OF A FACTOR ALTHOUGH THERE ARE A COUPLE OF BENEFITS. THERE ARE A LOT OF ISSUES THAT CAN COME OUT OF IT, SUCH AS FLOODING, NOT JUST FIRES.

WE'RE NOWHERE NEAR THE WILDERNESS. WE ARE IN THE MIDDLE OF THE CITY AND TWO BLOCKS FROM THE FIRE STATION. WE KEEP THE LANDSCAPE CLEAN AND TRIM THE TREES, BUT NOTHING MOTIVATED US TO PROTECT AGAINST WILDFIRES. WE ARE JUST KEEPING THE PROPERTY UP. THERE IS NOT ANYTHING ELSE I CAN DO.

RAKE THE LEAVES AND YARD MAINTENANCE. THE SCARE OF INJURY MOTIVATES ME, AND THE LOSS OF PERSONAL PROPERTY, SUCH AS PICTURES AND THINGS.

WE TRIM AROUND THE VEGETATION AND WE WATER THE PLANTS SO THEY ARE NOT DRY, GENERAL UPKEEP, AND WE PUT A NEW ROOF ON. WE SELECT SOMETHING THAT'S FIRE RESISTANT WHENEVER WE HAVE AN OPPORTUNITY. IT'S NOT SPECIFICALLY FOR WILDFIRES, BUT FOR FAMILY SAFETY. IT'S JUST COMMON SENSE.

NOTHING. SO FAR, I DIDN'T SEE ANY NEED. SOMETHING TO LET ME KNOW IT WAS A REAL DANGER.

WE DON'T HAVE ANY KIND OF SHRUBS AROUND OUR HOME AND THE ROOF IS FIRE RESISTANT. THE HOUSE IS STUCCO. IT'S JUST GRASS AND SOME TREES IN THE FRONT BUT NOTHING UP AGAINST THE HOUSE. IT'S WELL MAINTAINED. WE NEVER REALLY PLANTED ANYTHING. WE JUST WANT IT TO BE LOW MAINTENANCE.

WE ROUTINELY CLEAR DEBRIS AROUND OUR HOUSE. ONE THING WOULD BE THE SAFETY OF MY FAMILY.

I DON'T HAVE DEBRIS AROUND MY HOME. I KEEP THINGS GREEN AND CLEAR DEBRIS. I CARE ABOUT MY HOME AND WANT TO PROTECT IT, AND I LIKE TO DO MAINTENANCE.

WE DON'T HAVE ANYTHING BUT GRASS IN THE YARD, AND WE HAVE A SPRINKLER SYSTEM AND A NEW ROOF, NOT ONE OF THE SHAKE ONES. IT WAS DONE WHEN WE BOUGHT THE HOUSE, BUT THAT WAS ONE OF THE REASONS WE BOUGHT IT. THE HOUSES HERE ARE VERY CLOSE TOGETHER AND A FIRE COULD SPREAD EASILY.

PRIMARILY LANDSCAPING--WE JUST HAVE SMALL TREES AND SHRUBS. MY THREE KIDS.

WE DON'T LIVE IN A WILDFIRE AREA. I HAVE FIRE ALARMS IN THE HOUSE, BUT WE JUST LIVE IN A COMMUNITY THAT'S ALL CEMENT. THE THOUGHT OF LOSING MY HOME WOULD MOTIVATE ME.

WE DON'T REALLY DO ANYTHING. WE HAVE A GARDENING SERVICE SO WE DON'T HAVE LEAVES OR ANYTHING. I WOULDN'T WANT MY HOUSE TO BURN DOWN.

WE TRIM OUR TREE, AND AROUND OUR HOME IS A VERY BIG LAND AREA THAT IS EMPTY. WE ASKED THE FIRE DEPARTMENT TO COME OVER TO CUT THE WEEDS. JUST MAYBE WHAT HAPPENED IN SAN DIEGO A YEAR OR TWO AGO, THE FIRE.

WE DON'T CONSIDER IT. WE'RE NOT IN AN AREA THAT WOULD BE SWEEPED BY WILDFIRE. THE SHEER FACT THAT WE HAD A WILDFIRE AND HOMES WERE DESTROYED IN THE AREA.

