



# 2025 Emergency Preparedness Committee Work Plan Goals

April 24, 2025

# #1 Red Flag Parking Pilot Program

- Subcommittee: Bevington, Moss, Paul, Spath
- Goals and Timeline
  - Next slides





# RED FLAG

## KENSINGTON

# Work Plan Objective

## Objective

Develop a Red Flag Parking Pilot Program to improve the effectiveness of communitywide evacuations. Develop a public awareness campaign to increase Red Flag Notification subscriptions and distribute emergency preparedness material to improve evacuation readiness.

## Identify Key Partners

- Firewise Leads / Block Captains
- County Public Works
- Kensington Police / Fire
- County Board of Supervisors ( for the purpose of implementing permanent changes)

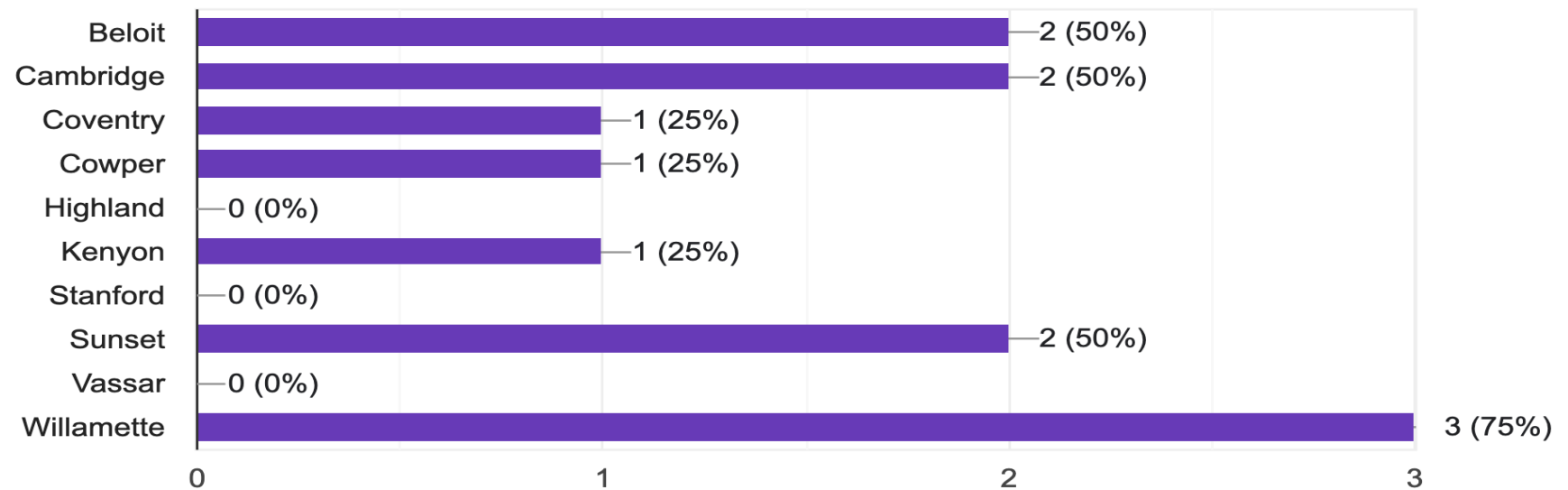
## Develop Resident Call to Action

- **Register for Red Flag Notifications:** [www.kensingtonfire.org/redflag](http://www.kensingtonfire.org/redflag)
- **Park as Prescribed:** Follow the relevant recommended parking protocol

# Pilot Streets Identified

Please select 3 from the following. The participants of the Red Flag Subcommittee Meeting on 3/31/25 provided the streets.

4 responses



# Campaign Strategy

- Use the advantages of parking/traffic changes to prime the audience to increase public awareness.
- Tell the story of the pilot program process to relay information to the community.
- Encourage the public to adopt changes voluntarily before enforceable changes are implemented.
- Education and outreach are parallel to the development of parking changes.
- Conduct group conversations/ block presentations paired with first responder messaging to increase the effectiveness of voluntary adoption, and embrace a culture of preparedness and community resilience.
- Prioritize the visibility of public support and resident-driven initiatives for parking changes.

