

Council Study Session

November 30, 2020

Agenda Item	Almeda Fire Public Engagement Survey Presentation	
From	Tina Gray	Human Resource Director
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Item Type	Requested by Council <input type="checkbox"/> Update <input type="checkbox"/> Request for Direction <input type="checkbox"/> Presentation <input checked="" type="checkbox"/>	

SUMMARY

Following the devastating Almeda Fire, the City requested public input from citizens for use in an After Action Review. Constructive feedback from citizens regarding the Almeda fire will help the City of Ashland improve our response to future emergencies. The City received an impressive number of responses to the survey. Staff has summarized the 534 responses to help guide Council policy and planning around Emergency Preparedness in 2021.

POLICIES, PLANS & GOALS SUPPORTED

N/A

BACKGROUND AND ADDITIONAL INFORMATION

The City posted a survey on our website under the Engage Ashland portal to hear feedback from citizens regarding the City's response to the Almeda Fire. The survey focused on two critical areas: Communication during the Almeda Fire emergency and the evacuation process. Hearing directly from our citizens on what went according to plan and what needs to be improved is essential to advance our prevention, preparedness, and response to future emergency events. With extreme weather events and natural disasters on the rise, Ashland must anticipate and plan to respond to different emergencies. Lessons learned from the Almeda Fire event will help shape the response to emergencies in the future and better define areas of vulnerability. It is not enough to know what didn't work as expected; this event must become a springboard to creating a more resilient community that can withstand and recover more quickly from disaster by implementing operational, structural, and policy changes.

FISCAL IMPACTS

N/A

DISCUSSION QUESTIONS

- Is Council interested in pursuing additional community engagement regarding the fire event or subsequent local recovery assistance efforts?
- Does the Council have additional direction for staff?

SUGGESTED NEXT STEPS

In addition to this excellent community input through this survey, staff continues to coordinate collection of key data from regional partners (Jackson County EOC is the primary point of contact) that will assist in completing the overall After Action Review. This information will be incorporated with Emergency Operations Center Incident Action Plans, Department level operational review reports and an overall summary analysis and recommendations report to complete the After Action Review. The timeline for incorporation of Jackson County EOC related data is not currently known.

REFERENCES & ATTACHMENTS

Attachment 1: Summary of Responses from the Emergency Preparedness 2021 Alameda Fire Response



Emergency Preparedness 2021

October 21, 2020, 8:28 AM

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Summary Of Responses

As of October 21, 2020, 8:28 AM, this forum had:	Topic Start	Topic End
Attendees: 672	October 5, 2020, 3:59 PM	October 21, 2020, 8:27 AM
Responses: 534		
Hours of Public Comment: 26.7		

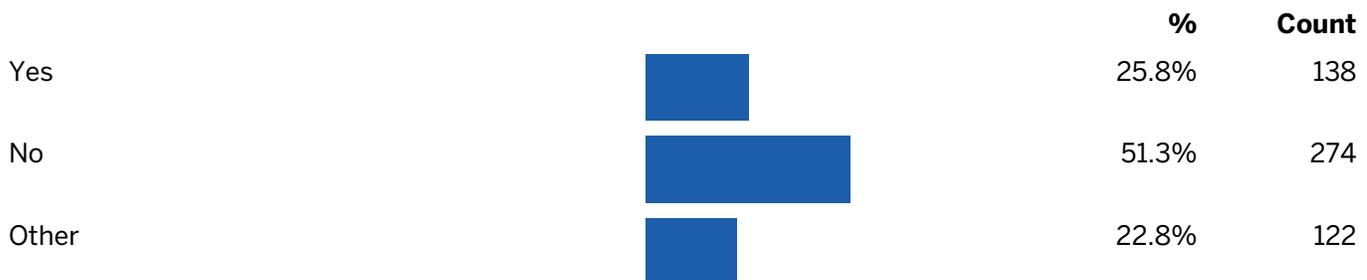
QUESTION 1

Were you enrolled in Nixle before the Almeda Fire on September 8?



QUESTION 2

Did you find the level of communication through Nixle to be adequate during the Almeda Fire's active phase?



QUESTION 3

How did you access any of the Almeda Fire resources or informational updates from the City of Ashland?

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QUESTION 4

Thinking of your specific needs for communication during the Almeda Fire, how could the City have improved its notification process for you?

Answered	464
Skipped	70

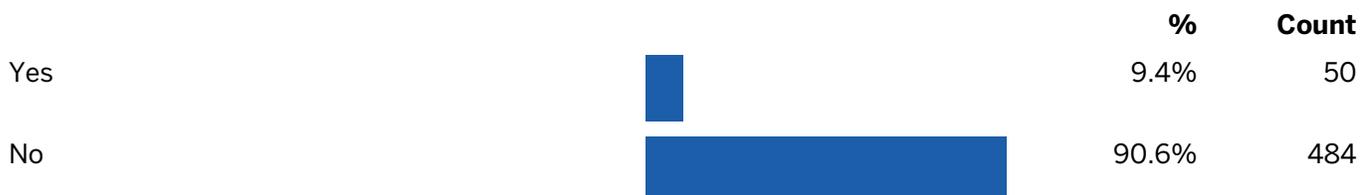
QUESTION 5

Do you have any other comments or feedback to share to help us better understand the best way to communicate with the citizens of Ashland during an emergency?

Answered	356
Skipped	178

QUESTION 6

During the Almeda Fire, were you ever personally advised to evacuate immediately? (Either by a knock at the door by Public Safety officials or a Nixle alert)



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QUESTION 7

If applicable, what were your personal experiences with leaving your neighborhood?

Answered	200
Skipped	334

QUESTION 8

Have you discussed an evacuation plan with members of your household?

		%	Count
Yes		86.7%	463
No		13.3%	71

QUESTION 9

Did you decide to evacuate your place of residence in Ashland, even though you were not required to do so?

		%	Count
Yes		18.5%	99
No		81.5%	435

QUESTION 10

If you answered yes to the last question, what prompted you to evacuate?

Answered	134
Skipped	400

QUESTION 11

What specific recommendations do you have for the City regarding evacuations of neighborhoods that could improve safe evacuation during an emergency?

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Answered	407
Skipped	127

QUESTION 12

Is there any additional information you would like us to know?

Answered	268
Skipped	266

Survey Questions

QUESTION 1

Were you enrolled in Nixle before the Alameda Fire on September 8?

- Yes
- No
- Unsure

- No

QUESTION 2

Did you find the level of communication through Nixle to be adequate during the Alameda Fire's active phase?

- Yes
- No
- Other

QUESTION 7

If applicable, what were your personal experiences with leaving your neighborhood?

QUESTION 8

Have you discussed an evacuation plan with members of your household?

- Yes
- No

QUESTION 3

How did you access any of the Alameda Fire resources or informational updates from the City of Ashland?

- Nixle Alerts
- City Website
- City Facebook Page
- City Twitter Page
- Other

QUESTION 9

Did you decide to evacuate your place of residence in Ashland, even though you were not required to do so?

- Yes
- No

QUESTION 4

Thinking of your specific needs for communication during the Alameda Fire, how could the City have improved its notification process for you?

QUESTION 10

If you answered yes to the last question, what prompted you to evacuate?

QUESTION 11

What specific recommendations do you have for the City regarding evacuations of neighborhoods that could improve safe evacuation during an emergency?

QUESTION 5

Do you have any other comments or feedback to share to help us better understand the best way to communicate with the citizens of Ashland during an emergency?

QUESTION 12

Is there any additional information you would like us to know?

QUESTION 6

During the Alameda Fire, were you ever personally advised to evacuate immediately? (Either by a knock at the door by Public Safety officials or a Nixle alert)

- Yes

Individual Responses

Name not available

inside Ashland

October 6, 2020, 1:02 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website
- City Twitter Page

Question 4

I did not receive any communications.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- Yes

Question 10

Size of fire

Question 11

It was impossible to get out of town once I-5 closed. All main outlets were

at a stand still. Need more emergency routes.

Question 12

No response

Name not available

October 6, 2020, 1:05 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - police scanner and other FB page

Question 4

Sirens and directions to tune into specific information channels (internet, radio, etc.)

Question 5

There needs to be neighborhood oriented communications of some kind set up to reduce the confusion of what to do during a severe emergency. Our narrow valley and few routes of emergency escape set up catastrophic circumstances. Perhaps well trained volunteers placed at critical intersections and routes; each fire will have its own characteristics and so all contingencies (not just head down a road marked "evacuation route") need to be addressed

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

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- No

Question 10

No response

Question 11

People in Ashland have absolutely no idea where to go during an emergency, especially a fire or an earthquake.....just having signs saying it's an evacuation route falls woefully short; people need to know which direction to go to first leave, and then which way to go on arterials (across the freeway, toward the freeway, north?, south?, etc).....we are a potential time bomb of confusion, with roads blocked, and people dying trying to escape.

Question 12

No response

Name not available

October 6, 2020, 1:07 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

More updates on the projected path of the fire and which roads were closed that might have affected evacuation

Question 5

Send an emergency text to all citizens regardless if they were enrolled in Nixle or not. Try and give more warning to people in the projected path of the fire.

Question 6

- No

Question 7

I didn't have to leave

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

I don't know what the city's proposed evacuation route is. Is it a free for all? If it's not, a map or signs before fire season hits would help

Question 12

this was a unique and difficult situation and I'm sorry the citizens are giving The City such a hard time.

Name not available

October 6, 2020, 1:09 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- Other - Other than the Nixle alerts, I found that there was little to no good information on the fires - nothing useful on city website or released to the media. We needed much, much more information to feel safe.

Question 4

In addition to the alerts, a word from the mayor immediately would've been nice - it is always staggering how late Stromberg has been in connecting with his constituents. Also, updates on the website and to the media -- not all residents are on social media, and they need to have a central place to go with constantly updated information, especially in an emergency situation.

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Question 5

Please set up an alert system on the website so we can go there and get UP TO DATE information. Ashland needs to reach out to people in the city in ALL WAYS...not everyone has a landline, or a cell phone, or is on social media, or even has internet (which is why alerts to the media and TV news are important).

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

It was helpful to be alerted that we did NOT have to leave, as people were panicking.

There is a feeling in Ashland that we do not feel safe, so having multiple alert systems is necessary.

Question 12

No response

Name not shown

inside Ashland

October 6, 2020, 1:14 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- City Website
- City Facebook Page

Question 4

Everyone in town should have received the notifications on Sept 8. An opt in program in order to spread the word about an EMERGENCY is unacceptable. We all know opt in programs have subpar turn out. It CANNOT be relied upon for an imminent dangerous emergency. Emergency communication should have been utilized. I do understand that we did not know what Alameda would have turned into at the time when the fire broke out, but EVERYONE should have received that notification and not just those who happened to have opted in. I thought the communication from Nixle from the City of Ashland was acceptable. I'm more displeased with the county level communication-which I believe is deplorable. What communication came from Nixle was fine, but I got it because I OPTED in-which is the problem.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- Yes

Question 10

I live on West Hersey St by Lori St. I am .5 mile from starting point. When looking out my back window, all I see is a huge black smoke plume and I can't see blue sky at all, the wind is howling and I don't know if the wind is going to shift, and my whole apartment community is packing and leaving - we decided to leave south towards CA. From moment of fire, to leaving it was 45 minutes for us. I had visions of Paradise, CA and we didn't even consider staying to see what came from the city.

Question 11

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Although I don't believe it was your choice and more on ODOT's side, but never reroute traffic from I5 through town. That traffic has got to stop so freeway motorists are safe and citizen in Ashland can get out of town. With only 2 exits towards to freeway, traffic has to stop so people can get out of town enough to where traffic can start moving again on the freeway or remain closed at a certain point because of where the fire is.

Question 12

I read about that there are 10 evacuation zones in Ashland. I'd like to know the zones, where me and my neighbors fall within the zone. Like, if I'm in Zone 1 and it borders with Zone 2 and the wind is blowing in my direction, I want to have knowledge ahead of time through education that I would need to be prepared to leave next/or be set. No more surprises. Education on what zone your house is in. Thank you for taking input!

Name not available

October 6, 2020, 1:15 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- City Twitter Page

Question 4

The initial notifications were quick and thorough. However, once the fire started heading away from Ashland, there was no further info from Ashland. In a situation like that, there should be regular notifications going out, even if it's just to say "still no new information" - the total lack of communication leaves lots of room for (scary) rumors and misinformation.

Question 5

Communicate more about the nixle alerts, and about the JaCo system. I was the only one in my family who had heard of them.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

I would like to know how I'll be notified in the event of an evacuation - nixle alerts? Someone knocking on my door? Both?

Question 12

No response

inside Ashland

October 6, 2020, 1:21 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - I wasn't getting them as texts; I received them as emails because my access to WiFi/cell signal was inadequate.

Question 4

They could have had neighborhood captains responsible for helping people know the most up to date info and help evacuate. Having multiple touch points with a dedicated person or persons to update and communicate with an on the ground team. Specific info about where to evacuate to. Unambiguous language. You absolutely should have used the emergency siren as I had no idea it was happening until my ex-husband called to tell me he could see a huge pillar of smoke near town. You absolutely need an emergency line for folks without transportation. My

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car battery had died unbeknownst to me, and had my house been in the wrong place, I would have had no option to evacuate except by foot.

Question 5

You really need a specific plan, where people can review routes that are vetted/games out by neighborhood and fire location. You need sirens on whenever there is a fire within say 20 miles so people know to check for information. You need to understand cell service/internet interruptions during an emergency and have other ways to make sure people know and can evacuate. You need to have locations in several directions where people can shelter, maybe a reciprocal program with towns in our region. You need to have people solely responsible for emergency communication, and people on the ground coordinating evacuations, traffic, and relaying info directly from emergency responders. You need neighborhood preparedness plans so that folks without means are getting aid to evacuate.

Question 6

- No

Question 7

I did not have a working car, and spent agonizing hours wondering how I would evacuate if I needed to; I eventually got a ride to a friend's home with a car I could use; it took easily twice as long to get to her house because the roads were jammed with semi trucks.

Question 8

- Yes

Question 9

- Yes

Question 10

I did not have a working car, and needed to move myself to a place where I could actually evacuate if I needed to, and I also felt that the fire was incredibly close to my house and was not comfortable with staying.

Question 11

Neighborhood-based plans and response teams. Absolutely NO semi trucks. We should be able to fine drivers who go through town in an emergency. It is an actual crime that the city had and still has no mechanism to evacuate disabled, elderly, non-drivers, etc.

Question 12

I'm appalled that the preparedness was so paltry, and that it has taken

this long to ask for public feedback, and that there is no in my opinion adequate plan for an in-town fire.

Name not available

October 6, 2020, 1:24 PM

Question 1

- Yes

Question 2

- Other - I wish it had indicated which direction to evacuate. I live in Quiet Village and I evacuated North to Medford, I actually took eagle mill RD to I-5, which was the path of the fire. I wish I had known to go south

Question 3

- Nixle Alerts

Question 4

I wish we had received instructions on which direction was safe to evacuate to. I received an evacuation notice but no instructions on which way to go to avoid the fire. I ended up going to medford and then had to evacuate again when the fire reached near the Barnett RD area. I couldn't return to my home in ashland for an entire day and night because the fire was between me and my home. If I had known that going south from Quiet Village was a safer option I would have done that and would have been able to return to my home

Question 5

With a wildfire we need up to the minute information on where the fire is progressing so we know where it's safe to go, like from listening to a scanner. Everything posted online or on Nixle was old information by the time I got it. I live less than half a mile from where the fire started and I was already gone and driving on I-5 by the time I received the Nixle alert to evacuate. The smoke out my window was my evacuation notice

Question 6

- Yes

Question 7

My neighbor called me and told me
To look out my window at the smoke and to get ready to go. I looked and was horrified to see the smoke was basically in my backyard and I got my kids in the car and we left in 5 minutes flat. I had no problem exiting my neighborhood because I think we were the first ones to leave. My other

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neighbors reported problems getting stuck in traffic. Currently there is only 1 way out of my neighborhood (west Nevada st) and if that were blocked, we would be in trouble. My neighbors said they came and knocked on my door and that police knocked on my door, but I had already evacuated by that point. I self evacuated based on what I saw out my window. I received a Nixle alert to evacuate but I had already left at that point

Question 8

- Yes

Question 9

- Yes

Question 10

I self evacuated when a neighbor called and said we had a fire on Billings ranch (which is basically my back yard) and I looked out my window and saw horrific smoke. I did receive an official notification from Nixle to evacuate at a later point, but I left before the Nixle alert due to seeing how close the fire was to my house and having common sense

Question 11

No response

Question 12

No response

Name not available

outside Ashland

October 6, 2020, 1:30 PM

Question 1

- No

Question 2

- Other - Not applicable---didn't have Nixle

Question 3

- Other - Random calling of fire agencies

Question 4

As a member of the News media (KDOV TV-RADIO) we need one location

where all information can be disseminated. We thought we had that with the Jackson County Joint Emergency Center located near the Medford Airport and the NWS building. All I got was a phone answering machine. In talking with Fire officials at one of the Medford fire district offices---that's all they got as well. What was supposed to be in place fell apart at the very beginning. As a result it was a scramble to find anyone with information.

Question 5

If a county centered location is put in place---it must be relied upon. In this case it wasn't functional.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

inside Ashland

October 6, 2020, 1:37 PM

Question 1

- Yes

Question 2

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- Other - I think it could have provided more frequent and detailed updates.

Question 3

- Nixle Alerts
- City Website

Question 4

More frequent and detailed updates regarding the location of the fire and plans for potential evacuation relevant to each neighborhood.

Question 5

I think they should have interrupted TV and radio broadcasts to reach more people about the fire.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

I was shocked to hear about traffic gridlock in downtown Ashland and Talent during the fire. I would like to see at least 2 more exit/on ramps onto I-5 so that people can avoid gridlock in escaping a fire. I never heard updates on the status of the fire after the first day... was it still burning? where was it still active? how much danger did we continue to be in if the winds shifted? It seemed like a black hole of info in the days after the fire. I would like to see Ashland/Jackson County aggressively address plans for a future fire emergency, including 1) where they will build new exit/on ramps to I-5, 2) how officials can better coordinate with ODOT to stop the

flow of big trucks into our town in an emergency, 3) how to create a fire-proof shelter within city limits for anyone unable to escape, 4) immediate changes we can make to our houses (fire-resistant roof or siding material we can apply) for fire-resistance. This was very scary and highlighted our vulnerability to a wind-driven fire. I cannot believe we haven't done more after the Camp Fire two years ago to prepare Ashland for a serious fire emergency.

Name not available

October 6, 2020, 1:41 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - Friends and facebook

Question 4

Updates, updates, updates. Even if it's not in our exact neighborhood. The silence from officials that day was very unnerving. Also, knowing cell service might be out eventually was a very scary thought cause we have never been informed of another means of communication.

Question 5

Please, please, find a system that is electronic proof cause not many have land lines. A siren and instructions on how to proceed would be so nice. I worry for at night or if my phone isn't on me, and I'm afraid it wont wake me up.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

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- Yes

Question 10

The large plume of smoke and very high winds. The silence from emergency officials was so very eerie. If something THAT big is going on, even next to Ashland, the whole valley needed info. I know about 50 people who listened to the scanner the entire night because they were afraid and feeling like they did not have any information. I would be super happy to pay for another surcharge for a future emergency communication person in the future.

Question 11

Being told which routes to take, having trained CERT or volunteers to assist in emergency traffic flow and not letting semis go through town. And if we get stuck in town in a traffic jam, where to go on foot. (Like school fields, etc?)

Question 12

Please, please, make the citizens feel like theres more of an effort to have a plan for future fires. Evacuation routes, in town designated safer places if stuck, and a universal siren system that will alert everyone and follow w direct instructions would be super cool! I truly appreciate the effort to have this survey available for citizen input.

Name not available

October 6, 2020, 1:43 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- City Twitter Page

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 6, 2020, 1:49 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - RogueWeather FB page had the most updated information

Question 4

By keeping us updated

Question 5

No response

Question 6

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- No

Nixle to give more info

Question 7

I didn't leave my neighborhood but saw what a clusterF downtown was!!

Question 6

- No

Question 8

- Yes

Question 7

n/a

Question 9

- No

Question 8

- Yes

Question 10

No response

Question 9

- No

Question 11

I think it would be great to have a plan in place and talk to the residents. I work in a school and we do fire drills, couldn't we do something like that for the town as well and work together with Talent and Phoenix that are close by?

Question 10

n/a

Question 11

When we learned of the level one evac. we got everything ready in our RV to go BUT we were at a loss of which directions were available to us for exit as our phones had spotty coverage, no internet and the t.v. wasn't working along with no info on the radio. I had been paying close attention to the fact that hwy 99 was closed, I5 north was closed (look out our window and you could see the back-up into our town) Dead Indian was questionable due to the fire just past Howard P. lake so our only options were I5 south into the smoke and fires down that way? Or Green Springs. Pretty scary to think all of Ashland dumping down to the main streets which were already clogged with I5 traffic and only one way to go. Talk about a state of panic!

Question 12

No response

Question 12

What a mess for this town and all it's occupants to not have clear communication of what is happening (fire) and what is open or closed to be able to leave by vehicle.

Name not available

October 6, 2020, 1:49 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

T.V. and Radio along with a Siren like used in a coastal town of emergency

Question 5

Name not available

inside Ashland

October 6, 2020, 1:50 PM

Question 1

- Yes

Question 2

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- No

Question 3

- Other - Listened to police scanner on Broadcastify

Question 4

An alarm siren would have been key. Text alerts about evacuation status/routes. Links to interactive and continually updated maps, an up to date info feed on the city website, with links to it being pushed out to local community Facebook groups, a city employee available to answer phones and give detailed information as you're by first responders....

Question 5

Consistency, transparency, and urgency were sorely lacking in this situation.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

We need more routes to the interstate from in town, even if they are only used in emergencies. The road diet is incredibly ineffective and dangerous, and needs to be reversed.

Question 12

No response

Name not available

inside Ashland

October 6, 2020, 1:52 PM

Question 1

- Yes

Question 2

- Other - For evacuation levels, yes. For factors like traffic in town and other issues, no.

Question 3

- Nixle Alerts
- City Facebook Page
- Other - Alameda Fire FB page, once established. Ryanweather.com

Question 4

No response

Question 5

Really emphasizing to people that Nixle is a system meant to provide alert information is great, but there seems to be a large number of people who don't understand the methods of evacuation and notifications. The challenge is also made greater by those who listen to scanners and get the residents spun into a panic. SO, moving into the future, I think it will be important for the City to really communicate with the public about what Nixle is, what it's meant to do, and what to expect in an emergency situation. Also, what ways are you prepared to communicate with those who don't use Nixle? Yes, phones are important, but when internet is down, or power is down, being able to discuss what those situations will look like for people and what they can expect will be crucial.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

Emergency Preparedness 2021

Emergency Preparedness 2021

No response

Question 11

Please, for the love of all that is good, don't let people off the freeway when it is closed down. That was the scariest part for those of us who didn't have to evacuate: Knowing that if another fire popped up, upwind from where we were, our options for evacuating were dramatically reduced due to the sheer volume of cars that had chosen to get off the freeway. And worse, allowing those cars to DRIVE TOWARDS THE FIRE.

Requiring anyone with a privately owned gate to OPEN it should also come up. After seeing the traffic on Hersey backed up, we discussed as a household that we would take Pompadour over to East main and on to Greensprings to get out of town and avoid the back up of traffic. Knowing full well that there is a gate on that road, and knowing full well that we would be held responsible for property damage. No one should have to make those decisions, and ensuring that gates like that are open in emergencies is important.

Additionally, the city has, for years now, allowed building to run unchecked along North Mountain, with very little thought to how those communities will factor into the evacuation processes of the rest of us. It is really time to address the Nevada Street Bridge as a real, honest street and means for providing ingress/egress for all the residents of North Mountain.

Perhaps even considering that a third freeway on-ramp, off-ramp is necessary at this point. We do not have the means to effectively move traffic out of town and onto a broader route out of town without getting to one end of town or the other. It poses huge complications for those in the center, and those complications feed into the risk posed to everyone as a collective whole.

Question 12

I have a healthy understanding of fire and fire behavior, and feel like the warnings that were put out ahead of time for this event were NOT emphasized enough by local agencies. The risk was clear, and the fact that anyone was taken by surprise shows that we have a long way to go as communities in how we acknowledge our part in preparing ahead of extreme fire weather events. Understanding that we were already facing a shortage of fire personnel and that prepositioning resources ahead of the event was not a huge likelihood, I would hope that we can somehow learn how to overcome this issue that pops up repeatedly in southern Oregon and across agencies.

Additionally, I feel strongly that, given the circumstances, the fact that only 3 people perished in this horrific fire shows that, even with the chaos and things that could have been done better, the evacuations were successful, and we should be proud of all who helped to keep us as safe as possible. Fire personnel and first responders were tasked with making hugely difficult decisions, and essentially performed triage in a fire

scenario that was never going to be easy to contend with. Thank you to all who made those difficult decisions, and know that any discussions that are had about what can be done differently in the future should not reflect on the job you did during the Alameda Fire.

Name not available

inside Ashland

October 6, 2020, 1:57 PM

Question 1

- Yes

Question 2

- Other - Received regular notifications but it was sometimes unclear what to do

Question 3

- Nixle Alerts
- City Facebook Page

Question 4

Provide more education about what the different evacuation levels mean, provide more information about road conditions and what is going on in nearby areas

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

Emergency Preparedness 2021

Emergency Preparedness 2021

No response

Question 11

Provide more information about how to evacuate and traffic conditions

Question 12

No response

Name not available

October 6, 2020, 2:03 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website

Question 4

The city needs to use a siren. Nixle, Facebook and Twitter became useless because many residents were hit with internet and power outages. Sirens are commonly used in the midwest to alert of approaching tornadoes.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

There needs to be clear communication about the best evacuation route. Currently the routes are marked with static street signs, but those are useless if a fire is in the vicinity as typical evac routes could be cut off. I have heard from a lot of residents that the evacuation route information, to the extent there was any at all, was confusing.

Question 12

No response

Name not available

October 6, 2020, 2:05 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

I did not know that there was fire IN Ashland. I am handicapped and need extra time. I would have left my home then.

Question 5

I don't check my cell phone often. I would have liked TV announcements that broke in with audio and visual, even if visual was a sign with writing that filled the entire screen.

Question 6

- No

Question 7

No response

Question 8

Emergency Preparedness 2021

Emergency Preparedness 2021

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 6, 2020, 2:09 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - Through community Facebook pages and directly thru ODF and Inciweb

Question 4

If there was a thorough and easy to navigate website where it shows current evacuation zones, complete fire lines and where shelters are located. Similar to CalFire and their daily updates.

Question 5

Use of Nixle, PulsePoint, and many other notification systems that are currently available. Setting up a system similar to an amber alert for notifying all people in the immediate area there is a fire or other natural disaster that is occurring.

Question 6

- No

Question 7

I was currently not at home when the fire started and was blazing. When I did get home side streets were somewhat empty but there was some traffic along 99 in downtown.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

By dividing up the city into sub zones that are easy to understand. If there was a zone set up and people of Ashland understand where their zone is, it can help somewhat with people that are evacuating closest, and those that are further away can stay in place but with a Level 2 warning depending on fire officials. A complete city evacuation would be utter chaos and would leave many people to quite literally run for their lives if they were closest to the fire.

Question 12

I would HIGHLY recommend reaching out to other cities that are continually under fire threat each fire season each year. I've lived in Santa Rosa, CA for most of my life and after moving here to Ashland 4 months ago, it has become apparent that there is no plan in place other than 'if you see flames, call it in and run'. Please consider asking for state help and ask other city officials, fire officials and the such from other cities about a solid actionable plan that can potentially save thousands of lives, and possibly the entire city as fire fighters don't have to worry about life and can save property and do their jobs effectively!

Name not available

October 6, 2020, 2:15 PM

Question 1

- Yes

Question 2

- Yes

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 3

- Nixle Alerts

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 6, 2020, 2:15 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

- Other - Riverstone Commons Facebook page volunteer posts of police scanner

Question 4

NIXLE is good, but the situation was changing so quickly that the system wasn't updating as fast as the info became available. A dedicated web page, app, or even text alerts in real time would have made a big difference.

Question 5

No response

Question 6

- Yes

Question 7

It was a complete mess. The rerouted traffic from I-5 clogged everything. If the fire had gone south instead of north, entire neighborhoods would have burned with whole families stuck in their cars trying to evacuate. The highway traffic should never have been allowed off at exit 19.

Question 8

- Yes

Question 9

- Yes

Question 10

We were 1 block from Nevada St, and it was too close for comfort. When the first evacuation notice was issued, we also decided to leave.

Question 11

There is a new subdivision being built at the end of Randy/Otis that will have 1 way in and out. If there was another fire and those homes have been built, there is no way the infrastructure in Ashland could handle the traffic. There needs to be an additional way to get out of the city, including but not limited to freeway access by Oak or Nevada St between exits 19 and 14. Those homes should not be allowed to be built until a solution has been reached. I don't want my family to die in a fire because there are too many people in an area that can't be safely evacuated.

Question 12

I appreciate the follow up effort being made here. I feel the first

Emergency Preparedness 2021

Emergency Preparedness 2021

responders saved the homes of quiet village from being destroyed, and possibly saved Billings Ranch and the surrounding homes as well. They truly did an amazing job in an unthinkable situation. Hopefully Ashland can learn from this and move forward proactively.

Name not available

October 6, 2020, 2:17 PM

Question 1

- Yes

Question 2

- No

Question 3

- City Website
- Other - personal facebook, twitter

Question 4

use a siren
give information on freeway closure, explain what way to evacuate with no electric, phone, cable or internet, only means of communication was phone or radio
inform/create an insert for fire/emergency evacuation; designated hot line with time stamp

Question 5

plan ahead with information for citizens on what to take, how to prepare, what the options are on where to go, cert should have been involved, need more personal to inform citizens, plan for disabled, don't cut fire/police, need numbers people can call to get info, constant updates

Question 6

- No

Question 7

confusion, half of the street were animals that had been let out by a farm (Helman) exited the other way. Went south through side streets to I-5 South and traffic was jammed going north, called 911 for areas not affected by fire, didn't have much time, should have been better prepared. If I had been going north like everyone else, would have panicked because the traffic was so bumper to bumper. Some side street are narrow and with semi's everywhere and panic it was hard to get out. Noone was going south so it was easier for me.

Question 8

- Yes

Question 9

- Yes

Question 10

The fire was burning on Eagle Mill and I am on Helman, it was too close

Question 11

communication, maybe community/neighborhood meetings or dialogue on what to expect; how to deal with all utilities shut off with no communication; how we can help each other; what to do about pets

Question 12

Surprised CERT was not activated

Name not shown

outside Ashland

October 6, 2020, 2:21 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- City Website

Question 4

Nixle Alerts needs to be faster
Received my first notice 20 minutes after PulsePoint and my police scanner. Jackson County sent out alerts soon after fire started via e-mail

Question 5

Evacuations from all of Ashland. Not just from Siskyou and above. I'm on the south end of Ashland for over 20 years. Can't find any information for a safe evacuation

Question 6

Emergency Preparedness 2021

Emergency Preparedness 2021

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Evacuation plan for all to see. Routes to take if evacuations are required in any part of Ashland.

Question 12

Faster alert from Nixle

Name not available

October 6, 2020, 2:25 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

inside Ashland

October 6, 2020, 2:25 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- Other - Riverstone Commons facebook page

Question 4

Have a system of sirens set up!!! Like the siren to alert downtown to problems with Reeder Reservoir dam, sirens that are located in every area of the city and surrounding rural areas that can easily be heard in every corner of Ashland and adjacent rural areas. When we hear the siren, we

Emergency Preparedness 2021

Emergency Preparedness 2021

know to tune into a certain emergency radio frequency or TV station or city website to be informed as to what the emergency is and who needs to evacuate. Ashland should have an easy to read city map on the city website and also included with every newsletter that comes with the utility bill. This map would show the city divided into different areas or neighborhoods, color coded or marked with letters of the alphabet or some simple system of labeling areas so that residents can easily remember "we're red" or we're area G. When the sirens sound, we know to go to the designated radio frequency on which is continually repeating information about the type and location of the emergency and which neighborhoods or areas need to evacuate and which way to go. Radio frequency would be best because in the event of loss of power, radio could be picked up via battery operated radio. Hawaii uses this system to warn of tsunamis. Many places in the Midwest use this system to warn of the approach of a tornado.

Question 5

During a local emergency DO NOT ROUTE I-5 TRAFFIC ONTO 99 OR THROUGH ASHLAND. STOP FREEWAY TRAFFIC OUTSIDE THE CITY. THE SAFE EVACUATION OF RESIDENTS MUST TAKE PRECEDENCE OVER KEEPING FREEWAY TRAFFIC FLOWING.

Question 6

- No

Question 7

I was not in a level 3 area

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Main roads into and out of Ashland must be able to accommodate more traffic.

Question 12

No response

inside Ashland

October 6, 2020, 2:27 PM

Question 1

- Yes

Question 2

- Other - Needed more than the two posts but I understand that all staff was fighting the fire so not possible

Question 3

- Nixle Alerts
- City Website
- Other - Facebook scanner comments, youtube news streaming

Question 4

Worked with the county emergency response to make sure TV and radio was alerted so public could see what was going on. We felt left out in the dark...It has to be a regional alert because we are so close to the neighbor cities...

Question 5

I like the zone idea and educating the public on what their zone is in Ashland. Also, teaching the thought process for deciding which way to go to evacuate away from fires. TV and radio would help with that info sharing. So much happened so quickly that people did not know what to do.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

Emergency Preparedness 2021

Emergency Preparedness 2021

No response

Question 11

I think we need more access routes to I5. Is there a way to bulldoze an emergency only dirt road from the top of N Mountain (by Mtn Meadows) straight over to the freeway? I know we lack funds, just wondering if some primitive roads (like the logging roads in the mountains) could be built for fire emergencies...I'm very worried about the gridlock that will happen if a fire spreads across Railroad district and other older neighborhoods with limited exits...

Question 12

I can't express how much I appreciate the quick and fearless response from the Fire Dept, the Police Dept, the Public Works Dept, the Parks Dept, and all the others who jumped in to save lives and fight the fire. Thank you more than I can say! This incredible response saved so many lives that day...

Name not available

October 6, 2020, 2:44 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website
- City Facebook Page
- City Twitter Page

Question 4

They could have updated the information on a regular basis.

Question 5

Communicate. It is now 10/6, almost a month after the fire, and still no informative communication from the city!

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- Yes

Question 10

The diversion of the I5 traffic. We knew that if we waited we would not be able to evacuate.

Question 11

Develop a plan, now! Communicate with the citizens. Don't do surveys, take action. We could have a fire today and we would be in the same place we were when the Paradise fire warned us.

Question 12

What is going on? What action is being taken, now?

Name not shown

inside Ashland

October 6, 2020, 2:49 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- Other - Facebook Riverstone commons

Question 4

Updates on Expected evacuation, stalled traffic on Siskiyou Blvd, Car fire on 66, more about "what's happening". Needs a communicator at the helm and let us know someone is in charge overall.