WE HAVEN'T DONE ANYTHING. IF WE WERE IN A HIGH FIRE DANGER AREA WE WOULD.

I HAVE A PERIMETER BREAK AND NO OVERGROWN VEGETATION. I DON'T KEEP COMBUSTIBLE

SUGGESTIONS – MORGAN HILL RESIDENTS

MATERIALS. I'M ADJACENT TO A FLOOD ZONE AND VIGILANT TO NOTIFY THE COUNTY TO KEEP IT MOWED. I TEACH A HAZARDOUS MATERIALS CLASS AND I KNOW HOW QUICKLY FIRES CAN SPREAD. IN MORGAN HILL THE CDF HAS A SAMPLE GARDEN RIGHT ON THE PROPERTY WHICH SHOWS HOW YOU CAN USE FIRE RESISTANT PLANTS AROUND YOUR HOUSE. THAT'S A GOOD WAY TO PROVIDE INFORMATION. PEOPLE DRIVE BY AND SEE THE SIGN.

SUGGESTIONS – GILROY RESIDENTS

I DON'T HAVE HARDLY ANY VEGETATION IN THE FRONT YARD. FEAR OF FIRE IN AREA--I GUESS FEAR IS THE MOTIVATING FACTOR.

WE HAVE A GRAVEL DRIVEWAY AND THERE IS NOT A LOT OF GRASS GROWING. THE PROPERTY IS FARMED. YOU WANT TO BE CAREFUL AND DO WHAT YOU CAN-- SO WE COULD CONTROL THE FIRE.

NOTHING. I DON'T HAVE ANYTHING AROUND HERE. I JUST HAVE SOME SHRUBS AND I KEEP THEM TRIMMED. I'M NOT VERY MOTIVATED BECAUSE I DON'T THINK THERE IS ANY DANGER WHERE I LIVE--FROM HOUSE FIRES MAYBE, BUT NOT FROM WILDFIRES.

WE DON'T GROW A LOT OF BUSHY THINGS THAT DRY OUT, AND ANYTHING THAT LOOKS LIKE IT'S DYING WE TRIM IT BACK. WE KEEP EVERYTHING TRIMMED AND RAKED UP AND SET IT OUT ONCE A WEEK TO BE PICKED UP. JUST CONCERN FOR THE ENVIRONMENT IN GENERAL, NOT ONE THING IN PARTICULAR. NOT WANTING MY HOUSE TO BURN DOWN, AND EVERYTHING IN IT THAT I VALUE. BACK WHEN THERE WAS THE FIRE IN THE BERKELEY HILLS IT LEFT A BIG IMPRESSION ON ME. I'VE BEEN MORE AWARE SINCE THEN.

JUST TRIMMING VEGETATION AND KEEPING THINGS MOIST. I THINK IT'S PROBABLY PAST EXPERIENCE IN AREAS WHERE WE HAVE LIVED. WE LIVED IN THE MORGAN HILL HILLS AND THERE WAS A FIRE BEHIND US. IT MADE US MORE CONCERNED AND AWARE.

WE JUST CLEAR AROUND THE HOME--THE LEAVES. I'D SAY IT'S MORE FOR THE LOOK OF THE LANDSCAPING THAN FIRE SAFETY. USUALLY MOTIVATION IS TOO LATE--AFTER THE FACT.

WE KEEP OUR TREES TRIMMED AND KEEP THE YARD CLEAN, BUT IT ISN'T FOR WILDFIRES. WE DO IT SO IT LOOKS RIGHT. I'M NOT WORRIED ABOUT IT. I DON'T WORRY ABOUT MUCH.

WE CUT EVERYTHING AND TRIM AND WATER EVERYTHING. THERE IS NOTHING DRY. IT'S THE DANGER THAT MY HOUSE MIGHT CATCH ON FIRE.

IT'S ALL STONE AND CEMENT AROUND THE HOUSE, BUT WE DO CLEAN UP ANY DEBRIS. I KNOW THAT THE FIRES ARE HERE.

I DON'T HAVE A SHAKE ROOF; IT'S TILE. WE HAVE LOW DANGER PLANTS AND A 100 FOOT DEFENSIBLE SPACE AROUND THE HOUSE. I DON'T WANT TO BE A HYPOCRITE--I'M A FIREFIGHTER. WE DO GIVE OUT LITERATURE AND TALK TO PEOPLE ABOUT FIRE SAFETY, SO I WANT TO DO WHAT I'M TRYING TO TEACH OTHER PEOPLE TO DO.

