



**MEMORANDUM**  
**COUNTY EXECUTIVE OFFICE**  
**OFFICE OF EMERGENCY SERVICES**  
County of Placer

**TO:** Honorable Board of Supervisors **DATE:** June 25, 2024

**FROM:** Daniel Chatigny, County Executive Officer

**BY:** David Atkinson, PE, Assistant Director of Emergency Services

**SUBJECT:** Lake Tahoe Wildfire Awareness Campaign

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**ACTION REQUESTED**

1. Approve a proclamation declaring the period of May 2024 through October 2024 as the Lake Tahoe Wildfire Awareness Campaign.

**BACKGROUND**

Wildfires are a regular feature of California's landscape; however, the size, severity, and frequency of devastating wildfires are on the rise. Fostering prepared and resilient communities is one of the best ways to reduce risks to local communities caused by disasters including wildfires. Building resilient communities in the Lake Tahoe region is a shared responsibility across federal, state, and local governments; the private sector; non-governmental organizations; and the public at large.

A well-informed and motivated community can substantially reduce the impacts of wildfires through a culture of disaster preparedness and resilience. Proclaiming the period of May to October 2024 as Lake Tahoe Wildfire Awareness Campaign – Get Defensive reaffirms the need for the Lake Tahoe region to strive for fire-adapted communities that include residents that are knowledgeable and engaged; where the actions of residents and agencies lessen the need for extensive fire suppression actions and enable communities to accept fire as part of the surrounding landscape safely. A campaign also provides opportunities for education and outreach to those that visit and recreate in the Lake Tahoe region.

**FISCAL IMPACT**

None

**ATTACHMENTS**

Attachment A - Proclamation

# COUNTY OF PLACER



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# Proclamation

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## PROCLAMATION DECLARING MAY 2024 THROUGH OCTOBER 2024 AS THE LAKE TAHOE WILDFIRE AWARENESS CAMPAIGN IN PLACER COUNTY

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**WHEREAS**, wildfires are a regular feature of California's landscape; however, the size, severity, and frequency of devastating wildfires are on the rise; and

**WHEREAS**, wildfire significantly impacts the Lake Tahoe Basin's environmental, economic, and social well-being; and

**WHEREAS**, fostering prepared and resilient communities is one of the best ways to reduce risks to local communities caused by disasters, including wildfires; and

**WHEREAS**, building resilient communities in the Lake Tahoe region is a shared responsibility across federal, state, and local governments; the private sector; non-governmental organizations; and the public at large; and

**WHEREAS**, a well-informed and motivated community can substantially reduce the impacts of wildfires through a culture of disaster preparedness and resilience; and

**WHEREAS**, the Placer County Board of Supervisors supports the period of May to October 2024 as the Lake Tahoe Wildfire Awareness Campaign with the banner theme "Get Defensive" as a means for education and a call for residents of Placer County to work together to be ready for wildfire.

**NOW, THEREFORE, BE IT PROCLAIMED THAT** the above PROCLAMATION was duly passed by the Board of Supervisors of the County of Placer, on behalf of the citizens of Placer County, at a regular meeting held June 25, 2024, declaring May 2024 through October 2024 as the Lake Tahoe Wildfire Awareness Campaign in Placer County.

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Suzanne Jones, Supervisor, District 4  
2024 Chair