Question 5

Emergency Preparedness 2021

Emergency Preparedness 2021

City representative as communicator. Not hearing from a person felt like no one was in charge or thinking about Ashland.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Color-coded Maps of evac routes,, how much time to expect it will take, who will be directing traffic

Question 12

I did not feel safer as a result of this fire handling. Water availability needs to be checked on a regular basis. Instructions abt what to do while waiting to evacuate

Name not available

October 6, 2020, 2:56 PM

Question 1

- Yes

Question 2

- Other - Initial contact was good. But evacuation routes were communicated, then no info from mayor

Question 3

- Nixle Alerts

Question 4

No response

Question 5

Get rid of the road diet. It's a fire trap

Question 6

- Yes

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

inside Ashland

October 6, 2020, 2:58 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - Tried to get info from local news updates on TV

Question 4

Emergency Preparedness 2021

Emergency Preparedness 2021

More complete info about where the fire was, where the winds were pushing it, road access etc.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Loud sirens would have been helpful for all of us to know there was danger.

Question 12

No response

Name not available

October 6, 2020, 2:59 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website

- City Facebook Page

Question 4

Continuous updates on fire spread, emergency dispatch, direction on who should NOT evacuate, and recommended evacuation routes for those who should.

Question 5

Hold accountable those who dropped the ball on Emergency Broadcast System activation. Every commercial broadcaster in the region should have interrupted programming to provide timely and detailed information.

Question 6

- No

Question 7

Witnessed general panic in Laurel Street neighborhood, south of Nevada Street, outside of recommended evacuation area. ALL connector streets jammed with car traffic from Oak Street to North Main.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Pre-plan evacuation procedures by neighborhood. Give every household detailed information on recommended egress routes. Supply continuous information updates via Nixle and other means when hazardous conditions are forecasted. Red Flag Warning from National Weather Service should automatically trigger a Level 1 (get ready) notice to all.

Question 12

No response

Name not available

October 6, 2020, 3:04 PM

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

The Emergency Broadcast System should have been utilized.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

When given an evacuation notice the city needs to let us know the evacuation route. Our neighbor decided to evacuate and informed us that the one lane created by the road diet created massive congestion. If the fire would've made its way into Ashland many would've perished attempting to get out of town. You need to rethink the road diet and bring back those lanes. Outline a clear and quick exit out of town!

Question 12

Use the Dam siren to alert people along with the Nixie and EBSsystem. The fire fighters did a great job on quickly arriving on scene.

Name not available

outside Ashland

October 6, 2020, 3:05 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

Information as the fire moved north and how it affected exit 21. We live outside the city limits and the fire blocked both our highway exits. We were told to go home and shelter in place as there was no where to go. Fortunately a police officer who was friends with our neighbor drove up to check on him and let us know that there was an evacuation route being staged. The officers who told us to go back home didn't share any information with us, probably because they didn't have it either. Nixle alerting us to highway on ramp closures would have been helpful.

Question 5

More communication to all. I don't think residents in South Ashland had any idea how bad things were. It would have been nice to have those outside the danger area leave space on the roads in town for those that had to evacuate.

Question 6

- No

Question 7

Answer is above...

As we were evacuating police told us to go back home and shelter in place. Our home is above Valley View between exits 19 and 21. We were fortunate that another officer came up our road to check on our neighbor and informed us of a staging area where we were then escorted down Eagle mill which was MOSTLY done burning at that point. We had no plans as where to take ourselves and our livestock so we ended up spending the day in the Shopkart parking lot. There was no way we could have gotten to the expo and given the wind direction would not have gone that way.

Question 8

Emergency Preparedness 2021

Emergency Preparedness 2021

- Yes

Question 9

- Yes

Question 10

We could see the fire moving quickly toward us. Our power went out, which stopped our well from running so we had no way to even fight the fire had it come to our property. We were probably at a level 3 by then, but it was chaos and we didn't have time to look for that information. It was just go time.

Question 11

Maybe a couple of known locations where police or public officials or neighborhood fire liaisons could be to give out information such as evacuation routes? I know that is challenging as who knows where or when a fire will start. Once your power is out if you cell phone isn't charged you are really on your own making decisions as to where to go, although, that's how it was even with our phones. There just wasn't one place to look for information.

Question 12

I understand this is a very complex issue, but there just has to be more information available in an emergency such as this. Later in the day we were able to get home, still under level 3, actually we had no idea what level we were and couldn't find that information. We had nowhere to go with our animals and home seemed pretty safe at that point. It was still impossible to get information. One place/site sharing information that can be reached using cellphone would be great. We got much of our information from people outside our area from information they heard on the news. Our internet was out for over 3 weeks, so our only source of information was through our cell phones.

Name not available

October 6, 2020, 3:08 PM

Question 1

- Yes

Question 2

- Other - Yes initially but more sources of info needed to be available.

Question 3

- Nixle Alerts

- Other - SOU updates... I work there

Question 4

Emergency Broadcast system with radio coverage/info.

Question 5

I was confused and stressed by the gridlock of large trucks and RV's coming through Hersey Street right above me. I did not know why they were there or how to evacuate south if I needed to. (My places in Happy Camp were burning down at the same time.)

Question 6

- No

Question 7

I was advised by nixle of Level 1 evacuation which at the time I did not know what that meant exactly. (I do now)

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

A radio communication with clear and ongoing (repeated) updates.

Question 12

No response

Name not available

inside Ashland

October 6, 2020, 3:12 PM

Question 1

- Yes

Question 2

Emergency Preparedness 2021

Emergency Preparedness 2021

- Yes

Question 3

- Nixle Alerts

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

It was hard to leave our neighborhood and honestly I feel if the fire had come our way, we would have died because we wouldn't have been able to leave. Main Street was backed up with semi trucks from I-5 as was Eagle Mill.

We live in quiet village and feel this area needs another exit to the freeway. It's not safe for next fire season.

Question 8

- Yes

Question 9

- Yes

Question 10

We were one street above the evac notice. Too close for comfort.

Question 11

Quiet village NEEDS another exit to the freeway north.

Question 12

No response

Name not available

October 6, 2020, 3:16 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- City Facebook Page

Question 4

No response

Question 5

No response

Question 6

- Yes

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

inside Ashland

October 6, 2020, 3:27 PM

Emergency Preparedness 2021

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Question 1

- No

Question 2

- No

Question 3

- City Website

Question 4

We should all know to signup in advance for Nixie. It would not allow me to sign up until after the emergency

Question 5

Publicize procedures and the need to sign up on Nixie. Publicize a lot.

Question 6

- No

Question 7

East Main was blocked with traffic I didn't know where to go or what to do.

Question 8

- Yes

Question 9

- No

Question 10

I didn't know if I was supposed to evacuate.

Question 11

Publicize it with evacuation maps. Like a school building has maps. This wing walks here exits here. Send these maps to everyone by mail, In The local magazines, schools, etc. Have practice fire drills. There are tons of things we can do.

Question 12

I would be happy to work on a planning committee.

inside Ashland

October 6, 2020, 3:30 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

A city-wide emergency broadcast and siren should have been activated.

Question 5

All the citizens should be included in emergency notification including the elderly, disabled, hard-of-hearing, blind. Notifications should be based in multiple forms so that everyone gets emergency messages. We must be told which direction to travel; human brains need clear, simple instructions to follow in crises.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Listen to the citizens with alternate evacuation plans. I've seen at least two onramp ideas onto I-5, and others have talked about neighborhood

Emergency Preparedness 2021

Emergency Preparedness 2021

maps for evacuation alternatives. Maps for each neighborhood could be customized and shared, encouraging citizens to try them out for themselves. If we practice evacuating, there may not be as much panic as there was September 8th.

Question 12

I'd like to be told the facts, the truth of what went on and what goes on in this city's government from here on out. If there was any cover-up within the City of Ashland, I hope these people will take responsibility for their actions or non-actions and resign.

outside Ashland
October 6, 2020, 3:33 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- Other - Riverstone commons Facebook page

Question 4

11:28 am the nixle text came in saying that there was a fire 3 miles away from our home. The text made it sound like everything was under control and that several streets around there were evacuated.

My kids and I had to be evacuated after walking through our burning neighborhood. We recieved no warning that our lives were in danger. My blind neighbor was not evacuated until 3 hours after the fire engulfed the bear creek mobile home park. He's elderly and blind and he spent 3 hours in the creek. He was alive, but hospitalized for about a week and a half.

If the city had adequately warned us we could have saved our pets who perished in the fire. I could have saved the only photos we had of our son. I feel like the city of Ashland and Jackson county let us down.

Question 5

Yes, communicate the risk that's happening in the moment.

Question 6

- No

Question 7

We were evacuated by law enforcement from a burning field. In my nightmares every night I still see the propane tank we were standing near.

Question 8

- Yes

Question 9

- Yes

Question 10

We ran for our lives.

When we were dropped off at the expo there was ash all over my children's faces and in our hair. The bottom of my shoes were burned.

Question 11

If you have an Ashland zip code then the city of Ashland should attempt to help you live through an unprecedented emergency, period. We work in Ashland. We volunteer in Ashland. We are Ashland.

Question 12

No response

Name not available

October 6, 2020, 3:39 PM

Question 1

- No

Question 2

- No

Question 3

- Other - I lost my internet, tv and also my cellular data on Sept. 8th, it was so isolating. I wish Ashland Fiber network would consider adding Oak Knoll Dr. I wanted to go to family so I could work but all roads north were closed so I missed a weeks work.

Question 4

Make Ashland Fiber Network available to everyone in town.

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 5

Door to door would have been nice leaving us an option for sharing AFN so we didn't lose income from missing work for a week. I would have driven anywhere in town to access the internet.

Question 6

- No

Question 7

I couldn't get to family up north as all roads were closed.

Question 8

- Yes

Question 9

- Yes

Question 10

I wanted to be with family but couldn't get out to the north.

Question 11

Someone on a loud speaker driving past our homes would have been helpful.

Question 12

Only that Spectrum can't be depended on and we need another option and AFN would be great. Please make it available to all residents in Ashland

inside Ashland

October 6, 2020, 3:41 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - There wasn't much info out there for non-evacuees. The Nextdoor app was a little helpful and PulsePoint after the fact. From my perspective the city & county failed to get timely, helpful info to the citizens during this event.

Question 4

Non-evacuees need information too. The city should have kept ALL citizens informed of the fire's status (direction, size and movement) along with quick, accurate information relevant to specific locations on whether to stay put or evacuate. Additionally, evacuees I spoke with had no idea where to go. One lady just drove around in her car, potentially adding to the problem. It was just one huge question mark for most of us, which is unnerving and undermines confidence in our warnings and communications systems. In short - it sucked.

Question 5

Ashland needs to be broken into specific evacuation zones with specific evacuation routes for each zone depending on fire location, direction and speed of advancement. Color coded evacuation routes would help. Cell phones are likely the best way to get the word out to individuals, but perhaps aircraft or drones could use loudspeakers to notify specific areas of evacuation instructions. In a quickly advancing event you need to evacuate in an orderly way. This requires specific information to specific zones. Make sure those required to stay put do so, otherwise you just have a large parking lot...

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

see these two links. If implemented, they could save a lot of lives. Copy and paste them into your address bar if you need to.
<https://drive.google.com/file/d/10gXH2vJRMPPr0dpw58yPqPHTIG8nHO>

Emergency Preparedness 2021

Emergency Preparedness 2021

E05/view?usp=sharing

https://drive.google.com/file/d/1CTAv6WxFM-Uv9Ulv109SHbSSpJcLc_Kv/view?usp=sharing

Question 12

We need to have a FUNCTIONAL evacuation system in place by 5/1/21. No exceptions. No excuses. Paradise Ca. was better prepared than us. They lost 86 people and were fortunate they didn't lose hundreds or thousands more. We were VERY fortunate we didn't have enormous loss of life during 9/8/20. If the winds had changed we'd have a lot of cooked people in their cars on Siskiyou Blvd., Ashland St., North Main and East Main. We don't have much time. Get with it!

Name not available

October 6, 2020, 3:49 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- Other - Facebook, police non-emergency, which was useless. The person who answered the phone knew less than I did. I was given misinformation.

Question 4

Being much more clear about evacuation areas, it was too vague for those close to, or within evacuation zones.

Question 5

The traffic out of the evacuation zones was so scary!!!! We DESPERATELY need better, and more evacuation routes. Need to allow more traffic out at a better pace.

Question 6

- No

Question 7

Stated above. To much traffic, not enough routes, cars moving too slowly.

Question 8

- Yes

Question 9

- No

Question 10

I didn't evacuate my residence, but we did evacuate our work place.

Question 11

Stated above.

Question 12

No response

Name not available

October 6, 2020, 4:26 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

Communicated that some people should have traveled south to exit 14 since many people headed north (The direction of the fire)

Question 5

I think NIXLE should be used more frequently like some use Twitter- more updates who needs to evacuate and who not to evacuate.

Question 6

- No

Question 7

Emergency Preparedness 2021

Emergency Preparedness 2021

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 6, 2020, 4:28 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Facebook Page
- City Twitter Page
- Other - Scanner feed on Facebook

Question 4

Give precise evacuation information. I didn't evacuate because I assumed I wasn't in danger and I didn't want to add to traffic out of town. Luckily, I was correct in my assumption, but I didn't know that for certain from the information I received from the city.

Question 5

Understand that if the internet goes down, a lot of people have difficulty getting to an unbiased new source. I relied on several Facebook pages for

information and they were far from unbiased. In an emergency, what is needed is information, not conspiracy theories. I would have loved to have updates from the city via text on a regular basis (every 30 minutes or so) during an active emergency.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- Yes

Question 10

I did not evacuate during the initial emergency, but I chose to leave the city for several days to escape the toxic air quality.

Question 11

Please keep in mind those of us on the South side of town, particularly in the Greensprings/Hwy 66 area cannot see I-5, so we may not be in the best situation to see how dangerous a situation in the downtown area may be.

Question 12

I feel like I was not made adequately aware of the emergency as it was unfolding. I feel my home could have been quickly over come by fire with little to no warning. I got better information about my situation in the moment from people outside the area.

inside Ashland

October 6, 2020, 4:31 PM

Question 1

- Yes

Question 2

- No

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 3

- Nixle Alerts
- City Twitter Page

Question 4

More frequent Nixle alerts. The number of alerts should've been 5x or 10x what they were. In this day of digital devices, there needs to be an emergency alert system that is not opt-in which also receives key alerts along with an invitation to opt-in to receive more detailed info via Nixle. Did the City of Ashland use the Emergency Broadcasting System? If not, they should've. The Nixle updates were so vague, un-specific, lagging in time, and lacking details that I literally had to call friends who could visibly see the fire every hour to get accurate info.

Question 5

Ashland desperately needs to design and annually drill a city-wide evacuation plan with specific routes for specific neighborhoods, depending on which direction a fire is coming from. This info needs to be widely circulated through a variety of media and an annual city-wide drill should occur for 1 hour.

Ashland Fire did a great job, as evidenced by the fire patterns in Ashland after the fire, and the number of houses saved (e.g. Billings Ranch).

Question 6

- No

Question 7

n/a

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Different neighborhoods need different evacuation routes, based on the direction a fire is coming from. There needs to be an annual city-wide evacuation drill for 1 hour every year. The City should provide a checklist to homeowners of what they should do if they have 5 min to evacuate, or 15, or 30.

Question 12

No response

Name not shown

inside Ashland

October 6, 2020, 4:41 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- Other - Jackson County Sheriff on FB

Question 4

No response

Question 5

I saw an article from someone at AFR saying that the information at the City's radio station WQBA734 would be updated during an emergency IF someone was at the station. I think having a fallback to cell- and internet-based communication could be critical if there were infrastructure failures, so I'd like to see someone with the specific responsibility of keeping the radio WQBA734's information current. I also think it would be good to publicize the existence of the radio station, maybe via the City's monthly newsletter that accompanies the utility bill. Start in, say, June, and continue through October. And urge citizens to invest in an inexpensive emergency radio. They can run on batteries, so if there were ever a failure of power, internet and cell service, the City could still communicate with citizens. After hearing about such failures in Paradise, and the resulting loss of life, it seems like a smart thing to do.

Question 6

- No

Question 7

No response

Question 8

Emergency Preparedness 2021

Emergency Preparedness 2021

- Yes

Question 9

- No

Question 10

No response

Question 11

We need a set of evacuation routes, one set for each fire scenario (where the fire is and where it's headed).

Question 12

No response

Name not available

October 6, 2020, 4:44 PM

Question 1

- Unsure

Question 2

- No

Question 3

- Nixle Alerts
- Other - Nixle alerts were not helpful. Private FaceBook pages had more info than City provided. I was caught in traffic for over an hour trying to get to Guthrie from Windmill Inn. Would have died had the wind shifted. .

Question 4

Accurate communication. Any communication. Where exactly does Ashland think we can evacuate? North? Nope. South? Nope. Our city streets were full of big rigs. I know . I was there. No warning.

Question 5

If you haven't figured it out by now, you probably won't.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Open access to I-5. Keep I-5 open. Maybe not invite all freeway traffic to tour Ashland?

Question 12

You so totally screwed up... I do admire and appreciate our fire department, but I guess you're going to ruin that too.

Name not available

October 6, 2020, 4:46 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- Other - Facebook page

Question 4

I think evacuation warning for the surrounding cities should have been noted so people could notify others.

Question 5

I'm surprised the loud speakers weren't used. Also a designated radio station that covers emergency procedures and local evacuations, not just Ashland.

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 6

- No

Question 7

I tried to drive to Talent to my sisters house and ended up turning around because of all the i5 traffic.

The severity of the Alameda Fire was apparent right away and the i5 traffic should have been u turned out of the valley right away not funneled through down town, 99, clogging evacuation routes for locals. This could have been accomplished at the first Ashland exit before even entering town.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

The road diet was a poor decision. There should be another freeway on and off at mountain.

Question 12

No response

Name not available

October 6, 2020, 5:02 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - Riverstone Commons FB page

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 6, 2020, 5:21 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

Emergency Preparedness 2021

Emergency Preparedness 2021

I was fine

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

inside Ashland

October 6, 2020, 5:23 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- Other - Facebook and nextdoor

Question 4

Alerts to my phone as to where exactly the fire was and who had evacuation orders.

Question 5

As new residents of Ashland, this information could be included with all home sales or rentals. How to sign up and get Information regarding fires.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

There should be lists of places to go. COVID adds a layer of complication, especially for vulnerable seniors.

Question 12

No response

Name not available

October 6, 2020, 5:26 PM

Question 1

- No

Question 2

- No

Question 3

Emergency Preparedness 2021

Emergency Preparedness 2021

- Nixle Alerts
- City Facebook Page

Question 4

Use the sirens to get everybody's attention! If a friend had not called me to tell me about the fire, I wouldn't have known that a fire started less than 1 mile from my house.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- Yes

Question 10

Fore was really close and traffic was already backed up.

Question 11

No response

Question 12

No response

Name not available

inside Ashland

October 6, 2020, 5:40 PM

Question 1

- No

Question 2

- No

Question 3

- Other - Word of mouth

Question 4

They couldn't have used the flood warning alert sirens and announced the fire warning across the city

Question 5

Better funding for the local fire department!!!! Use the IPAWS fema system

Question 6

- Yes

Question 7

It was a horrible misguided cluster!

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Have practice drills, create more than one route in and out of neighborhoods

Question 12

I highly recommend reinstating the funding that was curt from the Ashland fire department in 2019, and focus on keeping them well funded, protect our water ways

Name not available

October 6, 2020, 5:41 PM

Question 1

Emergency Preparedness 2021

Emergency Preparedness 2021

• Yes

Question 2

• No

Question 3

• Nixle Alerts

Question 4

Tell me to evacuate or not. Instead it said "consider" evacuation. I was a block East/southeast of start of fire.

Question 5

Nixle works. But send a clear message

Question 6

• No

Question 7

I didn't leave but was ready to go any time.

Question 8

• No

Question 9

• No

Question 10

No response

Question 11

Tell us routes. Make a clear specific city wide plan. Involve city employees (Fire, police, Cert, etc) in clear training. People didn't know what to do. I understand ready set go. But it's not clear which way and how to go if roads are blocked or full.

Question 12

Get an evac plan together. Meet with east coast group to finish plan. We don't have one!

October 6, 2020, 5:44 PM

Question 1

• Yes

Question 2

• Yes

Question 3

• Nixle Alerts

Question 4

Fine for us

Question 5

Biggest problem was rerouting trucks through town

Question 6

• No

Question 7

No response

Question 8

• Yes

Question 9

• No

Question 10

No response

Question 11

I think it would be helpful to talk up 'go bag' at the beginning of Fire season - what should be packed and reading, what should be ready to pack

Question 12

No response

Name not available

Emergency Preparedness 2021

Emergency Preparedness 2021

inside Ashland
October 6, 2020, 5:45 PM

Question 1

- No

Question 2

- Other - N/A

Question 3

- City Website

Question 4

Cell phone text similar to amber alert. Radio transmission override on ALL frequencies. TV and streaming over-ride as applicable.

Certain community volunteer "bullhorners" e.g. In city blocks a handful of citizens will have a means of analogue transmission (bullhorn, pa system, etc) to alert nearby homes to an immediate alert. "This is your local alert representative", "Check the city website for information" or "Prepare for evacuation!!"

These would be a selection of currently elected city officials who reside in city limits. Volunteers where necessary.

Question 5

"No advertisement, music, or prayer is more important than life saving, time sensitive alerts."

I want to be interrupted at any moment to take what ever precautions are necessary for the emergency.

Question 6

- No

Question 7

I was stuck in Talent and unable to assist in my family's evacuation in Ashland due to the road closure of hwy 99.

My paper documents, savings, and investments were left at risk because of a lack of response time.

Question 8

- Yes

Question 9

- Yes

Question 10

Traffic jams in town could have prevented a speedy evacuation if needed at a later time.

Question 11

Run some city wide evacuation drills twice a year.

Question 12

No response

inside Ashland
October 6, 2020, 5:56 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website

Question 4

More frequent updates via any medium. Traffic was absolutely unwieldy, and while I live in south Ashland I was blocked in by traffic. My husband and his elderly parents were trapped on the other side of the fire and we were unable to find any information outside of a Facebook group - Riverstone Commons - and via listening to the scanner. News, radio, city websites were all useless. I feel as if a Facebook group is the reason why my 85 & 90 yr old in-laws were not killed in that fire, as they were at lunch in Talent and planning on driving home via 99.

Question 5

As a former Disaster Communication Manager, I can personally and professionally state that what I and many others experienced on Sept 8

Emergency Preparedness 2021

Emergency Preparedness 2021

was a total breakdown of communication. The lack of frequent, precise Nixle alerts is negligent. And the reliance upon Nixle when so many elders do not have cell phones and are out and about in town during a large scale disaster is also negligent. Sirens or some other mass notification system that is not reliant on a person's use of mobile phones is essential. This event made me extremely concerned about the City of Ashland's Disaster Preparedness.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

The City needs to work with the State at devising better methods for evacuating I-5. That was an utter failure in terms of keeping any residents in the city safe.

Question 12

An Opt-In program like Nixle is based upon a singular failure point - that people will actually opt-in. Literally, using millenias old method such as ringing church bells would have been a more reliable way of notifying residents that there was an emergency.

Name not shown

inside Ashland

October 6, 2020, 6:04 PM

Question 1

- Yes

Question 2

- Other - Yes, absolutely for Ashland. I was in Medford at the time and there was NO info for talent, Phoenix or Medford or the county which would have been exceptionally appreciated.

Question 3

- Nixle Alerts
- Other - Fire/police radio communications

Question 4

Nixle was just fine, no complaints. Would have been good to have county info and when the interstate was reopened, etc.

Question 5

Our family lives in Ashland and works in Medford, and our 2 year old daughter was on one side of the fire, and we were on the other which was exceptionally stressful. We had friends who she was in good hands with, but really highlighted the poor communication of the county and our little towns working together during an emergency. I needed and wanted more info, and many sources were unreliable.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

A walking path or emergency road for an additional outlet in our subdivision across the creek (currently N Mountain is our only outlet). There are more houses being built here without an additional outlet besides N Mountain Ave - which could result in a serious bottleneck in case of emergency evacuation. (Meadowbrook Park area towards the freeway end of N Mountain Ave).

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 12

More communication between towns in the Rouge Valley would be a great improvement.

Name not available

inside Ashland

October 6, 2020, 6:18 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

I was out of state on the day of the fire and received the Nixle alerts. I think having more information about how fires spread to Talent and Phoenix would have been helpful. I only find out through a neighbor who called me. My dog at kennel in Phoenix.

Question 5

We dodged a bullet here in Ashland. I think the city and county should have used the Emergency Alert system on the radio and TV.

Question 6

- No

Question 7

NA

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

We should do more practice drills.

Question 12

No response

Name not available

October 6, 2020, 6:28 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- Other - Other face book pages.

Question 4

I was at work but my husband was here and APD came through the neighborhood and evacuated our part of quiet village. Thank you!

Question 5

No response

Question 6

- Yes

Question 7

No response

Question 8

- Yes

Question 9

Emergency Preparedness 2021

Emergency Preparedness 2021

• No

Question 10

No response

Question 11

No response

Question 12

Thank you AFR, CER, APD and our neighbors who called 911!!!

• No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 6, 2020, 6:30 PM

Question 1

• No

Question 2

• No

Question 3

• City Website

Question 4

No response

Question 5

No response

Question 6

• Yes

Question 7

No response

Question 8

• Yes

Question 9

Name not available

inside Ashland

October 6, 2020, 6:31 PM

Question 1

• Yes

Question 2

• Other - I appreciated knowing Ashland evac was cancelled, but wish I'd been notified that the fire was heading north...I assumed it was "under control" and could have notified staff that live in Talent and Phoenix if I'd known

Question 3

• Nixle Alerts
• Other - Various local Facebook groups and texts with friends

Question 4

Just telling us that it was still a threat to Talent would have gone a long way

Question 5

No response

Question 6

• No

Question 7

N/a

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Opening paths to I5 from Mountain, Butler, Eagle Mill would have eased congestion on 99.

Question 12

No response

Name not available

October 6, 2020, 6:33 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website

Question 4

Set off a city wide alarm or have the church bells ring..I first heard from my daughter calling as she evacuated on her own initiative. FYI She added, "I can't talk longer as my cell phone battery is too low now.

Question 5

Did you consider using the CERTS system...neighbors knocking on doors ?

Did I ?

NO, but at 87 and over 90% disabled, it was all I could do to load my car so as to not become a burden on others.

And to escort my 79 year old companion. She has been ready for two decades, me three...retired military.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Traffic control

Consider the railroad right of way...no overhanging trees or poles. Bumpy ride but doable with TRUCKS

Question 12

WATER...how long does it take for needy Ashland to obtain water via TAP ?

Name not available

inside Ashland

October 6, 2020, 6:35 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - got info from the fire/police scanner and from Ashland Peeps (Riverstone Commons) on Facebook

Question 4

We got a Nixle alert that we "may consider evacuating". I was two blocks from where the fire started. These are NOT clear instructions. We need

Emergency Preparedness 2021

Emergency Preparedness 2021

to to know if we are Level 1, Level 2, or Level 3. I didn't evacuate because of this, and in retrospect, I should have.

Question 5

Some people had no internet because Spectrum went out. We need to have the alarm systems working, as well as radio stations broadcasting updates and emergency information. We need clear instructions on how to evacuate.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Clear instructions as to when to evacuate and how to evacuate.

Question 12

No response

Name not available

inside Ashland

October 6, 2020, 6:38 PM

Question 1

- Yes

Question 2

- Other - It was all we had!

Question 3

- Nixle Alerts

Question 4

Cable went down in our area, and we had no TV or Internet. The data on our phones was useless. At least with ATT, we couldn't access any data. So Nixle was all the information we had.

Question 5

I don't know if Nixle is considered a reverse 911 system, but that would be ideal.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

One of the things I find confusing is Level 2. The article states, "if we need you to evacuate (Level 3 – Go), we will notify you. Otherwise, sit tight, Be Ready, and make sure you are monitoring the communication channels." However, on the Ashland city website, it states that at level 2:

"Be set to evacuate at a moment's notice. This level indicates significant danger in your area and voluntarily relocating to a shelter or other family outside the area is advisable. This may be the only notice that you receive; emergency services cannot guarantee that they will be able to reach you again if the conditions worsen. If you do decide to stay, pack your emergency items and be ready to leave at a moment's notice." That is what I find confusing. Are we supposed to wait for notification of level 3 or, get out at level 2 because it may be the last notification we receive?

Question 12

1.I am concerned about water and communications. Apparently the

Emergency Preparedness 2021

Emergency Preparedness 2021

hydrants went dry during the Alameda fire. Will that happen in Ashland?
2. It's my understanding that ODOT is responsible for whatever happens on the freeway. How is this coordinated with the city? Who is in charge of evacuating people, and are they in constant contact with ODOT so that the evacuation goes smoothly? Also, I know this is not the city's responsibility, but why wasn't the TV emergency broadcast system activated? The excuse I have heard for all of this is that there was too much confusion and a lot going on. That is why everything has to be planned for, practiced and communicated with partners and citizens in advance of an emergency. Thank you.

Name not available

October 6, 2020, 6:42 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - I was unable to find updates.

Question 4

The Chamber of Commerce should be able to provide timely information. I only received two Nixle alerts back to back. Updates should continue through an emergency.

Question 5

Considering the close proximity of Ashland, Talent, Phoenix there should be a network of communication available to all. Ch. 5, Ch. 12, Ch 10 should all have been able to activate an emergency line AND receive texts/emails. I'm aware that this is going beyond your question re Ashland. I'm an Ashland citizen and was in the gridlock in Talent for hours. Later many dozens or even hundreds of us were constantly searching for any hint of info. I actually thought people would be burned up in our gridlocked vehicles in Talent. Grateful for all efforts truly. It was all so incredibly fast and insane.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

I was already locked in Talent gridlock.

Question 11

All current and former CERT graduates should be activated and receive instructions to aid City and Fire personnel. All churches and schools need to be equipped with an emergency network communication system that receives all alerts and instructions. (It should reach those in charge whether or not the churches and schools are in session.

Question 12

I'm an able-bodied, athletic 68 yr. old woman who's taken lots of risks. Hearing and seeing that fire in Talent, with no way to get our for so long was bizarre and the deep fear and shock is finally beginning to melt away.. For the Chamber of Commerce to have their tourism message on the phone was just so wrong. They needed to have relevant info on their recording for the citizens. I'm just really talking about total community buy-in to an emergency network.

inside Ashland

October 6, 2020, 6:44 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website

Question 4

This incident has shown that the City can not rely on Jackson County's EOC and Emergency Manager to provide current and accurate

Emergency Preparedness 2021

Emergency Preparedness 2021

information. During an incident like this, the City MUST staff an EOC with PIOs who can provide timely and accurate information to the City's website, staff a phone bank, and update social media and other traditional information channels. The local Emergency Alert System should have been activated during this incident.

https://www.weather.gov/nwr/eas_description

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not shown

inside Ashland

October 6, 2020, 6:47 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - I only received text messages and phone calls (cell phone)—Nixle messages were very brief and referred you to sites that we required internet access, which we didn't have (even via cellular data).

Question 4

More detailed information in Nixle text messages that don't require internet access—

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Alternate evacuation routes in all directions out of the valley—and emergency info about which direction to evacuate—

Question 12

No response

Name not available

October 6, 2020, 6:53 PM

Question 1

- Yes

Question 2

Emergency Preparedness 2021

Emergency Preparedness 2021

- Yes

Question 3

- Nixle Alerts

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

On red flag warning days, have parking restrictions that allow for ample ingress and egress for engines in and evacuations out. Maybe if people get tired of shuffling their cars, they will think twice about having more cars than their household has parking for.

Question 12

on red flag warning days, clear out traveler encampments. Close wildlands completely to everybody on red flag warning days. I dont know the ins and outs of R5's decision to close all national forests in California, but I doubt it was a decision they made lightly. I thought it was a bold and correct move.

As for the landscaping ordinance, the city should say "here's what's required, but here's what's recommended." I know you worked hard to get the ordinance passed, but we know it was a compromise and it isn't enough.

Change the tree ordinance. The city should be able to compel people to remove trees that pose a hazard.

Name not available

October 6, 2020, 7:00 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- Other - Riverstone Commons Facebook page and others

Question 4

More and more detailed notifications. We had no idea which was the fire was traveling and if we were in danger or not. The only way we were able to get that info was from FB group members posting what was going on because they were listening to police/emergency scanners. Many people seem to have panicked and evacuated when they didn't need to; if there was better communication they may have stayed off the roads that were critically needed to be clear for emergency vehicles.

Question 5

Real time notifications. A reinforcement of evacuation levels; making sure people at Level 1 are not evacuating so Level 3 folks and emergency vehicles can use the roads unimpeded. In reality, I think we would have left if we were at Level 2 just to be sure we didn't get stuck in a traffic jam. I don't know how many others feel the same way and that needs to be addressed.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

Emergency Preparedness 2021

Emergency Preparedness 2021

- No

Question 10

No response

Question 11

As above, more communication and education about the different levels of evacuation. I read the Chief's piece in the Tidings and that made it much clearer to me than prior to the fire. That needs to be communicated to everyone living in Ashland.

Question 12

No response

Name not shown

inside Ashland

October 6, 2020, 7:07 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - I have Ashland Home Net for tv/internet. On Channel 9 (RTVT) they kept a police/fire scanner 24/7. That was the most current I found. I did not lose internet/radio/tv, fortunately. But Nixle did call with a few warnings. This is not adequate.

Question 4

Sirens located in every neighborhood, controlled by either police or fire personnel. A 24 hour radio or tv station that would automatically be dedicated to current and ongoing updates. A map of Ashland showing ALL THE POSSIBLE escape or alternative ROUTES NO MATTER WHERE THE FIRE BEGAN. (Instead of the USELESS MAP OF EVACUATION which indicates everyone should go to Siskiyou Blvd, or Hwy 99 or I-5.) At www.ashlandtrails.com/evacuation a person posted a short video of alternatives that had never occurred to me. However.....these routes all depended on those above the Boulevard getting down there first. Also included on this MAP could be the various large parking lots which might be an alternative, depending on where the fire originated (like SOU, high schools/athletic fields, Safeway, BiMart/S&Kart).

Question 5

See above. Imagine that none of the electronic devices would be working. Sirens going off all over town would be the most inexpensive alternative.

Question 6

- No

Question 7

No time to call neighbors to communicate. Too busy personally loading up to leave. With the Alameda fire that happened and spread so rapidly because of the high winds, Ashland was fortunate THIS TIME. What was the cause of this fire????? ("Under investigation" means it was human-caused. Therein lies the concern, because that sort of fire can never be predicted ahead of time.)

Question 8

- Yes

Question 9

- Yes

Question 10

Uncertainty because of no communication.

Question 11

As mentioned above: sirens in every neighborhood. Loudspeakers perhaps. There is no way in Ashland that we citizens can expect someone to come and knock on our doors. Get realistic. Prepare for the worst.

Question 12

Yes. I am seriously contemplating moving after this continued threat. I've owned my house and lived here for 25 years, but the terror of these past few weeks isn't worth it anymore. If the City of Ashland, Jackson County, doesn't get this under some sort of control and communication, I'm leaving.