GETTING RID OF DEAD AND DRY LEAVES AND GRASS. MY UNCLE IS A FIRE CHIEF SO I GET TO HEAR ABOUT IT ALL THE TIME.

WE HAVE AN AREA NORTH OF THE HOUSE THAT IS WATERED SO THE GRASS IS NOT DRY, AND THE WHOLE REST OF THE PROPERTY IS LANDSCAPED. WE KEEP THE DRY DEBRIS TO A MINIMUM. BECAUSE OF THE FIRE DANGER, BUT I ALSO LIKE THINGS TO LOOK NICE.

WE KEEP THE YARD WELL WATERED. MY HUSBAND IS A STICKLER ABOUT THAT. RIGHT NOW WE ARE BUSY TRIMMING ALL THE DEAD THINGS THAT OCCURRED DURING THE WINTER. WE KEEP EVERYTHING MOISTENED. WANTING TO BE SAFE; WANTING EVERYONE IN THE NEIGHBORHOOD TO BE SAFE.

WE DO NOT HAVE ANY LARGE TREES. OUR NEIGHBORS DO, BUT WE CAN'T DO ANYTHING ABOUT THAT. MAKING SURE WE KEEP EVERYTHING TRIMMED AND CLEANED. I DON'T WANT TO LOSE MY HOME OR ANYBODY ELSE'S HOME.

SUGGESTIONS – GILROY RESIDENTS

I DON'T HAVE TO DO ANYTHING. SOMEBODY ELSE TAKES CARE OF THAT SO NOTHING MOTIVATES ME.

WE CLEAN UP ALL THE DRY STUFF AND THE ANIMALS EAT THE HAY. IT DOESN'T MOTIVATE US TO DO THAT; WE JUST KEEP OUR RANCH CLEAN. THERE IS NOTHING HERE TO START A FIRE. IF WE HAVE A CLEAN RANCH WE WILL NOT HAVE ANYTHING TO START ON FIRE.

I DON'T HAVE ANY OF THOSE CONDITIONS. THERE IS NOT A CONDITION AROUND TO CAUSE THE HOUSE TO BURN--MAYBE FROM THE INSIDE, BUT NOTHING ON THE OUTSIDE. WE'RE NOT THREATENED.

THERE ISN'T ANYTHING. THERE IS NOTHING TO PROTECT. I LIVE IN A MOBILE HOME PARK AND THERE IS NOTHING AROUND HERE. IT DOESN'T APPLY TO US.

IT'S NOT SPECIFICALLY FOR WILDFIRES, BUT WE TAKE OUT DEAD TREE LIMBS AND DEAD LEAVES. WE HAVE GREEN GRASS. WE LIVE IN TOWN AND THAT'S NOT THE REASON WE DO IT. WHEN I LIVED IN A RURAL AREA WE USED TO DO IT FOR THAT REASON, BUT NOW I DON'T THINK ABOUT THAT.

TRIM THE BRUSH AND HAUL IT AWAY. KEEP THE GRASS SHORT--I MOW REGULARLY--AND NOT PLANT RIGHT CLOSE TO THE HOUSE. YOU DON'T WANT A FIRE FROM SOMEBODY DRIVING BY AND CARELESSLY THROWING OUT A CIGARETTE, OR A VEHICLE GETTING ON FIRE, OR A LIGHTNING STRIKE. ALTHOUGH THAT DOESN'T HAPPEN TOO OFTEN HERE, THERE IS A REMOTE CHANCE SOMETHING MIGHT GET STARTED.

WE'VE CLEARED OUT THE GRASS AREA BEHIND THE HOUSE. THERE'S A CREEK IN THE MIDDLE OF THE PASTURE AND WE'VE CLEARED THE CREEK SO THE WATER CAN RUN THROUGH. IT WAS SEEING THE WILDFIRE JUST NORTH OF HERE IN MORGAN HILL.

MY HUSBAND MAKES SURE THERE IS NO WILD GRASS AND HE TRIMS THE TREES. I WANT TO PROTECT MY FAMILY.

