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Fire Prevention Awareness Survey
for the
San Bernardino Mountain Area

- Summary of Survey Results -

(2008 vs. 2007)

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EXECUTIVE SUMMARY

The Mountain Area Safety Task Force (MAST) is a coordinated group of government agencies, private companies and volunteer organizations concerned with public safety in the mountain areas of San Bernardino County. One of the major objectives of MAST is to reduce the current region-wide risk of a major fire, and to minimize impacts on mountain communities from fires. This is accomplished via a fire safety education program, which touted a tree removal program and other resources available to mountain-area homeowners. In the past, MAST has been responsible for removing approximately one and a half million dead, dying or diseased trees in San Bernardino County forests, thereby reducing a significant fire hazard. The taskforce now focuses its fire prevention efforts on the removal of green vegetation to protect high risk areas.

In order to promote its fire safety education program, MAST retained Cook & Schmid to conduct a public education and outreach effort. In 2007 and again in 2008, CIC Research, Inc. was sub-contracted by Cook & Schmid to conduct an awareness and opinion study regarding the MAST program and fire prevention measures in the San Bernardino County Mountains. This report contains the comparative results of the 2007 and 2008 surveys completed with residents, non-resident property owners, and business property owners/managers in the area.

For the 2008 study, a total of 506 residents, 127 non-resident property owners, and 109 local area business property owners/managers were surveyed during October 2008. The resident survey was designed as a random telephone survey of San Bernardino County mountain area residents. The non-resident survey was designed as a mail survey of property owners, who lived outside of the MAST study area, but owned property in the MAST area based on property tax records and mailing addresses. The local area business property owner/manager survey involved initially contacting business property owners/managers via the telephone, and then following up through a chain of referrals until the person responsible for the building and property maintenance and fire prevention was identified and interviewed by phone.

In general the results of the 2008 survey found that respondents reported greater awareness of wildfire prevention measures, were more prepared for a natural disaster, and had taken more steps to prevent the spread of wildfires and potential danger to their property.

When compared to the survey conducted in 2007, the 2008 survey showed that awareness and knowledge about fire safety measures increased significantly over the period of the campaign. Most important, the survey showed that more people had taken action to protect their properties from wild fire. It should be noted that the outreach campaign by Cook & Schmid was a shift in messaging from removing dead trees, which had been the focus for the previous five years, to removing live trees and green fuel. This represented a challenge because it required starting from scratch in terms of messaging and because there was a known bias in the mountain areas against cutting down live trees.

HIGHLIGHTS OF THE SURVEY

Increased Awareness and Knowledge

- 18.2 percent more residents (2008: 67.7 percent) and 19.7 percent more non-residents (2008: 78.9 percent) than two years earlier were aware that trees should be spaced 20-30 feet apart.
- A key component of the campaign, that the Forest Care Program could reimburse property owners up to 75 percent of the cost of thinning, saw a 20 percent increase (2008: 55.2 percent) in awareness among residents and a 32.5 percent increase (2008: 50 percent) among non-resident property owners.
- A 14.6 percent increase (2008: 79.6 percent), was measured among residents familiar with the term "Healthy Forest," a key term pushed by the campaign in communicating fire safety measures.
- There was a 12.7 percent increase among residents who said that the term "Healthy Forest" meant minimizing density/thinning trees/no overgrowth, and a corresponding drop in those who said it meant live/healthy/growing trees. This is important because the term, as defined by the campaign, referred to reduced forest density, rather than the health of individual trees.
- In addition, there was a rise of 12 percent among residents who said that thinning trees/clearing brush is part of creating and maintaining a healthy forest, and an 8.1 percent increase in the residents who cited pruning, trimming trees/removing branches 6 feet up.
- When asked about sustaining a healthy forest, 7.6 percent more residents and 11.3 percent more non-residents cited fuel reduction, including removing live trees.

Documented Behavior Change: Taking Action to Reduce Fire Risk

- The overall majority of residents, non-residents, as well as business property owners/managers had taken steps to protect their home or business property in case of wildfire.
- There was a 9.2 percent drop in residents who had not taken steps to reduce fire risk because they didn't know what to do, indicating the campaign had been successful in imparting specific action items -- a necessary component for behavior change.
- Nine fire protection steps were read to the survey respondents (e.g., clearing brush, removing low tree branches, thinning trees, cleaning roofs and rain gutters etc.) Results from the 2008 study compared with the 2007 study indicate that respondents from all three groups have been more proactive in taking steps to protect their property.
 - There was a 10.9 percent increase in residents who had thinned and/or removed live trees from their property.
 - Residents: More than 80 percent had taken most of the nine possible steps.
 - Business property owners/managers: At least three-quarters have taken the steps to protect their property.
 - Non residents recorded an increase in participation in all of the steps related to reducing green fuel.

Awareness of Fire Prevention Programs

- Those who said MAST's fire safety education program was very effective rose 8.1 percent among residents by 2008.
- In addition, a higher proportion of residents replied that the "other programs" were "very effective" in 2008 compared with the responses from residents in 2007.
- Similar to results from 2007, awareness of MAST among 2008 respondents was highest among business property owners/managers (80 percent), followed by residents (72 percent), and non-residents (42 percent).
- Of three MAST programs read to respondents, the MAST tree removal program was seen to be the most effective, followed by the fire safety education program and the "other" MAST programs.

Communicating With Mountain Residents

- Direct mail, followed by the TENS system, the newsletter, calendar, and web site, in that order, were cited as the most effective way to communicate fire safety info.
- In an emergency, the Internet was favored most by residents (48 percent), followed by TV and the radio. Among non-residents, TV was favored most (76 percent), followed by radio and Internet.
- The most popular radio stations were KBHR, KFI and KNX
- The most popular Internet sites were Rim of the World, KBHR.com, WrightwoodCalif.com
- Only 17.2 of residents had been to the MAST web site, though 87.2 percent of residents who visited the site found it helpful. This indicates that the Web site could be a very effective educational tool, but efforts are required to promote the site as a resource.

Wildfire Experience

- Almost two-thirds of area residents (62 percent), almost one-third of non-residents (31 percent), and about one-quarter of business property owners/managers (26 percent) reported they had experienced a wildfire burn within a mile of their San Bernardino property. Reported wildfire experience was significantly higher in the 2008 survey than in 2007.
- Of the respondents who have had a wildfire burn within a mile of their home or business property, 19 percent of residents, 18 percent of non-residents, and 23 percent of business property owners/ managers had damage or loss of property due to the fires. In 2008, the proportion of residents who reported they had damage or loss of property due to a wildfire remained similar to that reported in 2007. The proportion of non-residents and business owners who reported damage or loss increased in 2008, however the base for these samples was very low.

Preparation for Natural Disasters

- The overall majority of residents (78 percent) as well as non-residents (80 percent) surveyed in 2008 believe they are adequately prepared for a natural disaster.

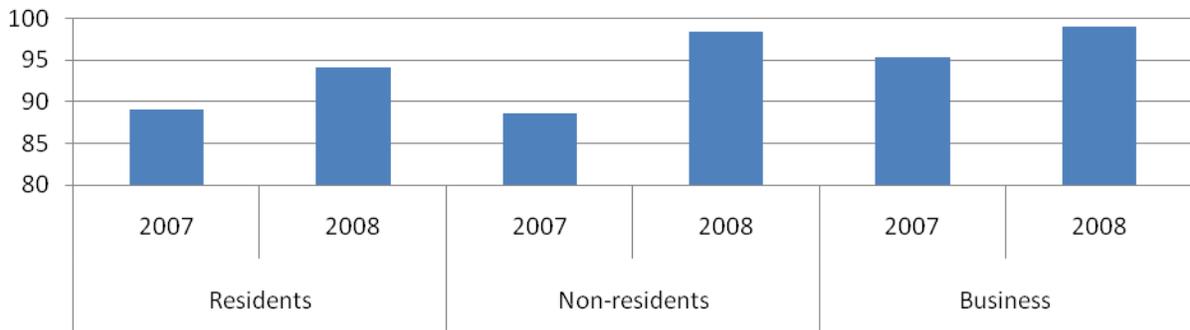
Location/Business Type

- Respondents to the survey were located in the following areas:
 - Big Bear City
 - Big Bear Lake
 - Lake Arrowhead
 - Wrightwood
 - Crestline/Lake Gregory/Valley of Enchantment
 - Arrowbear Lake/Running Springs
 - Twin Peaks
 - Blue Jay
 - Sugarloaf
 - Forest Falls
 - Lytle Creek
 - Cedar Glen
 - Rimforest
 - Green Valley Lake
 - Fawnskin
 - Cedar Park Pines
 - Mt. Baldy
 - Angelus Oaks
 - Sky Forest
 - Crest Park

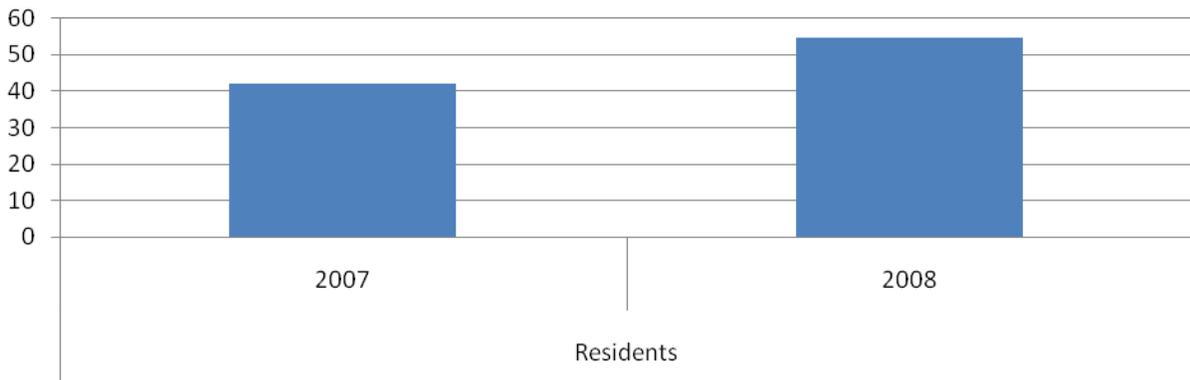
- Surveyed non-residents had San Bernardino Mountain property ZIP codes in the Big Bear Lake (32 percent), Lake Arrowhead (13 percent), Crestline/Lake Gregory/Valley of Enchantment (10 percent), and Big Bear City (10 percent) areas. Business ZIP codes were predominantly in the Big Bear Lake (44 percent), Crestline/Lake Gregory/Valley of Enchantment (12 percent), and Big Bear City (10 percent) areas.