Name not shown

inside Ashland

October 6, 2020, 7:11 PM

Question 1

- Yes

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 2

- Yes

Question 3

- Other - Channel 12 on TV

Question 4

more frequent communication from Nixle

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Do away with the the "road diet" on N. Main !!
If one is told to evacuate; give specific routes in which to do so.

Question 12

No response

Name not shown

inside Ashland

October 6, 2020, 7:16 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

Some kind of siren or horn is needed.
News about how the fire is progressing.

Question 5

No

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

The roads out of town should not just be one lane in the out direction.
This applies to North Main and Siskiyou specifically.

Question 12

no

Name not shown

inside Ashland

October 6, 2020, 7:23 PM

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

Provided more details about what parts of town were safe vs danger zones. By the time any of that came out the roads were already completely jammed up

Question 5

I like the Nixle texts. More details would be helpful about Ashland and surrounding areas, especially if evacuation is in play. Which way to go, which ways to avoid etc.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- Yes

Question 10

I could see the fire breaking out and the helicopter trying to put it out from my house. With the strong winds and not knowing what would happen I wanted to get my kids out to an area it would be easier to leave town from if necessary.

Question 11

No response

Question 12

Traffic information would be helpful to know in an evacuation scenario

Name not available

October 6, 2020, 7:23 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- City Website

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Emergency Preparedness 2021

Emergency Preparedness 2021

Name not available

October 6, 2020, 7:38 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- Other - Friends called me re. updated evacuation notifications -I didn't receive any on my own

Question 4

Direct alerts to all citizens, sirens & loudspeaker announcements as not all people have cell phones or are by their phones & TV & radio alerts are good, however many are not on radio or TV at the time.

Question 5

Use all available methods to be able to reach all manner of people in ways that work

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

Clear pathways already identified so they are known & can be used as needed. The map the city offers is irrelevant with simply pathways down

from the watershed into town. How do we get OUT of town safely in the directions we need to go in a specific fire? Possibilities & routes need to be identified well ahead & used as needed in a unique fire event.

Question 12

Alerts and routes out of town in a fire event MUST be improved for safety in the future.

Name not shown

inside Ashland

October 6, 2020, 7:44 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website
- City Facebook Page
- City Twitter Page

Question 4

The Nixle alerts were contradictory and confusing. I'm sure you have a record of them, so I am not going to repeat them here. They were frightening but not really useful.

Question 5

I assume that there is some City official who is in charge during an emergency? Shouldn't they be on the media (radio, television, City website, and social media) letting us know what is going on? Or did really no one have any idea?

Question 6

- No

Question 7

No response

Question 8

Emergency Preparedness 2021

Emergency Preparedness 2021

- Yes

Question 9

- No

Question 10

No response

Question 11

Referring people to the web page or the wildfire evacuation plan was frustrating rather than helpful. A lot of people were scared and just wanted some general advice - if evacuated, should I head South? West? Should I go via Siskiyou Blvd or avoid that? And they kept being told to pack a go bag and check Ready, Set, Go!

Question 12

I have heard some talk about the City hiring a Communication Officer. I don't think you need to try to solve every problem by hiring another person (with inflated salary, PERS, and so on.) Maybe there is a nice, sensible person who already works for the City who could write reassuring and straightforward Nixle messages and update the Facebook and Twitter accounts.

Name not available

inside Ashland

October 6, 2020, 7:51 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - Police and Fire Scanner

Question 4

I would want a Push Notification of fires that are near or threatening my evacuation route

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

The I-5 northbound traffic should not have been allowed to enter Ashland. They should have been stopped at the pass when it was obvious that the fire impeded traffic on I-5.

Question 12

Interesting that we have poured so much money into economic development with so little to show for it yet ignore this important safety issue.

Name not available

October 6, 2020, 7:51 PM

Question 1

- Yes

Question 2

- Other - I'm in south Ashland. It wouldn't have been enough if I was actually in danger

Question 3

- Nixle Alerts
- Other - FB Riverstone Commons

Question 4

More Nixle with details on where fire was going, evacuation levels and

Emergency Preparedness 2021

Emergency Preparedness 2021

areas. Possibly emergency sirens. Ongoing information in newspapers, on FB, texts about emergency services and procedures. Push information and links to websites; people will not go to your websites unless they know what's there.

Note: I don't have a tv.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

Defined routes out of neighborhoods. Better access to 99 and 5. Additional escape routes defined so these two main roads and feeder roads (such as Ashland St) don't get clogged

Question 12

No response

Name not available

October 6, 2020, 8:13 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not shown

inside Ashland

October 6, 2020, 8:24 PM

Question 1

- Yes

Question 2

- Yes

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 3

- Nixle Alerts

Question 4

Turning on the watershed camera would have provided some additional info

Question 5

no

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

body cams on responders broadcast with discretion so residents can see live what the situation is

Question 12

No response

Name not available

inside Ashland

October 6, 2020, 8:27 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - JC Emergency website

Question 4

The messages sent via nixle need to be MUCH more detailed. Where, when, why, how! Tell people where the fire is & the best Evac route.

Question 5

Use all alert systems available. Block 1-5 at the boarder so Ashland arterial streets are NOT clogged with freeway traffic. We dodged a bullet THIS time! Get an Evac route & FULL TIME EMERGENCY COORDINATOR.

Question 6

- No

Question 7

I stayed at home to not add to the traffic situation but it was IMPOSSIBLE to get accurate, timely information. It is only bc of social media & word of mouth that I was able to ascertain my danger level.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Alert everyone what is happening & let tgem know extent of situation, direction threat is heading, Evac route, who is to Evac & who is to stay in place. Info is power. When people feel vulnerable...they panic.

Question 12

I am an active CERT member and responded to the damage assessment call out for quiet village which was extremely well orchestrated. I did 4 shifts with JC Emergency Management phone banks which was very disorganized & lacking. We need FULL TIME EMERGENCY DIRECTOR for Ashland so we don't have the same experience the county had. The

Emergency Preparedness 2021

Emergency Preparedness 2021

county does not have a trained emergency director and it showed. John did the best he could considering he is a parks & rec employee given the responsibility of handling emergency response.

Name not available

inside Ashland

October 6, 2020, 8:29 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- Other - Listened to scanner

Question 4

Put info on the front page of the website, update on very 15 minutes. Make sure radio and TV stations have current info regularly

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Evaluate and post more alternative routes out of Ashland!! The road diet resulted in severely limited capacity on the main roads were hat lead out of town, and fire cut off the other two. Now what?

Question 12

No response

Name not available

inside Ashland

October 6, 2020, 8:33 PM

Question 1

- Yes

Question 2

- Other - Nixle helped but Talent and Ashland are so closely connected that without Jackson County emergency alerts, Nixle should have alerted us earlier to not go to neighboring towns. People evacuated from Quiet Village didn't know they shouldn't go to Talent.

Question 3

- Nixle Alerts
- City Website
- Other - I was registered for Jackson County emergency alerts but that was useless

Question 4

As said above and below, we needed to know the situation north of Ashland so people would know not to go there.

Question 5

Communication with Nixle was good for the most part. But it would've been good to know the roads were all jammed to a halt. It would've been better to know that travel towards Talent and Phoenix was impossible and unsafe.

Question 6

- No

Question 7

No response

Question 8

Emergency Preparedness 2021

Emergency Preparedness 2021

- Yes

Question 9

- No

Question 10

No response

Question 11

Please consider adding emergency on and off ramps to I-5 that can be used (only) during emergency evacuations. Trying to evacuate a city that has such limited freeway access is crazy. I live on lower Clay St. I'm sure East Main and Ashland St. would be completely jammed if everyone tried to get to the freeway exit 14 or even to Hwy 66 to escape a fire. Also commercial trucks should've been told to pull off to the shoulders, not directed into Ashland because they caused traffic to be at a stand- still. Local residents were terrified, stuck in traffic as flames came toward them.

Question 12

Thank you for asking for input. This situation made us all aware of how vulnerable our residents are, how few ways there are to escape in an emergency, and how important it is to know what to do in a wildfire. We're all traumatized by the Alameda Fire's destruction and terror. We need more options for escape. Most of us feel so unsafe right now. I live in Wingspread Mobile Home Park and it doesn't feel very safe these days.

Name not available

inside Ashland

October 6, 2020, 8:43 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - Didn't get Ashland city info

Question 4

Honest real-time info.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Very clearly mark evacuation routes

Question 12

Multiple instances of high voltage wires directly thru trees. City doing nothing to correct (electric underground).

inside Ashland

October 6, 2020, 8:44 PM

Question 1

- Yes

Question 2

- Other - Yes, but we were downwind of the fire, not sure how quick the texts came in relation to when the fire started..

Question 3

- Other - Facebook from the community, very little info from the news.

Question 4

Emergency Preparedness 2021

Emergency Preparedness 2021

There should have been emergency warnings on the television and radio. There should have been live coverage on television or media the entire time the fire was going.

Question 5

This was an emergency and there was little to no info. We should not have to wait for the 5 o'clock news to know what is going on. Facebook was the best place to get info, but alot of that info was not accurate.

Question 6

- Yes

Question 7

The main road to the freeway was packed with semi trucks. It took a really long time to get from my house to the freeway which is less than a mile away.

Question 8

- Yes

Question 9

- Yes

Question 10

We were worried the winds would shift and we would be stuck in town with clogged roads.

Question 11

Please get rid of the road diet down by the car lots, it is a disaster waiting ro happen..

A safe turn-around for trucks on the freeway so that they are not re-routed through Ashland.

Question 12

We need more firefighters. Maybe we could pay them more, make the job more desirable with school loan forgiveness. The fires are only going to get worse and we are always stretched thin during fire season.

There wasn't enough water pressure in Talent to fight the fires. That seems like bad planning.

We now have big swaths of open land. Perhaps we can build affordable housing there that is more resistant to fire. The mobile home parks went up like matches.

Name not available

October 6, 2020, 8:46 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

We did a precautionary evacuation from Ashland Mine Rd as there's only one way out. At the bottom of the hill we didn't know which direction to go, N or S. We chose N and were turned around at 99 and Valley View.

Question 5

Alerts that where the fire is and the direction it's moving.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- Yes

Question 10

Could see the fire at the bottom of the hill near Billings Ranch, off of Ashland Mine Rd. Had the wind shifted, we would have been stuck.

Question 11

No response

Question 12

Once we were heading north on N. Main traffic was backed up in both

Emergency Preparedness 2021

Emergency Preparedness 2021

directions but slowly moving. It was early on about noon. I felt that the road diet in this situation, at this time worked. It allowed for emergency vehicles to move swiftly down the center lane. Had it been more congested, I'm not sure that would have been the case.

Name not available

inside Ashland

October 6, 2020, 8:52 PM

Question 1

- No

Question 2

- Other - I was not registered.

Question 3

- Other - Did not access anything.

Question 4

There should be a siren that goes off downtown which would indicate that there is a serious wildfire situation ...that way people would know to proactively search for info!

Question 5

Yes. The only way I knew anything was going on was my neighbor banged on my door and told me to "prepare to evacuate!"

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

I think police should drive thru town advising people with megaphones. Also, nearly everyone has a cell phone and everyone should be signed up for Nixi to get text alerts!

Question 12

No response

Name not available

October 6, 2020, 9:02 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - Kobi

Question 4

Alerts

Question 5

Coordinate with other fire agencies and private contractors. Ashland have many resources in town that we're not utilized. Better communication and evacuation routes posted.

Question 6

- No

Question 7

Smoke had to leave the area . Toxic air pollution

Question 8

- Yes

Question 9

- No

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 10

No response

Question 11

Emergency evacuation plans and trained people to assist others

Question 12

Climate change as changed our area and impacted our economics do to frequent fires and poor quality of air

Name not available

October 6, 2020, 9:09 PM

Question 1

- No

Question 2

- Other - I'm a first responder. I was alerted on my I-phone thru Jackson County Search and Rescue

Question 3

- Other - Personal scanner

Question 4

An alert on my I-phone

Question 5

I'm with Search and Rescue, we have a Jackson County Sheriff's truck permanently staged at the Ashland Airport. We have no way to communicate to Ashland P.D. or the Ashland Fire Department. We were unable to interact with those two entities.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- Yes

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

inside Ashland

October 6, 2020, 9:16 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- Other - NextDoor app

Question 4

It was unclear where to evacuate to.

Question 5

I would say use many different ways of communicating— text alerts, phone calls, emails, website updates etc.

Question 6

- No

Question 7

We had no idea which direction to evacuate.

Question 8

Emergency Preparedness 2021

Emergency Preparedness 2021

- No

Question 9

- Yes

Question 10

We were about half a mile in physical distance from the level 3 evacuation zone. We used our own observations of the rapid growth of the fire and the amount of visible smoke so close to our home to determine we should leave.

Question 11

Getting more information about where to evacuate.

Question 12

No response

Name not available

October 6, 2020, 9:36 PM

Question 1

- No

Question 2

- No

Question 3

- Other - Waze app on how to leave Ashland

Question 4

Emergency Alert System

Question 5

Transparency in communication-example I have not heard any follow up on the start of the fire or the dead body found. Consider adding additional on and off ramps to I5 to decrease bottle necks.

Question 6

- Yes

Question 7

We were stuck in stand still traffic trying to exit the city with no one helping traffic in bottleneck traffic.

Question 8

- Yes

Question 9

- No

Question 10

Evacuated our business

Question 11

Better egress routes. Police presence at key bottlenecks to assist traffic. Improved access to freeway.

Question 12

I would like updates on how the fire was started and the dead body found near the start of the fire.

Name not available

October 6, 2020, 9:38 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

Evacuation routes for talent as friends who evacuated with no info called me as they were helpless to get alternative to colver rd. Also info to avoid the traffic in town from fwy.

Question 5

Honestly don't remember when we got the level one notice. I'm concerned about the senior housing next to Y. They have no info on what the levels mean and how to prepare or how or who to help among

Emergency Preparedness 2021

Emergency Preparedness 2021

neighbors with mobility or other problems

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Let the people at level 3 leave so that the lower levels don't clog traffic

Question 12

No response

Name not available

October 6, 2020, 9:44 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

I could see the fire from my house. No information about evacuation, and no understanding of why RT 5 was diverted to Rt 99.

Question 5

Send information about who to call, etc.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

If the winds had blown in the opposite direction I don't know how we could have gotten out.

Name not shown

outside Ashland

October 6, 2020, 9:51 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - I found ryansweather to be the most updated information. I also received calls from people

Question 4

We needed more information, faster. We needed information to go out in

Emergency Preparedness 2021

Emergency Preparedness 2021

masse.

I recommend you figure out how to use the amber alert system to contact cell phones.

You also need to have emergency information in Spanish.

Question 5

No response

Question 6

- No

Question 7

We decided to leave because the fire felt to be getting out of control quickly. Frankly, it didn't feel like anyone was really tracking it or offering recommendations we could trust.

Question 8

- Yes

Question 9

- Yes

Question 10

Again- the fire was moving really fast and there wasn't clear communication or leadership to follow. We decided to leave- better safe than sorry

Question 11

We need clear leadership that has recommendations to keep people safe. We also need to develop a stronger system for clearing debris to reduce fire danger in neighborhoods

Question 12

No response

inside Ashland

October 6, 2020, 10:11 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - social media

Question 4

adequate, appropriate and realistic EVACUATION OPTIONS, made immediately available to everyone, and adapted to changing circumstances with ongoing updates, tailored to individual neighborhoods ARE AN ABSOLUTE NECESSITY.

Question 5

A universal siren (one specific to fire danger and another specific to flood?), with multi broadcast locations so that it can be heard by all, would alert citizens to go to their most reliable information source. With the siren, citizens should be regularly educated as to 5 W's and, with advance notice, that siren alert should be rehearsed regularly.

Question 6

- No

Question 7

I live .8 mi. from the fire start point but, other than Nixle, received no notification. I speaking with Grants Pass fire personnel who were parked at my front door (on Glenn Street), I was verbally advised to "Get Ready."

Question 8

- No

Question 9

- No

Question 10

I live alone--no family and no one to discuss evacuation plan with.

Question 11

I live on the corner of Glenn & Main and had a bird's eye view of the chaos. We need a better system for handline traffic tho' I don't (yet) have a constructive recommendation...

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 12

We need neighborhood-specific evacuation routes.
We need an effective warning system.
We need a trained communications person, ideally located in the fire department
We need open, transparent community discussion/education based on this entire experience
We need an explicit plan that includes ALL options, and that is specific to Ashland, utilizing the expertise of experienced professionals (i.e. perhaps a city planner from Paradise?). I'm personally skeptical about a long-delayed plan designed by "professionals" geographically foreign to Ashland. .

• No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 6, 2020, 10:22 PM

Question 1

• Yes

Question 2

• Yes

Question 3

- Nixle Alerts
- City Website

Question 4

More frequent nixle alerts would be good.

Question 5

No response

Question 6

• No

Question 7

No response

Question 8

• Yes

Question 9

inside Ashland
October 6, 2020, 10:30 PM

Question 1

• No

Question 2

• No

Question 3

• Other - I went to county website.i looked at Nixle and found it confusing and inaccurate or missing meaningful information

Question 4

The general phone call messages to all lacked specific information and led to unnecessary alarm for too many people. The second phone later was really ridiculous about the red flag warning. Over reaction again.

Question 5

TV notices, radio notices would work much better and allow for more information.

Question 6

• No

Question 7

We received a phone call message confusingly suggesting we may need to evacuate.... it wasn't clear and we assessed we did not need to leave. Our neighbors were totally confused as well, and alarmed and afraid.

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Be clear about what areas need to evacuate. Red, yellow green. 3, 2 or 1.

Question 12

The city needed a public affairs person. To help oregano removal and disseminate information properly and accurately.

Name not shown

inside Ashland

October 6, 2020, 10:38 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

Other methods in addition to the Nixle alerts, like EBS alerts on Radio/TV, and robocalls to landlines.

Question 5

No response

Question 6

- No

Question 7

Trucks diverted from I-5 clogged city streets

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

Using a system like Nixle, combined with Google Maps to create customized evacuation routes in real-time, factoring in traffic congestion, projected fire spread, etc.

Question 12

Thank you for seeking the community's input. I realize there are many factors and variables at play in disasters such as the Alameda fire

inside Ashland

October 6, 2020, 10:52 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

Even though the fire left Ashland and was no threat to us I was very interested and concerned and would have liked continuing information on the fire's location, progress, containment.

Question 5

It was really, really lame that the AM radio channel (is it AM 1700?) had nothing. We have been taught for decades to tune to that. Use it or get rid

Emergency Preparedness 2021

Emergency Preparedness 2021

of it.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

CERT members at key intersections directing traffic.

Question 12

No response

Name not available

October 6, 2020, 11:01 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

Emergency broadcast on tv, Facebook,. I checked on Facebook and listened to scanner as fire was progressing.

Question 5

Aren't there emergency groups that are trained to deal with crisis through the fire department (can't think of the name of them). Notify them to be on alert especially if emergency gets to evacuation stage 2 to notify neighbors. We need to have a practice fire drill for the whole community.

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

Let us know what routes to travel on, what roads are closed or open, Best to travel north or south.

Question 12

No response

Name not shown

inside Ashland

October 6, 2020, 11:35 PM

Question 1

- Yes

Question 2

- Other - It was unclear that we would be told what to do if we reached Level 3. Seemed as if we were supposed to know what our own "plan" was.

Question 3

- Nixle Alerts

Emergency Preparedness 2021

Emergency Preparedness 2021

- Other - Nextdoor Neighbor online, Local radio JPR and TV news Ch.12 especially, emails from City.

Question 4

Since we have been told to always have a Go-bag ready to evacuate during fire season, we could also have been made aware of the City's plan for how to evacuate our entire population should the need arise. It seemed as if we were all supposed to be ready to drive out of here individually with no guidance as to how that might even be possible! And what if you don't drive or have a car? Getting the Nixle alerts was terrifying because we did not know what they meant. We decided we should just stay put rather than start running amuck, which turned out to be a good choice. Some people we know thought they should evacuate when they didn't need to and are still recovering from the terror of being caught in those long lines of traffic and not knowing which way to go.

Question 5

PLAN AHEAD! Let us know who will be contacting us and how, in case of which emergency. What about using the big siren that gets tested on us periodically to get our attention and have megaphone trucks driving around announcing what's happening? But don't wait until the next emergency to try out these ideas! Remember fire drills in school? Seems like we need to be doing these regularly, from now on!

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Don't tell everyone to try and drive out of here in their own car. Neighborhood carpools with vans or buses make more sense. In Marin County, CA, the rule is "No empty seats!" Possessions can be left behind and replaced. People and pets cannot.

Question 12

Everyone I know is still in some kind of shock but trying to carry on. Acknowledging that this kind of trauma does not go away quickly is helpful to everyone, whether their homes burned down or not.

Name not shown

inside Ashland

October 7, 2020, 12:47 AM

Question 1

- Yes

Question 2

- No

Question 3

- Other - Facebook via local groups

Question 4

Evacuation routes, traffic control and info on the path of the fire. What happened to an emergency siren??!!! You do it for the damn, it needs to be done for fires. And info on Talent also...

Question 5

We need more roads and/or education around evacuation.

Question 6

- Yes

Question 7

I live on N. Main and traffic was pretty snarled. I was level 2 and the fire moved quick enough away that it was lifted. But multiple neighbors did not have Nixle and I went to them quickly to let them know. They had NO clue other than me telling them! I told them to sign up for Nixle. But using an emergency siren and having an emergency AM station with updates and evacuation plans is needed!

Question 8

- Yes

Question 9

Emergency Preparedness 2021

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- No

Question 10

No response

Question 11

Better traffic control which is challenging with I-5 closure. Perhaps another highway exit and more education around evacuation routes.

Question 12

I think Ashland did pretty good considering the circumstances. But we were very, very lucky. I think this is a huge wake up call for everyone.

Name not available

October 7, 2020, 4:19 AM

Question 1

- Yes

Question 2

- No

Question 3

- Other - Facebook

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

More roads out of the city needed

Question 12

Not happy with the number of fires started by people. There should be a public focus on the causes of multiple fires that occurred.

Name not shown

inside Ashland

October 7, 2020, 4:23 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- City Website
- City Facebook Page

Question 4

We were OK in Ashland, I think. Other towns are not so lucky. I would look at some other cities' plans such as Rohnert Park has for evacuation plans. They divided the city up into small units based on arterial streets to use, and numbered them, so that a person could see easily the way out of town for their unit. The bottleneck of semis parked was, I hear, a horrible problem, and we dodged a bullet by not having more of Ashland burned. Coordinating with other cities to get road closures earlier would have helped the I-5 bottleneck problem.

Question 5

See above.

Question 6

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• No

Question 7

No response

Question 8

• No

Question 9

• No

Question 10

No response

Question 11

See my comments above about using a plan like Rohnert Park , California uses.

Question 12

No response

Name not available

inside Ashland

October 7, 2020, 4:47 AM

Question 1

• Yes

Question 2

• Yes

Question 3

- Nixle Alerts
- Other - Police/Fire scanner

Question 4

?

Question 5

?

Question 6

• No

Question 7

?

Question 8

• Yes

Question 9

• No

Question 10

No response

Question 11

?

Question 12

no.

Name not shown

inside Ashland

October 7, 2020, 5:03 AM

Question 1

• Yes

Question 2

• Yes

Question 3

• Nixle Alerts

Question 4

Updates more frequently.

Question 5

With my TV and internet out, I felt that I didnt have adequate info on the evacuation routes. My driveway was blocked by traffic rerouted from the

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Emergency Preparedness 2021

freeway.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

In the future, if possible, I would like to have advanced notice of traffic routes so I can move my car out of my driveway so that I can evacuate if necessary.

Question 12

No response

Name not available

October 7, 2020, 5:06 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- City Website

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

inside Ashland

October 7, 2020, 5:09 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

Communication of levels 1,2, or 3 by neighborhood. Exit routes for those neighborhoods at level 2 and 3. Hourly updates as needed.

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Question 5

Loud sirens with specific alert tones that citizens have been taught in advance, for those not on Nixle or who have lost access to their phones.

Question 6

- No

Question 7

We decided to evacuate because of our proximity to the fire and because we have a disabled family member who requires extra time. We went south as it seemed everyone else was heading North. Ended up safely at Greensprings, but could not get information about whether it was safe to go home.

Question 8

- Yes

Question 9

- Yes

Question 10

We decided to evacuate because of our proximity to the fire and because we have a disabled family member who requires extra time.

Question 11

Exit maps that indicate route options depending on the location of the fire. Close I-5 at the border, or wherever is appropriate, but do not allow exit into Ashland when evacuation is in process. We must have another freeway exit that can be utilized in an emergency.

Question 12

We must work with neighboring towns for a coordinated response. Right now we need to be working as closely as we can with Talent and Phoenix to help them with resources that we can share. Desperately need emergency housing for displaced individuals and families.

Grateful for our firefighters!

Name not shown

inside Ashland

October 7, 2020, 5:20 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

More notifications and updates. A siren would have alerted everyone. We were outside with a downed tree on our house and didn't get the alert. Then we had no landline, internet or TV for days, since Spectrum went out. We were then solely using my cell phone (with our data plan running out!) and could not find current information on the radio. It was scary and frustrating. I got more from Facebook on my cell phone than from the media or the city. And much of that "news" was often wrong or speculative. We didn't sleep well. There was the anxiety from high winds and fear of getting trapped if fires changed direction. We have only one way out!

Question 5

We also need better escape routes!!

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

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No response

Name not shown

inside Ashland

October 7, 2020, 5:25 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

Send more Nixle alerts. Keep them coming, find someone who can keep us constantly updated someone who understands the jargon and has access to whatever systems the FD uses and Nixle.

Question 5

A few years ago you had an evacuation simulation but hardly anyone participated and I never heard what you learned, feedback is important. let's have an annual citywide evacuation training day. Lots of communication and lessons learned. We could all learn something.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

You need many trained volunteers to direct traffic. If it was Ashland burning the evacuation would be a disaster.

Question 12

Ashland needs more trucks and more firefighters we obviously cannot count on mutual aid.

We got information from a scanner app on my iPad. The responders were impressive and professional, we were very impressed.

Name not available

October 7, 2020, 5:28 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

More information on locations, wind direction, risks, evacuation routes.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

Emergency Preparedness 2021

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• No

Question 10

No response

Question 11

Clear directions on where to go.

Question 12

No response

Name not available

October 7, 2020, 5:31 AM

Question 1

• Yes

Question 2

• Other - I would appreciate a notice of WHERE to evacuate to.

Question 3

• Nixle Alerts

Question 4

Suggestions of what route (N, S, E, or W) to evacuate. Suggestions of where it would be safe—eg golf course, airport parking lot etc

Question 5

Nixle did well sending constant alerts.

Question 6

• No

Question 7

No response

Question 8

• Yes

Question 9

• No

Question 10

No response

Question 11

Numerous sites designated as where to evacuate to depending on circumstances.

Question 12

Basically Nixle definitely helped keep us in the loop.
Counseling available for traumatized?

Name not available

October 7, 2020, 5:41 AM

Question 1

• Yes

Question 2

• Other - We think it was adequate, but we lived away from the wind's direction.

Question 3

• Nixle Alerts

Question 4

no suggestions

Question 5

We've noticed that some coastal communities have an alert system for tsunami warnings which consists of a loud sound being broadcasted out. It certainly catches one's attention, and perhaps such a system would be appropriate for fast-moving wildfires.

Question 6

• No

Question 7

We were not in the area of level 3 evacuations but the survey won't let us submit our responses till this section is completed.

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Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

no suggestions

Question 12

no

Name not available

October 7, 2020, 5:45 AM

Question 1

- Yes

Question 2

- No

Question 3

- Other - Various (not city) FB pages were most current

Question 4

Nixle is not adequate. One shift of the wind could have quickly destroyed our town. Cell phones are not used like landlines were for decades—cell phones are silenced when people sleep. My 25 yr old daughter sleeps during the day due to a night job at the hospital. If we hadn't been in a pandemic (I was working at home), she wouldn't have had any information.

Question 5

If our town was in an immediate threat, we should have an audible siren sound heard throughout town, like the coast has for tsunami warnings.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

Wish we had though—staying was very stressful. I live in a subdivision IN TOWN. Our lot borders ten extremely dry acres that the city doesn't enforce for owners to keep dry brush low—it's cut in April and by July is high and no one does anything about it EVERY YEAR. I slept 90 mins that night.

Question 11

Start working with ODOT on better access out of town. We would have had extreme loss of life had the wind blown the opposite direction. We would have been trapped.

Question 12

I am tired of the city ignoring its citizens and doing whatever they like.

Name not shown

inside Ashland

October 7, 2020, 5:47 AM

Question 1

- Yes

Question 2

- Other - I did not even pay attention to Nixle because I was evacuated almost immediately by response personnel, and then was dealing directly with the emergency and did not need any notification.

Question 3

- Other - Did not access Alameda Fire info from the City

Question 4

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I don't think the City could have helped me personally any further. If this emergency hadn't been at my home and I wanted to know what was going on, quick updates via the City website would be very helpful, I think.

Question 5

No response

Question 6

- Yes

Question 7

Safety Officials were very quick, respectful and firm. Evacuation was easy, given the circumstances. The hard part was actually leaving my home because I did not really want to go, and it was traumatic. We were not prepared in that moment for what was occurring.

Question 8

- Yes

Question 9

- Yes

Question 10

Poor question. We were required to evacuate.

Question 11

No response

Question 12

A huge thank you to the first responders.

Name not available

inside Ashland

October 7, 2020, 5:56 AM

Question 1

- No

Question 2

- Other - I wasn't enrolled.

Question 3

- Other - I didn't get any...

Question 4

Perhaps do more outreach regarding nixle alerts.

Question 5

No

Question 6

- No

Question 7

I live two blocks from where the fire started. I was downtown when the fire engines drove to the fire. I walked home and followed the smoke. Since the wind was blowing away from Ashland I didn't bother to try to evacuate. I did watch as the fire fighters worked to put out spot fires on Cambridge and Billings Ranch.

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

More awareness of the need to evacuate would be helpful.

Question 12

No.

Name not available

October 7, 2020, 5:59 AM

Question 1

- Yes

Question 2

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Emergency Preparedness 2021

- Yes

Question 3

- Nixle Alerts
- City Facebook Page

Question 4

If possible information about the direction to travel when evacuating would've been helpful. I know how to predict with the wind it would've been helpful for people to know and Ashland to go south. A lot of people Traveled from quiet village to talent or Medford.

Question 5

A strong neighborhood leaders program would be helpful. To reach the elderly quickly.

Question 6

- Yes

Question 7

I got a Nexus alert as well as the sheriff knocking at my door. I live on Kent Street. As I left my neighborhood Cambridge and Glendower were blocked by law-enforcement keeping people from coming in. This caused quite a traffic jam, and a bit of chaos coming out. Luckily I traveled south my neighbors travel to talent and spent most of the day evacuating. In the 30 minutes between the fire starting in my being evacuated the traffic in town exploded. Traveling across town was scary and slow.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 7, 2020, 6:00 AM

Question 1

- Yes

Question 2

- Other - somewhat but always room for improvement

Question 3

- Nixle Alerts
- City Website
- Other - local news

Question 4

better maps of impacted areas, evacuation areas and routes, shelter locations; most maps on TV and online do not show street and highway names and are not detailed enough nor clear enough to read

Question 5

consistently use all means available: phone, text, email, emergency broadcast system, TV, radio, in person

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

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Question 12

No response

Name not available

October 7, 2020, 6:04 AM

Question 1

- No

Question 2

- No

Question 3

- Other - Just through friends

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

We were 500 yards upwind from the fire.. I called the Helman school to let them know... they did not seem to worried at the time.. I moved vehicles up to Garfield park and was stuck in traffic for an hour doing so and so worried about getting back to the house

Question 8

- Yes

Question 9

- Yes

Question 10

The sight of the fire

Question 11

I don't know where to start..

Question 12

Getting the crazy people some help, not just kicking the homeless out, maybe they don't want to light us all on fire

Name not available

outside Ashland

October 7, 2020, 6:08 AM

Question 1

- Yes

Question 2

- Other - We were not home -- had left for the Oregon coast the very morning of the fire. We receive NIXLE on our landline only. WE do not have smartphones.

Question 3

- Other - We learned about the fire from SOU Alerts. Not sure if any Nixle alerts came; we were gone.

Question 4

Try to make sure every device we have -- phones & internet are alerted, along with perhaps serious siren-type messaging.

Question 5

We live several miles south of Ashland (Timberlake Dr.) -- and perhaps the city can benefit greatly from establishing alert sensors & modern alert mechanisms for communication originating quite far south -- since the very dangerous winds tend to be from the south. Perhaps every south wind forecast of the Santa Ana class should carry some sort of pre-alert. My wife and I watch these forecasts and on the basis of the early Sept wind profile decided to travel to the Oregon coast, expecting smoke buildup in the Valley. We learned of the fire only very late Sept. 8 -- from SOU alerts. On our flip phone, in Newport.

Question 6

- No

Question 7

Not applicable. See answers above.

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Question 8

- Yes

Question 9

- Yes

Question 10

We live several miles south of Ashland (Timberlake Dr.) -- and perhaps the city can benefit greatly from establishing alert sensors & modern alert mechanisms for communication originating quite far south -- since the very dangerous winds tend to be from the south. Perhaps every south wind forecast of the Santa Ana class should carry some sort of pre-alert. My wife and I watch these forecasts and on the basis of the early Sept wind profile decided to travel to the Oregon coast, expecting smoke buildup in the Valley. We learned of the fire only very late Sept. 8 -- from SOU alerts. On our flip phone, in Newport.

Question 11

Study and then teach all residents do's and don't when driving out. Safety and success will always be enhanced by 'calm', intelligent passage from home to protection.

Question 12

No doubt, real [but not too scary!], unmistakable siren category alerts might be warranted if sufficient information regarding cause can be discerned.

This is indeed a real challenge. How can people in charge acquire sufficient information to feel comfortable with a siren call for evacuation??

Clearly, evacuating is one part; knowing where to go toward is the second part. Being ready is absolutely a main part, during fire season.

Name not available

October 7, 2020, 6:24 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

I was at work and received no notification of a fire. I had to check pulse point. The fire spread so quickly I didn't know I needed to get home until my teenage children texted photos of how close the fire was to our home. I had to drive through barricades and the actual active fire to get home to them. Once I got home all of our exits were blocked by fire and we were unable to evacuate. I never received any alerts of a fire nor did I receive any notification to evacuate.

Question 5

It was devastating and traumatic to receive no notification from the city or county as we sat like sitting ducks hoping the fire would not approach our home.

Question 6

- No

Question 7

I was unable as fire blocked the only 2 exits from my neighborhood

Question 8

- Yes

Question 9

- No

Question 10

I wanted to but was not able to

Question 11

Communication, more personnel and a plan. We felt very much alone while fearing for our personal safety.

Question 12

No response

Name not available

October 7, 2020, 6:29 AM

Question 1

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Emergency Preparedness 2021

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

In the immediate it was good. After the fire left Ashland it was hard to know where to get information. Facebook seemed the most reliable. Perhaps the alerts could include where to get information. Also which roads were closed.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Just like in buildings for fire escape routes, there should be printed maps with escape routes

Question 12

This was hard. I am so grateful to the police and fire folks. Thank you for taking a look at this.