WE GET RID OF DEAD THINGS, DEAD LEAVES, AND WE HAVE A DIRT BARRIER AROUND THE HOUSE. FOR MY FAMILY'S SAFETY.

I WOULD JUST SAY DAILY OR WEEKLY MAINTENANCE, PICKING UP AND MAKING SURE THERE IS NO DEBRIS. SINCE I DIDN'T HAVE MUCH CONCERN ABOUT WILDFIRES, TO BE HONEST, IT'S MAINLY FOR MAINTENANCE.

WE HAVE ONE ACRE AND WE HAVE 100 TREES AROUND US, SO WE MAKE SURE ALL OF THE DEAD BRANCHES ARE CUT. WE HAVE NATURAL LANDSCAPING AND WE KEEP IT ALL MOWED DOWN. IT'S BECAUSE OF THE LAST FIRE UP IN THE UVAS AREA. WE'RE RIGHT AGAINST THE FOOTHILLS. I DO REMEMBER READING SOMETHING ABOUT WHAT TO DO TO PROTECT AGAINST WILDFIRES, BUT I DON'T REMEMBER WHETHER IT WAS IN THE MAIL OR THE NEWSPAPER.

WE DON'T DO ANYTHING. IF WE KNOW THAT IT'S A DANGEROUS AREA WE WOULD DO SOMETHING. LEARNING THAT THERE IS A DANGER OF WILDFIRES.

TRIM ALL TREES AND KEEP THEM AWAY FROM THE ROOF, RAKE UP DEAD LEAVES AND DEBRIS. I HAVE FIRE HOSES CONNECTED UP AND READY AND SOME FIRE EXTINGUISHERS IN THE GARAGE. THE SAFETY OF MY FAMILY.

NO, I HAVEN'T DONE ANYTHING. I'M IN THE CITY AND THERE IS JUST A LAWN AROUND THE HOUSE. THERE IS NOTHING IN THE AREA THAT WOULD BE CONSIDERED A RISK.

WE KEEP THINGS PRETTY TIDY, MAKE SURE EVERYTHING IS TRIMMED AND WATERED. IT'S JUST COMMON SENSE.

SUGGESTIONS – GILROY RESIDENTS

MY HUSBAND DOES ALL THE FENCE WORK ON THE RANCH AND HE KEEPS EVERYTHING REPAIRED. THERE ARE NO TREES OVER THE HOUSE AND NO SHRUBS UP AGAINST IT, JUST SOME FLOWERS. WE HAVE GREEN PASTURE ALL THE TIME WITHIN 10 FEET OF THE HOUSE. WE'RE JUST CONSCIOUS OF IT; GROWING UP WITH HAY FIELDS YOU ARE ALWAYS AWARE OF FIRES. WORKING WITH BALES OF HAY YOU BECOME CONSCIOUS OF IT.

KEEP THE YARD CUT, KEEP IT LANDSCAPED; WE DON'T HAVE A LARGE BACK YARD. WE WANT TO KEEP IT PRESENTABLE, BUT FIRE WOULD BE A MOTIVE, TOO, BECAUSE IT GETS DRY.

NOTHING. THIS IS A NEW COMMUNITY AND THERE AREN'T MANY TREES. IF THERE WAS ANYTHING, WE MIGHT ASK THEM TO CUT THE GRASS IN OUR COMMUNITY.

I DON'T THINK WE HAVE THAT CONCERN BECAUSE WE DON'T LIVE IN THAT AREA. WE DO KEEP THE GRASS CUT DOWN. I JUST FEEL IT'S THE RIGHT THING TO DO, JUST IN CASE SOMETHING WERE TO HAPPEN.

WE MOW THE GRASS DOWN. WE DO NOT HAVE A LOT OF LEAF LITTER OR ORGANIC DEBRIS, BUT THERE IS A LOT OF BRUSH GROWTH. WE EITHER HAVE CATTLE GRAZING, WHICH KEEPS IT DOWN, OR CUT IT WITH THE LAWNMOWER. WE WERE BOTH BORN AND RAISED IN SANTA CLARA, AND WE ARE OUTDOOR FOLKS. WE ARE VERY AWARE OF FIRE, BEING IN THE COUNTRY AND SEEING THE FUEL. WE'VE SEEN FIRES IN THE AREA.

APPENDIX