- Non-resident respondents were most likely to own residential property in the San Bernardino Mountain area (79 percent), followed by vacant land (14 percent). Business respondents to this survey were most likely to have a retail business (28 percent), services (26 percent) or tourist lodging (13 percent).

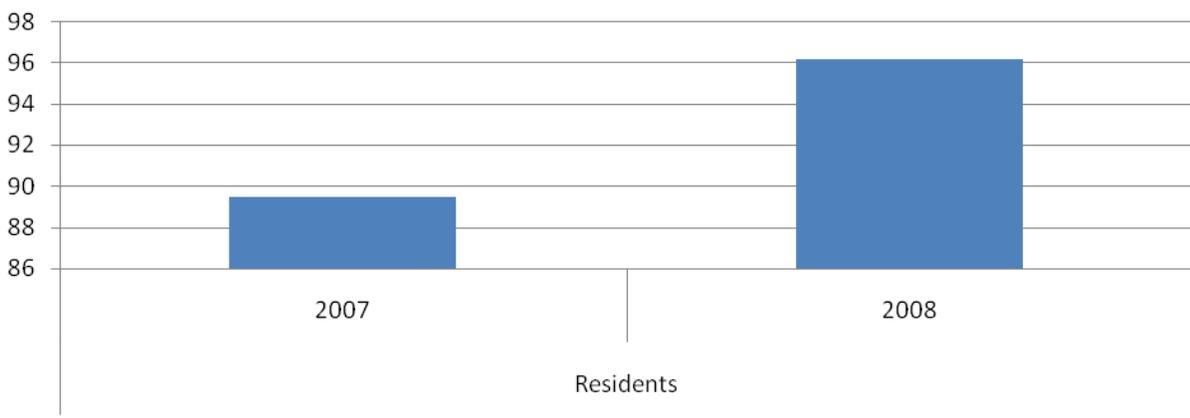
Residents' response that the MAST program was "somewhat effective" or "very effective"



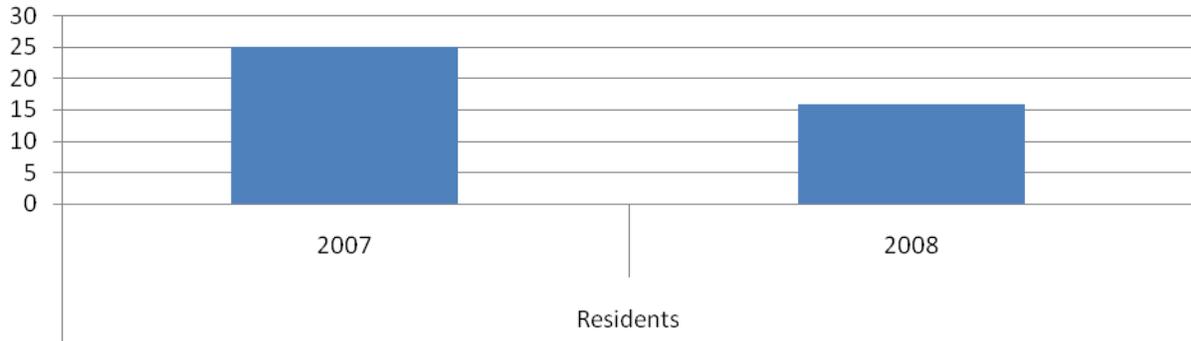
Knew what the term, "Healthy Forest" meant



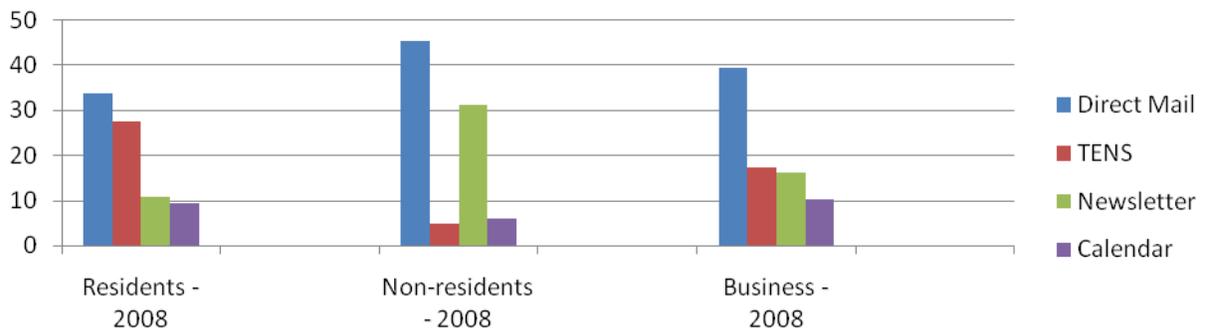
Taken steps to protect home in case of a wildfire



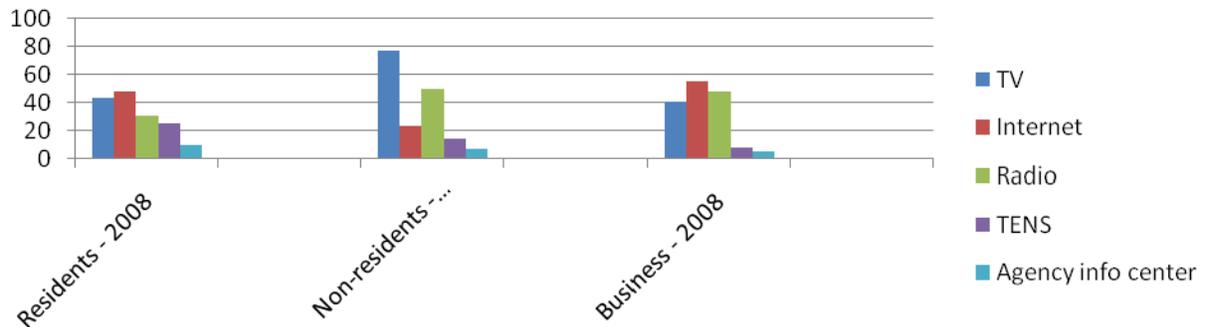
Residents haven't taken step to protect their home because they don't know what to do



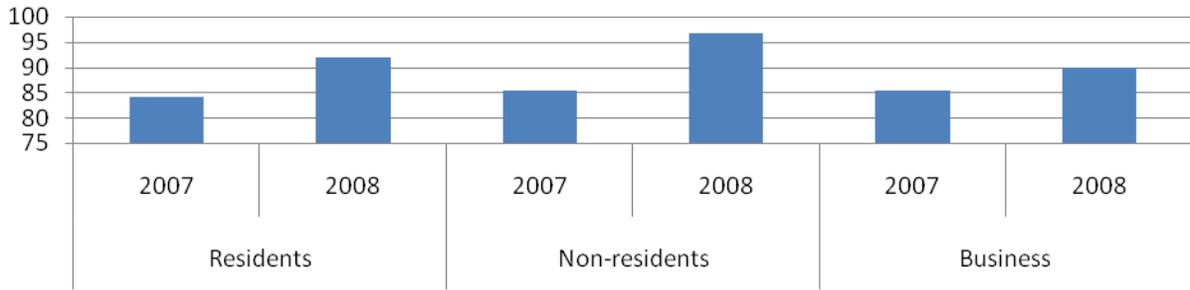
Most effective way to communicate MAST's fire safety message



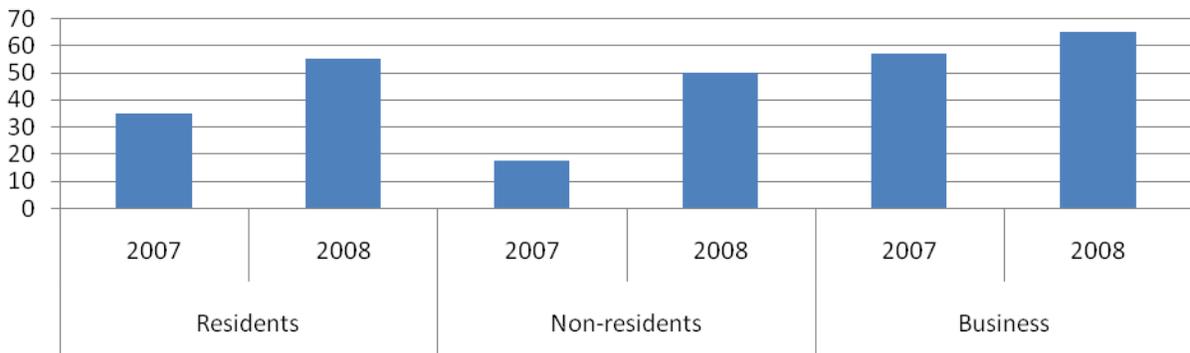
Where respondents go to get information in an emergency



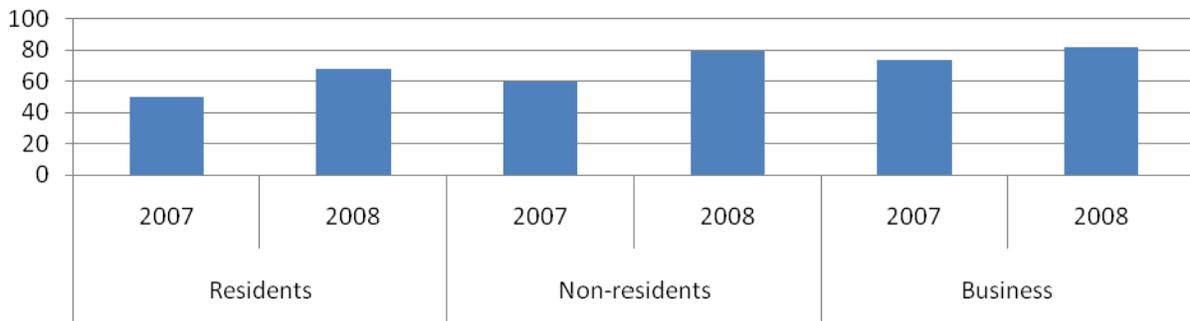
Aware that fuel reduction includes thinning a forest by removing live trees as an important part of sustaining a healthy forest.