Name not available

October 7, 2020, 6:29 AM

Question 1

- Yes

Question 2

- No

Question 3

- Other - jefferson public radio

Question 4

Website had few if any updates. I boycott Facebook. Should be more free updates. Internet was down for many people - go 20th century and use the radio. I finally used the Sheriff's radio feed for actual information.

Question 5

No response

Question 6

- No

Question 7

Have been evacuated before, so knew the drill.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

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Emergency Preparedness 2021

Name not available

October 7, 2020, 6:29 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

I had signed up for Nixle several months before the fire, but many folks simply weren't aware of it. Perhaps sending a letter from the mayor to all residents outlining the resources available would help. However, the letter must appear to be important. Otherwise, many will consider it junk mail and toss it out.

Question 5

No response

Question 6

- No

Question 7

Many of the streets were simply clogged.

Question 8

- Yes

Question 9

- Yes

Question 10

Because of the heat and especially the velocity and direction of the wind, I knew that Ashland was at a high level of risk. ..until the wind direction changed.

Question 11

Maybe this isn't workable, but , how about specific evacuation plans for

the various neighborhoods? Also, recruit and train volunteers for traffic control during emergencies....the more the better. Have each equipped with 2 way radios so that the volunteers, the APD, the AFD all know what the situation is, on a real time basis.

Question 12

Since we have many older folks who may not be able to help themselves, perhaps a survey to determine who and where they are would be helpful. Then, these folks could be contacted directly to see what their needs are.

Name not shown

outside Ashland

October 7, 2020, 6:30 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

Much more up-to-the-minute info on situation around attempting to drive anywhere while all of I-5 traffic was overrunning our town, and then when evacuation notice went out, a pre-defined route, by section of the city, to be communicated as well. Not knowing how to get out of town, not knowing the direction in which to go, made me feel like I was on my own, and that it would be utter chaos on the roads if we did have to attempt evacuation. I felt that most of us would have burned in our cars while attempting to get out had the situation required evacuation. All emergency info should go out in the monthly utility flyer, maybe in installments, and meant to be kept for reference.

Question 5

A radio station, perhaps the student station run out of SOU, could be taken over for ongoing live reporting and updating of emergent situations. Sitting around, not knowing anything for hours, is quite unsettling. I wonder if the city has anyone charged with getting out on the streets and gathering emerging info around situations that require our attention. If so, perhaps live reporting and sharing of info on the city website would also be very useful. I felt like no one in the city was in charge, being proactive, taking the lead in orchestrating any sort of emergency coordinated action.

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Question 6

- No

Question 7

I was not in level 3 location, but I tried to get out to help a friend evacuate but found it was impossible to even travel 1 mile. I tried for an hour to drive from Walker Ave to Talent but finally gave up. The whole road situation was a complete disaster with all of northbound I-5 traffic clogging every through road and every intersection (which is only Siskiyou/99 and Eagle Mill Rd north/south, and 66 and Valley View east/west). We all would have burned in our cars if the disaster that befell Talent and Phoenix also happened in Ashland.

Question 8

- No

Question 9

- No

Question 10

I made a plan to go if I received a level 2 notice, due to what I saw on the roads and knowing that there would be no way in hell to get out if my area received the level 3 alert. As it was, I could not get out of town even before I received a level 1 alert.

Question 11

Each section of the city (by at least 3rds - north, central, and south, perhaps) should have designated routes of evac. exclusive to them. Streets should be designated alternately oneway with at least 3 lanes going in that direction where that can be achieved. Major routes of evac, such as Dead Indian, should also be designated oneway out, with coordinated entities managing this. Essential escape routes like Siskiyou Blvd, Highway 66, and Valley View, should be 2 lanes out, one lane the opposite direction in places. People should be asked to get parked cars off the streets. Notice of which direction to head in order to get away from emergent situation, and how far to travel in order to help unclog route for others to escape. In the city utility mailer, sections of city and their routes should be mapped out for reference. City workers should be mobilized to set up oneway streets and direct traffic. All northbound freeway traffic should be stopped at the summit and preferably before, and all southbound traffic stopped as far north as needed to open up travel for evacuees. CERT qualified citizens should be alerted and directed (and trained in advance) in what their roles might be in helping evacuate their neighborhoods. The radio station out of SOU should be set up to broadcast ongoing, live info and instructions for escapees, and backed up by JPR in the event SOU cannot respond. It would be good to know who would be taking the reins and leading our city in cases of evacuation and

natural disaster. Who is that? Also, each household should be advised to take only one car for evacuation in order to keep roadways as useable as possible.

Question 12

I felt no one was in charge in our city, anymore than I was - which is to say, I'm not! Receiving a few automated messages via text over several hours is a start but is not reassuring. Many surface streets were closed with no notice, which added immeasurably to traffic trying to get out and having no direction. Our city needs to coordinate with ODOT, or whoever is in charge of routing freeway traffic, via direct and ongoing communication with a hotline-type setup going straight to whoever is in charge, to ensure swift halt to overrunning our streets with outside traffic. The city of Ashland needs to have a plan to send out responders to block freeway ramps that would allow through traffic to divert through town, as well as stopping traffic on the freeway in an emergency situation if the state does not respond quickly enough. Rules and bureaucratic lines of communication be damned, there are lives of our citizens at stake. the city of Ashland needs to likewise have direct lines of communication with the CA state highway patrol and other effective entities for the same reasons.

Name not available

inside Ashland

October 7, 2020, 6:31 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

More alerts with more detailed information would've been helpful. I was at work in Medford and my teens were home and I didn't know how serious things were to evaluate whether I should try to leave work to be with them, advise them to leave, or what. I had no guidance about how to get home and thankfully know our area enough to know to drive up towards Klamath Falls and down Indian Memorial to get home to my terrified kids.

Question 5

I have a cell phone, as do my teenagers. Not everyone does, and phones

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get lost, or lose their charge, or have their ringers off. We need a city wide alert system that is accessible to all, an alarm like the Hosler Dam alert system, or something of that nature. We also clearly need more guidance as to what our evacuation route options are and we need more evacuation access. If the fire had gone south instead of north, I don't know that people would've been able to get out.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- Yes

Question 10

Kind of. I was at work in Medford and my kids were home. They left home to hang out with their dad at Bellview on the south end all day so it'd be easier to leave town if they needed to.

Question 11

More roads out. Megaphones, an alarm system.

Question 12

No response

Name not available

inside Ashland

October 7, 2020, 6:37 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

1700 AM and the Wildfire Hotline must be current information pertaining to the incident and updated regularly. Currently that system needs to be reevaluated. As Chief Shepard said in his guest column September 30, 2020 in the Ashland Tidings: "Messages can be updated on the fire department's Wildfire Hotline and 1700AM radio station If we have personnel at the station." and he goes on to say, "Similar to above, if personnel are available, departments will post information to our Facebook pages. (City, Police and Fire) The flaw in the system is "if we have personnel at the station." This needs to be redesigned and assigned to others with redundancy in mind.

Question 5

To implement the existing communication platforms consistently with expanded staff assignments outside of the responder's personnel. This should be a standard operating procedure that is not dependent on emergency personnel.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

To have city personnel and maybe CERT in pre-determined intersections keeping the traffic moving.

Question 12

No response

Name not available

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inside Ashland

October 7, 2020, 6:38 AM

Question 1

- No

Question 2

- Other - NA

Question 3

- Other - I didn't

Question 4

No additional information needed.

Question 5

No

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

I'm concerned that the staffing levels of the fire department are not a priority for city administration. Just recently the department was facing layoffs which was only avoided by the Fire Chief resigning. Providing an ambulance service is a valuable asset to our community but comes at the

risk of having firefighters removed from their fire protection area while transporting patients to the hospital (regularly to Medford). Two ambulances taking patients to the hospital reduces emergency response personnel by about half leaving our community vulnerable in the event of an emergency. I ask the city to make fire department staffing a high priority. Thank you.

Name not available

October 7, 2020, 6:42 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

I think the city needs to lobby for radio and tv coverage. Nixle is a very limited communication. Go, stay, fire and we needed more info. Maybe the city could partner with kskq for emergencies and a tv station. At one point all I had was my phone and facebook posts were good(not from city) but not verifiable.

Question 5

A siren system would have also been helpful.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

Emergency Preparedness 2021

Emergency Preparedness 2021

No response

Question 11

We need practice. We need a drill where we actually do this. All evac personnel are on duty and we have specific instructions for each neighborhood like if the fire is moving north evacuate on this route or if the fire is moving south go this way.

Question 12

It is the evacuation plan and our lack of knowing that worries me the most. We need to be able to get out of here fast and in an orderly fashion.

Name not shown

inside Ashland

October 7, 2020, 6:44 AM

Question 1

- Yes

Question 2

- Other - It was adequate with regards to the safety of people in Ashland at the time, but I don't recall any info about the direction of the fire. If I had a relative in Talent I would not have known to alert them in time.

Question 3

- Nixle Alerts

Question 4

The communication was adequate for residents of Ashland who were home or in Ashland at the time. Because so many have family in other towns it would have been helpful to alert us to the progression of the evacuation orders. For example, I was at the Winchester Inn when it started. We could not see the smoke unless we climbed up the 3rd floor stairs in the back. I did not know until I got home around 3:15 that it was so serious. Thinking of those who might have had family in danger, it would have been helpful to know when Talent was under evacuation so we could call an elderly person who might not hear a text notification. I would appreciate it if every part of the valley would do this as well.

Question 5

If we ever have such a traffic situation, it would be helpful to have a few people with walkie talkies directing traffic at signals so we don't end up with another scary situation with a truck accidentally blocking an entire intersection for several minutes. That really increases stress for everyone

I could see.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

As an Instacart shopper briefly in April I visited many neighborhoods I knew right then were evacuation disasters waiting to happen, this is something I think about regularly. We need to get word to residents high up narrow steep roads that they need to have Go-bags ready 24/7/365 as their distance to safety will not likely allow them time to retrieve anything at all that isn't packed and easily accessed in a moment.

outside Ashland

October 7, 2020, 6:45 AM

Question 1

- No

Question 2

- Other - I think a siren would have been appropriate. My husband "nixied" Nixie because of all the other notifications.

Question 3

Emergency Preparedness 2021

Emergency Preparedness 2021

- Other - I just got out. I had to drive through smoke and flames on Lowe Road. No time to get resources!

Question 4

When I left Lowe Road and turned right on Valley View, all of a sudden it was one lane only. Traffic was not moving. A Sherriff was blocking us from evacuating more quickly. Everywhere, we need to go back to two lanes. Eventually, he left, I think to evacuate others in Bear Creek Mobile home park. From what I hear and guess, he saved many people in our park. (Why is Ashland and our park never a part of the conversation about the destruction? It's usually just Talent and Phoenix.) And yet on-line, we hear lots about Ashland and how backlogged it was everywhere.

Question 5

As above.

Question 6

- No

Question 7

As above. And I had seen the plume on the way to the bank: no one there knew what was going on. So, even though I had other errands, I went home, got my cat carrier and cat, started packing essentials, turned on the sprinklers: and by that time the manager and 3 men were standing outside my door, and one of them said: "I see flames at the motel." That's when I threw my suitcase and cat in the car and exited, with the challenges mentioned above. (I turned around at Dick's towing, due to a smoke barrier: but then it cleared, and I exited by flames, as I knew there was no other way out.)

Question 8

- Yes

Question 9

- Yes

Question 10

As described above. I was one of the few people who got their cars out of Bear Creek Mobile Home Park. Apparently we now hear that ours was one of the first homes to go up. The manager's husband was trying to protect it with a hose, but the pump stopped working, because the power lines were burned.

Question 11

My husband has some very good ideas, and I will leave that to him to

share. Essentially, more evacuation routes, and he has ideas on specific ones. I know he would also say, get rid of the "road diet." That is, the one lane through Ashland's downtown. That is what I hear on the internet, too, and from people who have long been in the valley.

Question 12

I think the Sheriffs did a wonderful job. They were communicating amongst themselves, knowing as best they could what was going on, and they got people out. It's a miracle that more people didn't die. As a park member said to me the other day, "If this had happened at night, the death toll would be very different." A siren, please, very loud, placed at various places around the city. One blast, leave now, two stand ready: something like that. Also, please consider that we may have changed our microclimate considerably, with changed farming practices: moving from orchards, to vineyards, to bare ground hemp farming: 2% humidity the day of the fire, and reservoirs empty. Please watch: Kiss the Ground, a Netflix Documentary, about how these farming practices can lead to "desertification," and more fires and floods. Thank you.

Name not available

October 7, 2020, 6:50 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- Other - Listened to 911 police scanner

Question 4

We need real time maps w evacuation routes texted to us.

Question 5

No response

Question 6

- No

Question 7

No response

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Don't fill our streets w traffic from i-5.

Question 12

Have you seen the evacuation route video from Ashland Jim? His information is presented in a clear and eady to understand manner.

Please consider something similar.

Consider creating plans for sections of the town w options for north and south evacuations. Practice them w those neighborhoods.

Work w TV and radio to inform them about fires so they can inform us.

Some of the best information I got was from the New York Times!!!!

Name not available

October 7, 2020, 6:50 AM

Question 1

- No

Question 2

- No

Question 3

- Nixle Alerts

Question 4

The problem was that this was a county-wide emergency and the City of Ashland's scope was a more limited one. We needed information both about the City of Ashland's one "zone" of activity as well as the larger fire footprint which continued to present a threat to Ashland residents.

Question 5

Local media, including JPR, completely failed to provide timely, comprehensive information. The county failed to use its emergency

communications system and if Ashland has anything like that, I'm not aware of it. Public officials, including the mayor, were absent from the conversation. We needed public officials to publicly speak out to put this entire emergency in context in terms of what was happening, what should we do about it, and what were the after-steps we should be taking. Federal officials were pretty distant and unhelpful. Closing I5 and clogging Ashland with trucks wasn't a very wise decision.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

First, the road diet should be revoked. we don't have many ways to exit Ashland and reducing traffic flow at those times makes no sense. Second, with N. Main clogged it's hard to got onto N. Main from a neighborhood side street. Even with normal traffic, many residents rely on the light at Maple Street to "have a chance" to get onto the highway. Second, just like we used to have designated polling places based on our address, we should have designated evacuation routes based on addresses and designated shelter areas for each such "district".

Question 12

Get trid of the road diet. No one adequately addressed the problem of emergency evacuations when it was adopted (I raised that issue at the time and it was swept under the rug).

Name not available

October 7, 2020, 6:52 AM

Question 1

- Yes

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 2

- No

Question 3

- Other - Facebook from misc people.

Question 4

Much more information on what the fire is actually doing, other than just go, or no go notices.
For example, knowing that the fire is burning quickly northbound thru the greenway and Talent forcing closure of 99 and I-5 would have been useful.

Question 5

More information. Texts are fine if the information is useful.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Knowing areas to avoid would be useful.

Question 12

No response

inside Ashland
October 7, 2020, 6:52 AM

Question 1

- Unsure

Question 2

- Other - About 3, a friend called to notify me. I had been clueless. I live on Scenic, between Scenic and Wimer.

Question 3

- Nixle Alerts
- City Website
- Other - Once, notified, I looked for information.

Question 4

I wanted general information and particular information on evacuation. The radio station announcements were hard to hear. The main message was "be ready." I still have my car packed. Evacuation remains a puzzle.

Question 5

Recognize the difficulty. Loud siren would alarm and potential heighten danger. Evacuation is hard to imagine with few routes and dependent on wind, etc.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Clueless.

Question 12

Emergency Preparedness 2021

Emergency Preparedness 2021

I am grateful for past efforts and current ones. Plan to review with FD consultant re own efforts to abate risks around property after his visit last year.

Name not available

October 7, 2020, 6:56 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website

Question 4

No response

Question 5

I'm confused by this study; all we've heard since the fire is how the city views it as a regional problem. now the city is going to pretend it helps its citizens in emergencies like the fire and pandemic?

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- Yes

Question 10

I find the city's "evacuation plan" inadequate. It is reckless that it hasn't been properly tested - doing a test run where everyone but those in a small area are told not to participate and then so few people actually

participate is not sufficient. There are so few exit points in this town and I think the city has largely ignored these concerns

Question 11

get a real evacuation plan - prioritize safety/infrastructure over irresponsible expansion

Question 12

No response

Name not available

October 7, 2020, 7:01 AM

Question 1

- Yes

Question 2

- No

Question 3

- Other - PulsePoint app

Question 4

Text alert, tv and radio alerts

Question 5

Why did the emergency broadcast system which tests once a month not go off?

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- Yes

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 10

Remembering the Paradise fire

Question 11

No response

Question 12

No response

Name not available

inside Ashland

October 7, 2020, 7:03 AM

Question 1

- No

Question 2

- Other - I received phone calls with updates, though I'm not enrolled in Nixle.

Question 3

- Other - Listened to Jackson county scanner

Question 4

I felt the phone calls I received were sufficient, but I think my phone number may be part of a legacy system (I've had this number for 21 years). An automated attendant informed me in a few different calls what was happening.

Question 5

I think the city did a fine job. Nixle was activated, the automated attendant called; the city did it's best. In my opinion, the county should have been a little more forthcoming with information, and what the heck was going on with the local news!? Is Tuesday their day off!?

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

inside Ashland

October 7, 2020, 7:06 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

There is a lot of discussion on how exactly we are to know where to go. Listening to the stories of Talent and Phoenix of people just trying to figure it out on their own is terrifying. I sat in my home trying to figure out different paths if we had to go...if we had to ever flee, I would like reassurance that there would a plan communicated quickly.

Question 12

No response

Name not available

inside Ashland

October 7, 2020, 7:07 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- Other - next door

Question 4

I can't think of anything right now.

Question 5

no

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Do not let the streets become clogged with diverted freeway traffic. I could not leave my home on Normal Ave. because Ashland street was blocked.

Question 12

I am very concerned about the gridlock that occurred when trucks and other traffic were diverted onto city streets.

Name not available

October 7, 2020, 7:10 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

No response

Question 5

No response

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not shown

outside Ashland

October 7, 2020, 7:14 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

Better communication interface between the City and the County to get up-to-date information to those near the fire's path would have helped us understand our danger level.

Question 5

No response

Question 6

- Yes

Question 7

We live outside City limits to the northeast and got conflicting information from the City and the County. We got a level 3 "Go now" alert from the City, but then were turned back by police/fire personnel at both roads out (Butler Creek @Eagle Mill and Valley View North @ Valley View East), and we were unable to leave. It's obvious now why we weren't allowed to go, but at the time we felt trapped. Our power was out, so we were relying on text messages for further information which never came.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

I think Ashland needs another freeway entrance in mid-town to allow emergency evacuations from more places.

Question 12

No response

Name not available

inside Ashland

October 7, 2020, 7:17 AM

Question 1

- Yes

Question 2

- Yes

Question 3

Emergency Preparedness 2021

Emergency Preparedness 2021

- Nixle Alerts
- Other - incident command

Question 4

Area in immediate danger, wind direction, best evac route

Question 5

Send out notice of high wind red flag in advance

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Group neighborhood watch

Question 12

Coordinate better with state highway, as the traffic re-route and southerly winds would have created the perfect scenario for much loss of life in Ashland as there was needles gridlock.
Thanks for the jobs all of you did, we were all very fortunate!

Name not available

inside Ashland

October 7, 2020, 7:18 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- City Website

Question 4

Nothing comes to mind

Question 5

N/A

Question 6

- No

Question 7

N/A

Question 8

- Yes

Question 9

- No

Question 10

N/A

Question 11

Better coordination with ODOT so the City does not become gridlock

Question 12

Keep up the good work!!!

Name not shown

inside Ashland

October 7, 2020, 7:20 AM

Question 1

- Yes

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 2

- No

Question 3

- City Website

Question 4

Make sure the Emergency notification goes out! People did not get any warning terrible terrible

Question 5

Make sure people get the warning make sure the siren goes off nobody knew anything to evacuate and didn't know how to evacuate tragedies happens

Question 6

- No

Question 7

Traffic moving too slow, People did not know where to go.

Question 8

- Yes

Question 9

- Yes

Question 10

The smoke and fire. Safety

Question 11

Make sure to have clear routes for people and people directing traffic

Question 12

No response

Name not shown

outside Ashland

October 7, 2020, 7:26 AM

Question 1

- No

Question 2

- No

Question 3

- Other - Wife was at Chase Bank downtown at 11:09.. Saw the smoke. Drove home just beyond Exit 19 saw flames at BK left immediately.

Question 4

Nixle just barely reported the fire.. Comprehensive ongoing texts "fire is here, firemen responding here, Stage one; fire moving your way, Stage 2 and fire imminent, Leave now Stage 3, Not a cop knocking at your door yelling RUN!!!

Question 5

Radio, TV, phone alerts, helicopters so low they're loud enough to scare the beeggeezus out of any non-believers. Community volunteers to knock on doors at Stage 2.... Sirens! Loudspeakers! Anything annoying enough to get folks to look outside!

Question 6

- No

Question 7

Drive through flames on Lowe Road... Fire trucks (at the gas stations) hoses cut off access to HWY 99! Police had to go around Talent to get back to us. Since when are commercial biz more important than folks and their homes.

Question 8

- Yes

Question 9

- Yes

Question 10

Flames at Exit 19, a 1000 feet away!

Question 11

Make fields, schools, colleges, shopping centers SAFE and available for

Emergency Preparedness 2021

Emergency Preparedness 2021

parking and aid. Emigrant lake would be useful. Use every ramp ever made for repairing bridges on I5 open and allow cars to enter I5 using these old construction ramps like at Mountain, Eagle Mill, etc.. Place volunteers at these places to direct traffic and keep it flowing to all safehavens.

Question 12

Ashland's probably next years disaster. Better get started NOW!

inside Ashland

October 7, 2020, 7:38 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

I would have liked to have had more ongoing information during the fire, including updates about what direction the fire was going, and especially traffic information, including facts about traffic in town, , and what routes out of town were open and unblocked.

Question 5

We need ongoing information. It was almost unbearable to know that a catastrophic fire was occurring and not have information about it, especially since cell service was out. I could only get updates from radio and tv.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

More planning Of escape routes and possibly changes in infrastructure—possibly additional freeway access. At this point, I feel like a sitting duck if a fire should go through town, like it did in Talent and Phoenix. It's really a likelihood that we will have such a fire in the coming years. Let's be coordinated and ready for it!

Question 12

No response

Name not available

October 7, 2020, 7:41 AM

Question 1

- Yes

Question 2

- Other - At first, it felt adequate, then, as the fire progressed, and time went by, there was a lack of information.

Question 3

- Nixle Alerts
- City Website
- Other - Local News; someone else's police radio

Question 4

1. A more comprehensive Southern Oregon alert. We were returning from the coast, had no idea of the Slater fire, and got through Cave Junction just before 199 closed. It seemed like a "late call." It was completely dark, driving through the Smith River Canyon, people were pulling over. It was a bit terrifying.
2. More detail in the alert; we ended up in Grant's Pass, my nephew in Medford. It seemed (an possibly this is easy in hindsight) the alert may have said, find a place to stay, I-5 will be shut down till at least ...

Question 5

One website with all information would be helpful. One that would include,

Emergency Preparedness 2021

Emergency Preparedness 2021

how to help, in ONE place.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

As the Evacuation Order 1 continued, we wondered about the actual plan. For example, if every Ashlander "escaped" at once, and everyone took their 2 or 3 cars, would we not get in a terrific traffic jam and be trapped? Might there be more guidance, and possibly, if we go to level 2, you may recommend that people with options to just leave early, to make last-minute escape possible?

Question 12

No response

Name not available

inside Ashland

October 7, 2020, 7:47 AM

Question 1

- Yes

Question 2

- No

Question 3

- Other - Ashland Peeps Facebook page

Question 4

It would have been good to have a dedicated radio station, Facebook page, or site where updates came more frequently. Nixle Alerts seemed infrequent and the information quickly not up to date.

Question 5

I would look at what Ashland Peeps did. Everyone I have spoken to used that site to get their most updated information.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

The traffic in downtown Ashland from the rerouting of I-5 was frightening. If we needed to evacuate to the north, it would have been very difficult.

Question 12

No response

Name not shown

inside Ashland

October 7, 2020, 7:49 AM

Question 1

- Yes

Question 2

- No

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 3

- Nixle Alerts

Question 4

More specific details. I had no idea where Quiet Village was located. I had to look it up on Google maps. Use Evacuation 1,2, 3 levels. One alert said you may want to consider evacuating. Too vague.

Question 5

What about the emergency broadcast system for tv & radio? Why wasn't that implemented?

Question 6

- No

Question 7

I went to get gas & got caught in a huge line of cars. I won't let my gas tank drop below half full ever again.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Tell us an evacuation route that is safe to use.

Question 12

Thanks for this survey.

Name not available

October 7, 2020, 7:49 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

outside Ashland

October 7, 2020, 7:54 AM

Question 1

- Yes

Question 2

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Emergency Preparedness 2021

- No

Question 3

- Nixle Alerts
- City Website
- City Facebook Page
- Other - word of mouth

Question 4

Warning Systems
Evacuation Signage
Competent person sending out Nixle alerts

Question 5

Nixle is great if you have a qualified person sending out the messages. Use that person to their full capacity, I'm talking about Terri Stewart Community Preparedness and CERT Coordinator City of Ashland Fire & Rescue

Question 6

- Yes

Question 7

I live in Talent and I am a member of CERT. I live and breath CERT and Map Your Neighborhood. As soon as I saw smoke, even before the first alert from Nixle alert I went door to door telling my neighborhood Willow Springs Dr. to pack their cars with important items and be ready to leave at a moments notice. Our Neighborhood has had 2 MYN in the six years my husband and I have lived here. CERT is the training that gave me the confidence and knowhow to get my neighbors and myself cleared out, in fact it gave all of us an extra hour to spare.

Question 8

- Yes

Question 9

- No

Question 10

Sheriffs Dept.

Question 11

Evacuation Signage

Continue educating public
Keep your CERT Program and it's Coordinator funded.

Question 12

Keep your CERT Program and it's Coordinator funded and full time.

Name not available

October 7, 2020, 7:55 AM

Question 1

- Yes

Question 2

- No

Question 3

- Other - Radio

Question 4

Make repeated notifications on Nixle, radio, TV..

Question 5

Possibly sirens that we could all hear followed by door to door.

Question 6

- No

Question 7

Impossible to evacuate and were not told how best to leave- what route?

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Emergency Preparedness 2021

Emergency Preparedness 2021

Have Police guiding us to the best route and also by Nixle.

Question 12

We need a complete change in our Mayor and city council. As a result of this fire episode, impossibility to evacuate, and lack of information on what to do, my wife and I are leaving Ashland for good!!!

Name not shown

inside Ashland

October 7, 2020, 7:57 AM

Question 1

- Yes

Question 2

- No

Question 3

- Other - Looked at the smoke cloud moving North through Talent and Phoenix

Question 4

ANY notification would have been better than the none that i received from the City

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Implementation of a City-wide notification system and evacuation plan

Question 12

No response

Name not available

October 7, 2020, 8:03 AM

Question 1

- Yes

Question 2

- Other - Contact was fine, but the robotic voice saying "Almda" Street was not clear. Get a real person and spell the name to be clear.

Question 3

- Nixle Alerts

Question 4

Mentioned above, the robotic voice saying "Almeda" Street was difficult to understand. Use a real person and spell the name of the street. Can't remember but did the announcement give major cross streets for reference?

Question 5

No response

Question 6

- No

Question 7

This is an explanation for the "No" answer to the next question. I have not discussed an evaluation plan with members of my household because I live alone. Without the explanation, you have inaccurate information. It looks like I'm negligent. I suggest you get your questionnaire checked by someone with experience writing questionnaires.

Question 8

Emergency Preparedness 2021

Emergency Preparedness 2021

• No

Question 9

• No

Question 10

No response

Question 11

I have no specific suggestions, however, I hope the city will consult with experts in fire management, and fire evacuation, and emergency alerts to improve our situation.

Question 12

Thank you to our Fire, Police, and city personnel for their work every day as well as during the fire and its aftermath.

Name not available

inside Ashland

October 7, 2020, 8:05 AM

Question 1

• Yes

Question 2

• No

Question 3

• Nixle Alerts

Question 4

No response

Question 5

No response

Question 6

• No

Question 7

No response

Question 8

• Yes

Question 9

• No

Question 10

No response

Question 11

No response

Question 12

No response

inside Ashland

October 7, 2020, 8:05 AM

Question 1

• Yes

Question 2

• Other - Nixle gave the bare minimum, a couple of messages. Needed more alerts through TV, radio, sirens

Question 3

• Nixle Alerts

Question 4

I don't remember a Nixle alert saying that there was a fire before the alert telling of evacuation around Michelle St. That would have been helpful. So would a message saying there are high winds expected, which makes for extreme fire danger and for everyone to be on Level One Alert.

Question 5

Nixle should not be opt-in. Have alerts go automatically to every cell phone in Ashland, like they do in Washington D.C. If we had had 10,000 tourists here for OSF, it would have been a disaster. Not everyone has a

Emergency Preparedness 2021

Emergency Preparedness 2021

cell phone, and if people only have a cordless phone and they lose power (as many in Talent did), they won't get the alerts. Now that we know that during high winds a small fire can very quickly become an inferno we need both lots of advance preparation and a better way to reach everyone. If Nixle continues to only be opt-in, then you need a big public relations push in April or May: "Are you signed up for Nixle? It could save your life." I don't know about using the Hosler Dam siren. That could cause panic if not explained. Also, immediately have someone do real-time updates on the home page of the City website, Twitter and Facebook alerts.

Question 6

- No

Question 7

I'm not understanding the wording of this question. It sounds like you want to only hear from those who got the Level 3 evacuation notice, but it should have read "lived in". I was not in that neighborhood, so was not advised to evacuate immediately.

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

Get rid of the road diet! Connect Nevada to the west side. We need another evacuation route there. Come up with an evacuation plan (or plans, depending on differing circumstances). Be very specific in advance that Level 1 means get ready but STAY PUT. Have meetings where you explain the evacuation plans and then have simple messaging, with graphics, charts, maps, on the website. Boil it down into simple, easy-to-understand language. Also in Spanish. Train us so that planning will become second-nature and take some of the fear out.

Question 12

Part of why the fires were so devastating was because the County has not updated their evacuation plan since 2011 and has no good alert system. The cities can't do it all on their own; the County has to do a much better job of working with the cities to come up with better plans in future. I know it was fast and chaotic, but I don't think the semis should have been routed through Ashland, clogging the streets and preventing people from

evacuating. They should have been stopped at Exit 6. But that means coordinating with ODOT.

Name not available

October 7, 2020, 8:09 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

radio and television info-maybe a designated station during a major event
more often updates during event if possible through nixle texts

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

have pre planned routes, not sure how to do this with so few options in the

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valley, so maybe instead of leaving, there are designated places to go like SOU field or gym. Not sure, not a lot of options available .

Question 12

Because I have both my daughter's address and mine on my nixle alert, it was confusing at one point when I got an alert that said, if you are receiving this text alert, evacuate now. It was for her, but i was unclear since I was having trouble finding info. Think I went to the website at that point and might have cleared it up.

Name not shown

inside Ashland

October 7, 2020, 8:13 AM

Question 1

- Yes

Question 2

- No

Question 3

- City Website

Question 4

Actually activate the warning system. We received NO notices!!!

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Rethink getting everyone out of this town given we have only two ways out. Maybe it's time for a Mountain St freeway on ramp

Question 12

No response

Name not available

October 7, 2020, 8:13 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- Other - Word of mouth

Question 4

People in this kind of situation need more than barebones information. We also heard from word of mouth much faster than the City alerts, which is to be expected to some extent but the aim should be to lessen that gap and get people that don't have people the life saving info they need ASAP.

Question 5

Pull out all the stops, guys. Radio, phone alerts, whatever it takes. This was way too close for way too many in our valley.

Question 6

- No

Question 7

No response

Question 8

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- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

The "road diet" was the worst idea ever and I deeply hope you reconsider it in the wake of this tragedy. Ashland dodged a serious bullet. We may not next time.

Name not available

outside Ashland

October 7, 2020, 8:14 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

At 12:45pm

"No evacuations within city limits are necessary. For travel please avoid Valley View Road and I5 Exit 19..."

When I received this message I interpreted it as a sign of relief and that the situation was getting contained and under control.... I proceeded to evacuate from 220 W. Rapp Rd. and got out of the area since I was already planning on doing so. I don't have social media on my phone and I don't watch TV and there wasn't that much good information available on a google search so I thought things were calming down..... Later at 7pm I was in disbelief when my boss asked me to come back and grab the company's expensive tools in fear of my house burning down.

It would have been helpful to have a broader context of information regarding the fire and not just keep it to Ashland residence.... As we learned, the emergency response communication network for Jackson County was on vacation, perhaps because of someone's adamant stance on privacy.... there's gotta be a better solution to this privacy issue regarding cell phones..... every cell tower knows which phone is communicating with it every few minutes... emergency info can easily be relayed to every one of those phones in the tower's area without it being a breach of privacy.

Question 5

Yeah, you guys have a flood warning speaker system in case the damn breaks..... use that if you have to.

Question 6

- Yes

Question 7

it was chaos on the back roads. People were distracted and getting into car accidents. Gas stations had no power. They should all be required to have back up power generators.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

All gas stations should have back up power generators and train their employees on traffic control during evacuations. And perhaps designate a volunteer response team that gets access to FRS radio's and gets trained on traffic control.

Question 12

Thank you. At least I got a Nixle text from Ashland... every little bit of info helps in case of emergencies.

Name not available

October 7, 2020, 8:14 AM

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Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- Other - Next Door Neighbor, Facebook

Question 4

Give more timely, frequent, information on direction of fire and recommendations for evacuation routes.

Question 5

Coordinate with local radio and tv stations to provide ongoing information.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Come up with a plan and communicate it to minimize congestion on roads. Identify large parking lots, e.g. at SOU or Bi-mart, that could possibly be relatively safe places to park in a fire.

Question 12

How can we avoid people trying to flee and getting caught in traffic jams and overtaken by fire? What are the possible routes out of town,

depending on where fires are? Should people try to evacuate at Level 2 in order to avoid getting trapped in traffic?

Thank you for working on all these important issues.

Name not available

October 7, 2020, 8:14 AM

Question 1

- Yes

Question 2

- Other - there needs to be precautionary alerts prior to dangerous events if possible. Wind was predicted, and no alerts were made

Question 3

- Nixle Alerts
- City Twitter Page

Question 4

When High wind events are predicted in Summer as this one was, there should be alerts to clean and prepare your property against potential wind blown embers. Notifications to never drop cigarette butts, especially during these conditions.

Alerts came during and after the event, with no precautionary alerts which can be the most important.

Question 5

Communicate to the community to be diligent prior to a dangerous event whenever possible.

Close Siskiyou to bi-pass I5 traffic immediately to not create grid lock, which could cause death in an evacuation situation.

Question 6

- No

Question 7

grid lock traffic

Question 8

- Yes

Question 9

Emergency Preparedness 2021

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• No

Question 10

No response

Question 11

Close Siskiyou to bi-pass I5 traffic immediately to not create grid lock, which could cause death in an evacuation situation.