# Increase Red Flag Email Subscribers

Increase Subscribers from 1,037 to 1,400: Register at [www.kensingtonfire.org/redflag](http://www.kensingtonfire.org/redflag)

- **Push Digital Campaign to K-Group Lists (Partner w/ Organizations)**
  - School Parent Lists
  - Churches
  - Retail
  - KPPCSD
  
  - Kensington Firewise Lists
  
  - KPOA / KIC





# Messaging Channels/Methods

- Signage
  - Posters
  - Banners
  - Electronic Traffic Signs
- Events
  - Block Party
  - National Night Out
  - Town Hall
  - Library Series
- Media
  - Outlook
  - KFPFD Fire Plug
  - Region News: Print/TV/Social
- Publications
  - Door Hanger
  - KFPD Workbook 3.0
  - Flyer

#2 Hazardous  
Vegetation  
Removal  
Reimbursement  
Grant:  
implementation,  
refinement, and  
expansion

- Subcommittee: Caronna, Moss, Spath
- Goals and Timelines: Ongoing
- Have another meeting considering:
  - Making recommendations of next steps
  - E.g. Increasing per parcel limits for big trees, etc.
  - # Special Consideration for Evacuation Route Vegetation removals?

# #3 House hardening support programs

- Subcommittee: Bevington, Madugo, McCoubrey
- Goals:
  - Centralized area for all Home Hardening Information – Exclusive tab on District webpage?
    - ✓ Began collating information on google doc, vendor information, etc.
      - Combine with education of state regulations coming down the pipe
    - PUSH LOW HANGING FRUIT
      - Screens – see initiative below, Gutters – vendors and education campaign for gutter cleaning schedule, possibly add to screen initiative below.
  - Screen Kensington Initiative:
    - Initial assessment: Homeowners? Contractors (Pest? Handypeople? Roofers/gutterers? Approach Firewise leads and ask for volunteers to identify home gaps/openings?)
    - Multiple house screening per one contractor – economy of scale service, include decks?
    - District buys screen and has ladders/tools needed for installation to borrow/checkout?
    - Application for residents: resident installs? Need installation assistance?
  - For next month: Draft program plan

# #4 Hazardous vegetation along fire evacuation routes

- Subcommittee: Caronna, Madugo, Paul

Goals and Timelines:

- ✓ Read Traffic Evacuation Report
- ✓ Review County Tree in ROW guidelines and ords
- ✓ Pick 5 streets by April 9 – Tier 1: Sunset, Arlington, Berkeley Park and, Tier 2: Wellesley, Beloit, Lennox/Beverly, Franciscan.
- ✓ Field review by committee for 3 Tier 1 streets to focus efforts. – April 16 12pm Meet at Colusa Circle
- Determine best methods and steps toward implementing corrective measures for May EPC Meeting.
  - Vegetation on private property:
    - Compliance required through local fire ordinance
  - Vegetation on county property:
    - Fire Marshall will forward concerning properties/areas to proper county authority

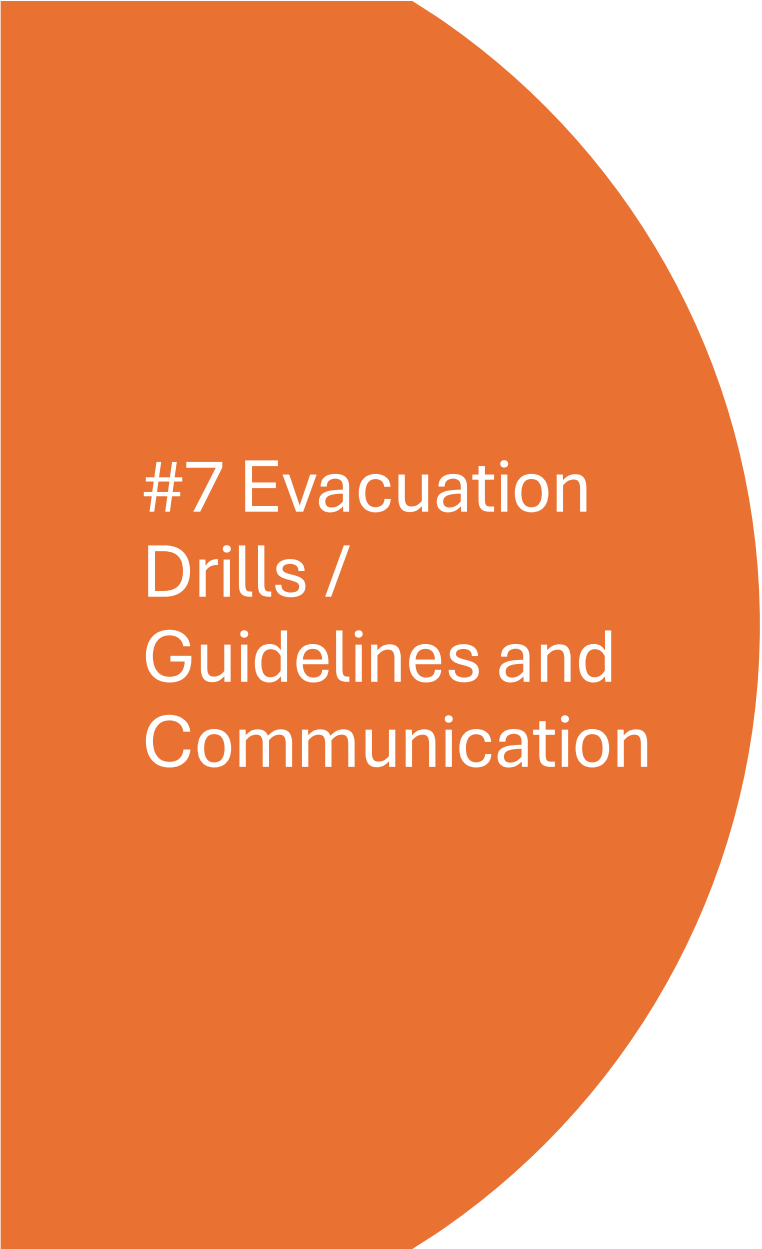
## #5 Firewise development / Block Party organizations