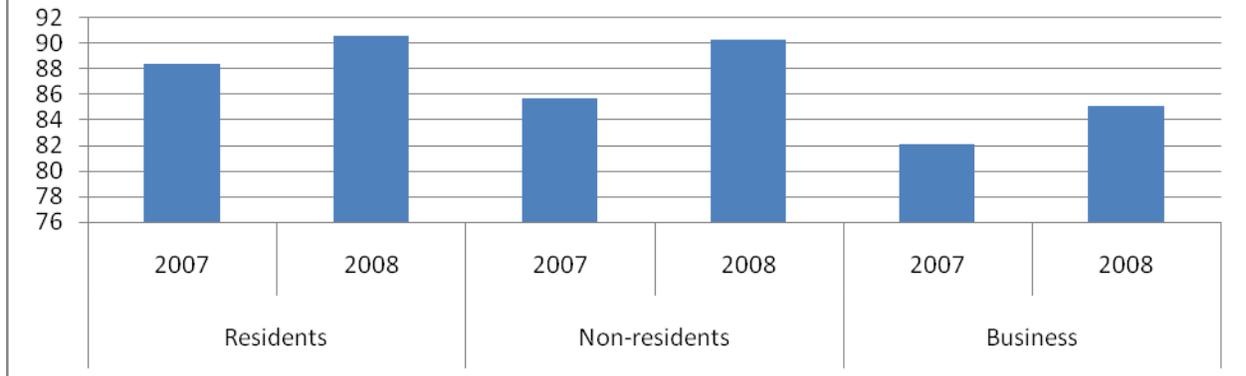
Awareness of the 75 percent reimbursement through the Forest Care Program



Awareness that trees should be spaced 20 to 30 feet apart



Cleared brush within 30 feet of home and structures or 100 feet from hillsides



The following describes more detailed responses to the MAST area fire prevention awareness survey. A copy of the three questionnaires appears at the end of this report.

LOCATION/ BUSINESS TYPE

Question: *“To be sure you live in our fire prevention study area, could you tell me your home ZIP code?”*

The highest proportion of surveyed residents live in the Lake Arrowhead (22 percent), Wrightwood (20 percent), Big Bear City (12 percent), or the Crestline/Lake Gregory/Valley of Enchantment (12 percent) ZIP codes.

Question: *“Which of the following best describes your property ownership in the San Bernardino Mountain area?”*

Question: *“What is the ZIP code of your San Bernardino Mountain property? If you don’t know the ZIP code, please give the name of the community where it’s located.”*

Non-residents were most likely to own residential property (79 percent), followed by vacant land (14 percent) and timeshare (10 percent). The ZIP code of their San Bernardino Mountain property was most likely to be the Big Bear Lake ZIP Code (32 percent), followed by Lake Arrowhead (13 percent), Big Bear City and Crestline/Lake Gregory/Valley of Enchantment (10 percent each, respectively).

Question: *“Can you tell me what kind of business is located at that address?”*

More than one in four business respondents (property owners/managers) surveyed were retail or services (28 percent and 26 percent each, respectively), 13 percent were tourist lodging and 8 percent were offices.

WILDFIRES IN THE AREA

Question: *“Do you feel like you’re adequately prepared for a natural disaster?”*

The overall majority of residents (78 percent) and non-residents (80 percent) feel like they are adequately prepared for a natural disaster.

Question: *“Have you ever had a wildfire burn within a mile of your San Bernardino Mountain property?”*

In the 2008 survey, almost two-thirds of residents (62 percent), almost one-third of non-residents (31 percent), as well as about one-quarter of business property owners/managers (26 percent) reported that a wildfire had burned within a mile of their home or business. This response was significantly higher in 2008 than in 2007, for residents (62 percent vs. 34 percent) as well as for non-residents (31 percent vs. 13 percent) surveyed.

Question: *“Did you have any damage or loss of property due to any wildfires in the San Bernardino Mountain area?”*

Of those respondents who had a wildfire burn within a mile of their property, 19 percent of residents, 18 percent of non-residents, and 23 percent of business property owners/managers replied they had damage or loss of property due to the fires.

Question: *“What damage or loss did you have?”*

The 59 residents, six non-residents, and six business property owners/managers, who had damage or loss to their property, were then asked the extent of the damage or loss. Residents were most likely to mention “loss of trees or landscaping,” “smoke damage,” “loss of personal

property/equipment,” “some structural damage,” as well as “complete loss of home/structure.” Many of these responses were also given by the non-residents as well as the business property owners/managers whose property had been affected. Similar responses were given in the 2007 study by respondents whose property had been affected by wildfires in the San Bernardino Mountain area.

Question: “Now I’m going to read you a few items and I would like you to rate each one on their level of risk from potential wildfires. Please use a scale from 1 to 5 where 1 means you don’t feel any risk at all from wildfires and 5 means that you feel an extreme risk from wildfires. “

The list of items varied depending on the group being surveyed. Residents as well as non-residents and business respondents tended to rate the “risk to the health of the San Bernardino Mountain forest areas” as having the highest risk factor (mean score = 4.2, 3.8, and 4.2 each, respectively), followed by the “risk to your local community” (mean score = 3.9, 3.6, and 3.9 each, respectively). The “risk to your family and household members” was rated as having the lowest risk factor among residents as well as non-residents (mean score = 2.8 and 2.5 each, respectively), while business property owners/managers rated the “risk to your San Bernardino mountain property” as having the lowest risk factor (mean score = 3.3). These results were similar to those from the 2007 study.

Question: “Have you done any of the following to get information about fire safety?”

1. Visited the Mountain Area Safety Task Force Website
2. Called Forest Care
3. Requested a fire safe survey or audit
4. Called the County’s hazardous tree removal program

From the list of ways in which respondents could get information about fire safety, more than four in ten residents (42 percent) as well as business respondents (44 percent) surveyed, and seven in ten non-residents (70 percent), had not sought any information from the four sources listed.

Respondents from all three groups surveyed were most likely to mention they had “called the County’s hazardous tree removal program,” followed by “visiting the Mountain Area Safety Task Force Website,” “calling Forest Care” and “requesting a fire safe survey or audit.”

STEPS TAKEN TO PROTECT HOME/BUSINESS PROPERTY

Question: “Have you taken any steps to protect your home/business/property in case of a wildfire?”

The majority of residents, non-residents as well as business respondents replied they had taken protective steps in case of a wildfire (96 percent, 86 percent and 92 percent each, respectively).

A greater proportion of residents as well as business respondents had taken steps to protect their property in 2008 (96 percent and 92 percent respectively) compared with 2007 (90 percent and 83 percent respectively), whereas a smaller proportion of non-residents had taken steps to protect their property in 2008 (86 percent) compared with 2007 (95 percent).

Question: “Which of the following (9) steps have you taken for wildfire prevention?”

1. Clear brush within 30 feet of home and structures or 100 feet if you are on a hillside
2. Remove tree braches below 6ft. from the ground
3. Thin and/or remove dead and dying trees
4. Thin and/or remove live trees

5. *Keep all combustibles, such as firewood, lawn furniture, picnic tables etc. away from structures*
6. *Clean roof and rain gutters regularly to avoid leaf and needle accumulation*
7. *Keep propane tanks clear of vegetation*
8. *Keep your garden hose connected to a faucet*
9. *Prepare an emergency evacuation plan*

All three respondent groups were read or shown the list.

Residents: More than eight in ten residents mentioned at least seven of the nine possible steps had been taken to protect their home. The two fire prevention steps mentioned by the fewest number of residents, were “to keep propane tanks clear of vegetation” (61 percent), and to “thin/remove live trees” (53 percent). These were also mentioned by the fewest residents in 2007. However, in 2008, there was a significantly greater proportion of residents who mentioned they had “thinned/removed live trees” (53 percent) than in 2007 (42 percent).

Non-residents: More than eight in ten non-residents had taken only one of the nine listed steps to protect their property, and this was to “clear brush within 30 feet of structures, or 100 feet if you are on a hillside” (90 percent). The steps taken by the fewest non-residents were to “keep propane tanks clear of vegetation” (26 percent), to “prepare an emergency evacuation plan” (29 percent), and to “thin or remove live trees” (43 percent). These were also mentioned by the fewest residents in 2007. A greater proportion of non-residents surveyed in 2008 mentioned they had “thinned/removed live trees” (43 percent) than in 2007 (30 percent).

Business respondents: More than eight in ten business respondents had taken five of the nine steps to protect their business property. The steps taken by the fewest business respondents in the 2008 study were to “thin/ remove live trees” (45 percent), and to “keep propane tanks clear of vegetation” (65 percent). In 2008, 65 percent of business respondents reported “keeping propane tanks clear of vegetation” as compared with 53 percent in 2007.

Respondents who had taken two or less steps for wildfire prevention were asked the following:

Question: *“Why haven’t you taken any (more) steps to prepare your home in case of a wildfire?”*

In 2008 there were fewer residents (19) as well as business respondents (10) who had taken two or less steps, compared with 2007 (32 and 19 respondents respectively). It is apparent that residents as well as business respondents have been more proactive in taking the necessary steps to protect their home/business/property in case of a wildfire. The number of non-residents who had taken two or less steps increased in 2008 (17 non-residents) compared with 2007 (5 non-residents). Reasons for not taking fire prevention steps:

Residents: “Just vacant land, no need” (6 residents)
 “It won’t make a difference” (4 residents)
 “I don’t know what to do.” (3 residents) This response was mentioned by eight residents in 2007.

Non-residents: “Time share trustees/owners should do that” (7 non-residents)
 “Just vacant land/no need” (6 non-residents)

Business respondents:
 “No trees on property/surrounded by asphalt” (4 business respondents)
 “The property is clear now” (2 business respondents)

“I don’t know what to do” (2 business respondents)

Question: “Now I’m going to read you a list of statements regarding fire reduction. For each one, please tell me whether or not you were aware of it.”

1. Fuel reduction includes thinning a forest by removing live trees as an important part of sustaining a healthy forest and ensuring fire safety
2. Trees should be spaced 20 to 30 feet apart to ensure a healthy forest and fire safety
3. Property owners are required to create a 100-ft. defensible space around structures extending to the property line or 100 ft. from the structure, whichever is less
4. You can contact the County Fire Dept., the California Dept. of Forestry and Fire Protection or the US Forest service for information about fuel reduction
5. Property owners can get free advice on fuel reduction from your local fire dept. , including the California Dept. of Forestry
6. Property owners may be eligible for up to 75 percent of the cost of removing live trees through the Forest Care program

More than 75 percent of surveyed residents were aware of four of the six statements.