Question 12

Many people don't maintain a fire safe landscape with dried leaves and debris in yards and gutters full of debris. Many of these households are rentals. Alerts prior to wind events should recommend these items be cleaned for fire safety precautions.

Name not available

outside Ashland

October 7, 2020, 8:18 AM

Question 1

• Yes

Question 2

• No

Question 3

• City Facebook Page

Question 4

I understand Nixle is for Ashland Residents, but I live in Talent very close to Ashland and assumed Nixle Alerts were for Ashland/Talent/Phoenix. I was pretty upset to get a "no evacuations" text around 12:45 - i even texted my zip code multiple times just in case I had signed up incorrectly. As I was looking out my window at the fire, we decided to pack up and leave. Right after we left our cell phones stopped working. We couldn't get on the I5, we had no idea where the fire was. We didn't know if we were over reacting because we weren't getting ANY emergency alerts. We couldn't get any information, we drove for 4 hours until we could get service and even then I couldn't get any information on the fire. It's really sad to have to use a Facebook page to find out if your community has been destroyed. I'm seriously upset we didn't get any type of emergency alert, we could have been in serious danger, our home almost burned down and we could have taken more if we had more information. Nixle alerts should grow to include Talent and Phoenix - or at least send extra

alerts out when there's an emergency of this magnitude.

Question 5

I heard the emergency alert system was not activated because "they didn't want a panic", but I am seriously upset at the inadequacy of the alert system during the fire. Please don't hesitate to use a life saving alert system. We need it badly in this valley. And please don't exclude our smaller or lower income communities from getting alerts.

Question 6

• No

Question 7

I'm so upset over the NO EVACUATIONS text. Thank god my window was facing the fire as I could see how close it was. I didn't know how serious the fire was since the Nixle alerts were so aloof. We saw our neighbors panicking and packing up there cars. When it started raining ash there was screaming and our cell phones stopped working. We later saw our apartment complex sent out an "evacuate now" email which we didn't see for 4 hours because we had no cell phone service.

Question 8

• Yes

Question 9

• Yes

Question 10

We saw how close the fire was and left with no information on what was happening, where the fire actually was, nothing.

Question 11

Please please please use the emergency alert system. And please expand the Nixle alerts to Talent and Phoenix. It's honestly classist that we don't have a proper emergency alert system. It's really heart breaking.

Question 12

I live in the Anjou Apartments in Talent so although I am not an Ashland Resident I relied on Nixle alerts the day of the fire.

Name not available

October 7, 2020, 8:19 AM

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Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

Text message; I would have wanted more details about the fire; location, direction of the wind. Directions to where to read about the evacuation plan. More frequent updates

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Mobilize the CERT volunteers assigned to specific neighborhoods. I am not a CERT volunteer but these people either are or can be trained to focus on a small number of households that they know and have developed a relationship with.

Train more CERT volunteers so that number can be manageable. These people will know how to best communicate with people they already know; email, call, text knock on doors. They will know if people have special needs, pets

Question 12

No response

Name not available

October 7, 2020, 8:22 AM

Question 1

- Yes

Question 2

- No

Question 3

- Other - Newspaper and friends no nuclear notifications

Question 4

Notify me

Question 5

Blessings to our dear firefighters!!!

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

My neighborhood is scary..one egress and hundreds of homes!

Question 12

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No response

inside Ashland
October 7, 2020, 8:23 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

by using telephone messages

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Host neighborhood-specific meetings to discuss evacuation routes.

Question 12

No response

Name not available

October 7, 2020, 8:23 AM

Question 1

- Yes

Question 2

- No

Question 3

- Other - twitter alerts

Question 4

First of all, sending I5 traffic through town was beyond reckless. People would have had no way to get out of town had the fire turned back. I still can't believe that happened given how the city was supposed to be prepared for fire. Second, you need to enforce grass cutting on the edges of town to create more fire breaks.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Emergency Preparedness 2021

Emergency Preparedness 2021

No response

Question 12

I know you don't "own" hwy 99 because I keep hearing this from council. But you need to take control of it if you're going to keep people safe. We were all effectively trapped that day by a gridlocked town.

Name not shown

inside Ashland

October 7, 2020, 8:29 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- Other - KOB! , various Facebook pages including Riverstone Commons

Question 4

Road status? I'm not sure there was any good information to communicate.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

inside Ashland

October 7, 2020, 8:30 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

I think the city, if it isn't already, needs to be broken up into areas/neighborhoods. Those areas that are in critical danger need to have different instructions for evacuation, and based on wind direction, people need to know how to leave their areas and where to go. As for me, I'd prefer to go to a large irrigated field as opposed to getting on the highway going who knows where.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

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Question 9

- No

Question 10

No response

Question 11

We live on a street where it gets "pinched" when cars are parked on both sides of the street, and I worry that a firetruck may not be able to get through. Also, it would impede evacuation. This is a hazardous situation. I would love to see parking only on one side of the street, or a requirement that residents park off street when possible. I have neighbors with a large van that is always on the street when it could be parked in the driveway, for example (and one of their smaller cars parked on the street in its place).

Question 12

No response

Name not available

October 7, 2020, 8:31 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

No response

Question 5

Don't you have a tower by the dog park that sends out loud noise as an alert system? Why didn't you use that?

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

I called friends (who are in their 70's and scared of Covid) who live on Nevada and Helman and told them to come to my house on N Mountain. They did.

Name not shown

inside Ashland

October 7, 2020, 8:32 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- City Website

Question 4

I did not have an understanding of evacuation route

Question 5

The city could be more proactive in 1. getting everyone signed up for communication and 2. get education about evacuation routes

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Question 6

- No

Question 7

We received notice on our phone of level one be prepared so I went out to our street to see a smoke plume. My neighbor down the street was putting very organized containers of emergency supplies in his vehicle. I could see however that the smoke was gone from sight as it had moved north. I got back home to he notice to stay in place. It seemed reasonable so we did.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Routes to go on need to be planned and shared ahead of time.

Question 12

No response

Name not available

inside Ashland

October 7, 2020, 8:32 AM

Question 1

- No

Question 2

- No

Question 3

- Other - Police scanner

Question 4

Text messages

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

Keep semis out of downtown

Question 12

No response

Name not available

outside Ashland

October 7, 2020, 8:33 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

Utilized the emergency broadcast system

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Emergency Preparedness 2021

Question 5

Utilizing the emergency broadcast system

- Other - Safari on internet, channel 12 news, word of mouth friends, calling 911

Question 6

- No

Question 4

No response

Question 7

I couldnt get past the traffic jams caused by the "road Diet" crap

Question 5

No response

Question 8

- Yes

Question 6

- No

Question 9

- No

Question 7

No response

Question 10

No response

Question 8

- No

Question 11

Revert the road diets in town

Question 9

- Yes

Question 12

Please learn from this disaster regarding the importance of evacuation. Due to the amount of cars evacuating,(I didn't hear if there were a slew of bikes trying to evacuate) fire crews had a difficult time getting to the fires. Please revert the roads back to their original configuration so if this ever happens again, emergency crews wont be hampered by cars, not bikes.

Question 10

I have no car and called a friend w a car and we were going to drive to coast to stay at my daughter's but all roads out were closed so couldn't and county sheriff send message for everyone who had not been told to evacuate to stay in their places, also the disaster registry never called to check on me and still hasn't, and being on the end of town closest to the part of Ashlsnd that did evacuate was very nerve wracking because I have no car and only neighbors to rely on, and they are SOU students that don't take Covid seriously and the other neighbor's mom's house burned so they were doubled up w her living w them and I literally felt alone and panicked because he wind kept changing and my friend w the car evacuated to her friend's house and kept calling telling me of all the horrors and both of my grown daughter on the coast and my son in LA called and told me to evacuate by walking to Main Street and trying to hitchhike a ride to a shelter since I'm a carless senior. I did follow my grown kid's instructions but when driven by strangers to the high school snd middle schools they were not shelters, they only had a couple cars in the lots and the buildings were locked so came back home and stayed in as Sherriff had asked and just stayed glued to the internet, thankfully had Verizon not Spectrum, thankfully did get the Nixke alerts. But the alerts said be ready to evacuate depending on conditions and I relayed alert saying anyone without internet to gather family and pets together and be ready to evacuate to a friend who had lost Spectrum internet.

Name not shown

inside Ashland

October 7, 2020, 8:36 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

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Question 11

I live on a street that is mixed use buildings and has no neighborhood, the office people on ground floor and residents on second floor are disconnected, no sense of community between the residents, make sure those types of streets that are isolated get a neighborhood watch or a neighborhood association so everyone knows everyone else, and what each resident's resources and skills are. Those types of buildings were built for profitability of the property owners and lack any real human interfacing

Question 12

I am still experiencing a sense of having been traumatized as are other seniors I know who also don't have cars and who also don't have family or neighborhood connections and who felt overlooked, we are still largely avoiding stores, shops, cafes, people anyway because of Covid risk so we're self isolating for past 7 months then this fire panic, I have taken other seniors food and cleaning supplies because they need help and all focus is on Fire victims. The poor old people are always with you but the city's priorities have been on realtors, the arts and culture, tourism, and money making not on compassion and building community and neighborhood connectivity. So maybe the fire shows a need for examining the city's values hierarchy and priorities of putting profits over people.

Name not available

inside Ashland

October 7, 2020, 8:36 AM

Question 1

- Yes

Question 2

- Other - more frequency and a map of location don't always know where all the streets are located

Question 3

- Nixle Alerts
- City Website
- City Facebook Page

Question 4

Need to be very clear to what areas are needing to be evacuated. Due to the lack of exits the traffic congestion is terrible so only those people who have to evacuate should be on those roads.

Question 5

If people do not have cell phones or they are not working or with them and the internet is down there should be another way to try and communicate but I am not sure what that method would be.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No knowing exactly how the evacuations were done, logic would dictate they be done in an orderly fashion with traffic control so that would mean trained personnel to assist but if there is a shortage of personnel maybe have trained volunteers to assist (those whose houses are not near the evacuation area)

Question 12

Maybe designated sever fire evacuation routes for each neighborhood and then distribute them highlighted on a map to those neighborhoods.

Name not shown

inside Ashland

October 7, 2020, 8:37 AM

Question 1

- Yes

Question 2

- No

Question 3

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- Nixle Alerts
- City Website

Question 4

There could have been a lot more communication about the state of the fire, exit routes from the city. Did the city push local news services, TV and radio, to broadcast more information?

Question 5

More frequent status updates. Hearing that the situation is improving (at least for Ashland) vs. not hearing anything at all is not reassuring. During an emergency, no news is scary, not good news. Frequent communication gives the impression that the City knows what it is doing, that it's on top of the situation, and that the lines of communication are still open. No news tells one...nothing.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

outside Ashland

October 7, 2020, 8:39 AM

Question 1

- Yes

Question 2

- No

Question 3

- Other - FaceBook pages esp Talent News and EEvents

Question 4

Alarm system for those without cell phones

Question 5

No response

Question 6

- Yes

Question 7

road outside my house was blocked by big trucks leaving I - 5 after we were told to evacuate

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

have a PLAN! Keep I - 5 traffic off our city streets.

Question 12

No response

Name not available

October 7, 2020, 8:39 AM

Question 1

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- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

I wasn't aware of the level of evacuation for my neighborhood, specifically. Nor was I aware that it remained at level 1 long after the fire was out of Ashland.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

Updates all summer with level of evacuation

Question 12

REVERSE the "Road Diet". Even without an emergency, one lane in and out of town is inadequate. There aren't nearly enough bike riders on that highway to necessitate the traffic jams that happen on a daily basis. And it is worse during a normal tourist season.

inside Ashland

October 7, 2020, 8:40 AM

Question 1

- No

Question 2

- Other - na

Question 3

- Other - looked out my window

Question 4

na

Question 5

No response

Question 6

- No

Question 7

na

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

The City of Ashland has lost trust among its residents. This is not necessarily because of problems related to the City's response to the Alameda Fire. Rather, it is because the City allowed the conditions that existed on September 8th. Specifically, the City allowed homeless

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individuals to illegally live on the Greenway (where the fire started) during a time of extreme fire danger while being surrounded by hundreds of acres of parched vegetation and with the knowledge that many fires had already started as a consequence of this living arrangement. Yet, unwilling to provide adequate and safe shelter for these people, you instead gambled with our lives and property. How do you defend this?

No response

Question 11

More options for outflow, such as an emergency on-ramp at Mountain st. Thinking about everyone attempting to empty the city at the same time is frightening.

Question 12

No response

Name not shown

inside Ashland

October 7, 2020, 8:44 AM

Question 1

- No

Question 2

- No

Question 3

- Other - I experienced zero communication from the City. I only got alerts from the county.

Question 4

It could start by getting one. Radio would be good. I got some info from KSKQ before the DJ had to go evacuate.

Question 5

In every and any way possible. Direct texting, radio, and internet.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

Name not available

October 7, 2020, 8:46 AM

Question 1

- Yes

Question 2

- Other - Needed more frequent updates as it moved very fast.

Question 3

- Nixle Alerts

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

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Question 10

No response

Question 11

Siskiyou was almost grid locked with scores of semi-trucks. Trucks coming into Rogue Valley should be stopped before entering Ashland, either before the pass (but maybe CA would need to do the closing) or have them pull into new visitor center.

Question 12

Thank you for all you do. This was major learning experience. Glad to know you are looking to improve things.

Name not available

October 7, 2020, 8:46 AM

Question 1

- Yes

Question 2

- Other - I was not in Jackson County at the time.

Question 3

- Nixle Alerts
- City Website
- Other - Google search, news apps

Question 4

Earlier would be better. More specific about fire location so people can evaluate their personal risk.

Question 5

A command to stay home so as not clog the roads for emergency vehicles should be sent once at the start, not later and often.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Close I-5 to through traffic immediately between exits 14 and 19, don't wait.

Question 12

Be judicious with alerts so people aren't tempted to turn them off.

Name not available

October 7, 2020, 8:51 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

More details texted more often so as to have enough information to make a decision as to what to actually do. Stay or leave etc.

Otherwise we have to rely on rumor from neighbors etc who heard it from someone else who is not in the know & that is hardly ever correct information. If too much to text then give us an online reliable site that has all the up-to-date information.

It is so important to know whether or not to evacuate & when. If not known people unnecessarily get on the streets & clog them up.

Name clearly now the exact form of communication you will be using so we know. Name one & stick to it. No one has time during an emergency to check four (text alerts, facebook, twitter, city of ashland, jackson county etc) sites to try to find out what is happening.

If ashland no longer a threat then clearly tell us what site to go to for

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further information about our neighboring cities.

Question 5

You have to be specific. If evacuate notice issued say go north or go south etc as people get on the road & are clueless as to which direction & how far to go.

Maybe you could offer the suggestion to residents that during fire season people make the effort to always have at least a half tank of gas in their cars.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

A specific plan of action for every area. The one way lane in & out of town on main street is not workable. A recipe for gridlock.

It is my understanding everyone involved did an excellent job of fighting this fire & for that i am very very appreciative of each & everyone. It is a hard situation to be in & navigate. I also very much appreciate the effort being taken now to honestly look at to improve any areas during such an emergency that need improvement! Thanks!!

Question 12

Bottom line for me was not enuf information given at the time & any information given was not given often enuf.

With current technology there is no reason persons cannot be assigned to get this done. They should be able to Quickly get out to the public the Correct up-to-date information on some site. there was gridlock everywhere as people just did not know what to do due to lack of information.

We also obviously need more fire protection individuals. Cannot we not form a trained volunteer fire fighting brigade of sorts that is on call 24/7

throughout fire season. They can help cover until outside fire personnel could get to our area to help.

Name not available

October 7, 2020, 9:03 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

Be factual, not vague with information. Be more timely...don't wait for last minute to notify about evacuation. If evacuated, what is the best route. Specifically, where the heck is Quiet Village? What is the wind speed and direction.

Question 5

The I-5 traffic being rerouted through Ashland was a major mistake. Who makes this decision? Where is that person located? How does he receive information? Much of WHAT TO DO is common sense. Too bad that this ingredient was missing.

Question 6

- No

Question 7

If the fire traveled South, I could not get out in time.

Question 8

- Yes

Question 9

- No

Question 10

Emergency Preparedness 2021

Emergency Preparedness 2021

No response

Question 11

No response

Question 12

I am very disappointed in the City's action. We never went to level 2. We should have, but then again, the roads were all parking lots.

Name not available

inside Ashland

October 7, 2020, 9:07 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

Besides the first notification, there was no more communication from the City that I remember receiving. Giving us information about where the fire was and what roads were open would've been great. It is fairly obvious to me that should a fire break out in residential Ashland that we could not evacuate by car. This needs to be addressed.

Question 5

Dedication a person, or persons to be giving NIXLE alerts/news on the half hour.

Question 6

- No

Question 7

During the fire, I left my house to go to the grocery store (not knowing that the fire had spread beyond Billings Ranch). Driving down Siskiyou toward Market of Choice, an ambulance had to come down the eastbound lane as the west bound lane was bumper to bumper with vehicles from I-5.

The city should close the exits (inbound) when there is an emergency. Getting home I had to take back streets and alleys as Siskiyou

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Information! We also should have a staggered evacuation plan but that is not going to happen-Americans as a whole are way too self important to trust the process.

Question 12

No response

Name not shown

inside Ashland

October 7, 2020, 9:07 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

No response

Question 5

No response

Question 6

Emergency Preparedness 2021

Emergency Preparedness 2021

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

Could each neighborhood have suggested or required evacuation routes?
Could the city provide maps of those routes to every address?

Question 12

We prepared to evacuate and we considered evacuating, but we had no idea where we would go. We didn't want to go northwest on highway 5 due to the fire. There was the Obenchain fire burning, there were fires in California, so it seemed like there was no place to go.

Name not available

October 7, 2020, 9:11 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

More frequent Nixle alerts, and more specific to areas of the city. For example: "Hunter Park area: this is a level 1 alert. Get ready to evacuate. The Alameda fire is currently blowing north away from your area, but the winds may change."

Question 5

Why not use Nextdoor too (as well as Nixle). A lot of people in Ashland use Nextdoor.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Specific evacuation routes would be helpful. It is difficult to know what direction to evacuate because there may be other fires in the area.

Question 12

No response

Name not available

October 7, 2020, 9:12 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

No response

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 7, 2020, 9:14 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Communications with ODOT!

Question 12

I-5 traffic could have been reverted to Tolman and directed back south. Access to I-5 both ways...SOUTH ! This would have prevented a bumper to bumper Semi rolling ,blocking all side streets, and heading North towards the fire ! This could have been a catastrophic mistake !!

Name not shown

inside Ashland

October 7, 2020, 9:14 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Other - I looked for information on the City website and there was none.

Question 4

Emergency Preparedness 2021

Emergency Preparedness 2021

Post information on the front page of the City website. That's where I looked.

Question 5

Please do not rely on Facebook to share information. Many people do not use Facebook.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

Response to the fire does not end here. Where structures have burned, there is huge toxicity on its way to Bear Creek as soon as rains start. We need to deploy erosion control immediately, and toxic clean up to these areas.

inside Ashland

October 7, 2020, 9:17 AM

Question 1

- Yes

Question 2

- Other - I was away on the coast but got messages

Question 3

- Nixle Alerts

Question 4

No response

Question 5

The warnings could have gone out at the start of the first winds.

Question 6

- No

Question 7

I was not in Ashland.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Key areas available depending on direction of wind.

Question 12

No response

Name not available

inside Ashland

October 7, 2020, 9:17 AM

Question 1

- Yes

Question 2

Emergency Preparedness 2021

Emergency Preparedness 2021

• Other - Yes and no. Critical evacuation (don't) and travel/routing needs (stay home) were met. It would have been helpful and reassuring to have had nixel refer us to a reliable source clarifying Alameda fire status with regular updates

Question 3

- Nixle Alerts
- City Website

Question 4

I think the most critical needs were met by Nixel -- notifying us about the fire promptly, and clarifying that most of Ashland didn't need to evacuate and actually should not (beyond the small number of homes that had already been evacuated), and the follow up messages advising residents about I-5's closure, to stay off 99 and generally not travel north, and stay off roads as much as possible.

It is hard to tell on social media whether one is looking at a small group with loud voices, or if a significant number of residents felt in the dark about the progress of the fire and the fire fighting process -- where the fire was headed, and generally what was happening, which made it even more stressful than it needed to be for Ashland residents. I would have liked more information on that level, such as from the Public Information Officer position that Ashland used to have. (First responders clearly had their hands full for days and needed to stay focused on fighting the fire.) I also understand that Nixel is probably not the right place for anything but the most critical "do this now" sort of messaging, but perhaps it could have advised us where to go to get that information. Particularly since Jackson County's emergency information services were definitely not providing that for us, and I understand that's not the first time that's been a problem, and part of why Ashland set up Nixel in the first place!

Question 5

Not sure the best way the Mayor could have gotten the word out -- something in the paper? A message from the Mayor on the city site's home page? Both? Facebook? But it might have been helpful if he'd reached out to citizens during this crisis and provided an overview of what various city agencies were doing, including describing encouraging stuff like how Public Works (and off duty fire fighters and police) rallied so amazingly behind the scenes, and letting people know the best places to turn for more detailed information, where to get help, etc.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

I think the "10 evacuation zones plan" that Wildfire Division Chief Chris Chambers has described should be implemented ASAP. And a solid way to make sure every Ashland resident IS on Nixel, and knows their zone number, seems critical. That is, some way to validate that all residents are on board with that seems worth figuring out, with gentle "teeth" -- it shouldn't be left to chance, as it affects everyone's safety.

I suggest the city explore CERT staff potentially helping Public Works staff key intersections in an an evacuation to help direct traffic so we're sure we're adequately staffed to prevent motorists from unnecessarily heading the wrong direction, tying up first responder routes, or otherwise messing up an evacuation. I suggest we might explore dry runs of such arrangements, testing out and working out the wrinkles around communications systems between Fire, police, public works, and CERT staffing.

Question 12

Lots of chatter on social media and letters to the editor about the potential impact of the road diet on evacuations to the north. Seems like the city needs to clarify how easily the road diet lanes can be converted to 3 lanes going out, or 3 lanes going in, or whatever's needed. No one on public media seems to be getting (or believing) that message. Perhaps a practice demonstration day that gets lots of publicity, to demonstrate how that would work? It could simultaneously give public works or whomever would be setting up the lane change cones etc. a good practice run to work out the kinds.

Name not available

inside Ashland

October 7, 2020, 9:18 AM

Question 1

- Yes

Question 2

Emergency Preparedness 2021

Emergency Preparedness 2021

- No

Question 3

- Nixle Alerts
- City Website
- City Facebook Page
- City Twitter Page
- Other - Jackson County Scanner

Question 4

Actual specifics.

Question 5

Better ways out of town, clearly marked and communicated.

Question 6

- Yes

Question 7

Shitty.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Signage and direction and using all lanes from road diet. Take out curb/turn lane by the tressel.

Question 12

No response

inside Ashland

October 7, 2020, 9:18 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Other - traffic scanner via radio station COBI

Question 4

Absolutely! I should have been able to access information on a local tv channel and on local radio (other than traffic scanner available). I had to learn everything from friends and relatives in other states. Spectrum was down; Ashland Fiber Network was running. I lost cell data service (Verizon) for while.

Everything was happening so quickly in Talent and Phoenix, coordinated county-wide information could have been shared through the sheriff's office. More text updates would have helped. Because of Nixle texts, I knew not to drive for two days, but what about people evacuating or caught for hours in traffic? Semis and big truck were rerouted through our small town. They should have been parked in large parking lots in Central Point, Medford or Grants Pass.

Semis left on the freeway should have been directed to pull to the side and leave keys, if the cabs were abandoned. I do not think that sirens or alarms should have gone off in all of Ashland, because of the wind and direction, it was appropriate to have most of us at SET, although I only saw blue skies at my house near Briscoe School on those first 2 days and did not prepare because of following the traffic scanners.

Question 5

I would like to have an evacuation plan for those of us above the boulevard. Would that include using 2060 (although fires usually burn uphill)? Tolman Creek? Having two freeway exits is not enough for a city of 25,000 to evacuate. Then, up DIM or Greensprings or ? I would usually get to the freeway using Valley View, would I take Mountain Ave to the other side of the freeway where I could access East Main, if I received private access on East Hills Rd?

As you can see, I have many scenarios, as many other people have there's . I remember leaving football games and having gridlock on those nights. We all need pre thought out alternatives and escape routes!!

Question 6

- No

Question 7

No response

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

I would like to have an evacuation plan for those of us above the boulevard. Would that include using 2060 (although fires usually burn uphill)? Tolman Creek? Having two freeway exits is not enough for a city of 25,000 to evacuate. Then, up DIM or Greensprings or ? I would usually get to the freeway using Valley View, would I take Mountain Ave to the other side of the freeway where I could access East Main, if I received private access on East Hills Rd?

As you can see, I have many scenarios, as many other people have there's . I remember leaving football games and having gridlock on those nights. We all need pre thought out alternatives and escape routes!!

Question 12

No response

Name not available

October 7, 2020, 9:21 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

No response

Question 5

No response

Question 6

- Yes

Question 7

did not leave saw that the fire was not heading our way. North main was blocked and cars parked to watch the fire, I they could have stopped closer to town to give them a turn around or a reader sign would have helped

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Reader signs like ODOT has on the freeway on N Main, Siskiyou Blvd.

Question 12

No response

Name not available

October 7, 2020, 9:22 AM

Question 1

- No

Question 2

- Other - Is Nixle just for cell phones?

Question 3

- City Website

Question 4

City could have participated in a valley wide communication to (for one thing) give information about people and their addresses who could not be reached because of failed electricity and phone service.

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

Evacuation map for each neighborhood that has alternate routes highlighted.

Question 12

No response

Name not available

October 7, 2020, 9:23 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- City Website

Question 4

Concise notices on all (or most) broadcast media.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 7, 2020, 9:28 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- City Website

Question 4

No response

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 5

No response

Question 6

- No

Question 7

We live very close to the Mace property along Bear Creek and North Mountain Park and wanted to go to our daughter and son-in-law's home near the hospital and it was virtually impossible due to the traffic diverted into Ashland.

Question 8

- Yes

Question 9

- Yes

Question 10

Our proximity to Bear Creek and the large open field with dense dry grass very close to our home.

Question 11

Do not divert interstate traffic into city streets. With the fire close to both the interstate and Hwy 99 and ultimately crossing both roads, interstate traffic should have been halted in both directions east and west of the fire.

Question 12

No response

Name not available

October 7, 2020, 9:28 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

Be clear about specific evacuation routes available in real-time.

Question 12

Thank you. This is an important discussion.

Name not available

October 7, 2020, 9:33 AM

Question 1

- Yes

Question 2

- Other - it was frequent but the second message to evacuate if you are in the area was too vague. It acutally caused an elderly friend to evacuate in a panic when they were far from the source. We also struggled to evacuate because 99 was closed.

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 3

- Nixle Alerts

Question 4

I think it would be great to discuss routes to evacuate the city in an emergency as it felt chaotic. I am really grateful for the quick response and notifications.

Question 5

In Oakland we had neighborhood groups that communicated with each other and prepared for earthquakes. I informally went outside and was a point of communication for neighbors who did not have nixle or were not sure how to interpret it. Encourage folks to have a neighborhood emergency whats app group or something?

Question 6

- No

Question 7

I live at the corner of hersey and laurel so we evacuated just in case. We struggled to go to my sisters house by safeway due the highway being rerouted and 99 being backed up. It made us feel panicky. We also were not sure if we should go north or south to get out of town if needed and set a meet up point at a family members home in sacramento if we got split up.

Question 8

- Yes

Question 9

- Yes

Question 10

fire was close enough and if winds shifted it would have been very different.

Question 11

copied from above: In Oakland we had neighborhood groups that communicated with each other and prepared for earthquakes. I informally went outside and was a point of communication for neighbors who did not have nixle or were not sure how to interpret it. Encourage folks to have a neighborhood emergency whats app group or something?

Question 12

Thank you to all the first responders!! I would love a plan for supporting the unhoused and treating trauma in our county and city. Oregon is #50 for mental health in america and the lack of services and supports leads people to addiction and living in the woods which endangers us all. I am a psychologist who moved to ashland from the bay area. I was offered a job regionally at a 50% pay cut and did not take it. Value mental health, pay people who have decades of training and experience a fair wage and provide housing for people.

Name not shown

inside Ashland

October 7, 2020, 9:35 AM

Question 1

- Yes

Question 2

- No

Question 3

- Other - I turned to local TV news outlets for information

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

Emergency Preparedness 2021

Emergency Preparedness 2021

No response

Question 11

No response

Question 12

No response

Name not available

inside Ashland

October 7, 2020, 9:35 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

Sirens

Question 5

There should be a siren system. What if the fire had gone up Ashland Creek towards the plaza and the theater was full? And Sirens are quicker than door-to-door.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Assume that people will leave, even outside the evacuation area, so plan for more traffic.

Have emergency on-ramps for vehicles to get on I-5; For example, all the traffic from 99 and Eagle Mill can't squeeze onto Valley View! ODOT needs a system to halt truck traffic miles away from the emergency (in this case, north of Medford) where there's enough room for trucks to stop and wait, and not impede vehicles that are evacuating.

Question 12

PLEASE clear out the undergrowth along the greenway starting at Nevada St., and strongly enforce the ban on greenway camping. Or there will be another fire; it's a matter of time.

Name not available

October 7, 2020, 9:40 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- Other - Riverstone Commons Facebook

Question 4

For me? Nixle was fine.

For others? Use of EAS would have been helpful. Is there a radio station, with good signal, which can be used, as well?

Question 5

No response

Question 6

- No

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

Acknowledge responsibility. Accept that "things could have gone better". Try to engage and ask for help/support and ideas/input (like this) sooner than a month after an issue.

Thanks for taking time to ask these questions and for this input.

Name not available

inside Ashland

October 7, 2020, 9:41 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

Some kind of outdoor alarm system that everyone can hear, kind of like the flood alarm that is next to our house.

Question 5

See above--a general outdoor alarm system would be awesome. Because

sometimes people turn off their phones at night, and don't answer or check text messages. Also, have a place that is open where people can go wait while they evacuate, such as the public library or the Ashland Armory.

Question 6

- No

Question 7

We drove to a cafe, but we had left our cat, so I left my son at the cafe to go get the cat. After I came back they closed the cafe so that their employees could evacuate too. I did not know during all this time that the fire had spread to Talent. There was no information about that and I didn't get any alerts about the fire's progress.

Question 8

- Yes

Question 9

- Yes

Question 10

We evacuated by choice a second time because I could see flames in the distance from the attic. I worried they would spread to where we were.

Question 11

See above answers--an outdoor alarm system that everyone can hear, better information about where the fire is spreading, a community evacuation place like the Armory, that is always open and where people can receive updated information while they wait to return to their homes.

Question 12

No response

Name not available

inside Ashland

October 7, 2020, 9:44 AM

Question 1

- Yes

Question 2

Emergency Preparedness 2021

Emergency Preparedness 2021

• No

Question 3

• Other - looked on TV and listened to radio for quicker update since Internet reception became unstable

Question 4

You need to use ALL emergency systems!!! Internet, radio, TV EAS, sirens, email, phone

Question 5

you need evacuation route road signs throughout the city & on web.

Question 6

• No

Question 7

No response

Question 8

• Yes

Question 9

• No

Question 10

No response

Question 11

we need specific evacuation areas mentioned in evacuation alerts. It only creates confusion when we are told to "GO" but have no destination.

Question 12

No response

Name not shown

inside Ashland

October 7, 2020, 9:48 AM

Question 1

• Yes

Question 2

• Yes

Question 3

• Nixle Alerts

Question 4

Maybe have a go-to web site or radio or emergency channel(other than Facebook)

Question 5

Could a warning, like the dam siren, be used some way?

Question 6

• No

Question 7

No response

Question 8

• Yes

Question 9

• No

Question 10

No response

Question 11

We noticed that the trucks on the freeway tried to reroute through town, which caused a bottleneck, and traffic came to a halt. This was very concerning. If we would have tried to evacuate, we could not have escaped town. That is frightening!

Also, by having "traffic calming" on North Main Street, that created another bottleneck. We knew this would happen, and it did. Please return all traffic lanes the way they were for safety. "Traffic calming" is a bad idea. Not safe for anyone, anytime.

Question 12

1. When an emergency takes place in Ashland, the traffic on the freeway

Emergency Preparedness 2021

Emergency Preparedness 2021

must not be allowed into town.

2. I think Nixle worked well, but there was no other communication besides that. Without facebook (of which I never want to be part of), there was almost nothing to update us. TV coverage was nil. Was there any radio coverage? I'll have to buy one. Maybe the police department could add in to the nixle program?

3. Thank you so much for these surveys.

Name not available

October 7, 2020, 9:49 AM

Question 1

- Yes

Question 2

- Other - I appreciate that the situation developed very quickly and personnel were really stretched, but there was quite a lag between the time the smoke and flames became visible and the arrival of any kind of message. Would an automated siren/alarm be possible?

Question 3

- Nixle Alerts
- City Website

Question 4

As suggested above, some kind of audible fire alarm or siren system might help. I grew up in a small New England town with a volunteer fire dept, and there was a huge siren in the center of town that could be heard everywhere.

Question 5

No response

Question 6

- No

Question 7

NA- we were not in a level 3 area

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 7, 2020, 9:49 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

"ASHLAND OR: There is a grass fire near Alameda Drive in Quiet Village. Those in the area and should consider evacuating. nixle.us/C6W7E"

"Those in the area and should consider evacuating,"? What evacuation level is that? Sort of 2.5, consider going now?

This is life or death, and we're told THREE levels. THIS WAS CONFUSING AND DANGEROUS.

Question 5

We need a better stream of information about a fire. Some lost power and couldn't find the streets on a map.

Wind direction is CRITICAL. Provide better information.

PLAN the evacuation better. If you tell everyone at once, it will cause a traffic jam and kill people in their cars. Model the direction and get closest people out first.

Emergency Preparedness 2021

Emergency Preparedness 2021

A better organized response is critical. Catastrophic fire IS coming to Ashland. Get us ready!

Question 6

- Yes

Question 7

We were ready and left within 5 min. We went southeast on Hersey and Mountain, and saw no traffic. Stayed at our property above the university.

Returning home at 4 pm was difficult, but the cops let us through at Mountain and Main to get back to our house.

Question 8

- Yes

Question 9

- Yes

Question 10

"...consider evacuating." From Nixle.

Question 11

Better planning and more targeted, orderly notifications. Smaller groupings of residents to evacuate.

Contingencies for outside traffic congestion.

Suggested alternative routes. Indian Memorial, 66, or Mt Ashland Ski Road.

People I know came home from being trapped in Medford by way of Wagoner Creek Rd, Forest Road 20, and Mt Ashland Ski Road.

Question 12

I'm not happy about the clarity and speed of the notifications. Get organized!

Name not available

inside Ashland

October 7, 2020, 9:55 AM

Question 1

- Yes

Question 2

- Other - No. After Quiet Village was ordered to evacuate we headed to the South exit with plans to head N from there. The S. On-ramp was closed but Nixle did not notify for well over 30 minutes after the closure.