- Johnny (lead) with support from all EPC members
- Update will be given in his Coordinator's report

## #6 Long Range Acoustic Device (LRAD) acquisition

- Subcommittee: Gluck, Madugo, Valenzuela
- Mary will give an update



A large orange shape on the left side of the slide, consisting of a vertical rectangle on the left and a quarter-circle on the right.

## #7 Evacuation Drills / Guidelines and Communication

- Subcommittee: Gluck, Liddell, McCoubrey, Moss



# Evacuation Drills/ Guidelines & Communication Plans



# Work Plan Objective

## Objective

Develop an evacuation drill or other exercise that provides an experience for Kensington residents and first responders to practice their evacuation readiness, identify gaps in preparedness, and improve overall emergency preparedness planning, including go bags, parking, communication, and evacuation orders.

**Develop messaging to be integrated with the Red Flag Parking Pilot Campaign.**

- **Register for Red Flag Notifications:** [www.kensingtonfire.org/redflag](http://www.kensingtonfire.org/redflag)
- **Park as Prescribed:** Follow the relevant recommended parking protocol

# Key Points to Consider

- Focus on improving the general public's alertness and situational awareness during high-risk days.
- Increase resident skills in reading the current conditions and environment.
- Improve the resident's abilities to obtain information through apps, signage, or through neighbors.
  - Nixle/ Watch Duty/cell phone weather app, etc.
- Develop a community-based model that ensures interactivity between neighbors to fill the information gaps that social media and print media cannot sufficiently cover.
- Create a culture of preparedness that is not dependent on an alert from a single agency.
- Take advantage of Kensington's position at the intersection of multiple agencies by tapping into all available information channels. This empowers residents to stay informed and make the best decisions for their safety. (Alameda Alerts, Berkeley Fire, Oakland Fire, CHP, etc.)

# Increase Red Flag Email Subscribers

Support the Red Flag Parking Pilot Initiative to increase subscribers from 1,037 to 1,400:

Register at [www.kensingtonfire.org/redflag](http://www.kensingtonfire.org/redflag)

- **Push Digital Campaign to K-Group Lists (Partner w/ Organizations)**
  - School Parent Lists
  - Churches
  - Retail
  - KPPCSD
  
  - Kensington Firewise Lists

# Evacuation Drills

- Law Enforcement orders evacuations, requiring coordination and collaboration with the Kensington Police Department and other regional Law Enforcement Agencies.
- Drills do not necessarily need to be simulated across the community but can be demonstrative to work toward the implementation of parking changes, the direction of traffic, or bring awareness to evacuation on foot.

# Evacuation Readiness /Pre-Evacuation

- Resident considerations on how to decide to leave early.
- Improve preparedness metrics for Go-Bags, Alert Notification Registration, and
- Shelter/Communication and Family Unification Plans
- Neighbors check on neighbors (especially mobility limited, elderly, develop pre-plans)
- Nanny & Other Household Employees Notifications (bi-lingual communication)

# Improved Routes- Hazard Mitigation

- Coordinate with the Emergency Preparedness Committee to reduce risk along fire evacuation routes. Coordinate with Firewise leads and other agencies to identify resources and engage public outreach strategies to coordinate vegetation removal.