More than 75 percent of non-residents as well as business respondents were aware of five of the six statements.

The statement with the lowest awareness among all three groups surveyed was “property owners may be eligible for up to 75 percent of the cost of removing live trees through the Forest Care program” (55 percent, 50 percent, and 65 percent respectively). Less than three-quarters of residents (68 percent), 79 percent of non-residents, and 81 percent of business respondents were aware that “trees should be spaced 20 to 30 feet apart to ensure a healthy forest and fire safety.”

Among residents as well as non-residents surveyed, awareness of the statements regarding “fuel reduction through thinning the forest,” “spacing trees 20 to 30 feet apart,” as well as “tree removal costs through the Forest Care Program” have increased significantly in 2008 compared with 2007.

AWARENESS OF AND ATTITUDES TOWARD THE FOLLOWING:

The Term Healthy Forest

Question: “Are you familiar with the term “healthy forest?”

A high proportion of residents (80 percent), business property owners/managers (81 percent), and, to a lesser extent, non-residents (61 percent) had an awareness of the term “healthy forest.” The proportion of residents aware of this term increased significantly in 2008 (80 percent) compared with 2007 (65 percent).

Question: “What does this term mean to you?”

A high proportion of residents, as well as non-residents and business respondents who were aware of the term healthy forest, mentioned that the term means ‘to minimize density/thinning trees/no overgrowth’ (55 percent, 37 percent, and 54 percent each, respectively). Other responses given most frequently by all three respondent groups included “removing all dead/infected trees” as well as “clear/clean up/no underbrush/debris”.

Significant findings from 2007 to 2008 with regard to the meaning of the term ‘healthy forest:”

Residents: “To minimize density/thinning trees/no overgrowth” increased significantly in 2008 (55 percent) from 2007 (42 percent).

Non-residents: “Clear/clean up/no underbrush/debris” increased in 2008 (43 percent) compared with 2007 (23 percent).

Business respondents: “Removing all dead/infected trees,” decreased in 2008 (26 percent) compared with 2007 (42 percent).

Question: “What measures do you think property owners can take to create and maintain a healthy forest?”

Residents:

“Thin/ clear young trees” (30 percent)

“Cleanup/remove trash/brush around/on property/create defensible space” (28 percent)

“Remove brush/undergrowth/pine cones/needles” (23 percent)

“Clear dead trees/wood/diseased trees” (18 percent)

The proportion of residents who mentioned that property owners could “thin/ clear young trees” was significantly greater in 2008 (30 percent) than in 2007 (18 percent).

Non-residents:

“Thin/clear young trees” (27 percent)

“Clear dead trees/dead wood/diseased trees” (21 percent)

“Remove brush/undergrowth/pine cones/ needles” (21 percent)

“Cleanup/remove trash/brush around/on property/create defensible space” (18 percent)

The response of “clear dead trees/dead wood/diseased trees” was significantly lower in 2008 (21 percent) than in 2007 (39 percent).

Business respondents:

“Cleanup/remove trash/brush around/on property/create defensible space” (29 percent)

“Thin/clear young trees” (25 percent)

“Follow the rules/guidelines/recommendations” (19 percent)

“Remove brush/undergrowth/pine cones/needles” (18 percent)

The response of creating “defensible space” increased significantly in 2008 (29 percent) from 2007 (15 percent), whereas “cleaning the yard or property” as well as “clear dead trees/dead wood/diseased trees,” decreased significantly in 2008 (6 percent and 11 percent, respectively), from 2007 (21 percent and 32 percent, respectively).

MAST and MAST Objectives

Question: “The Mountain Area Safety Taskforce, or MAST, is a coordinated group of government agencies, private companies and volunteer organizations concerned with public safety in the mountain areas. Under a \$70 million grant, MAST has removed at least 1.5 million dead and dying trees and reduced the green fuel load in the Angeles and San Bernardino National Forests. Are you aware of MAST?”

The majority of residents (72 percent) as well as business property owners/managers (80 percent) are aware of MAST, while less than half (42 percent) of non-residents are aware of MAST. These results are similar to those from 2007.

Question: “One of the objectives of MAST is to reduce the current region-wide risk of a major fire and to minimize impacts on mountain communities from fires. Now I am going to read six elements of the MAST action plan and I would like you to tell me how important each one is to you. Please use our scale from 1 to 5 where 1 means you feel that the element is not at all important and 5 means that you feel it is extremely important.”

1. Developing community evacuation plans and clearing potential hazard trees from routes into and out of the mountains
2. Providing emergency planning and tree removal information to the public

3. *Work with local, state and federal legislators to obtain funds to finance prevention and emergency response measures*
4. *Planning and organizing the removal of dead standing trees, the reduction of fuel on the ground, and the creation of defensible space around developed areas and homes*
5. *Develop commercial use or disposal options for waste wood products*
6. *Developing and implementing a healthy forest/fire-safe plan*

Results indicate that for each of the six elements, a mean score of 4.1 or higher was calculated from all three respondent groups (residents, non-residents and business property owners/managers). Thus, all of the elements were seen to be “very” to “extremely” important by the majority of all groups.

Question: *“What is your opinion of the effectiveness of the following MAST programs? For each one, please tell me if you think it’s very effective, somewhat effective, or not at all effective?”*

1. *MAST Fire safety education program*
2. *MAST Tree removal program*
3. *Other MAST programs*
 - More than six in ten of all three respondent groups rated the MAST tree removal program as “very effective” (64 percent, 65 percent and 63 percent of residents, non-residents and business respondents, respectively).
 - The MAST fire safety education program was rated as “very effective” by more than four in ten residents (41 percent), non-residents (49 percent), as well as business respondents (48 percent).
 - The proportion of residents, who mentioned the fire safety education program as being “very effective”, was significantly higher in 2008 (41 percent) than in 2007 (33 percent).
 - The “other MAST programs,” were rated as “very effective” by residents (33 percent), non-residents (38 percent), and business respondents (51 percent) respectively.

Question: *“Have you ever been to the MAST website?”*

The MAST website was visited by the highest proportion of business respondents (29 percent), followed by residents (17 percent), and non-residents (3 percent).

Question: *“Was it (the MAST website) helpful?”*

Of those who have ever visited the MAST website, the overall majority found it helpful (87 percent, 75 percent and 88 percent of residents, non-residents and business respondents respectfully).

Question: *“What would make it more helpful?”*

Ways in which the MAST website could be more helpful included:

- “More accurate, up-to-date info, especially during a fire”
- “More referrals to/from/link to other websites”
- “More publicity/let more people know about it/give magnets/calendars”
- “Make it easier to use”

These responses were given by respondents from each of the three groups.

DEMOGRAPHIC AND SOCIOGRAPHIC CHARACTERISTICS

Question: “Which of the following do you think was the most effective in communicating MAST’s fire safety education program?”

1. *calendars*
2. *direct mail*
3. *video*
4. *website*
5. *newsletter*
6. *Telephone Emergency Notification System (TENS)*
7. *something else*

The most frequently mentioned tool for effectively communicating MAST’s fire safety public education program was direct mail as reported by residents (34 percent), non-residents (45 percent), and business respondents (39 percent). Other tools mentioned most frequently as being effective by one or more of the three survey groups included the TENS (Telephone Emergency Notification System), newsletter and calendars. Non-residents also reported the MAST website as being an effective tool. Residents (27 percent) as well as business respondents (17 percent), were significantly more likely than non-residents (5 percent), to mention the TENS as an effective means of communicating MAST’s fire safety education program. On the other hand, non-residents (31 percent) were significantly more likely than residents (11 percent) to mention the newsletter as being most effective.

Question: “Where do you get information in an emergency?”

Residents: The most likely means for residents to get information in an emergency was via the Internet (48 percent) and TV (44 percent), followed by radio (30 percent) and TENS (25 percent).

- One Internet site was mentioned by more than half of those residents surveyed who used the Internet to get information in an emergency - Rim of the World (69 percent), followed to a far lesser extent by WrightwoodCalif.com (9 percent) and KBHR.com (7 percent).
- Radio stations listened to by residents who mentioned they use the radio to get information in an emergency included: KBHR 93.3, Big Bear (45 percent); KFI 640 AM, Los Angeles (17 percent); KNX 1070, LA (11 percent); and KOLA 99.9 FM, San Bernardino (9 percent). In the 2007 study, the question was worded differently. Residents were asked what radio station they listen to regularly. In 2007, the most frequently mentioned radio station was KBHR 93.3.

Non-residents: The most likely means for this group to get information in an emergency, was via the TV (77 percent), radio (50 percent), Internet (24 percent), and TENS (14 percent).

- Many Internet sites were mentioned by non-residents; however, not one site was mentioned by more than two non-residents.
- Radio stations listened to by the 23 non-residents who mentioned they use the radio to get information in an emergency included: KBHR 93.3, Big Bear (10 non-residents); KNX 1070, LA (4 non-residents); KFI 640 AM, Los Angeles; and KFWB 980 AM, Los Angeles (3 non-residents respectively).

Business respondents: This group of respondents was most likely to get information in an emergency via the Internet (55 percent), radio (48 percent), and TV (40 percent).

- Two Internet sites were mentioned most frequently by business respondents who replied they used the Internet to get information in an emergency. These sites were Rim of the World (61 percent) and KBHR.com (27 percent).
- The overall majority of business respondents (88 percent) mentioned they listen to the KBHR 93.3 Big Bear radio station in an emergency. In the 2007 study, the question was worded differently. Business respondents were asked what radio station they listen to regularly. In 2007, the most frequently mentioned radio station was KBHR 93.3 Big Bear.

Gender:

While more than half (58 percent) of residents surveyed were female, 66 percent of non-residents and 55 percent of business property owners/managers surveyed were male.

Question: *“What type of house do you live in?”*

Almost all residents (98 percent) surveyed lived in single-family detached homes, two percent lived in mobile homes/trailers, and the remaining lived in condominiums. Consistent with this result was that 96 percent of residents surveyed owned their home and four percent rented. In 2007 94 percent of residents lived in single-family detached homes (significantly lower than in 2008) and 5 percent lived in mobile homes/trailers (significantly higher than in 2008).

Question: *“How long have you lived at your current address?”*

Question: *“How long have you owned or managed this business property?”*

Residents had owned their home a median of 10.0 years (8 years in 2007) and business property owners/managers had owned their business a median of 6.0 years. This was the same as reported in 2007. The proportion of residents, who have lived in their home 30 years or more, was significantly higher in 2008 (9 percent) than in 2007 (5 percent).