Question 3

- Nixle Alerts
- Other - Pulsepoint

Question 4

It seems that more timely, and more Nixle alerts would have been quite helpful. So as routes were closed or re-routed immediate notification prior to implementing. And 1) communicated PREFERRED ROUTES to pre-evacuate. Notified as the South on-ramp closed, with alternative plan for heading North. 2) The notification that pre-evacuation was permitted took hours to come out after the first Ashland evacuation was sent out.

Question 5

Use the flood notification system to let residents know about wildfire so that we can start preparing, checking Nixle and PulsePoint for situational awareness.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- Yes

Question 10

Structure fire smoke billowing up the hill, and helicopter dumping behind house right across the street from us. And Access to Siskiyou Blvd North was already so congested we decided to take the South on-ramp to allow evacuees to escape using N on-ramp. Only to arrive at South on-ramp CLOSED. And I-5 traffic (semi-s) pouring into South Ashland and parking all over Ashland Blvd creating DEEP CONGESTION

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 11

Frequent Nixle notifications with recommended open routes.
DOT/Traffic control more evident at S. Exit

Question 12

We realize what an impossible task this was, to try to rally first responders, DOT, City Maintenance to a fast moving fire. In addition to having all teams involved do a detailed lessons learned, I recommend that the same exact teams conduct a few emergency drills in order to lubricate communications. Then offer community training on which sites and systems to monitor so that we can have for orderly evacuations.

Name not available

inside Ashland

October 7, 2020, 9:55 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

Texts were confusing, Ashland was told not to evacuate but I could see the fire from my deck less than a half mile away. We did not have adequate information about highway closures and road routes, traffic within Ashland backed up immediately

Question 5

More specific details, more up to the minute information

Question 6

- No

Question 7

I packed but did not attempt to leave. Other people evacuating to my house spoke of intense traffic on Oak, Hersey and North Mountain, taking 20-30 minutes for a normal 5-10 minute drive. I live on a connector street between East Main and Mountain, and the volume of traffic was the highest I have ever seen

Question 8

- Yes

Question 9

- Yes

Question 10

Not immediately, but three days after the fire when the wind kicked back up and the smoke was thick, we evacuated because we felt that we would be in danger if another fire were to occur in the dry fields or along bear creek.

Question 11

More information on Nixle and news channels. More deployment of CERT leaders - for instance, my neighborhood has a CERT leader and she did alert everyone on our street to pack and be ready. But she could have probably done more given more information.

Question 12

No response

Name not available

October 7, 2020, 10:04 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- Other - We looked over the side of Prim and saw the fire

Question 4

No response

Question 5

No response

Question 6

Emergency Preparedness 2021

Emergency Preparedness 2021

• No

Question 7

No response

Question 8

• Yes

Question 9

• Yes

Question 10

No response

Question 11

No response

Question 12

No response

• No

Question 7

No response

Question 8

• Yes

Question 9

• No

Question 10

No response

Question 11

No response

Question 12

No response

Name not shown

inside Ashland

October 7, 2020, 10:08 AM

Question 1

• No

Question 2

• Other - Cannot comment since not enrolled before fire.

Question 3

• Other - Did not access.

Question 4

Radio announcements/updates. Sirens.

Question 5

See above.

Question 6

Name not available

October 7, 2020, 10:09 AM

Question 1

• No

Question 2

• Other - We live just outside the city limits

Question 3

• Other - We received no information

Question 4

Include residents in the urban growth boundary who call Ashland their home city.

Question 5

Have an evacuation route map given to residents so when it happens we already know the route to take. Include alternative routes. And include suggestions for where to go off I-5 south and north of Ashland.

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Designate a contact person(s) in each neighborhood to help notify and assist people who might need it.

Question 12

No response

inside Ashland

October 7, 2020, 10:09 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 7, 2020, 10:15 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website

Question 4

more alerts and information on city web site

Question 5

No response

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

add tv and radio for alerts. well established media outlets are not involved -and should be.

Name not shown

inside Ashland

October 7, 2020, 10:26 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

We were so frustrated that we ended up listening to the scanner which gave us the heads up on Talent. I called my daughter in Talent who packed up the baby and the cat and fled in time, her house burnt to the ground. She was unable to go south to our home but went to a friends in Medford for the night.

You could have helped by giving us information who needed to flee. Radio/TV, Emergency Alert system.

Question 5

We had no idea where to flee to....south or north. We are still packed and ready to go until the rains come. We need a comprehensive plan for evacuation and a way to coordinate where we can safely flee to. I could see where the main roads would be filled with cars and a stand still. A disaster in the making. It is just a matter of time before we are tested and look to you for a plan.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Communicate how we can leave by zone so that the traffic isn't snarled up. This is a good wake up call for all of us.

Question 12

It is amazing that we didn't see more people die in this conflagration. Thank you to all of you for your untiring hard work. I am proud that our community have nurtured so many affected by the fires. We could use some trauma therapy to stop the shaking inside.

Name not available

October 7, 2020, 10:27 AM

Question 1

- Yes

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

We were not at home when the alerts went out because Nixel called my land line, not our cells. Fortunately, our pet sitter called and told us what was going on (we were in Roseberg when she called). We were able to return home around 5:30. We knew we were at a level 1 alert. However, as we had no internet, tv or landlines, when we reached home we were totally in the dark as to what was going on. FM radio was no help at all. While we were safe, our anxiety was extremely high because we had no information other than the alerts.

We had been driving south from the Mount Hood area all day and were surrounded by fires for much of that trip. Knowing that there were fires all around, our biggest anxiety was what direction to evacuate to -- should the order come. Fortunately, our cell phones were working and we called our son in another state who checked on the fires and told us to go south from our home if we were evacuated.

Question 5

Enlist the media -- radio and television -- to give frequent updates. My job in corporate communications has often required me to make emergency communications plans. These had to be activated in the Rodney King riots and the Northridge earthquake in Los Angeles. A key learning is that you can not rely on either landlines or cell phones in an emergency. Battery operated radios with info provided by local media is the best way to share data. But the media need to report the data.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

I don't know what the city's evacuation plan is. We live in a cul de sac near the top of Morton, and should the entire city or neighborhood be evacuated I doubt if 1) Morton will accommodate us all going down hill 2)once we go to Siskiyou, the road will be in gridlock (we were caught in the Talent gridlock trying to get home the day of the fires and it was terrifying). My recommendations are:

- 1)have an evacuation plan
- 2)share it with all residents
- 3)urge the state NOT to shut down the freeway and 99 in the event of a fire. I am amazed people were not incinerated in their cars trying to get out of Talent
- 4)urge the county to set up a process where by there is an incident commander for a multi-jurisdiction fire like the Alameda fire

Question 12

I appreciate you asking these questions and urge you to act on the findings you receive from this survey.

Name not shown

inside Ashland

October 7, 2020, 10:29 AM

Question 1

- Yes

Question 2

- Other - Communication was good, both email & phone, however, what was missing was info re possible evacuation routes.

Question 3

- Nixle Alerts
- City Website

Question 4

Suggest evacuation routes and what routes should be avoided.

Question 5

No response

Question 6

Emergency Preparedness 2021

Emergency Preparedness 2021

- No

Question 7

We left after the level 1 alert.

Question 8

- Yes

Question 9

- Yes

Question 10

We received a level 1 alert from noon until 8 PM. Since we do not like to drive in the dark, we decided to leave early.

Question 11

Let us know what routes to follow.

Question 12

No response

Name not shown

inside Ashland

October 7, 2020, 10:34 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

More frequent communications.

Question 5

I thought the Fire Chief's journal was an excellent narrative on dealing with this explosive fire.

Question 6

- No

Question 7

N/a

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Keep foreign traffic out of Ashland during an emergency.

Question 12

No response

Name not available

October 7, 2020, 10:36 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

More frequent updates about the progress of the fire. I listened to the police and fire scanner to get a sense of what was happening, so I could decide how best to respond. My biggest concern was getting trapped in any mandatory evacuation because it took so long to close Interstate 5 and Siskiyou Blvd became completely gridlocked.

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 5

Please consider communicating through the radio and making it clearer that information is available that way. I lost internet access through Spectrum and the cell data service was overloaded so except in the midnight hours when the cell data service was less in demand, I had to rely on AM and FM radio for updates. I only learned towards the end of the emergency that updates are provided over 1700AM.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

Even though I didn't evacuate, I will tell you that it is very likely I would evacuate if my neighborhood got to Be Set I kept my car packed for a week between September 8th and September 16th. I am very concerned about congested evacuation routes because there are only a few ways out of Ashland.

Question 11

Be very conservative in issuing evacuation orders. I would much rather evacuate early and in an orderly manner than get stuck in a firestorm.

Question 12

Thank you for asking us about all of this. I think preparedness is really, really important.

Name not available

October 7, 2020, 10:40 AM

Question 1

- Yes

Question 2

- No

Question 3

- Other - the AM radio 1.700 emergency broadcast system station. Shockingly Useless. It was running old tape loop of how to make your home fire safe.

Question 4

PROMPTLY putting current information on the 1700 AM local emergency broadcast station, and continually quickly updating it. (When I turned on that station there was ZERO use. If I remember right it wasn't until many hours after the fire started that it had ANY current information. I was just running an old informational audio loop about how to make your property more fire safe. I was shocked at encountering that informational dead end.

I don't know if the City has any input on what Nixie does, but it's texts were repetitive and not terribly informative. City could also offer information on survivable local sites (such as the middle of the baseball field at North Nature Center in case evacuation routes are blocked, closed, or dangerous.

Question 5

Be careful about treading the thin line between being overly alarmist or withholding information. Be totally honest. For example, if you do not know if some evacuation route is or isn't viable or safe, say that.

Question 6

- No

Question 7

We did not have to evacuate. We noted with hindsight that being on Oak Street we hypothetically could have found one or more of our drive out routes either on fire or closed. We have several friends in Talent who DID evacuate and had difficulty finding routes out. Some roads had been closed by police or fire, others were dead ends, etc. Many people got NO notice of any kind to evacuate.

Question 8

- Yes

Question 9

- No

Question 10

Emergency Preparedness 2021

Emergency Preparedness 2021

No response

Question 11

Please try to get some personell (CERT members?) out on roads directing traffice.

Please publish evaluate a list and map of places within Ashland that are survivable spaces one could walk or drive onto.

This is if there is no time or ability to drive out of town. The other use for those spaces is if I'm home alone and we have two cars, if there's time I could drive one onto such a space and leave it there before evacuating with the other car.

I refer to such spaces as possibly the church parking parking lot at the corner of Hersey and Oak, and the large open space of the baseball field at Mountain Ave and Hersey, which one can easily drive onto over a shallow curb.

Encourage citizens to do some test drives to explore all their possible escape routes for different scenarious, such as if the freeway is closed off.

Publish some sample evacuation lists to get people making their own in advance... Include things on the list such as "if time permits, on your way out close all windows, turn off all electric power, turn off gas shut off, turn on irrigation system."

Question 12

As I said... the local emergency AM broadcast radio station 1700 needs to be (a) looked at re its failure to transmitt ANY relevant information during the early crisis, and (b) more people need to be educated to use it, because everyone seems to depend on their smartphones and text messages, but during this fire for part of the time cellular service on at least T-mobile did go down...particularly in the locations persons most needed information.

inside Ashland

October 7, 2020, 10:41 AM

Question 1

- Yes

Question 2

- No

Question 3

- Other - the AM radio 1.700 emergency broadcast system station. Shockingly Useless. It was running old tape loop of how to make your home fire safe.

Question 4

PROMPTLY putting current information on the 1700 AM local emergency broadcast station, and continually quickly updating it. (When I turned on that station there was ZERO use. If I remember right it wasn't until many hours after the fire started that it had ANY current information. I was just running an old informational audio loop about how to make your property more fire safe. I was shocked at encountering that informational dead end.

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Question 5

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Question 6

- No

Question 7

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Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Emergency Preparedness 2021

Emergency Preparedness 2021

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Question 12

As I said... the local emergency AM broadcast radio station 1700 needs to be (a) looked at re its failure to transmitt ANY relevant information during the early crisis, and (b) more people need to be educated to use it, because everyone seems to depend on their smartphones and text messages, but during this fire for part of the time cellular service on at least T-mobile did go down...particularly in the locations persons most needed information.

Name not shown

inside Ashland

October 7, 2020, 10:44 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

No response

Question 5

Nixle does not address the needs of many folks who do not use smartphones. For those who do not have smart phones, contact through email would be another means to communicate with citizens. A larger response would include emergency announcements by all local radio and TV stations, played every 10 - 15 minutes. Also, the city could encourage the formation of local groups in each neighborhood to have multiple individuals designated to "spread the word" and check on less able neighbours.

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not shown

inside Ashland

October 7, 2020, 10:49 AM

Question 1

- Yes

Question 2

- No

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 3

• Other - Out of state family. We lost local cell service, WiFi and cable tv service all at once. Had to ask out of state family to watch news and give us updates.

Question 4

No response

Question 5

No response

Question 6

• No

Question 7

Unable due to the massive emptying of I-5 onto all of our streets in south Ashland. You call it " some traffic", that is a gross and dangerous understatement. I watched as semi-trucks, RV's towing cars, Pickups towing trailers, passenger cars flooded Siskiyou all the way to Hersey street. Traffic was unable to move. This was horrifying to watch and calls to city officials all answerd " nothing we can do". Bullshit. The mayor could have gotten out and directed traffic. Nobody doing anything is not an answer. I would have tried if you gave me a flag and a vest!

Question 8

• Yes

Question 9

• No

Question 10

No response

Question 11

Close I-5 and do not allow traffic in. Make sure residents know where the hell, what direction to evacuate. Closing I-5 should never stop evacuees from accessing it to get out!

Question 12

City leadership felt criminally absent the entire day. Our mayor and city leadership should have been out in the streets helping. Full stop!

Name not available

inside Ashland

October 7, 2020, 10:51 AM

Question 1

• Yes

Question 2

• Yes

Question 3

• Nixle Alerts
• Other - Facebook friends first hand experience and JPR

Question 4

I got a text, email and voicemail thru Nixie which seemed more than adequate as far as a warning goes... after the fact I learned that KSKQ was doing live updates, which would have been helpful.

I would like to know what the best evacuation route is for a senior (me) who uses a cane and has 2 cats. I probably could not get out of Fordyce onto E.Main easily.

Question 5

Certainly a siren warning so the city is alerted and those without Nixie can respond accordingly.

Question 6

• No

Question 7

No response

Question 8

• Yes

Question 9

• No

Question 10

No response

Question 11

Emergency Preparedness 2021

Emergency Preparedness 2021

Emergency Mountain Ave entry/exit on/off ramps to I-5 for emergency vehicles only.

Direct truck drivers who are forced to exit freeway to steer away from residentially dense roads needed for evacuation.

Public or personal underground bunkers using shipping containers (approved by city).

Question 12

No response

Name not available

October 7, 2020, 10:57 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

As the fire progressed we received little or no information about WHERE the fire was, except the general information that it was traveling north. We didn't ever hear if it went west into the watershed, perhaps to double back on Ashland. Not knowing was terrifying.

Question 5

Just to repeat we need more information about location and movement of active fire. We sat at home, cars loaded to evacuate with 4 pets, and no idea if the fire might be heading our way, if we should try to reserve hotel rooms in Yreka or ?where. We are seniors, live in blind culdesac at end of blind dead end street only one way out and we were terrified all day and all night with lack of information, literally screaming "where is the fire" and getting no answers except for occasional reports on businesses that had burned. Plus so much misinformation about places that had not actually burned, like Home Depot and Camelot Theater.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

We would have gone at Level 2 because if we waited for Level 3 we likely would be trapped.

Question 11

Any neighborhood like ours that is a total bottleneck with only one way out needs to have another way out. Canyon Park off Upper Clay St and Billings Ranch are just 2 examples.

Question 12

Better planning and safety improvements MUST be accomplished before 2021 fire season. People are leaving Ashland in droves for lack of housing and also from fear.

Name not shown

inside Ashland

October 7, 2020, 10:58 AM

Question 1

- No

Question 2

- No

Question 3

- Other - none

Question 4

No response

Question 5

No response

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

The fire department should be contracted to the County. The communication between agencies appears to be poor. Eliminate one communication break down by letting the County run lead.

outside Ashland
October 7, 2020, 10:59 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Facebook Page
- City Twitter Page

Question 4

Perhaps you could broadcast over JPR during an evacuation crisis. We

couldn't get information fast enough to actually keep up with the fire. The Twitter and FB pages were not being kept up fast enough.

Question 5

Use the sirens in case of fire along with a water breach. Emptying the freeway into downtown didn't work. Make the trucks go to predesignated parking lots. SOU was EMPTY.

Question 6

- No

Question 7

We are by Butler Ford. We received a Level 1 at 9:20 a.m. My daughter, who is an emergency preparedness specialist, called me and gave us a Level 3. We could see the plums of smoke and flames right across the street. We should have been a Level 3! SHE evacuated us. We were out of our office space in ten minutes.

Question 8

- Yes

Question 9

- Yes

Question 10

We could see the fire! We evacuated at 9:30 a.m. We went south on 99 because everything was already shut down. I live in Medford. I was stuck in Ashland until 9:30 p.m. when I could get on I-5 and race home to evacuate there. I evacuated because my daughter got us out. www.terrafrma.com
Call her. She can improve your system. She grew up in Ashland. She gets it.

Question 11

People on the north side of town had no idea anything was going on. Streets were closed everywhere! No one knew anything. I couldn't get to any safe place. No one of the street closure staff knew where safe places were. No news. No radio. No nothing. You HAVE to make this better. If the winds had shifted Ashland would be gone like Talent and Phoenix.

Question 12

It was an overwhelming experience for all. Thank you for doing a survey. That is an important first step. But it was a mess. The I-5 traffic going through town was a joke. Just line the trucks up on the freeway. Send them South. don't send them into town! Don't close roads everywhere

Emergency Preparedness 2021

Emergency Preparedness 2021

and go to one lane.

Name not available

October 7, 2020, 11:00 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

notify early and more often

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- Yes

Question 10

nearness of fire and "level 2" warning

Question 11

activate CERT to help communicate evacuation needs and routes

Question 12

No response

Name not available

October 7, 2020, 11:00 AM

Question 1

- Yes

Question 2

- No

Question 3

- Other - Facebook, personal pages and local groups

Question 4

More info on Nixle

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

More freeway emergency entrances, particularly Mountain Ave

Question 12

Traffic calming area needs to be readdressed ,

Emergency Preparedness 2021

Emergency Preparedness 2021

inside Ashland
October 7, 2020, 11:01 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

Include information about evacuation routes and shelter destinations.

Question 5

Radio TV Broadcasts

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

We need info re: evacuation routes and available shelter destinations.

Question 12

I now consider living in Ashland a hazard to my health and longevity. How distressing.

Name not available

October 7, 2020, 11:03 AM

Question 1

- Yes

Question 2

- Other - I lost communication during a critical period.

Question 3

- Nixle Alerts
- Other - I called the local police station and fire dept.

Question 4

I don't know. I do know I was fearful when I couldn't get information off mt electronic devices. Maybe the city should have a dedicated tower for it's residence.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

Access road alternatives.

Question 12

Emergency Preparedness 2021

Emergency Preparedness 2021

No response

Name not available

October 7, 2020, 11:05 AM

Question 1

- Yes

Question 2

- No

Question 3

- Other - private

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not shown

outside Ashland

October 7, 2020, 11:06 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website

Question 4

On the day the fire started, I spent fruitless hours trying to find out both where it had burned and where it was headed next. I could not get information about those things anywhere. I listened to police calls for a while and then gave up. You need to pay for a communications officer (as apparently existed in the past) so in emergencies your residents are not left to fend for themselves, as was the case on September 8th.

Question 5

I used to live in southern California and got used to the superb job done by CalFire. You can emulate them by: having press conferences frequently to get information out to residents, maintain a real time website with detailed fire information about locations, wind direction, evacuations, traffic, etc. Perhaps that is the job of the county and not the city, but right now nobody's doing it.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

Emergency Preparedness 2021

Emergency Preparedness 2021

No response

Question 11

You don't have a real evacuation plan, although you seem to believe you do. September 8th proved that. You need to talk to ODOT and have a prepared plan on how to deal with the traffic on I5. Do not ever again direct it into downtown Ashland if you expect people to use town roads to get out. You need to have detailed maps for people to use with alternative routes specified. You need to do drills. Residents need to have had the experience of driving those roads in a simulation.

Question 12

How do you plan to evacuate 10,000 SOU students, most of whom probably do not own cars? And where do you plan to send them? I have lived in Ashland 11 years but the experience last month was terrifying to me, and I was horrified at the lack of direction, or even information, from local officials -- from the city and surrounding agencies. I think part of the problem is that so many workers from all these entities have been let go, that we do not have the people employed that we need to survive a disaster like this. Our family is now searching for real estate and plan to move on. I don't feel safe here anymore after what I saw and heard on Sept. 8th.

Name not available

outside Ashland

October 7, 2020, 11:08 AM

Question 1

- No

Question 2

- No

Question 3

- Other - NBC TV affiliate ran Banner alerts

Question 4

Coordinate entire Valley alert system to accomodate actual level1,2,3 ALERTS using some firm of communication beyond social media membership etc.

Question 5

This disaster was not "confined" to the city of Ashland...and the wider community of Jackson County should be included in emergency planning.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 7, 2020, 11:10 AM

Question 1

- Yes

Question 2

- No

Question 3

- Other - TV channel 8, but information was not timely

Question 4

My daughter lives on Wagner Creek Ro and she received NO NOTICE of evacuation as the fire was 2 blocks from her. She went over the mountains to Mt. Ashland to get to me in Ashland. Roads were not marked and many were dangerous logging roads.

Question 5

Emergency Preparedness 2021

Emergency Preparedness 2021

üst communicating with us on loud speaker, on the phone, on TV anything. How would we get out with the 5 closed in both directions?

Question 6

- No

Question 7

mass chaos

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

clear and concise directions on what to do and where to go.

Question 12

Please take care of this!

Name not available

October 7, 2020, 11:10 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website

Question 4

More complete information through Nixle.

Question 5

Should be a radio station dedicated to emergency info - JPR?

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

Need timely evacuation route & destination info!! and alternates.

Question 12

Nixle has been used for non-emergency info. in the past, or info. that was quickly retracted.

Save it for true, ongoing emergencies!!

so we don't think you're crying wolf

Name not shown

inside Ashland

October 7, 2020, 11:12 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website

Emergency Preparedness 2021

Emergency Preparedness 2021

- Other - local tv channels and local radio stations

Question 4

Apparently my neighborhood was moved to a level 1 but I got no notification on Nixle. I didn't know until the building manager came around, knocked on every door and told us to get ready because if it hit level 2, they would pull the fire alarm and we should go. This was like 10 something at night. Would have been nice to have heard about it on my phone.

Question 5

Less is not more. If I have Nixle (and the Jackson Co. alert thing, too) I shouldn't find out about stuff from the radio or from someone unofficial knocking on my door. It was scary and upsetting.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Outside of knocking down a hill here and there so you can have roads other than I-5 or Siskiyou Blvd to get out of town, I am at a loss. Maybe letting people know in advance something like "if I-5 or 99 are blocked, here are your other options..." assuming there are other options. Also, if you are on the north side of town, options are different than on the south end of town. It would be good to have that acknowledged.

Question 12

I live in the senior building on the south end of town. My building is filled with old people many of whom have mobility issues and/or no vehicle. I'd like to know if there is a plan if this building needs to be evacuated.

Name not available

October 7, 2020, 11:12 AM

Question 1

- Yes

Question 2

- Other - I can't answer because my neighborhood wasn't impacted.

Question 3

- Nixle Alerts
- Other - Pulse Point

Question 4

Communicating about the need for traffic to be cleared to allow Talent and Phoenix residents a means for safe escape. Had this fire blown south, we'd have lost a lot of lives. The roads have to be cleared and somehow we have to find a way to communicate with those who aren't wealthy enough to own a smart phone. I think the community warning system (siren) could have helped, assuming the news media actually had something to say.

Question 5

YES! We must have a dedicated PIO that is shared between AFD, JCFD 5, and all other responders to fires and disasters in the region. The lack of a PIO meant that news was NOT getting out. Streets were overcrowded with big rigs, still being allowed entry from California. And worse yet, ODOT had lanes southbound narrowed to one. Had this fire gone toward Ashland, we could NEVER had evacuated residents quickly enough because there was NO means for escape. We had better figure this out because if we get an earthquake or another fire, we are in no condition to protect and assist this community given all the communication failures. This requires more than an Ashland response. All agencies spanning Ashland to Central Point must WORK TOGETHER. Ashland has to get out of its silo. We got darned lucky.

Question 6

- No

Question 7

No response

Question 8

- Yes

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 9

- No

Question 10

No response

Question 11

Work WITH other agencies and quit pretending we live in a little bubble. Work NOW to stop ODOT work that blocks egress lanes during peak fire season. Get CHP to stop all incoming traffic at the border. I still don't understand why big rigs were allowed to travel into - then clog up - Ashland. Get a community warning system in place and USE it. Hire a shared PIO that can do a better job communicating so the media can do it's job and help inform the public. And, by all means, quit assuming that all Ashlanders are privileged enough to own cell phones, so they won't get a darned thing from county systems. Happily, Nixle goes to land lines, but we still need something in addition to telephonic communication.

Question 12

None. Thanks for doing a survey!!!!

Name not available

inside Ashland

October 7, 2020, 11:13 AM

Question 1

- Yes

Question 2

- Other - Excellent first alert, but a couple of the subsequent messages were contradictory and confusing.

Question 3

- Nixle Alerts
- City Website

Question 4

Notification was good. Because the Nixle messages must be brief, it would have been helpful if they also directed people where to look for additional information from the city that would be kept up to date—e.g. the City's website?

Question 5

Múltiple channels should be used. Nixle is good for those who have a cell phone and are subscribed. Brief recorded voice calls could be made to land lines. Close communication with local radio stations would be another way to get the word out and direct people where to find out more. Messages on the City website, Facebook page, and telephone answering system would also be helpful for people who may hear something informally and be looking for official information.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Take advantage of the current heightened awareness to do some drills. Define boundaries for each neighborhood and what would be the evacuation routes given a few different scenarios. Practice, practice, practice.

Question 12

Develop overhead signage to increasing temporarily during an evacuation emergency the number of lanes of traffic that could evacuate from town on the principal routes by using paved shoulders and changing direction on some incoming lanes.

Name not available

October 7, 2020, 11:14 AM

Question 1

- Yes

Question 2

Emergency Preparedness 2021

Emergency Preparedness 2021

- Yes

Question 3

- Nixle Alerts

Question 4

More frequent updates during the fire but recognizing the emergency responders were doing everything they could to tackle the emergency

Question 5

Have the county issue an emergency through all the local media - TV, radio, etc.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Better traffic management with coordination with ODOT understanding nothing will be perfect

Question 12

Deep appreciation to the fire responders who did such a great job evacuating people and fighting the fire in such a tremendous situation. We can certainly learn to improve our emergency planning and response for possible future scenarios but it shouldn't go without saying what stellar work the City of Ashland employees did in this crisis.

Name not available

October 7, 2020, 11:15 AM

Question 1

- No

Question 2

- No

Question 3

- Other - I can't receive Nixle texts.

Question 4

Really need much more information on evacuation routes.

Question 5

One size doesn't fit all, so employ as many options as realistic.

Question 6

- Yes

Question 7

We didn't receive Nixle alert, but saw the fire from our deck and left immediately. We avoided much of the traffic snarls by leaving early.

Question 8

- Yes

Question 9

- Yes

Question 10

Visible smoke

Question 11

Use multiple means of notification. Nixle alone is not enough.

Question 12

No response

Name not available

inside Ashland

October 7, 2020, 11:18 AM

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 1

- Yes

Question 2

- Yes

Question 3

- Other - State fire website

Question 4

More frequent updates. We received ONE notice that Ashland was not under evacuation, and not another notice or update. Therefore, we did not use Nixel, but other websites that had more accurate information.

Question 5

More frequent updates in an emergency. Twice daily would be enough unless there were changes. These updates should be a specific predetermiined times to keep the citizens involved.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Good traffic control; moving vehicles in one direction only to nearest exit.

Question 12

Everything I said in this survey had been communicated to the city in prior surveys. If you are not going to use the information, please do not send them out. The city needs to follow up with the citizens not just keep it a

secret. There should be information distributed widely on city budget cuts, before, not after the fact.

Name not available

October 7, 2020, 11:22 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

Additional personal alert by Text Message.

Question 5

Reinstate CERT Coordinator position to full-time vs half-time.

Question 6

- Yes

Question 7

Neighbors needed more info on evacuation

Question 8

- Yes

Question 9

- Yes

Question 10

Fire close to us and high winds

Question 11

All neighborhoods need CERT exposure and training

Question 12

Emergency Preparedness 2021

Emergency Preparedness 2021

The City should consider having a point of contact person within each neighborhood and a control point staffed by the City.

No response

Name not available

October 7, 2020, 11:22 AM

Question 12

No response

Question 1

- Unsure

Question 2

- Other - We really didn't get any communication

Question 3

- Other - Local radio stations

Question 4

Honestly, no one I talked to felt that the city did much of anything to communicate. Everyone was calling and running around trying to find information. Most third world countries do better.

Question 5

There was very little information immediately available so anything is better than the nothing that most of us experienced.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Name not available

October 7, 2020, 11:22 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

I would have liked information on traffic and the best route to leave.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

No response

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 12

No response

Name not available

outside Ashland

October 7, 2020, 11:23 AM

Question 1

- Yes

Question 2

- Other - I'm not an Ashland resident and I did not get notified

Question 3

- Other - JCSAR

Question 4

If the notification was sent only to residents, it would have been helpful to have been sent out to all who signed up. Not just residents.

Question 5

As people evacuated there was no good way to stay updated. I keep wanting to see our local radio or tv stations regularly broadcast updates and information.

Question 6

- Yes

Question 7

Traffic made it impossible to get anywhere quickly. The primary roads were almost immediately at a standstill. The secondary roads were almost as bad. I had responded with SAR to help evacuate Ashland and NEVER got there due to gridlock.

Question 8

- Yes

Question 9

- No

Question 10

Don't live in Ashland

Question 11

Situational awareness ie, wind direction, probability of spread, time of day were all factors that would make a big difference in how/where people were evacuated. I'm not sure if everyone was just told to get out or if they were directed to take a specific route. Sending people south in this case would have helped Hwy 99 and possible the freeway be less congested.

Question 12

No response

inside Ashland

October 7, 2020, 11:23 AM

Question 1

- Yes

Question 2

- Other - There were too few Nixle messages. The messages did not convey information on the closure of I-5 and what evacuation routes were open and what ones were closed for those who chose to evacuate or were already on the road.

Question 3

- Nixle Alerts
- Other - People in the Mountain Meadows emergency response group checked AM1700 and listened to the police and fire scanner channels.

Question 4

Nixle alerts needed to communicate which areas of Ashland were and were not threatened by the fire. The lack of messages on the status of the fire during the afternoon made it unclear if the information was up to date. For those people using Charter Spectrum for Internet service, the City website, City Facebook page, and City Twitter page were not accessible.

Question 5

We expected to get Jackson County Citizen Alert messages in parallel to Nixle messages within the boundary of the City of Ashland so that we knew what was happening for people who were traveling in the areas affected by the fire (north in Talent and Phoenix and returning from Medford).

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

The Mountain Meadows community has developed plans for an orderly evacuation during an emergency, including making sure that every resident is contacted to make sure they have gotten the word on Get Set and Go Now orders. We have approximately 45 people who participate in our emergency preparedness group, supporting approximately 280 residents. Residents have been urged to establish buddy relationships so that someone who does not have a vehicle has an evacuation ride with one or more neighbors. We recommend that each residential neighborhood consider establishing similar organizations and plans, including simulated responses to different emergency conditions.

Question 12

Our great concern in Mountain Meadows is that our exit routes for an evacuation are very limited. We can either go north on North Mountain Avenue to connect with Eagle Mill Road, or south on North Mountain Avenue with a possible connection to Hersey Street. There will be a large number of vehicles attempting to evacuate from the overall North Mountain neighborhood, with the likelihood of congested traffic. Our last-ditch option for escaping a wildfire emergency is to seek shelter on the ball fields in North Mountain Park, which are watered and away from sources of ignition.

Name not available

October 7, 2020, 11:25 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Have more than one way into and out off a neighborhood.

Question 12

No response

Name not shown

inside Ashland

October 7, 2020, 11:25 AM

Question 1

- Yes

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 2

- Other - first couple hours information was good but absent as the emergency unfolded

Question 3

- Nixle Alerts

Question 4

I think a city web page with live updates would be good. Or a radio channel with announcements. Social media was crowded out by misleading conspiracy theories.

Question 5

I really want to have an app or system in place that helps me find the best evacuation route out of the Ashland, it feels like a death trap.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

I think we need another Freeway access ramp at Mountain avenue. I also think we need an app that gives us the best way to escape depending on the fire location and current traffic flow. We need clearer information about where to go if we are stuck in the city, where are the gathering spots with safe clearings? We need clear communication about what the routes to take or avoid are.

Question 12

No response

Name not available

inside Ashland

October 7, 2020, 11:25 AM

Question 1

- Yes

Question 2

- Other - It was adequate in terms of whether my Ashland neighborhood was threatened, but not in terms of the fire's spread and direction.

Question 3

- Nixle Alerts

Question 4

The most useful thing during the 2 days of the fire was a group of women on the Riverstone Commons Facebook group who listened to the emergency scanner for hours, transcribing every call and posting them on that Facebook page. They also frequently posted a link to the audio of the scanner so people could listen to it. This was by far the best source of information and was literally the only way I knew which direction the fire was going and how serious the devastation was in Talent and Phoenix. Local news outlets were not helpful at all; maybe the local access TV station could be utilized for this purpose?

Question 5

I found the Nixle system very helpful in terms of keeping me aware of the level of danger in my immediate neighborhood. I only wish that every city had an identical system, or that it was county-wide. I felt like I was living in a little pocket of privilege while the people of Talent and Phoenix had to rely on cops knocking on their doors or neighbors telling them they had to get out. It should also be mandatory or available to all, not an opt-in system.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

Emergency Preparedness 2021

Emergency Preparedness 2021

- No

Question 10

No response

Question 11

We desperately need more onramps onto the freeway, even just one-ways like the one at the end of Siskiyou. It would be great if each resident could receive a laminated map of the established evacuation routes from their neighborhood, something to keep on the fridge. Have the city plan which roads will be converted to one way and then let residents know the routes so we all head in the same direction. Definitely stop semis on the freeway and let them turn around there so they're not in town during a freeway shutdown.

Question 12

I know you're all doing your best and this isn't easy. Thank you!

Name not available

October 7, 2020, 11:30 AM

Question 1

- Yes

Question 2

- Other - Received to notifications but no info on where to evacuate to. If you don't have a smart phone or internet how do you know where to go?

Question 3

- Nixle Alerts
- City Website
- City Facebook Page

Question 4

I had no idea where Quiet Village was. Give a street intersection. Give info on where to go after evacuating without having to access info via a smart phone or internet. Not everyone has these. When an alert is issued all local TV and radio stations should mention it. There needs to be a way to work with broadcasters to have a plan in place for staff to have both a reader (for deaf viewers) and oral announcement for blind viewers. Again, info on where to go.