Question: *“In what year were you born?”*

Surveyed residents had a median age of 59 years (55 years in 2007), non-residents had a median age of 61 years (59 years in 2007), and business property owners/managers had a median age of 51 years (54 years in 2007). The proportion of residents aged 65 years or older was significantly higher in 2008 (36 percent) than in 2007 (20 percent).

Question: *“Which of the following (ethnic groups) do you consider yourself?”*

White, non-Hispanic ethnicity was reported by the overall majority of surveyed residents (92 percent), non-residents (87 percent) as well as business property owners/managers (90 percent). These results are similar to those from 2007.

Question: *“What is the highest level of education that you have completed so far?”*

Respondents to this survey were generally well-educated. More than four in ten residents surveyed (44 percent), two-thirds of non-residents surveyed (65 percent) and one-third of business property owners/managers surveyed (36 percent) have a college degree or higher. Significantly fewer business respondents surveyed in 2008 had a college degree or higher (36 percent), than in 2007 (51 percent).

Question: *“Which of the following groups best describes your household’s total annual income before taxes in 2007?”*

The median household income calculated for surveyed residents was \$67,000, non-residents \$107,200, and business property owners/managers \$74,100. Median household income in 2008

increased slightly for residents as well as non-residents, and decreased slightly for business respondents, compared with 2007.

SIGNIFICANT RESPONSES FROM CROSSTABULATIONS

Cross tabulations of the data resulted in many findings that were significant.

East vs. West Respondents

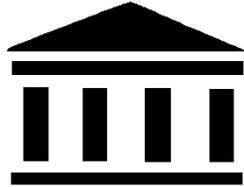
- Respondents from the West mountain were significantly more likely than those from the East mountain to:
 - Have had a wildfire burn within a mile of their San Bernardino home/business/property (70 percent vs. 17 percent respectively)
 - Have had damage or loss of property due to the wildfires in the area (21 percent vs. 5 percent respectively)
 - Rate the risk to their home/property, land, family/household, local community and health of the area from potential wildfires as “extreme risk”
 - Take the following steps annually for wildfire protection on their home/business/property: “Thin and/or remove dead/dying trees” (89 percent vs. 78 percent respectively)
 - “Prepare an emergency evacuation plan” (79 percent vs. 71 percent respectively)
 - “Thin and/or remove live trees” (53 percent vs. 44 percent respectively)
 - Mention that property owners can “prune/trim trees/remove branches 6 ft. up” in order to create and maintain a healthy forest (14 percent vs. 5 percent respectively)
 - Rate the importance of providing emergency planning and tree removal information to the public; planning and organizing the removal of dead standing trees, the reduction of fuel on the ground, and the creation of defensible space around developed areas and homes; and developing and implementing a healthy forest/fire-safe plan as “extremely important”
 - Rate the TENS as the most effective in communicating MAST’s fire safety public education program (29 percent vs. 10 percent respectively)
 - Mention the Internet (49 percent vs. 37 percent respectively), and TENS (27 percent vs. 9 percent respectively) as emergency information sources
 - Mention the following radio stations: KFI 640 AM, Los Angeles; KNX 1070, LA; KFRG 95.1 FM, San Bernardino; and KOLA 99.9 FM, San Bernardino
- Respondents from the East mountain were significantly more likely than those from the West mountain to:
 - Be aware that trees should be spaced 20 to 30 ft. apart to ensure a healthy forest and fire safety (78 percent vs. 68 percent respectively)
 - Be aware that they can contact the County Fire Department, the California Department Of Forestry and Fire Protection or the U.S. Forest Service for information about fuel reduction (92 percent vs. 85 percent respectively)
 - Be aware that they can get free advice on fuel reduction from their local fire department, including the California Department of Forestry (91 percent vs. 82 percent respectively)

- Mention the radio as an emergency information source (57 percent vs. 25 percent respectively)
- Mention the radio station KBHR 93.3, Big Bear (91 percent vs. 1 percent respectively)
- Business respondents from the West mountain surveyed in 2008 were more likely than those surveyed in 2007 to have their business in the “service” industry (36 percent in 2008 vs. 8 percent in 2007)
- Business respondents from the East mountain surveyed in 2008 were less likely than those surveyed in 2007, to have their business classified as an “office” (8 percent in 2008 vs. 24 percent in 2007)
- Respondents from the West mountain surveyed in 2008 were more likely than those surveyed in 2007 to have had a wildfire burn within a mile of their San Bernardino home/business/property (70 percent in 2008 vs. 58 percent in 2007)
- Respondents from the East mountain surveyed in 2008 were more likely than those surveyed in 2007 to rate the effectiveness of the MAST fire safety education program as “very effective” (47 percent in 2008 vs. 35 percent in 2007)

All Residents

- Surveyed residents who have had a wildfire burn within a mile of their home were significantly more likely than those who have not had a wildfire burn within a mile of their home to:
 - Live in Lake Arrowhead (30 percent vs. 7 percent respectively)
 - Rate the risk to their home/property, as well as their land, their family and household and their community from potential wildfires as “extreme”
 - Be aware that trees should be spaced 20 to 30 feet apart to ensure a healthy forest and fire safety (73 percent vs. 59 percent respectively)
 - Be aware of MAST (76 percent vs. 66 percent respectively), and ever visited their website (21 percent vs. 13 percent respectively)
 - Mention that direct mail was most effective in communicating MAST’s fire safety public education program (37 percent vs. 26 percent respectively)
- Surveyed residents who were aware of the term “healthy forest” were significantly more likely than those who were not aware of this term to:
 - Feel they are adequately prepared for a natural disaster (80 percent vs. 68 percent respectively)
 - Be aware of all 6 statements read to respondents regarding fire reduction (thinning a forest, trees spaced 20 to 30 feet apart, create a 100-foot defensible space, etc.)
 - Be aware of MAST (78 percent vs. 48 percent respectively), and ever visited their website (20 percent vs. 8 percent respectively)
 - Mention that calendars were most effective in communicating MAST’s fire safety public education program (11 percent vs. 4 percent respectively)
- Surveyed residents who were aware of MAST were significantly more likely than those who were not aware of MAST to:
 - Have ever had a wildfire burn within a mile of their San Bernardino Mountain home/business/property (65 percent vs. 54 percent respectively)

- Be aware of the term “healthy forest” (86 percent vs. 62 percent respectively)
- Be aware of all 6 statements read/shown to respondents regarding fire reduction (thinning a forest, trees spaced 20 to 30 feet apart, create a 100ft. defensible space etc.)
- Mention that direct mail and calendars were most effective in communicating MAST’s fire safety public education program
- Surveyed male residents were significantly more likely than female residents to:
 - Feel they are adequately prepared for a natural disaster (85 percent vs. 73 percent respectively)
 - Be aware that trees should be spaced 20 to 30 feet apart to ensure a healthy forest and fire safety, that they can contact the County Fire Department of Forestry and Fire Protection or the U.S. Forest service for information about fuel reduction, and that property owners can get free advice on fuel reduction from their local fire department
 - Have visited the MAST website (21 percent vs. 14 percent respectively)
- Surveyed female residents were significantly more likely than male residents to:
 - Rate the risk to their home/property, as well as their land, and the health of the San Bernardino Mountain forest area from potential wildfires as “extreme”
 - Rate the following MAST elements as “extremely important”: developing a community evacuation plan, providing emergency planning and tree removal information, and developing and implementing a healthy forest/fire-safe plan
 - Rate the effectiveness of the MAST fire safety education program as “very effective” (46 percent vs. 36 percent respectively)
 - Consider TENS the most effective in communicating MAST’s fire safety public education program (33 percent vs. 21 percent respectively)



QUESTIONNAIRES

San Bernardino Mountain-Area Fire Prevention Awareness - #624

Resident Telephone Version

Hello, my name is _____ from CIC Research, Inc. We are conducting a study regarding wildfire prevention for the San Bernardino Mountain Area Safety Task Force. We are not selling anything, we are just interested in getting your opinions. Are you (may I speak to) the (male/female) head of the household?

1. First, to be sure you live in our fire prevention study area, could you tell me your home ZIP code? (DO **NOT** READ CHOICES)

- | | |
|---|--|
| 1. 91759 Mt. Baldy | 13. 92352 Lake Arrowhead |
| 2. 92305 Angelus Oaks | 14. 92358 Lytle Creek |
| 3. 92314 Big Bear City | 15. 92378 Rimforest |
| 4. 92315 Big Bear Lake | 16. 92382 Arrowbear Lake/Running Springs |
| 5. 92317 Blue Jay | 17. 92385 Sky Forest |
| 6. 92321 Cedar Glen | 18. 92386 Sugarloaf |
| 7. 92322 Cedar Park Pines | 19. 92391 Twin Peaks |
| 8. 92325 Crestline/Lake Gregory/Valley of Enchantment | 20. 92397 Wrightwood |
| 9. 92326 Crest Park | 21. Other (SPECIFY) _____(ASK Q |
| 10. 92333 Fawnskin | 22. Don't Know (ASK Q1a) |
| 11. 92339 Forest Falls | 23. Refused (THANK & TERMINATE) |
| 12. 92341 Green Valley Lake | |

1a. What community do you live in?

- | | |
|-----------------------|---------------------------------|
| 1. Angelus Oaks | 18. Lytle Creek |
| 2. Arrowbear Lake | 19. Minnelusa |
| 3. Big Bear City | 20. Moonridge |
| 4. Big Bear Lake | 21. Mountain Home Village |
| 5. Blue Jay | 22. Mt. Baldy |
| 6. Cedar Glen | 23. Rain Forest |
| 7. Cedar Pines Park | 24. Rim Forest |
| 8. Crest Park | 25. Running Springs |
| 9. Crestline | 26. Sky Forest |
| 10. Erwin Lake | 27. Snow Valley |
| 11. Fawnskin | 28. Sugarloaf |
| 12. Forest Falls | 29. Twin Peaks |
| 13. Fredalba | 30. Valley of Enchantment |
| 14. Green Valley Lake | 31. Wrightwood |
| 15. Lake Arrowhead | 32. Other (SPECIFY) _____ |
| 16. Lake Gregory | (THANK & TERM) |
| 17. Lake Williams | 33. Refused (THANK & TERMINATE) |

2. Do you feel like you're adequately prepared for a natural disaster?

- 1) Yes
- 2) No
- 9) Don't Know/Refused

3. Have you ever had a wildfire burn within a mile of your home in the San Bernardino Mountain area?

- 1) Yes (CONTINUE)
- 2) no (SKIP TO Q6)
- 9) Don't Know/Refused (SKIP TO Q6)

4. Did you have any damage or loss of property due to any wildfires in the San Bernardino Mountain area?
 1) Yes (CONTINUE) 2) No (SKIP TO Q6) 9) Don't Know (SKIP TO 6)

5. What damage or loss did you have? (READ ITEMS; CHECK ALL THAT APPLY)

	Yes	No	DK
1) some structural damage to your home	1	2	9
2) complete loss of your home	1	2	9
3) loss of personal property, like personal belongings, car, equipment, and tools	1	2	9
4) Loss of trees or landscaping	1	2	9
5) any Other loss or damage (SPECIFY)	1	2	9

6. Now I am going to read you a few items and I would like you to rate each one on their level of risk from potential wildfires. Please use a scale from 1 to 5 where 1 means you don't feel any risk at all from wildfires and 5 means that you feel an extreme risk from wildfires. (READ STATEMENTS; RANDOMIZE) Let's start with . . .

	No Risk		Extreme Risk			NA	DK
	1	2	3	4	5	8	9
a) the risk to your home from potential wildfires	1	2	3	4	5	8	9
b) the risk to your land from potential wildfires	1	2	3	4	5	8	9
c) the risk to your family and household members from potential wildfires	1	2	3	4	5	8	9
d) the risk to your local community from potential wildfires	1	2	3	4	5	8	9
e) the risk to the health of the San Bernardino Mountain forest areas from potential wildfires	1	2	3	4	5	8	9

- 6a. Have you done any of the following to get more information about fire safety? (READ ITEMS; ROTATE)

	Yes	No	DK
a) Visited the Mountain Area Safety Task Force Website	1	2	9
b) Called Forest Care	1	2	9
c) Requested a fire safe survey or audit	1	2	9
d) Called the County's hazardous tree removal program	1	2	9

7. Have you taken any steps to protect your home in case of a wildfire?

- 1) Yes (CONTINUE)
 2) No (SKIP TO Q9)
 9) Don't know (SKIP TO Q11)

8. Which of the following steps have you taken for wildfire prevention? (READ CHOICES; ROTATE; CHECK ALL THAT APPLY)

	Yes	No	NA	DK
1) Clear brush within 30 feet of home and structures or 100 feet if you are on a hillside	1	2	8	9
2) Remove tree branches below 6 feet from ground	1	2	8	9
3) Thin and/or remove dead and dying trees	1	2	8	9
4) Thin and/or remove live trees	1	2	8	9
5) Keep all combustibles, such as firewood, lawn furniture, picnic tables, etc., away from structures	1	2	8	9
6) Clean rain gutters regularly to avoid leaf and needle accumulation	1	2	8	9
7) Keep propane tanks clear of vegetation	1	2	8	9
8) Keep your garden hose connected to a faucet	1	2	8	9
9) Prepare an emergency evacuation plan	1	2	8	9
10) Other (SPECIFY) _____	1	2	8	9

(IF 1 or 2 ITEMS MENTIONED IN Q8, ASK Q9. OTHERWISE SKIP TO Q11)

9. Why haven't you taken any (more) steps to prepare your home in case of a wildfire?
(DO **NOT** READ CHOICES; CHECK ALL THAT APPLY)
- 1) I don't know what to do
 - 2) I'm just a renter and it's not my responsibility
 - 3) It's not my responsibility it's the fire department/government's job
 - 4) I didn't know there was a wildfire threat to my neighborhood/community
 - 5) It won't happen to me
 - 6) It won't make a difference
 - 7) It's all fate - when your number is up, it's up
 - 8) If it was really important, my insurance company would give me a break on my premiums
 - 9) It's wrong to cut trees
 - 10) I don't have the time
 - 11) Can't afford to do it/don't have the money to do it
 - 12) Those things don't apply to me/I live in apt, condo, etc.
 - 13) Other (SPECIFY) _____

11. Are you familiar with the term "healthy forest?"

- 1) yes (CONTINUE)
- 2) no (SKIP TO Q14)

12. What does that term mean to you? (PROBE WELL; RECORD ANSWER VERBATIM)____

13. What measures do you think property owners can take to create and maintain a healthy forest? (PROBE WELL; RECORD ANSWER VERBATIM)_____

14. Now I'm going to read you a list of statements regarding fire reduction. For each one, please tell me whether or not you were aware of it. Let's begin with, are you aware that . . . (READ EACH ITEM AND GET A YES OR NO ANSWER) (DO NOT ROTATE)

	<u>Yes</u>	<u>No</u>	<u>DK</u>
a) Fuel reduction includes thinning a forest by removing live trees as an important part of sustaining a healthy forest and ensuring fire safety.	1	2	9
b) Trees should be spaced 20 to 30 feet apart to ensure a healthy forest and fire safety.	1	2	9
d) Property owners are required to create a 100-foot defensible space around structures extending to the property line or 100 feet from the structure, whichever is less.	1	2	9
e) You can contact the County Fire Department, the California Department of Forestry and Fire Protection or the U.S. Forest service for information about fuel reduction?	1	2	9
f) Property owners can get free advice on fuel reduction from your local fire department, including the California Department of Forestry.	1	2	9
g) Property owners may be eligible for up to 75% of the cost of removing live trees through the Forest Care Program.	1	2	9

15. The Mountain Area Safety Taskforce, or MAST, is a coordinated group of government agencies, private companies and volunteer organizations concerned with public safety in the mountain areas. Under a \$70 million grant, MAST has removed at least 1.5 million dead and dying trees and reduced the green fuel load in the Angeles and San Bernardino National Forests. Are you aware of MAST?

- 1) Yes
- 2) No
- 9) Don't Know

16. One of the objectives of MAST is to reduce the current region-wide risk of a major fire and to minimize impacts on mountain communities from fires. Now I am going to read five elements of the MAST action plan and I would like you to tell me how important each one is to you. Please use our scale from 1 to 5 where a 1 means you feel that the element is not at all important and 5 means that you feel it is extremely important. Let's begin with . . . (READ STATEMENTS; RANDOMIZE)

	<u>Not at all</u> <u>Important</u>			<u>Extremely</u> <u>Important</u>			<u>DK</u>
a) Developing community evacuation plans and clearing potential hazard trees from routes into and out of the mountains	1	2	3	4	5	9	
b) Providing emergency planning and tree removal information to the public	1	2	3	4	5	9	
c) Work with local, state, and federal legislators to obtain funds to finance prevention and emergency response measures	1	2	3	4	5	9	
d) Planning and organizing the removal of dead standing trees, the reduction of fuel on the ground, and the creation of defensible space around developed areas and homes	1	2	3	4	5	9	
e. Develop commercial use or disposal options for waste wood products	1	2	3	4	5	9	
f. Developing and implementing a healthy forest/ fire-safe plan	1	2	3	4	5	9	

17. What is your opinion of the effectiveness of the following MAST programs? For each one, please tell me if you think it's very effective, somewhat effective, or not at all effective? How about . . . ? (READ EACH ITEM & GET ANSWER) And how about. . . ? Is it . . .

	<u>Not at all</u> <u>effective</u>	<u>Somewhat</u> <u>effective</u>	<u>Very</u> <u>effective</u>	<u>DK</u>
1) MAST Fire safety education program?	1	2	3	9
2) MAST Tree removal program?	1	2	3	9
3) Other MAST programs?	1	2	3	9

- 17a. Which of the following do you think was the most effective in communicating MAST's fire safety public education program? (READ CHOICES; ONE ANSWER ONLY)
1. calendars
 2. direct mail
 3. video
 4. website
 5. newsletter
 6. Telephone Emergency Notification System (TENS)
 7. or something else? (SPECIFY) _____
 9. Don't Know (DO NOT READ)
18. Where do you get information in an emergency? (READ CHOICES; CHECK ALL THAT APPLY)
1. TV
 2. Radio (ASK:) What station? _____ (PROGRAMMER: SHOW LIST FROM 2006 SURVEY, BUT DO NOT READ)
 3. TENS (Telephone Emergency Notification System)
 4. Internet (ASK:) Which site? _____
(IF MAST WEBSITE MENTIONED, SKIP TO Q20)
 5. Agency Information Center
 6. Other (SPECIFY) _____
19. Have you ever been to the MAST Website?
1. Yes (ASK Q20)
 2. No (SKIP to INTRO BEFORE Q21)
 3. Don't Know/Refused (SKIP to INTRO BEFORE Q21)
20. Was it (the MAST Website)helpful?
1. Yes
 2. No
 3. Don't Know/Refused
- 20a. What would make it more helpful? (PROBE WELL) _____

Now just a few last questions to help us group your answers with those of others.

21. (RECORD GENDER:) 1 Male 2 Female
22. What type of home do you live in? Is it a . . . (READ CHOICES)
1. Single-family detached home
 2. Condominium
 3. Duplex
 4. Apartment (SKIP TO Q24)
 5. Mobile home/trailer
 6. Other (SPECIFY)
23. Do you rent or own your home?
1. rent
 2. own
 9. Refused

24. How long have you lived at your current address?
 _____ Years less than 1 year
25. In what year were you born? 19 _____
26. Which of the following do you consider yourself? (READ CHOICES)
1. White, non -Hispanic
 2. Hispanic
 3. African -American/Black
 4. Asian -American
 5. Native American
 6. Other _____
27. What is the highest level of education that you have completed so far? (READ IF NECESSARY)
1. some high school
 2. high school graduate
 3. some college or trade school
 4. college graduate
 5. graduate degree
 6. other _____
28. Which of the following groups best describes your household's total annual income before taxes in 200 7? (READ CHOICES)
- | | |
|------------------------|--------------------------------------|
| 1. Under \$25,000 | 5. \$80,000 - \$99,999 |
| 2. \$25,000 - \$40,000 | 6. \$100,000 - \$150,000 |
| 3. \$40,000 - \$60,000 | 7. \$150,000 or more |
| 4. \$60,000 - \$79,999 | 9. Don't Know/ Refused (DO NOT READ) |

Thank you again and have a nice evening/day.