Question 5

There is no single right answer. People were not ready to evacuate when the fire broke out. We weren't even at a Level 1 warning. It's hard to get the info out to people on what to pack and where to store it but it needs to become a "thing" that you harp on this constantly. Also, how do you help disabled and elderly who don't have transportation even if they do get the evacuation notice? How can they carry a bag?

Question 6

- No

Question 7

I was at work at the other end of town but I couldn't get home that night. I live at the corner of North Main and Van Ness and traffic was still backed up. I was able to get to my mother's house but the traffic arteries are not equipped to handle a quick evacuation, especially when no one is sure which way to go.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Be specific on where people should go. North. South. East. West. Give a physical location. The Expo Center became the main evacuation point but those of us south of the fire had no way to get there unless we wanted to be stuck on the freeway.

Question 12

It's better to over react than under react. A larger area should have been evacuated. I know there were concerns that people who weren't notified were leaving and causing traffic problems but given the information we had I don't blame them for wanting to get out. Find ways to direct traffic. Work with RVTD to get those without access to a car (like me) transportation to evacuate. How would that work? Do they continue their routes? Deploy more buses? Alter their routes?

Name not shown

inside Ashland

October 7, 2020, 11:33 AM

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- City Website

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 7, 2020, 11:34 AM

Question 1

- Yes

Question 2

- No

Question 3

- Other - During the day that the Alameda Fire required information from the City of Ashland, there were NOT any useful Alameda Fire resources or informational updates.

Question 4

The City of Ashland should have used multiple tools to communicate during the fire: an audible siren (like the dam siren tested monthly); tv and radio bulletins, updated at least hourly; Nixle updates with links to the City of Ashland website, updated at least hourly; posts to the City of Ashland Facebook page and other social media sites, with links to the City of Ashland website, updated at least hourly. All information should have included a consistent, clear, specific message about the relative risk posted by the fire to people at different locations within Ashland and in adjoining towns and countryside--i.e., a REGIONAL message that all could access. This information should have included recommendations for best routes for an evacuation--including a real time assessment of surrounding fire risks for different routes. If the message was to "stay put," it would also include specific information about how and why that will keep everyone safe AND how much time residents would have to evacuate if that message should change. It should have included information about how people without vehicles could access safe rides in the event of an evacuation, including public destination points for people without vehicles to gather. Given COVID, instructions should also have included necessary health precautions related to COVID.

Question 5

See above. In addition, the City of Ashland needs a plan for specifically addressing the needs of its residents who are disabled and unable to evacuate themselves. My household includes my husband and myself, our nine-year-old child, and my elderly, disabled father. During the Alameda Fire, we had to quickly assess whether we would be able to safely evacuate. At the same time, my neighbor, who is in a wheelchair and unable to drive himself, texted me to ask if I could also help him to evacuate. Luckily, because we have two cars in our household, we were able to quickly make a plan to help our neighbor in the event of a need to evacuate. However, I am not confident that we would have actually had time to do so if the fire had come as quickly as it did some places in Talent and Phoenix, All residents of Ashland and the surrounding community need to know how they would evacuate in the time of an emergency like the Alameda Fire.

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

See above. Additionally, there needs to be a public review process of a plan, and the plan, once reviewed, needs to be widely disseminated. In Eugene, neighborhood groups gathered for disaster preparedness training. My parents participated in this a few years ago. They met to make a list of who lived on their street, what resources each household had that might be useful in different kinds of emergencies, and they exchanged phone numbers to be able to alert each other. It was an opt-in process, but it was empowering for them to take the time to think through how they would respond to potential disasters and also know that they had nearby resources. Ashland is woefully underprepared for potential disasters, as the Almeda Fire demonstrated so clearly.

Question 12

Personally, the fire has led my family to decide to leave Ashland. We were terrified during the fire, and now, a month later, we are still awaiting rains that will provide some sense of security. I have lost ALL confidence in regional planners in our area to keep us safe during a potential wildfire, and my family members are not willing to continue living in a place where the taxes we pay do not provide us with a basic sense of security. It's unlikely that we'll be living here when the next wildfire comes. My husband has lived here for 22 years, and I've lived here for ten years. We own our home, and we love our home. We love the school that our child attends. We had planned to retire here and live out the rest of our lives in Ashland. Now, we'll leave. And that is directly a consequence of the City of Ashland doing a poor job of a) having a plan and b) communicating during an emergency. I graduated from New York University with a master's of Urban Planning, and I'm well aware of what I should be able to expect from my local government. The City of Ashland failed, and for my family, though we are incredibly grateful for the amazing work that firefighters did in defending Ashland, Talent, Phoenix, Medford, and outlying towns,

and though we are incredibly grateful that OUR home survived, the horror of what happened to Talent and Phoenix--and to SO MANY of our friends--has left us with a grief and anxiety that cannot easily be repaired. With better planning, this fire may have been arrested at an earlier stage, and many homes and at least two lives could have been saved. Instead, our region has been devastated, and for all of us who survived, we will have to recover from the trauma that poor communication by our regional leadership inflicted on us.

Name not shown

inside Ashland

October 7, 2020, 11:35 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

the fact that trucks diverted off I-5 onto Highway 99 when ODOT closed the highway caused Ashland St, Siskiyou Blvd and N. Main to be blocked by trucks, impeding locals travel movements. In addition to more effective diversion of trucks by ODOT/Caltrans at Weed, a Nixle alert might have warned locals about the problem. Knowing which direction to go to move out of the way (south in this case) might have been helpful. The fire movement happened so suddenly that this was a very difficult call to make.

Question 5

either more coordination with notices from the county, or Ashland choosing to extend the Nixle notice capability into the adjacent rural housing areas would help. My realtor lives off Butler on the east side of I-5 and she got the Nixle notice, as did I, but she tried to go directly home and could not (cross the freeway at Butler).

Question 6

- No

Question 7

No response

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

as we are already planning to study evacuation options, some table top exercises of which way to go and when could be helpful in developing recommendations for people's advance planning. including this information in CERT area training, even to the point of having the same table top exercise for each area, would be really valuable advance planning.

Question 12

very pleased with the Firewise program, and the city's effort to get strong fire protection codes past since the Oak Knoll Fire. Katie did a virtual Google look at my home in April when I was doing landscaping and we weren't doing in person visits; she followed up with an inspection when the installation was complete.

I think we should extend the FireAlert camera system to cover this urban valley: it might have given us visual confirmation of where and how fast the fire was moving. San Diego County installed the FireAlert system after the devastating fires of the late 90s.

Name not shown

outside Ashland

October 7, 2020, 11:35 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

The NYT's video of the Alameda event (on line somewhere) shows that the emergency responders had real-time information, including an IR drone showing fire movement and time. Why this was not being broadcast and streamlined in real time to residents is , now (after the fact), beyond me.

Question 5

Dedicate TWO PEOPLE (because more is better) to monitor real-time information (monitoring all dispatch centers and emergency communications, even Facebook pages, even drone videos) and have then ONE person (after agreement to the message) to relay immediately that information to broadcast, facebook, emergency bands. Regular, normal, scheduled television and radio broadcasting should be suspended.

Question 6

- No

Question 7

We saw the fire on our side of highway 99, about a couple of blocks away from the house and no longer waited for an evacuation notice but got the hell out.

(PS this has to do with Talent, and not Ashland, which was out of harms way)

Question 8

- Yes

Question 9

- No

Question 10

(don't have a residence in Ashland)

Question 11

the City of Ashland?

Question 12

Is this an 'Ashland only' survey? If yes, then my responses do not matter

Name not available

inside Ashland

October 7, 2020, 11:38 AM

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

The communication was adequate for Ashland but I was trying to help a friend in Talent who didn't know if she needed to evacuate. Comprehensive communication for the entire county is needed. Also, internet and television both shut down around 4pm. Information on the emergency radio station was useless. Other radio stations like JPR carried on with their programming like it was a normal day. There is a huge need for better communication that is detailed and specific and not dependent on internet or television access.

Question 5

A radio station with detailed and specific information.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 7, 2020, 11:40 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

The initial notification just said evacuate west of Michelle St put I had no idea where that was. A map would have helped. Evacuate - where?? No advice.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Stop permitting "traffic calming" narrow streets and take action to widen current streets or limit parking on both sides of the street. Mountain View

Emergency Preparedness 2021

Emergency Preparedness 2021

Drive, A St and Orange Street Bear Hellman St are classic examples of bottle necks that do not allow 2 lanes of traffic and in an emergency- pose a high risk of cars/fire engines getting stuck.

Question 12

No response

Name not available

October 7, 2020, 11:41 AM

Question 1

- Yes

Question 2

- Other - Never got any notification, though I am less than 2 miles from fire origin (upwind)

Question 3

- Other - local friends were only information received

Question 4

notified community of activity and suggested action to take (stay home, get ready, etc). Though it was obvious which direction the fire was moving, it would be nice for those who can't see across the valley to receive some form of detailed fire notification: what, where when and how it's progressing...basic news reporting

Question 5

How about old fashioned radio, tv, use of Hosler dam sirens to notify of emergent situation?

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Sirens or loudspeakers in affected neighborhoods giving direction/route of evacuation. Better use of Nixle system to give specific direction and/or information. Reverse 911 on a county-wide basis that can be directed to location specific phones.

Question 12

No response

Name not shown

inside Ashland

October 7, 2020, 11:42 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- City Website

Question 4

It would have been hugely helpful to have received a notification when the county-wide evacuation was lowered from level 1 ("get ready"). IMO, an "up-only" ratchet will only lower residents' confidence therein. Mine, for example. Also, it takes sustained effort to remain on heightened alert. While we wouldn't have let our guard down either way, the thought that we were still in "get ready" state caused an unnecessary level of stress. This affected our work, cost us sleep since we kept the 'phones switched on 'round-the-clock, etc.

Question 5

No response

Question 6

Emergency Preparedness 2021

Emergency Preparedness 2021

- No

Question 7

This section of the survey doesn't apply to me. I'm not being asked the question ("The following questions are for residents who live in and are part of Ashland's area with required evacuation notices (Level 3).") but the survey won't let me submit my feedback unless I answer it.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

When fire season is done, we should plan a city-wide Emergency Services Personnel Appreciation Day. (It needs a catchier name.)

Name not available

October 7, 2020, 11:42 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website

Question 4

Boundaries between Ashland and neighboring communities are arbitrary when it comes to fire. I forget the specific Nixle alert wording, but one went out implying that everything was fine at one point when the fire had

moved out of Ashland but was devastating neighboring communities, creating evacuations, traffic problems, etc. This language was not helpful to people even if the goal was to reduce stress. Many people don't both live and work in Ashland, could be running errands or have children doing activities in neighboring communities, etc. I would strongly consider this to be a learning experience for at least Ashland, Talent, Phoenix, Medford, and Central Point to be very collaborative in emergency communication moving forward. I recognize that this is challenging because each location has its own leadership structures, but it is imperative for the safety of local citizens who move between these communities daily.

Question 5

I would also strongly encourage the city to re-instate the the community preparedness coordinator position to full time and communication privileges, as having someone in that position would have been helpful during this crisis and would have likely improved community communication. Multiple people should be trained in how to use Nixle and have knowledge of the community and how to communicate with them in advance of a crisis, in case some people are unavailable to send alerts during a crisis.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not shown
outside Ashland

Emergency Preparedness 2021

Emergency Preparedness 2021

October 7, 2020, 11:43 AM

Question 1

- Yes

Question 2

- Other - Ashland/Nixle definitely outperformed JCSO/Everbridge.

Question 3

- Nixle Alerts
- Other - KOBIS, Jackson County, Facebook, NextDoor websites

Question 4

I am subscribed to Nixle to monitor conditions for an elder parent who lives at Mountain Meadows. We live in West Medford. I am subscribed to Nixle and Everbridge (which sent very little). Thank you for the messages you sent out.

Question 5

It seems to me that everyone in an impacted region would benefit from information updates... even if it means they do not need to evacuate. I know a lot of people who were frantically trying to find information about what was going on and why the roads were all jammed up. If they weren't in an area being actively evacuated, they may not have gotten any alerts (because they didn't need to take any action).

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Evacuation of Mountain Meadows is a big concern, with only two egress routes. If the wind had been blowing the other direction, there would have likely been a catastrophic loss of life. The residents lining Mountain and Hersey streets would have clogged up Mountain, and those residents who were able to get out in time would have driven right into the fire on Eagle Mill when they saw that Mountain was either blocked or backed up. I think the city should prepare two emergency access routes directly to I-5 and work with ODOT to close or restrict ingress routes to the city and the potential I-5 escape path for residents at Mountain Meadows and those evacuating Skylark. A leveled gravel drive across one of those fields for Southbound and across the overpass for Northbound is all the prep work that would be needed. The ERT team on location could each carry a pair of bolt cutters to open the fence in an emergency. Finally, North and southbound trucks/travelers should be blocked from exiting the freeway (and jamming city streets) when they see the fires up ahead. Through traffic should be held at steps, like the Siskiyou and Ashland St exits, as well as further back... like State Line, etc. for Northbounders.

Question 12

No response

Name not available

inside Ashland

October 7, 2020, 11:45 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

If my cell phone was off I would not have received a warning. Not everyone has a cell phone that is always on and in their pocket. If we had a plan to use the Hosmer Dam siren to warn people of a disaster like this people would know to check their phones, and maybe the radio, if there was also a plan to use radio broadcasts for emergency information. If people have good information they will make smart decisions. Just give people more information next time!

Question 5

Emergency Preparedness 2021

Emergency Preparedness 2021

Need to work more closely with local TV and radio stations to provide real time status and evacuation info. We used to use radio and TV for this. I'm not sure when, or why this stopped. What ever happened to the civil defense network?

Question 6

- No

Question 7

N/A

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Use sirens and bullhorns. Utilize CERTS volunteers more, so cops and firefighters can do their jobs. Utilize ODOT to block traffic from entering town and congesting evacuation routes. Mostly we need good warning and information systems with enough redundancy so everyone is involved.

Question 12

No response

Name not available

inside Ashland

October 7, 2020, 11:47 AM

Question 1

- Yes

Question 2

- Other - only told me what was happening in Ashland. Once Ashland appeared safe, no further word

Question 3

- Other - none. all comms down, i.e. internet, tv, phone, lousy cell service (verizon)

Question 4

push calls via land and cell

Question 5

AM radio NEVER mentioned the fire. That is inexcusable. EVERY radio outlet (am and fm) should be broadcasting updates every 10-15 minutes.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Clarity of informations is important. Accuracy is important. Lack of panic is important.

Question 12

No response

Name not available

October 7, 2020, 11:48 AM

Question 1

- Yes

Question 2

- Yes

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 3

- Nixle Alerts
- City Website
- City Facebook Page
- Other - Sheriffs department notification

Question 4

Please post recommended evacuation routes. I realize the situation is fluid and fast moving but...

Telling us to get ready, set and then blocking streets and stating that roads are closed is panic making. Those of us who are disabled make plans to evacuate at 'set'. It takes us longer and we don't want to interfere/block/slow down others who can move faster.

Question 5

Loud speakers once emergency broadcast and phone lines are effected

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- Yes

Question 10

Am on oxygen and move slowly, had car packed but street was blocked and deputy advised us (Senior complex)to shelter in place.

Question 11

1)Have general evacuation and alternative routes posted online - then just x out those that wont work because of the current emergency.
2)A listing that lets us notify the city of our ability to help- I have a ground floor one bedroom- but am willing to provide a shower and hot meal, tea and coffee to emergency personnel or a displaced senior like myself during an emergency

Question 12

The response from the sheriffs' deputies, fire department personnel,

emergency service personnel and city were extraordinary.

They deserve more than a thank you- I know that "it's their job" but they didn't sign up for these types of disasters. They had to be worried about their homes and families, about what the fire and smoke was doing to them. They had to deal with the heartbreak of Talent and Phoenix while fighting as hard as they could -way past what was deemed possible. How can we show our appreciation?

Name not available

October 7, 2020, 11:48 AM

Question 1

- Yes

Question 2

- No

Question 3

- Other - Facebook

Question 4

Actually notifying people to evacuate.

Question 5

Get the emergency alerts working so people don't find out about the fire as their houses are burning down.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 11

No response

Question 12

No response

Name not available

October 7, 2020, 11:50 AM

Question 1

- Yes

Question 2

- Other - It was OK, but far more information was needed.

Question 3

- Nixle Alerts
- City Website
- City Facebook Page

Question 4

Far more updates and alerts.
Far more information on evacuation routes.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Far more information about traffic and routes of escape. ESPECIALLY SECONDARY ROUTES.

Question 12

Thank you for conducting this survey, and for your attention on how communication could be improved during an emergency.

Name not available

October 7, 2020, 11:52 AM

Question 1

- Yes

Question 2

- Other - It was adequate for me, where I live on the hillside, but not for the people I called to tell what was going on and which way to head.

Question 3

- Other - Watching the fire from our deck, safely out of the fire's path.

Question 4

A SIREN with specific information on a designated radio station. Not fancy- simple- but works.

Question 5

SIREN+radio.

Question 6

- No

Question 7

NA

Question 8

- Yes

Question 9

Emergency Preparedness 2021

Emergency Preparedness 2021

- No

Question 10

NA

Question 11

Information on the radio about where the fire is, where it is heading and where certain neighborhoods should head. There should be neighborhood organization structures with captains who have access to info and can lead people. Educated people do not panic in an emergency. They affiliate, help each other and look to known figures for direction.

Question 12

Yes.

We need a warning that will reach everyone-a siren works while cell phones, landlines, tvs, don't always. First responders should be dealing with fighting the fire, flood, earthquake,...not having to knock on doors. Nonprofessionals can do that.

Just warn us, give us info see if that doesn't work better.

In Alameda we ended up saving lives by calling our friends who were in the fire's path, telling them to leave and where to go. We live above SOU and could see what was happening. Perhaps someone in a helicopter or on Grizz and Ostrich could info fire chief about the bigger picture of fire+traffic+wind, etc.

Name not available

inside Ashland

October 7, 2020, 12:00 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - contact with another community member provided more information

Question 4

The fire started approximately one mile from my home - someone (county/city) should have made it clear what was happening. Evacuation information was unclear or non-existent

Question 5

Ashland (and the County) need an all area sign such as a dedicated siren, radio station and television notifications. Something like the Amber Alert system could be used. Only relying on people who opt in is ridiculous.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

We almost evacuated because of medical needs.

Question 11

Greater use of the CERT program to assist neighborhoods. Broadcast timely information to everyone whether they opt in or not.

Question 12

No response

Name not available

October 7, 2020, 12:01 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - We had no Internet or Spectrum cell service so could not access anything online. Especially what escape routes were recommended. Very stressful!

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Question 4

I believe there should be a siren that goes off city wide (and we are on the south end on Crowson) that everyone can hear, and Nixle alert as well. We were getting updates from our son in SF and had friends with kids in Seattle who told his parents about the fire which they knew nothing about.

Question 5

There was no up to date coverage with most radio stations. We were especially disappointed in KSOR who are our regular station.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

1. All escape routes should be posted around the city for those who may lose Internet and cell coverage. Also, on the radio stations.
2. And clear explanations as to WHO will tell us to evacuate without waiting for a Level 3 alert.
3. There also should be a coordinated Southern Oregon (Jackson County etc) information center regarding evacuations and escape routes.

Question 12

There should be more 4 lane roads leading out of the city and county so there is no bottle necking which can be fatal.

Name not available

outside Ashland

October 7, 2020, 12:12 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

Nixle is more or less restrictive by not giving news about what was happening in the larger area.

Question 5

Shouldn't Nixle and the county's telephone alerts be better coordinated.

Question 6

- No

Question 7

Better travel information: alternative routes for evacuation transmitted directly to GPS systems for private phones. Get information about how GPS systems interact with local news sources and make sure regularly updated in disasters.

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

At least better funding for CERT as a force multiplier in handling emergencies.

Question 12

The water system should have redundancy that ensures water availability for fighting fires if the main water line is impacted or broken due to melting or broken house pipes. San Francisco learned that lesson after the 1906 earthquake (and the more destructive fires that destroyed

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much of the city) and rebuilt with separate, strategically placed cisterns so water is available even in remote areas when mains are broken. Besides the ongoing imminent threats of forest fires ravaging the City of Ashland, when a Cascadian Event happens (30% chance in the next 30 years) the Alameda Fire will seem insignificant compared to the loss and devastation those disasters will cause. We have had a warning. Wake up.

Name not available

October 7, 2020, 12:15 PM

Question 1

- Yes

Question 2

- Other - Spectrum failure left us without phone, internet, or tv

Question 3

- Other - neighbor. wish i had known what radio station was broadcasting information

Question 4

wish I had an idea to overcome failure of all of the communication methods i regularly depend on but I do not. have to assume lack of electricity as well.

Question 5

No response

Question 6

- No

Question 7

absolute necessities were in the car ready to go but never had to leave

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

backup alert system independent of power etc. but no idea beyond using CERT volunteers to go house to house. also

Question 12

where to evacuate to and by what route with roads being closed was a mystery through much of this (luckily, did not need to evacuate so it was OK after all)

outside Ashland

October 7, 2020, 12:21 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

Cable and Internet service were dead, leaving citizens no way to obtain information through television or online. Local, terrestrial radio both AM and FM should carry news bulletins and information 24/7 during a major emergency.

Question 5

Don't rely on the Internet to distribute information. The Alameda Fire proved that will be one of the first mediums to go dark.

Question 6

- No

Question 7

No response

Question 8

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- Yes

Question 9

- No

Question 10

No response

Question 11

Door to door evacuation notices.

Question 12

No response

inside Ashland

October 7, 2020, 12:21 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- Other - Citizen Alert, IJPR, OR fire incident site

Question 4

When I looked at the city website home page for info, there was none until way, way too late to be helpful.

As I recall, in addition to telling me to evacuate, the Nixle alert told me to go to 1700 AM for information. The fire started 2 blocks from my house. I evacuated and while I was driving away I put 1700 on my radio. The message told me how to prepare for an emergency, what to put in my go bag, and lots of other cheerful helpful stuff, but had NO information on the fire that was happening. Do not refer people to a resource that is no use and wastes precious time for some.

Question 5

Some variation on the Map Your Neighborhood program would be great to implement city-wide. That would take a lot of volunteer organization.

I realized after the fact that I had not looked at my alerts as they came in because I thought they were just ordinary texts and emails dinging on my smartphone. So I've changed the ringtone for the numbers those alerts came from to a distinctly different ring that goes on for a longer time, so now I know when I hear that ringtone, LOOK AT THE MESSAGE NOW! I hope the numbers the alerts come from do not change, or the same thing will happen next time. Perhaps recommend to people when they sign up for Nixle that they do this, and give the numbers that will be used. The numbers I changed ringtones on are: 541-000-000, 888-777, 893-61.

Question 6

- Yes

Question 7

The evacuation "worked" (everyone who needed to get out) only because the fire started on the very edge of the city limits and was not blowing towards Ashland town/buildings. I know that there are not enough evacuation routes to evacuate 20,000 people at once from Ashland if a fire burned fast through town in most scenarios. We were very lucky. Having a flagger at W. Nevada and Helman and blocking off particular exit routes, directing all traffic out of Billings Ranch and Quiet Village made a huge difference in keeping traffic flowing in an orderly manner, altho another helper at that intersection would have allowed one person to answer questions when people (unfortunately), stopped so the flagger could keep doing his job.

Question 8

- Yes

Question 9

- Yes

Question 10

The evacuation was for homes on Michelle and Glendower, etc. My house is on W Nevada, with one house between me and Michelle. Not knowing which direction the fire was going to go, I felt that was close enough that I should evacuate. I'm also an active CERT volunteer and believed I might be called to activate, so I wanted to be somewhere where I could get to my base quickly and have my CERT gear and evacuation stuff with me.

Question 11

I think more flaggers and/or "aides" to answer questions at affected intersections would help allow those moving quickly to get out. The officer flagging had to keep stopping that task to answer some question from a driver that stopped. I realize decisions have to be made about how to best allocate your resources. A trained CERT member could answer questions while the officer flagged. Also, I was in town but not at home when I finally

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looked at my alerts and raced home. Because there was only one flagger (as far as I could tell), he had blocked the incoming lane to the neighborhood so vehicles would not go back IN, which I understand. However, I was only going two blocks in to get my evacuation stuff. Had there been a moveable barricade staffed by another helper, that person (under that command of the officer in charge) could make the determination of whether I could get in or not. Because there was only one person directing traffic, and the priority was rightly to get people out, I had to wait a bit until the flagger had a second to ask me where I needed to go, etc., and let me in. He had to split his attention and I had to wait.

Question 12

Because of my CERT training, I had a plan, I had evacuation and emergency supplies ready. I also organized a Map Your Neighborhood meeting in 2019 so I think some of my neighbors were also more prepared than they otherwise would have been. Since the fire, I've referred other people in the community to the Ashland CERT page for information on emergency preparedness. It seems obvious that a corps of volunteers trained to help in emergencies can support professional first responders in many situations, freeing the professionals to do what only they can do. In this case, we volunteers stepped up after the fire. However, due to budget cuts, the CERT program director's position has been cut back. The cost of the CERT program to the city is multiplied many times by funding from FEMA and various grants, and by the number of trained and background checked volunteers the program continues to add to the city's resources.

Name not available

inside Ashland

October 7, 2020, 12:23 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - I live on Alameda Street - all I had to do is look out there window.

Question 4

I was surprised we were not evacuated - there were cops everywhere but no one came to our house.

Question 5

nope

Question 6

- No

Question 7

downtown was a mess with traffic coming off the interstate - there is no way we could have evacuated if the wind changed direction and sent the fire into our neighborhood.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not shown

inside Ashland

October 7, 2020, 12:26 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website
- Other - computer info

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Question 4

Had trouble getting updated information up to the minute. My grandson lost his entire auto repair garage, 7 vehicles, living space, musical instruments, everything, on Hwy 99 between Ashland and Talent. . great friend lost her mobile home in Phoenix, she, son and roommate were given 5 minutes notice, they survived with the shirts on their backs, very troubling to know how late they were alerted. Communication alerts must be much faster and cover all people and all areas. Emergency Sirens in towns are needed. specifically for wildfires which are increasing and terrifying.

Question 5

Sirens, Bull HORNS, with announcements. I had no idea where I would need to go from Ashland if told to get out of town. All I could think of was to drive to Emigrant lake to not get stuck in bumper to bumper traffic.

Question 6

- No

Question 7

South Ashland did not get level #3 alert, but we did get #2, and I was terrified, and very angry with not knowing where to drive. I have been in forrest fires on the Russian River in CA, and in the Hollywood Hills, fires have traumatized me to the point of thinking about leaving Ashland.

Question 8

- No

Question 9

- No

Question 10

I almost left, I lack trust in what is said about the fires, info never seems to be totally up to date, and I don't want a 5 minute level 3 alert given to me, i want to know hours before having to leave my home.

Question 11

Perhaps it should be the job of Police with Bull Horns and microphones telling residents what to do and where to go, not everyone answers their phones or gets on the computer especially very old seniors.

Question 12

Yes, obviously CLIMATE CHANGE has alot to do with these horrendously hot summers. With forrests and so many trees this Valley is so vulnerable. We could get trapped. This area and in fact the entire planet

must promote everything we must do to stop the chem trails, pollutions from autos and trucks, and the 50% of greenhouse gasses produced by raising millions of cows, all must change, the entire planet is at stake, oceans warming causing somany deaths of marine life along with fishing practices, another issue is human over population, limites need to be set on childbirth.

Name not available

inside Ashland

October 7, 2020, 12:28 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

Relying on internet availability as the only way of communication it not reliable. There should be other ways of informing the citizens, such as radio (AM), TV, sirens, church bells,

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

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No response

Question 11

Tell the citizens where to to evacuate. I was afraid of being trapped during the Alameda fire. I5 closed, OR99 closed, what about escape routes in the presence of Obenchain, Slater fire and others????

Question 12

No response

Name not available

inside Ashland

October 7, 2020, 12:33 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website
- City Facebook Page

Question 4

i live on mill pond rd and never received any alerts from the city, despite being signed up for alerts for years with same phone number, email, address, etc. I only heard about the fire because I happened to be on the phone with someone who could see it. I looked for information everywhere I could think of- city website, tv, radio, etc, but couldn't find information anywhere other than facebook, where citizens were sharing information with each other. Even though we ended up being well out of the burn zone, we evacuated on Sunday, September 13, due to continuing bad conditions and an utter lack of faith in local communications to keep us safe. I simply couldn't take the stress anymore of being on 24/7 investigative alert, trying to make sure my kids and I would be safe. Failure of notification from the beginning of the fire broke my very healthy faith in our local leaders. I am now mad and sad and scared. We have to do better, both with policies and public education.

Question 5

yes. the city website (or another easily accessible and known site) should have had continuous updates available. It is insane that these updates

were only available after citizens banded together on facebook to transcribe the county scanner. I was able to access this because I was already a member of the facebook group, but what about all the other people? These updates and information should have been coming from official sources on official websites, and available to everyone. That said, I understand that many people were affected by their spectrum internet not working; public needs to be re-educated to use the radio and public officials should relay information here continuously throughout the crisis.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- Yes

Question 10

I was exhausted from trying to keep track of all developments, the weather, many escape routes now in the midst and/or path of fires, the threat of new fires (in town, anywhere), wires arcing everywhere, firefighters spread thin, but most of all- a breakdown in my trust of local officials to alert me and my family to danger and a breakdown in my faith in the city's evacuation plans. All of this trauma and stress landed me in the ER @ Ashland hospital on 9/11/20. We drove to Portland on 9/13, (bc flights had been canceled for day), and left the entire west coast on 9/14, seeking a safe place to recover and breathe clean air. All of that despite having not left our valley since the pandemic began bc we're all terrified of getting it and contributing to the problem. That's how unsafe I felt here! Say what you want about my choice, but the fact remains that I felt so unsafe here and so unable to protect my family that we had to leave, even though leaving put us at risk in different ways and was very expensive. Again, we need to do better.

Question 11

Solid plans, backup plans, and backup plans for the backup plans. Published plans on city website, sent to residents at home for posting on refrigerators, and a massive public education campaign to make sure everyone knows the plans, practices the plan, and is doing all that is necessary to be prepared. Every year. In the event of evacuation, all communication methods should be used to notify the neighborhood, including loud speakers (not everyone has a cell phone in their hand all day). A planned upon siren or designated noise should alert people to

Emergency Preparedness 2021

Emergency Preparedness 2021

tune into the radio for more details, etc

Question 12

Ashland became my adopted home in 1999 and is my children's native hometown (now 17 & 19 yrs). This experience has been a wake up call for all of us. Let's try to make better plans for our future and show the residents of Ashland that, unlike some, we are able to acknowledge and learn from our mistakes, to keep what worked and reimagine what didn't, so that all of us can be confident going forward that we have workable plans and workable backup plans, too, for all related issues (communication, evacuation, etc). Also, thanks for making it really easy to give this feedback. I appreciate that I can do this online.

Name not available

inside Ashland

October 7, 2020, 12:33 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

An emergency siren would be helpful to let people know to check their phones, TVs, etc. After working at the Expo, we heard that many people only knew of the fire danger when their neighbors knocked on the door.

Question 5

No response

Question 6

- Yes

Question 7

We got as far as Animal Medical on 99 and then all roads heading north were closed.

The "road diet" hindered traffic going north. One lane out of town is ridiculous.

We need more roads that connect to routes out of town.

People over by Nevada have ONE road out of their subdivisions. Not good.

Question 8

- Yes

Question 9

- Yes

Question 10

One of the emergency crew members responding to the fires over by Ashland Ponds told us to go (if we had a place to go) because the fires were five blocks from our house and the winds were blowing them toward us.

Question 11

posted evacuation routes -- N, S, E, & W maps that show back ways to get to major routes out of town ensure all neighborhoods have at least two exit routes (in different directions)

Question 12

Try to keep this investigation local. Don't hire one of your \$200,000 consultants to come up with ideas that people living through a crisis can most likely suggest.

Name not shown

inside Ashland

October 7, 2020, 12:46 PM

Question 1

- Yes

Question 2

- Other - Landline and email messages were abundant and yet the truly valuable info came from KSKQ that was broadcasting live about the fire. Finding info that communicated where the fire was, what my danger was was lacking. The roads were packed.

Question 3

- Nixle Alerts
- Other - phone calls

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Question 4

Where fire was precisely. Wind direction would have been comforting IF and only IF I was not in line of fire. If I needed to evacuate where would I go? The last thing I would have wanted to do is sit in traffic.

Question 5

Granted, much of what occurred on September 8th was unprecedented. I think different/varied planning is required given the realities of climate change. Higher temps, extended droughts, dry conditions, insane winds contribute to such challenging situations. There needs to be efforts to address multiple scenarios... fire, flood, earthquake, shootings.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Addressing the issue of kids at home without supervision during a pandemic and then a fire. Encouraging families to discuss and make a plan. Elderly, ill, disabled, animals, pets, those without transportation. These are critical areas to address. Clogged roads, panic, confusion -- what to do, where to go.
Maybe more tips on what to take, what's critical, what's not.

Question 12

The firefighters were INCREDIBLE and we were so fortunate this time. Neighbors who have not kept their grass/weeds cut this summer just adds to the stress and risk to ALL of us. These people need to be cited and forced to comply. Electric weed eaters and mowers can be used without risk of starting a fire. The city needs to do a better job with compliance because not doing it puts us all in peril. Thanks for ALL your hard work during this difficult period in our lives.

Name not available

inside Ashland

October 7, 2020, 12:49 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - friends that had internet called me.

Question 4

So many of us did not have access to the internet and cell phones were not working. I think we need a siren.

Question 5

A siren

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Close the highway
Siren alert

Question 12

Emergency Preparedness 2021

Emergency Preparedness 2021

The roads were blocked by large trucks, no one would have been able to evacuate if needed.

Name not available
outside Ashland
October 7, 2020, 12:50 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

There was a gap in time between the nixle message at 11:28am (grass fire in quiet village) until the next message at 12:16 (15 closed due to wildfire) when the fire was moving rapidly but I was not notified. Notification would have helped us in critical ways.

Question 5

No response

Question 6

- Yes

Question 7

I just went to another location close by that was not under evacuation orders

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available
October 7, 2020, 12:58 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - Our neighborhood has almost zero cell service and charter was down. We received a couple of nixle alerts but mostly had no idea what was happening. We received the voice mails two days after they were issued.

Question 4

There needs to be a failsafe way to communicate. Our neighborhood has little or no cell service from any provider. Without Charter internet we received occasional Nixle texts which concerned us even more. I finally called APD dispatch to ask for information. The first time I tried the dispatcher couldn't even hear me. That is how bad it is without wifi call routing. There needs to be a radio station activated in an emergency or I wonder if the Siskiyou Summit ODOT radio station could be used in an emergency. The City needs to figure out where the communication dead spots and develop a plan to serve them.

Question 5

If one only receives a partial picture of what is going on it is even more frightening than if you really know. One text sent at 10:00 PM said no evacuations planned be prepared to evacuate. A previous text showed the fire map. We were unable to see it because of lack of cell service. We also received a text from Jackson County that said to stay home and not drive around. How were we to have any idea what exactly was going on or what action to take. We wonder what information we were not receiving.