Please answer all questions
as they relate to this address:

San Bernardino Mountain Area Fire Prevention Awareness

We are conducting a public opinion survey regarding fire prevention awareness and practices among property owners and businesses in the San Bernardino Mountain area. **This is a follow-up to the survey you received in January 2007. Once again,** please take a few minutes to give us your opinions by answering all questions **as they relate to your San Bernardino Mountain property** at the address above. Even if your property is a time-share or condominium and some questions don't seem to apply, please answer all questions to the best of your ability. When finished, please return your completed questionnaire in the enclosed postage-paid envelope.

1. Which of the following best describes your property ownership in the San Bernardino Mountain area? Please check all that apply.

- Residential property
- Commercial property
- Vacant land
- Other (Please describe) _____

2. Do you feel like you're adequately prepared for a natural disaster?

- Yes
- No
- Don't know

3. Have you ever had a wildfire burn within a mile of your San Bernardino Mountain property?

- Yes (Continue with Question 4)
- No (Skip to Question 6)
- Don't Know (Skip to Question 6)

4. Did you have any damage or loss of property due to any wildfire(s) in the San Bernardino Mountain area?

- Yes (Continue with Question 5)
- No (Skip to Question 6)
- Don't Know (Skip to Question 6)

5. What damage or loss did you have? Please check all that apply

- Some structural damage on the property
- Some loss of inventory, personal property or equipment
- Complete loss of structures on property
- Loss of trees or landscaping on property
- Other (Please describe) _____
- Don't Know

6. Please rate each of the following items on their level of risk from potential wildfires. Please use a scale from 1 to 5 where 1 means you don't feel that item has any risk at all from wildfires and 5 means that you feel an extreme risk from wildfires

	No Risk	1	2	3	4	Extreme Risk	Not Applicable	D
a) The risk to structures, equipment or personal belongings on your San Bernardino Mountain property from potential wildfires	1	2	3	4	5	8	!	
b) The risk to your land from potential wildfires	1	2	3	4	5	8	!	
c) The risk to your family and household members from potential wildfires (for vacation homes and 2 nd homes owners only).	1	2	3	4	5	8	!	
d) The risk to the local community from potential wildfires.	1	2	3	4	5	8	!	
e) The risk to the health of the San Bernardino Mountain forest areas from potential wildfires	1	2	3	4	5	8	!	

7. Have you done any of the following to get more information about fire safety? (Please check all that apply)

- Visited the Mountain Area Safety Task Force Website
- Called Forest Care
- Requested a fire safe survey or audit
- Called the County's Hazardous tree removal program
- None of the above

8. Have you taken any steps to protect your property in case of a wildfire?

- Yes (Continue with Question 9)
- No (Skip to Question 10)
- Don't know (Skip to Question 11)

9. Which of the following steps have you taken for wildfire prevention on your San Bernardino Mountain area property? **PLEASE CHECK ALL THAT APPLY.**

- Clear brush within 30 feet of structures or 100 feet if you are on a hillside
- Remove tree branches below 6 feet from ground
- Thin and/or removed dead and dying trees
- Thin and/or remove live trees
- Keep all combustibles, such as firewood, lawn furniture, picnic tables, etc., away from structures
- Clean roof and rain gutters regularly to avoid leaf and needle accumulation
- Keep propane tanks clear of vegetation
- Keep a garden hose connected to a faucet
- Prepare an emergency evacuation plan
- Other (Please specify) _____
- None

If you checked less than 3 items in Question 9, please answer Question 10. Otherwise skip to Question 11.

10. Why haven't you taken more steps to prepare your property in case of a wildfire?

11. Are you familiar with the term "healthy forest"?

- Yes (Please continue with Question 12)
- No (Please skip to Question 14)

12. What does "healthy forest" mean to you? _____

13. What measures do you think property owners can take to create and maintain a healthy forest? _____

14. Below is a list of statements regarding fire reduction. For each one, please indicate whether or not you are aware of it.

- | | <u>Yes</u> | <u>No</u> | <u>Don't Know</u> |
|---|--------------------------|--------------------------|--------------------------|
| a) Fuel reduction includes thinning a forest by removing live trees as an important part of sustaining a healthy forest and ensuring fire safety. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b) Trees should be spaced 20 to 30 feet apart to ensure a healthy forest and fire safety. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d) Property owners are required to create a 100-foot defensible space around structures extending to the property line or 100 feet from the structure, whichever is less. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e) You can contact the County Fire Department, the California Department of Forestry and Fire Protection or the U.S. Forest service for information about fuel reduction? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f) Property owners can get free advice on fuel reduction from your local fire department, including the California Department of Forestry. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g) Property owners may be eligible for up to 75% of the cost of removing live trees through the Forest Care Program. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

15. The Mountain Area Safety Taskforce, or MAST, is a coordinated group of government agencies, private companies, and volunteer organizations concerned with public safety in the mountain areas. Under a \$70 million grant, MAST has removed at least 1.5 million dead and dying trees and reduced the green fuel load in the Angeles and San Bernardino National Forests. Are you aware of MAST?

- Yes No Don't Know

16. One of the objectives of MAST is to reduce the current region-wide risk of a major fire and to minimize impacts on mountain communities from fires. Below are 6 elements of the MAST action plan. Please rate each one on a scale from 1 to 5 to indicate how important each one is to you.

- | | Not at all
Important | | | | Extremely
Important | Don
Know |
|---|-------------------------|---|---|---|------------------------|-------------|
| a) Developing community evacuation plans and clearing potential hazard trees from routes into and out of the mountains | 1 | 2 | 3 | 4 | 5 | 9 |
| b) Providing emergency planning and tree removal information to the public | 1 | 2 | 3 | 4 | 5 | 9 |
| c) Working with local, state, and federal legislators to obtain funds to finance prevention and emergency response measures. | 1 | 2 | 3 | 4 | 5 | 9 |
| d) Planning and organizing the removal of dead standing trees, the reduction of fuel on the ground, and the creation of defensible space around developed areas and homes | 1 | 2 | 3 | 4 | 5 | 9 |
| e) Developing commercial use or disposal options for waste wood products | 1 | 2 | 3 | 4 | 5 | 9 |
| f) Developing and implementing a healthy forest/fire-safe plan | 1 | 2 | 3 | 4 | 5 | 9 |

17. What is your opinion of the effectiveness of the following MAST programs?

	Not at all <u>effective</u>	Somewhat <u>effective</u>	Very <u>effective</u>	Don't <u>Know</u>
a) MAST's Fire safety education program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) MAST's Tree removal program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Other MAST programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. Which of the following do you think was the most effective in communicating MAST's fire safety public education program?

- | | |
|--------------------------------------|---|
| <input type="checkbox"/> calendars | <input type="checkbox"/> newsletter |
| <input type="checkbox"/> direct mail | <input type="checkbox"/> Telephone Emergency Notification System (TENS) |
| <input type="checkbox"/> video | <input type="checkbox"/> something else (Please specify) _____ |
| <input type="checkbox"/> website | |

19. Where do you get information in an emergency? (Please check all that apply.)

- TV
- Radio (which station?) _____
- TENS (Telephone Emergency Notification System)
- Internet (which site?) _____
- Agency Information Center
- Other (Please specify) _____

20. Have you ever been to the MAST website?

- Yes No (Skip to Question 23) Don't Know

21. Was the MAST Website helpful?

- Yes No Don't Know

22. What would make it more helpful? _____

23. What is the ZIP code of your San Bernardino Mountain property? If you don't know the ZIP code, please give the name of the community where it's located.

ZIP Code or name of community _____

24. What is your gender? Male Female

25. In what year were you born? 19_____

26. Which of the following do you consider yourself?

- | | | |
|--|---|---|
| <input type="checkbox"/> White, non-Hispanic | <input type="checkbox"/> African-American/Black | <input type="checkbox"/> Native American |
| <input type="checkbox"/> Hispanic | <input type="checkbox"/> Asian-American | <input type="checkbox"/> Other (Please specify) _____ |

27. What is the highest level of education that you have completed so far?

- | | | |
|---|---|---|
| <input type="checkbox"/> Some high school | <input type="checkbox"/> Some college or trade school | <input type="checkbox"/> Graduate degree |
| <input type="checkbox"/> High school graduate | <input type="checkbox"/> College graduate | <input type="checkbox"/> Other (Please specify) _____ |

28. Which of the following groups best describes your household's total annual income before taxes in 2007?

- | | | |
|--|---|--|
| <input type="checkbox"/> Under \$25,000 | <input type="checkbox"/> \$60,000 - \$80,000 | <input type="checkbox"/> \$100,000 - \$150,000 |
| <input type="checkbox"/> \$25,000 - \$40,000 | <input type="checkbox"/> \$80,000 - \$100,000 | <input type="checkbox"/> \$150,000 or more |
| <input type="checkbox"/> \$40,000 - \$60,000 | | |

Thank you for your assistance. Please place your completed questionnaire in the enclosed postage-paid return envelope and drop it in any mailbox.

2008 San Bernardino Mountain-Area Fire Prevention Awareness - #624
Business Telephone Version

Hello, my name is _____ from CIC Research, Inc. We're conducting a study regarding wildfire prevention among business property owners for the Mountain Area Safety task Force. We are not selling anything, we are just interested in getting opinions. I need to speak to someone who owns or manages the property at/on (address/street)? (IF NOT AVAILABLE OR NOT AT THIS LOCATION ASK FOR CONTACT INFORMATION: Name, Title, Company, Phone No.)

*(INTERVIEWER: WE NEED TO SPEAK TO SOMEONE WHO IS KNOWLEDGEABLE ABOUT THE BUSINESS AND ITS PAST ACTIONS REGARDING WILDFIRE PREVENTION. ALWAYS ASK FOR OWNER FIRST BECAUSE OWNER IS PREFERRED, BUT IF OWNER IS NOT ACCESSIBLE, A PROPERTY MANAGER MIGHT BE ABLE TO ANSWER THESE QUESTIONS. IN CASES WHERE THERE ARE MULTIPLE BUSINESSES IN A BUILDING, IT MIGHT BE APPROPRIATE TO INTERVIEW THE **BUSINESS OWNER** IF HE IS RESPONSIBLE FOR FIRE PREVENTION MEASURES, OR IT MIGHT BE APPROPRIATE TO INTERVIEW THE **PROPERTY OR BUILDING OWNER** IF HE IS THE ONE RESPONSIBLE FOR FIRE PREVENTION MEASURES. PROBE TO FIND THE BEST PERSON AND DON'T GIVE UP EASILY.)*

(WHEN YOU REACH THE OWNER/PROPERTYMANAGER, CONTINUE:)

Hello, my name is _____ from CIC Research, Inc. We are conducting a study regarding wildfire prevention for the Mountain Area Safety Task Force. We are not selling anything, we are just interested in getting your opinions. We'd like to talk about the property located at (address). Are you responsible for fire prevention measures outside that building (such as landscaping, trees, roof, gutters, etc.)? *(IF YES, CONTINUE. IF NO, GET CONTACT INFO FOR APPROPRIATE RESPONDENT.)*

2. **First, can you tell me what kind of business is located at that address?** *(ASK CAREFULLY IF BUSINESS TYPE IS OBVIOUS: EX: BIG BEAR PHARMACY, BLONDIE'S GRILL. IF BUSINESS IS IN A STRIP MALL, WE WANT TO TALK ABOUT THE WHOLE STRIP MALL AND WOULD CLASSIFY IT AS A RETAIL STRIP MALL, NOT AS THE BUSINESSES THAT ARE IN THE STRIP MALL.)*

Kind of Business

3. **Have you ever had a wildfire burn within a mile of this property in the San Bernardino Mountain area?**

- 1 Yes *(CONTINUE)*
2 No *(SKIP TO Q6)*
9 Don't Know/Refused *(SKIP TO Q6)*

4. **Did you have any damage or loss of property due to any wildfire(s) in the San Bernardino Mountain area?**

- 1 Yes *(CONTINUE)*
2 No *(SKIP TO Q6)*
9 Don't Know *(SKIP TO 6)*

5. What damage or loss did you have? (READ LIST; CHECK ALL THAT APPLY)

- 1 Some structural damage to building(s)
- 2 Complete loss of building(s)
- 3 Loss of business equipment or inventory (inside or outside of building)
- 4 Loss of trees or landscaping
- * Other (SPECIFY) _____
- 9 Don't Know

6. I'm going to read 3 items and I would like you to rate each one on its level of risk from potential wildfires. Please use a scale from 1 to 5 where 1 means you don't feel any risk at all from wildfires and 5 means that you feel an extreme risk from wildfires. (READ STATEMENTS) Let's start with . . .

	No Risk			Extreme Risk			DK
a. the risk to your San Bernardino mountain property from potential wildfires	1	2	3	4	5	9	
b. the risk to the local community from potential wildfires	1	2	3	4	5	9	
c. the risk to the health of the San Bernardino Mountain forest areas from potential wildfires	1	2	3	4	5	9	

6a. Have you done any of the following to get more information about fire safety? (READ ITEMS; ROTATE)

	Yes	No	DK
a. Visited the Mountain Area Safety Task Force Website	1	2	9
b. Called Forest Care	1	2	9
c. Requested a fire safe survey or audit	1	2	9
d. Called the County's hazardous tree removal program	1	2	9

7. Have you taken any steps to protect your business property in case of a wildfire?

- 1 Yes (CONTINUE)
- 2 No (SKIP TO Q9)
- 9 Don't know (SKIP TO Q11)

8. Which of the following steps have you taken for wildfire prevention? (READ CHOICES; ROTATE; CHECK ALL THAT APPLY)

	Yes	No	Not Applicable
1. Clear brush within 30 feet of business structures or 100 feet if you are on a hillside	1	2	3
2. Remove tree branches below 6 feet from ground	1	2	3
3. Thin and/or remove dead and dying trees	1	2	3
4. Thin and/or remove live trees	1	2	3
5. Keep all combustibles, such as firewood, supplies, furniture, trash, picnic tables, etc., away from structures	1	2	3
6. Clean roof and rain gutters regularly to avoid leaf and needle accumulation	1	2	3
7. Keep propane tanks clear of vegetation	1	2	3
8. Keep a garden hose connected to an outside faucet	1	2	3
9. Prepare an emergency evacuation plan	1	2	3
10. Any others? (SPECIFY) _____	1		

(IF 1 or 2 ITEMS MENTIONED IN Q8, ASK Q9. OTHERWISE SKIP TO Q11)

9. Why haven't you taken any (more) steps to prepare your business property in case of a wildfire? (DO NOT READ CHOICES; CHECK ALL THAT APPLY)

- 1 I don't know what to do
- 2 I'm just a tenant and it's not my responsibility
- 3 It's not my responsibility, it's the fire department/government's job
- 4 I didn't know there was a wildfire threat to my neighborhood/community/business
- 5 It won't happen to me
- 6 It won't make a difference
- 7 It's all fate - when your number is up, it's up
- 8 If it was really important, my insurance company would give me a break on my premium
- 9 It's wrong to cut trees
- 10 I don't have the time
- 11 Can't afford to do it/don't have the money to do it
- * Other (SPECIFY) _____

11. Are you familiar with the term “healthy forest?”

- 1) yes (CONTINUE)
- 2) no (SKIP TO Q14)

12. What does that term mean to you? (PROBE WELL; RECORD ANSWER VERBATIM).

13. What measures do you think business owners and property owners can take to create and maintain a healthy forest? (PROBE WELL; RECORD ANSWER VERBATIM)

14. Now I’m going to read you a list of statements regarding fire reduction. For each one, please tell me whether or not you were aware of it. Let’s begin with, are you aware that . . . (READ EACH ITEM AND GET A YES OR NO ANSWER) (DO NOT ROTATE)

	<u>Yes</u>	<u>No</u>	<u>DK</u>
a) Fuel reduction includes thinning a forest by removing live trees as an important part of sustaining a healthy forest and ensuring fire safety.	1	2	9
b) Trees should be spaced 20 to 30 feet apart to ensure a healthy forest and fire safety.	1	2	9
d) Property owners are required to create a 100-foot defensible space around structures extending to the property line or 100 feet from the structure, whichever is less.	1	2	9
e) You can contact the County Fire Department, the California Department of Forestry and Fire Protection or the U.S. Forest service for information about fuel reduction?	1	2	9
f) Property owners can get free advice on fuel reduction from your local fire department, including the California Department of Forestry.	1	2	9
g) Property owners may be eligible for up to 75% of the cost of removing live trees through the Forest Care Program.	1	2	9

15. The Mountain Area Safety Taskforce, or MAST, is a coordinated group of government agencies, private companies and volunteer organizations concerned with public safety in the mountain areas. Under a \$70 million grant, MAST has removed at least 1.5 million dead and dying trees and reduced the green fuel load in the Angeles and San Bernardino Forests. Are you aware of MAST?

- 1 Yes
- 2 No
- 3 Don't Know

16. One of the objectives of MAST is to reduce the current region-wide risk of a major fire and to minimize impacts on mountain communities from fires. Now I am going to read 6 elements of the MAST action plan and I would like you to tell me how important each one is to you. Please use our scale from 1 to 5 where a 1 means you feel that the element is not at all important and 5 means that you feel it is extremely important. Let's begin with . . . (READ STATEMENTS; RANDOMIZE)

	Not at all Important	1	2	3	4	5	Extremely Important	DK
a) Developing community evacuation plans and clearing potential hazard trees from routes into and out of the mountains?	1	2	3	4	5	9		
b) Providing emergency planning and tree removal information to the public?	1	2	3	4	5	9		
c) Work with local, state, and federal legislators to obtain funds to finance prevention and emergency response measures?	1	2	3	4	5	9		
d) Planning and organizing the removal of dead standing trees, the reduction of fuel on the ground, and the creation of defensible space around developed areas and homes?	1	2	3	4	5	9		
e) Develop commercial use or disposal options for waste wood products?	1	2	3	4	5	9		
f) Developing and implementing a healthy forest/ fire-safe plan?	1	2	3	4	5	9		

17. What is your opinion of the effectiveness of the following MAST programs? Do you think it's very effective, somewhat effective, or not at all effective? (READ EACH ITEM & GET ANSWER) And how about the . . . ? Is it . . .

	Not at all Effective	Somewhat effective	Very effective	DK
a. MAST Fire safety education program?	1	2	3	9
b. MAST Tree removal program?	1	2	3	9
c. Other MAST programs?	1	2	3	9

17a. Which of the following do you think was the most effective in communicating MAST's fire safety public education program? (READ CHOICES; 1 ANSWER ONLY)

- 1 calendars
- 2 direct mail
- 3 video
- 4 website
- 5 newsletter
- 6 Telephone Emergency Notification System (TENS)
- * or something else? (SPECIFY) _____
- 9 Don't Know (DO NOT READ)

18. Where do you get information in an emergency? (READ CHOICES; CHECK ALL THAT APPLY)

- 1 TV
- 2 Radio (ASK:) What station? _____ (DO NOT READ LIST)
- 3 TENS (Telephone Emergency Notification System)
- 4 Internet (ASK:) Which site? _____
(IF MAST WEBSITE MENTIONED, SKIP TO Q19)
- 5 Agency Information Center
- * Other (SPECIFY) _____

18a. Have you ever been to the MAST Website?

- 1 Yes (ASK Q19)
- 2 No (SKIP to INTRO BEFORE Q21)
- 3 Don't Know/Refused (SKIP to INTRO BEFORE Q21)

19. Was it (the MAST Website) helpful?

- 1 Yes
- 2 No
- 3 Don't Know/Refused

20. What would make it more helpful? (PROBE WELL) _____

Now just a few last questions to help us group your answers with those of others.

21. Do you live in San Bernardino County?

- 1 yes
- 2 no

22. (RECORD GENDER:) 1 Male 2 Female

23. How long have you owned or managed this business property?

_____ Years less than 1 year

24. In what year were you born? 19

25. Which of the following do you consider yourself? (READ CHOICES)

- 1. White, non-Hispanic
- 2. Hispanic
- 3. African-American/Black
- 4. Asian-American
- 5. Native American
- 6. Other _____

26. What is the highest level of education that you have completed so far? (READ IF NECESSARY)

- 1. some high school
- 2. high school graduate
- 3. some college or trade school
- 4. college graduate
- 5. graduate degree
- 6. other _____

27. Which of the following groups best describes your household's total annual income before taxes in 2007? (READ CHOICES)

- 1. Under \$25,000
- 2. \$25,000 - \$40,000
- 3. \$40,000 - \$60,000
- 4. \$60,000 - \$79,999
- 5. \$80,000 - \$99,999
- 6. \$100,000 - \$150,000
- 7. \$150,000 or more
- 9. Don't Know/ Refused (DO NOT READ)

Thank you for your participation and have a nice day.