Question 6

- No

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 7, 2020, 12:58 PM

Question 1

- Unsure

Question 2

- No

Question 3

- Other - From a connection to the local fire district

Question 4

There was a notable lack of tv and radio response to the Almeda fire. Having experienced a major storm while traveling in the mid west, I was impressed with the emergency broadcast system that was employed by radio and tv stations. I was also impressed when the manager of the hotel where I was staying called to say the sheriff had notified him that we should be prepared to evacuate to the local armory at a moments notice. I realize one-on-one contact is difficult but a public broadcast seems critical in reaching the majority of City residents.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Although not City specific, I think a direct connection from East Nevada to Dead Indian Memorial would be a benefit to not only County residents but City residents as well - especially for those of us on the East side of Siskiyou. I couldn't help but notice how clogged North Mountain and East Main became in a short amount of time especially with the closure of Eagle Mill Road.

Question 12

No response

Name not available

October 7, 2020, 1:00 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

Emergency Preparedness 2021

Emergency Preparedness 2021

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 7, 2020, 1:09 PM

Question 1

- No

Question 2

- No

Question 3

- Other - friends and Facebook and being there to see it.

Question 4

Im confused why this area does not have a more effective fire warning

plan than even an electronic message thing. All my friends who I talked to about them needing to evacuate did not get any notice from any official source about the need to evacuate. I grew up in a small town in the midwest where we have tornadoes regularly and when one is anywhere near town a very loud obnoxious siren goes off which the entire town can hear. if you were in your basement playing music at a casual loudness and were not paying attention to television or your phone, you would still be warned about the tornado. It blows my mind that this area does not have effective (also for people without fancy technology which doesn't seem to work anyway) fire warning strategies. The way I found out about it is by accidentally almost driving into it and encountering all the chaos. My friends in Talent who's home burnt, only evacuated because when they went to take garbage out they saw a billowing cloud of smoke coming towards them, and the neighbors were clueless about it.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not shown

outside Ashland

October 7, 2020, 1:24 PM

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 1

- No

Question 2

- Other - NA

Question 3

- Other - NA

Question 4

Email me
Telephone tree

Question 5

Not at this time.

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

None at this time.

Question 12

Not at this time.

Name not shown

inside Ashland

October 7, 2020, 1:35 PM

Question 1

- No

Question 2

- No

Question 3

- Other - tried listening to AM stations, but they were of no help

Question 4

Would have helped to get Emergency Alert System notifications on AM radio.

I would buy a Public Alert Certified weather radio if alerts were available on it. Especially useful would be localized alerts via S.A.M.E. (Specific Area Message Encoding) on these radios.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- Yes

Question 10

One household member evacuated south to California, to get our pets out of danger

Question 11

No response

Question 12

No response

Emergency Preparedness 2021

Emergency Preparedness 2021

Name not available

October 7, 2020, 1:35 PM

Question 1

- Yes

Question 2

- Other - Being informed of when it is safe to stay in place is almost as important of being informed to leave.

Question 3

- Nixle Alerts
- City Website

Question 4

Being informed of when it is safe to stay in place is almost as important of being informed to leave.

Question 5

City wide alerts via physical siren, Amber Alert style notification on TV's.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Please provide a more detailed, in real time, escape plan per neighborhood outlining escape routes to Hwy-5 and beyond. The evacuation plan on the city website is incomplete and unhelpful. Based on that map everyone drives out of the hills, down to the boulevard and then

what, sit and wait?

Question 12

The Alameda Fire was an unprecedented and tragic event. We're all in this together. Placing blame does no good.

Name not shown

inside Ashland

October 7, 2020, 1:36 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - NPR and Daily Tidings for fire info. Nothing from the city.

Question 4

No response

Question 5

Emergency Preparedness was greatly lacking in many ways, some far more critical than merely alerts. After alerting, then guidance is needed. None was provided and chaos resulted.

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

Emergency Preparedness 2021

Emergency Preparedness 2021

No response

Question 11

Do not block evacuation routes!!!!!!!!!!!!!!!!!!!!!!!!!!!!!! We were trapped. Do not only plan evacuation from fire coming down into the city. Clearly it can come from both directions.

Question 12

No response

Name not available

inside Ashland

October 7, 2020, 1:45 PM

Question 1

- Yes

Question 2

- Other - so many things happened for so many days, it is now hard to remember sequence. And this survey is now one month afterwards.

Question 3

- Nixle Alerts

Question 4

After my (and most neighbors) internet went down, I was dependent on the TV for news. I don't have cable TV but use rabbit ears which worked as usual. Later, some neighbors told me they didn't get TV because they needed to access with their Cable and they did not realize they could keep some rabbit ears around for use in situations like this. Maybe educate people on this? Also, I could have used more updates through Nixle or ?? after internet went down as my phone data still worked.

Question 5

Keep up the good work. Maybe put in a few more descriptive words after the initial emergency simplicity. More info to fill out our understanding might have been more reassuring.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

In the above instructions for this series of questions, the last 2 sentences are not really clear. Did you want only those who were told (level 3) to evacuate immediately to answer the questions? Try having a focus group with people who are not workers in emergency themselves to help vet clarity of your descriptions and questions in these type of questionnaires. Most of this questionnaire was nice and clear.

Name not shown

inside Ashland

October 7, 2020, 1:45 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - tv - channels 100 & 9 .The ones with the fire & police on their radios....Problem was sometimes a couple hours off. & other stuff.

Question 4

No response

Question 5

No response

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

know which street to leave by

Question 12

No response

Name not available

October 7, 2020, 1:47 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - Nothing worked that day so I had zero information until I got a call from jc sheriff

Question 4

I had no notification. I wanted to evacuate and I heard the traffic and stayed home since there was no way out of Ashland. We need emergency on ramps for evacuations.

Question 5

airhorns/siren

Once the cell tower and internet went out that was obviously not the way to communicate.

I got one phone call. No Nixle

Question 6

- No

Question 7

I could not due to traffic

Question 8

- Yes

Question 9

- Yes

Question 10

Fire, smoke, danger.

Question 11

On ramps, keeping trucks on I5, siren

Question 12

I'm still traumatized

Name not available

inside Ashland

October 7, 2020, 1:47 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- Other - FB communities; OR DOF website; OR AQI website; Ashland Fire Dept website

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 4

I expect all notifications to come through Nixle. I did not receive the pre-fire, red flag, get ready warning. (I also didn't get the red flag warning that was sent more recently. WTF!?!?) I have lived in Ashland for about a year and I realized when I received the evacuation order I didn't know if my home was within the evacuation boundary or not; link to a map would have been helpful. There were no instructions in the evacuation notice about WHICH WAY to go - I5 and 99 were blocked / hazardous. Fortunately I did not need to evacuate and I did receive the notice to remain in place.

Question 5

We lost internet service via Spectrum for 3 days during the fire. Fortunately I had cell service. I am assuming emergency alerts would work via the cell system even if I had lost both. When I looked for additional information about the fire, all I got was Ashland news, which ignored what was happening in the communities north of us. That was completely inadequate in terms of providing regional situational awareness and, of course, with comm systems being overwhelmed, searching for info doesn't work well and further overwhelms the system.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

In addition to more notices (red flag warning / get ready; get set; evacuate / don't evacuate; these neighborhoods are being evacuated; these roads are open; return okay; get ready alert lifted, etc.) to everyone in the area (not just registered residents), the city needs an evacuation plan in the event I5 is closed. It occurred to me during the Alameda fire that, if we had been told to evacuate, we would have been trapped with no way out and/or not knowing if we were heading toward more danger or to safety. I am a resident and should know more about my town and the

routes in/out - that's on me AND Ashland is a tourist town; what if this had happened during a normal (not COVID, OSF-closed) September or August? Would OSF received a notice and interrupted their play(s) to alert the hundreds of people sitting in their theaters? Can the city team with others in the county and some large company like Costco or Walmart to offer inexpensive, basic cell phones & pre-paid service to low income folks - phones that would receive emergency alerts even if the service has not been paid (e.g., myprepaid cell service is \$30 per month)? What about the city enforcing the laws about keeping empty fields / lots trimmed during fire season or, if Owners do not, have the city send out someone to do the work and add the expense to the Owner's property tax bill?

Question 12

Thank you for this survey. And now the city needs to take action.

Name not available

October 7, 2020, 1:56 PM

Question 1

- Yes

Question 2

- Other - The messages were current, but I had no notice of which exit routes were open and where there were bottlenecks, due to Freeway truck traffic having been diverted through Ashland. I did not have to leave, but would not have know which way to go if I had,

Question 3

- Nixle Alerts
- Other - Rogueweather

Question 4

Updated traffic reports with specific directions for the part of town where one lives

Question 5

Why was CERT not involved?

Question 6

- No

Question 7

Emergency Preparedness 2021

Emergency Preparedness 2021

Does not apply

Question 8

- No

Question 9

- No

Question 10

NA

Question 11

Practice sessions led by trained volunteers or city employees

Question 12

I do not have animals at present, but please add guidelines for leaving with pets. Leaving them behind should not be an option.

Name not available

October 7, 2020, 1:56 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

More updates. I only received 2 the day of the fire, which was totally inadequate. And the two I received made it sound pretty minor.

Question 5

More information!

Question 6

- No

Question 7

Traffic was a mess, but moved.

Question 8

- No

Question 9

- Yes

Question 10

I live in Talent now. Fire was too close even though I was out of the evacuation zone.

Question 11

More information. And btw, any updates on how this started? It's been a month.

Question 12

No response

Name not available

October 7, 2020, 1:58 PM

Question 1

- Yes

Question 2

- Other - As live at ground zero, i had already evacuated my family before nixel messages started. However I did find tgem useful to track what was happening and to make the decision to evacuate south.

Question 3

- Nixle Alerts

Question 4

Use the sirens to alert the neighborhood that they should be on alert. There are so many ways I could have missed a nixel alert (not hear or notice, child using my phone). If we had not seen the fire when we did, we could have been trapped.

Question 5

Emergency Preparedness 2021

Emergency Preparedness 2021

No response

Question 6

- Yes

Question 7

I left before the alert and before emergency crews arrived

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

I think we need some focused community/neighborhood education, plans and drills. I left with my family in a panic and only much later thought of neighbors that i could/should have notified. I think it is a miracle that so few lives were lost that day.

Question 12

I was shocked and horrified as i drove south on siskiyou to see the freeway traffic being routed through our town when we were under an active evacuation with shelters being set up.

Name not available

inside Ashland

October 7, 2020, 2:01 PM

Question 1

- No

Question 2

- Other - Didn't have Nixle before

Question 3

- Other - TV

Question 4

Phoned or texted me.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

inside Ashland

October 7, 2020, 2:02 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

inside Ashland

October 7, 2020, 2:13 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 7, 2020, 2:18 PM

Question 1

- Yes

Question 2

- No

Question 3

- City Twitter Page
- Other - A friends Broadcastify app

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 4

A loud siren maybe. An alert in my phone.

Question 5

My neighbors call told me to leave the house. I didn't need to go on 99 and I heard it best not to because there was so much traffic.

Question 6

- Yes

Question 7

I got a call from a neighbor or and only had to go a mile where I could watch the movement of the fire.

Question 8

- Yes

Question 9

- Yes

Question 10

A neighbors call

Question 11

I don't know what would be best.

Question 12

No

Name not shown

inside Ashland

October 7, 2020, 2:26 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

Cable in our area was out from Tuesday afternoon until Friday, so we had no TV and no Internet, so two of the primary news services were unavailable. Radio stations were not providing any regular updates on the fire or evacuation. I have read that two stations were providing news, but in our attempts to learn more we did not find any radio station providing information. Our household remained on alert and ready to go. There are emergency alarms in the area, with speakers, because we have heard them for the dam evacuation tests. Maybe these could have been used to help.

Question 5

In these pandemic times it is difficult because people are staying close to home. One possibility would be to use the CERT phone tree, top down. Once the people at the bottom of the tree were informed, they could have provided information within neighborhoods. Sure, some people could be missed, but we could have a word-of-mouth information system when the normal broadcast avenues are incapacitated.

Question 6

- No

Question 7

N/A

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

We need a clear plan with clear directions. One thing was made very clear by the Alameda Fire: Main travel routes can be easily blocked by fire. Imagine if the fire had started south of Ashland and raced along route 99 and I-5. Then all exits from the city would have been blocked. There needs to be a plan to provide safety zones should it be impossible to evacuate the city or portions of it.

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 12

One alert text that we received said to tune to 1700 AM. Nothing was broadcast at that frequency. Provide more than one frequency for emergency information and make sure there is regularly provided information on the disaster.

No response

Question 12

No response

Name not available

October 7, 2020, 2:28 PM

Name not available

inside Ashland

October 7, 2020, 2:29 PM

Question 1

- Yes

Question 1

- Yes

Question 2

- Yes

Question 2

- No

Question 3

- City Website

Question 3

- Other - Riverstone Commons Facebook page.... not the city

Question 4

No response

Question 4

Notify with more info on Nixie ! Very little info was available.

Question 5

No response

Question 5

No response

Question 6

- No

Question 6

- No

Question 7

No response

Question 7

No response

Question 8

- No

Question 8

- Yes

Question 9

- No

Question 9

- No

Question 10

No response

Question 10

No response

Question 11

Question 11

Emergency Preparedness 2021

Emergency Preparedness 2021

Don't divert I-5 traffic N bound through Ashland..... just to have them turn around at Oak and go S on Main !
... that traffic clogged all Ashland roads. That was just wrong.

No response

Question 12

No response

Question 11

No response

Question 12

No response

Name not available

inside Ashland

October 7, 2020, 2:30 PM

Name not available

October 7, 2020, 2:30 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- City Website

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

Question 1

- Yes

Question 2

- No

Question 3

- Other - Did not know how to access;....just waited for more infor from Nixle.

Question 4

More frequent notifications and updates from Nixle.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

Emergency Preparedness 2021

Emergency Preparedness 2021

No response

Question 11

If told to evacuate, one should be told where to go and the best route to take.

Question 12

No response

Name not shown

inside Ashland

October 7, 2020, 2:32 PM

Question 1

- No

Question 2

- Other - not enrolled

Question 3

- Other - newspaper

Question 4

alert on my cell phone

Question 5

no

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

inside Ashland

October 7, 2020, 2:38 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

inside Ashland

October 7, 2020, 2:38 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

Radio transmission.

Our internet went out and our cell service at home is inadequate. We have a radio but could not find useful info being broadcast.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- Yes

Question 10

No internet service. We did not think we would receive notification if wind changed direction during the night so we left Ashland in the evening.

Question 11

No response

Question 12

No response

Name not shown

outside Ashland

October 7, 2020, 2:41 PM

Question 1

- No

Question 2

- Other - was not enrolled

Question 3

- Other - no access due to power outage

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

I saw that traffic at the only exit from Ashland Mine Rd, Fox St, & N. Main onto Hwy 99 was backed up in both directions and evac was not possible.

Question 8

- Yes

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 9

- No

Question 10

No response

Question 11

Keep traffic moving, and moving fast.

Question 12

The following streets are all dead ends and they all use one access point in and out to Hwy 99, just south of the railroad overpass. The access point is in Ashland city limits, but many of these streets extend to homes outside the city limits. I don't know how that affects evac and notice, but if a fire were to engulf the access point, everyone would be trapped and unable to evacuate. So, if fire is threatening the access point, shouldn't all these streets be evacuated before the access point is burning and everyone is trapped? The Alameda Fire evac zone came right up to the edge of Hwy 99 across the street from the access point and the real edge of the fire was not far off, yet none of these areas were evacuated even given the extreme danger to the access point. Someone needs to do some thinking on this issue and other situations like it.

N Main St
Fox St
Ashland Mine Rd
Cedar Way
Wildcat Ln
Norton St
Frank Hill Rd
McKenzie Canyon Rd
Patrick Ln

Name not available

inside Ashland

October 7, 2020, 2:46 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- Other - Facebook

Question 4

Make sure all businesses are on the alert system. I was at work in the south part of Ashland and found out in a timely manner only because a friend called when she saw the alert.

Question 5

phone, TV and radio alerts

Question 6

- Yes

Question 7

Leaving the neighborhood was not a problem. I was on the other side of town when I got the alert and I had a very hard time getting to my house on Michelle Ave to get my pets and important papers. Oak and Laurel streets were blocked off at Nevada so all outgoing traffic ended up converging on Helman where I was blocked from moving for quite a while.

Question 8

- Yes

Question 9

- Yes

Question 10

I was in an evacuation zone

Question 11

Use city volunteers to direct traffic during evacuations. If people had been allowed to exit the Billings Ranch and Quiet Village areas from Laurel, Helman and Oak Streets it would have been accomplished much quicker

Question 12

No response

Name not available

October 7, 2020, 2:56 PM

Question 1

Emergency Preparedness 2021

Emergency Preparedness 2021

• Yes

Question 2

• Yes

Question 3

• Nixle Alerts

Question 4

AM radio broadcast, emergency bulletin, needs a way to update quickly

Question 5

Can Nixle be automatically assigned to every number and have people opt out if they don't want it?

Question 6

• No

Question 7

NA

Question 8

• Yes

Question 9

• No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 7, 2020, 3:01 PM

Question 1

• Yes

Question 2

• No

Question 3

• Nixle Alerts
• City Website

Question 4

Given the interrelatedness of the communities through which the fire moved (residence, work site, education, childcare), it would be helpful for the City's announcements to keep us abreast of fire location, direction, speed, wind affect, evacuation levels in different parts of the area, traffic conditions on evacuation routes.

Question 5

There should be an established protocol for siren notices, church bell ringing or other non-media based warning signals.

Question 6

• No

Question 7

I did not leave the neighborhood because I could see the fire to the north and recognized that the winds were blowing it away from my location.

Question 8

• Yes

Question 9

• No

Question 10

No response

Question 11

When telling to evacuate, indicate which direction out of town (and possibly which exit) has least traffic at that time (e.g., go south, use Hersey and E. Main.if you live below the boulevard/N. Main, exit 14 to I-5). We also need to be told what roads are closed at what points.

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 12

We need evacuation routes identified for each section of town, and alternatives identified for safe(r) destinations to flee to - not just up and down I-5, but including potential places to the East if it is safe.

Name not available

inside Ashland

October 7, 2020, 3:03 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- Other - River stone commons Facebook page

Question 4

Continued Nixle alerts with info on status of I-5 as many people were trying to get home to Ashland. Also continued Nixle alerts about Talent and Phoenix Fire location and evacuations as we could have called friends and family to help get them out sooner

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Create emergency use only on ramps at Mountain and Clay or E Main so we are not limited to only 1 or 2 ways to leave on I-5

Question 12

I am most concerned about being able to evacuate if traffic from I-5 is allowed to exit into Ashland and clog up our streets.

Name not available

October 7, 2020, 3:11 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

Information on the direction and speed of fire movement. Many of us were in contact with people in Talent or Phoenix and could have helped to warn them.

Information on safe evacuation routes for those who have to evacuate, i.e., major road closures or blockages, etc.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

inside Ashland

October 7, 2020, 3:16 PM

Question 1

- Yes

Question 2

- Other - Not enough info in the beginning. Fine after the fire clearly moves to the north/west.

Question 3

- Nixle Alerts
- Other - nextdoor.com, Ch.10, radio

Question 4

I don't really know. Earlier information? I am elderly and live alone and was panicking.

Question 5

No. I do think I-5 should be closed at the CA border rather than directing vehicles to go through Ashland. I had no idea that if I tried to leave, there would be no way.

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 7, 2020, 3:20 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- Other - Note: I tried to find info on the city's website and its social media accounts, but updated information was not available. Residents had to rely on each other for crucial information.

Question 4

The City needs to use Nixle as well as multiple other alert systems to reach every resident who needs this information. Not every resident has a land line, or a cell phone, or internet access, or a social media account. There was no useful, updated information on the city's website during the incident, and the mayor's response was too late and of no use at all. The City needs to send updates and alerts constantly during an incident like this -- via Nixle, social media, local news and TV media, its website, AND its social media networks. Every resident needs access to information, which was lacking during this incident. We are very fortunate the fire did not head toward Ashland.

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 5

As noted above, the City needs to focus on every possible method of disseminating important information. It cannot assume we all have access to Nixle, or social media, etc. Many of us were stunned by the lack of information coming from the City during this incident. This is not a criticism of the city's first responders, however, all of whom did amazing work on September 8 and beyond. But the City administration did not communicate nearly enough information during this incident.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

It was helpful to hear through Nixle that evacuation was not necessary -- unfortunately, many residents did not get this information and were understandably panicked...particularly because they could all see that due to the rerouted traffic that jammed the roads in Ashland, there was no way to evacuate even if they had to.

Question 12

The residents of Ashland were very fortunate not to have been devastated by this fire, as the residents of Phoenix and Talent were. Dangerous fires will happen again, and Ashland needs to be prepared. Right now, a lot of Ashland residents do not feel safe living here, and many of us have been talking about moving. The City absolutely must step up and provide clear, efficient, and accessible emergency plans for its residents.

Name not available

October 7, 2020, 3:30 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Text people exactly what route to take.

Question 12

This isn't so much about communication, but has to do with preparedness. The vegetation on city property by the water treatment plant and along the creek from the dog park into town is ripe for wildfire fuel. That is an invitation to disaster. Should the winds have gone the other way, we would have been up a dry creek without a paddle. Please develop a plan, involving multiple sources of funding, to begin to address this situation.

Emergency Preparedness 2021

Emergency Preparedness 2021

Name not available

October 7, 2020, 3:42 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- Other - Pulse Point app as their notifications are way quicker than Nixle. Also word of mouth as I was unable to open any texts or emails from the City due to Spectrum being out and AT&T network overloaded. I was totally cut off from communication and updates.

Question 4

The alerts should have gone out right away like Pulse Point app does. I think Nixle alert regarding the fire was at least 45 minutes after Pulse Point. My house would be gone by then if the fire went the other way. Also, something needs to be done about internet service and communication. With Spectrum being out for several days and AT&T networks being overloaded, I had no means of checking any of the emails or links coming from Nixle or the City. If it wasn't for my friends staying with me after being evacuated and having a Verizon network, I would be totally clueless what was happening. Also, there should be a siren when something like that happens. Every other city I've lived in has one for tornado or other warnings. I heard this emergency system has been shut off as a budget cut several years ago. I can't even imagine what would have happened if the fire went the other way and me not having any information.

Question 5

I know I've received several notifications from Pulse Point about vegetation fires not far from my place and I never received any Nixle or city alerts. One of them being on Lithia Way last week but also the fire on Dead Indian Memorial Highway a month or so ago. It would be nice to receive something from the city saying it's not a concern instead of knowing about it, hearing the sirens going and waiting for any further instructions.

Question 6

- No

Question 7

I left my house after I received the fire alert from Pulse Point and it was less than a mile from my place. I had a doctor's appointment and I decided to take the dog with me as I was afraid to leave him at home not knowing what's going to happen. For the next couple of hours I had no clue if it was safe to return to my place until I received a Nixle alert that evacuation wasn't necessary for Ashland.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

I think it would be helpful to know what the evacuation routes are in Ashland. There are only two ways to access I-5 and if we had the fire between Main Street and I-5, then people would be totally cut off from the evacuation routes. It would be nice to know if there are any back roads through Siskiyou mountains that we can take in case we are cut off from I-5 and not able to go that way.

Question 12

No response

Name not available

inside Ashland

October 7, 2020, 3:53 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website

Question 4

Emergency Preparedness 2021

Emergency Preparedness 2021

Nixle notifications need to be quicker and more frequent, and contain more details.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Have personnel on the streets to direct traffic as orderly as possible. Provide an answer to this question: in households with more than one vehicle, should all vehicles evacuate, or only one?

Question 12

No response

Name not available

inside Ashland

October 7, 2020, 4:04 PM

Question 1

- No

Question 2

- Other - Not enrolled

Question 3

- Other - None

Question 4

1. Text messaging, 2. phone calls 3. City sirens or? Similar to Civil Defense warnings.

Question 5

Get volunteer "Block Wardens" to notify neighbors.

Question 6

- No

Question 7

Prepared to evacuate if required.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Establish and control evacuation routes.

Establish and post signs because Ashland has few major streets, lots of smaller two-lane roads and many neighborhoods with only 1 ingress/egress point for 25-100 residences. Once onto major streets there are very limited options to leave the Rogue Valley (I-5, OR-99) north or south, and OR-66 east with no viable options west. These are city, county, and state issues requiring a coordinated and integrated MASTER PLAN with clear lines of responsibility and communications strategies among agencies and to the citizens.

Control could be police at major intersections and TRAINED CITIZENS with vests, badges, and helmets to identify them as authorized to control traffic. Similar to Civil Defense ham-radio operators, etc.

Question 12

See above.

Emergency Preparedness 2021

Emergency Preparedness 2021

Name not available

inside Ashland

October 7, 2020, 4:08 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

We had no internet or TV during fire. Nexel informed us of fir evacuation level but the couldn't get info on extent of fire, when Interstate 5 opened, what was happening in other areas. We had a daughter stranded in Medford. Information on the radio would have helped. All we heard was to go to their website.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

inside Ashland

October 7, 2020, 4:16 PM

Question 1

- No

Question 2

- No

Question 3

- City Website
- City Facebook Page

Question 4

I didn't even know there was a system. I think residents should be more aware and know where to go in an evacuation.

Question 5

Maybe use the public transportation to help evacuate and update during transfers from the evacuation areas to safe places.

Question 6

- No

Question 7

I wasn't near home and was not notified.

Question 8

- Yes

Question 9

- Yes

Question 10

The smoke in the area and loss of power.

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 11

We could use more community emergency response members and more community meeting about emergency preparedness.

Question 12

No response

Name not available

inside Ashland

October 7, 2020, 4:18 PM

Question 1

- Yes

Question 2

- Other - Barely. It was hard to reconcile the blue sky in SE Ashland with what was going on so nearby.

Question 3

- Nixle Alerts

Question 4

I like the idea of reaching everyone with church bells. That is independent of electricity and phone lines/towers.

Question 5

Church bells. Whatever happened to the air raid sirens we used to have way back when?

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Have a plan that we all know for where to go, depending on where the fire is. Say, everyone from this area of town should take road X while another quadrant takes road Y.

Question 12

No response

Name not available

October 7, 2020, 4:48 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- Other - Tried once to listen in on 1700 FM for updates but it did not have current fire reports.

Question 4

I like Nixel but in a real fire event I would like it if when the text is received it would make the phone sound like it is important with a special noise, ring, honk or siren noise. It was too easy to ignore. I need something that will get my attention. Can Nixel do that?

Question 5

Frequent updates on text including a website to go to for updates. What if phones are down, do we have an outside loud emergency siren? What if both phone and internet are down (which happened to my neighbor who was on Spectrum) what alternative do we have? The radio station 1700 AM is so low power and quiet on my radio I could hardly hear it. A public exercise to listen to a message on 1700 would be good to see who can actually hear the station. Then use it for updates.

Question 6

- No

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Include evacuation plans in your Map Your Neighborhood through CERT in the neighborhoods.
in evacuation planning for neighborhoods that only have one way out the city could help them figure out an alternative exit. Ashland has 2 mobile home parks that each only have one exit. This and other neighborhoods would be impossible to get out of if only had minutes to leave.

Question 12

How to keep a mobile home as fireproof as possible. Landscaping with Firewise in mind is good but what else can be done. Fences between individual properties? Since this is where most homes were lost in the Alameda fire it would be good to look into this and share the knowledge.

Name not available

inside Ashland

October 7, 2020, 4:49 PM

Question 1

- No

Question 2

- Other - Was not registered

Question 3

- Other - No internet but radio in car. If staying in house, would have to have info on radio.

Question 4

Was not informed enough about warning system, so did not know about

Nixle until afterwards. After the fact we have apps on our phone now. It was hard to get info because the internet was out.

Question 5

More education, where to go if there is no power or internet. Our neighbors told us they had their bikes on their vehicles so in the case of a traffic jam, you could ride away, (conditions permitting).

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

If you can spare the person power, door to door may be necessary. Phone tree, important.

Question 12

No response

Name not available

October 7, 2020, 4:51 PM

Question 1

- Yes

Question 2

- Other - It was okay. Think it could have been better, more frequent.

Question 3

Emergency Preparedness 2021

Emergency Preparedness 2021

- Nixle Alerts
- City Facebook Page
- Other - Ashland Fire & Rescue FB page, Ashland Peeps (now Riverstone Commons) FB page

Question 4

I think overcommunicating would have been good. Once an hour at least, even if you're repeating the same information. I am signed up for all of the systems and I get multiple alerts on my landline, my business landline, my cell phone vm, my cell phone via text, and email. I realize these are different systems, not just Nixle. But it all seems sporadic, and I realize that's because the fire moved fast, we were very short staffed and people didn't know what was going on. We will have another emergency like this, this was a warning. We need to be much better prepared for the next one so we don't end up with the same devastation and an even bigger loss of life. Also I was disappointed in the lack of communication from the mayor and City Council during the first few days of the fire. Where were they?

Question 5

Make Nixle county wide, where you still get alerts specific to your zipcode, but alerts regarding major events like fires to the entire county. Make Nixle sign-ups automatic. Maybe when you sign up for electricity/water you also get signed up for Nixle so anyone new to the area gets signed up. Train multiple people to access the communication system. Have someone during an emergency who is dedicated to communication as their main and primary focus. With all hands at the fire, fighting the fire, communication wasn't great. Use both autocalls, texts, emails and posting on the internet. Some people lost internet, some lost phone, we need to do a blast using all forms of communication in the hopes that something will get through.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

I think there needs to be a high amount of training and education about evacuation plans proactively now before the next emergency. What to do, where to do. People want a siren to go off not realizing that evacuating 25,000 people at once would be a nightmare. Recommend we have evacuation "drills" for each neighborhoods. I believe one neighborhood did one a year or 2 ago. Each neighborhood should participate in one, my guess is that everyone would sign up for it now. More education about the Ready, Set, Go levels. Should there be more people trained in traffic management during an evacuation? Those individuals would be "called up" to help manage evacuations flagging drivers at main points throughout town on where to do, if it's okay to drive the wrong direction on a street, etc. Request that ODOT does not change the I-5 to one lane during the height of fire season and plan for what will happen if the 5 does shut down so drivers and the big rigs are not funneled thru Ashland bringing traffic to a dead stop. Consider eliminating the "road diet" in Ashland so that there is 4 lanes going north out of town.

Question 12

Thank you to the Ashland Fire Dept, the county, Talent, Phoenix and Medford fire departments, the police and Sheriffs Dept's, for all you did to fight this fire, save so many lives, and the homes and business you were able to save. I am very grateful for all that you did, it could have been so much worse. Thank you from the bottom of my heart for running to the danger and working insane hours.

Name not available

October 7, 2020, 4:55 PM

Question 1

- Yes

Question 2

- Other - would have appreciated more frequent updates

Question 3

- Nixle Alerts
- Other - Texting with friends

Question 4

Local radio station (like JPR) should have had the most up to date information and repeated it over and over. Instead they were playing Jazz.

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 5

From hearing from friends in Talent at the time of an emergency when the officers/deputies went from door to door I think having a car with a megaphone announcing WHAT was going on would have helped with greater preparation and awareness to get out.

Sirens. We don't have a TV so were not aware of what was going on. When I was growing up there was a noon siren at the fire department. If the siren went off we knew there was an emergency.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Not sure, but the roads were packed (I walked to the corner of Main and Mountain). I would have panicked if I had to sit in a car not knowing which was the best route out.

Question 12

No response

Name not available

October 7, 2020, 5:17 PM

Question 1

- Yes

Question 2

- No

Question 3

- City Facebook Page

Question 4

I was signed up with nixel and received no notification. Cell service is spotty where I live. So relying on a text service is dangerous. However the city could have called or sounded the siren. An automated call could have had 3 opportunities to alert my home(roommates) to a need to evacuate. The siren could have gotten my attention.

I could find next to no information on containment. A dedicated source that isnt dependent on cell service would have been helpful in the following days.

Question 5

Text as the primary means of communication is inherently flawed. I'm from so cal, my home town is surrounded by fire just about every year. I've never been through a fire that was so poorly handled. An emergency automated call would be life saving. More transparent and informed reporting would be amazing.

Question 6

- Yes

Question 7

There is only one way out of ashland mine rd. My area didnt evacuate. However I was advised to by our property management company.

The traffic kept us stuck on ashland mine rd for about 15 minutes. If our entire neighborhood decided to evacuate we could have been trapt. Ashland mine roads ability to evacuate needs to be addressed. One way in one way out is a death sentence.

Question 8

- Yes

Question 9

- Yes

Question 10

I recieved an email from our property management company who we rent through advising us to evacuate. Not recieving notices from nixel and finding next to no active information on evacuations while watching the fire getting closer and closer to our home prompted our evacuation.

Question 11

Emergency Preparedness 2021

Emergency Preparedness 2021

Ashland mine rd and areas with similar problems need more roads to exit from.

The city needs a clearer way to communicate during emergencies that aren't reliant on cell towers. Not everyone has a cell phone, not everywhere has service.

Question 12

No response

Name not available

inside Ashland

October 7, 2020, 5:27 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - no cable, no internet, spotty phone. some fire dept scanner

Question 4

There needs to be a radio station or place where we can tune in when we have no internet or phone service. And everyone needs to know about this. Maybe once a week during fire season, reminders where we can get current information, and where to access freeway, and if roads are backed up with traffic. We feel as if we are on our own.

Question 5

No response

Question 6

- No

Question 7

na

Question 8

- Yes

Question 9

- No

Question 10

I am a firewise leader and sent out an email to my group, saying we were told to stay in place and that we need to listen to that. So I think no one in the woodland group evacuated. Some of my people were panicking because they couldn't get current information.

Question 11

I think there is a big problem where the evacuation map simply shows everyone to get down to Siskiyou. This is really bad. People need to know where to go if they can't get to the freeway, yes, we all know to get to Siskiyou. We need to be able to get out of here so we don't end up trapped in a line of cars on our main streets. We need a map of backroads to get out of here and we need a couple more accesses to the Freeway, maybe Mt. Ave and another. People are freaked out about being in another Paradise.

Question 12

I also think people need specific information about what is going on: where the fire started, where it is heading and how quickly, and which way they need to go when they leave their homes. Also, how likely a neighborhood is going to have to evacuate. We are packed and ready, just give us current information. I think not knowing is really scary for folks.

inside Ashland

October 7, 2020, 5:39 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Other - I sought out information from neighbors, friends, and Facebook

Question 4

The language in the alerts was vague - "considering" evacuation seemed inappropriate language for the circumstances. Stronger, more specific messaging would have been helpful.

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 5

CERT seems a likely group to coordinate with

Question 6

- Yes

Question 7

No response

Question 8

- Yes

Question 9

- Yes

Question 10

I live at the corner of Alameda and Perozzi. It was clearly time to leave.

Question 11

Coordinate with CERT

Question 12

I would like to see the CERT volunteers coordinated with the city to be helpful at times when their skills and preparation are much needed.

Name not available

October 7, 2020, 5:41 PM

Question 1

- Yes

Question 2

- Other - Not immediately, but it got better.

Question 3

- Nixle Alerts
- Other - Asante sent uodates

Question 4

1) Brief Evacuation level information more often, with maps, and what

direction to go in or not go in.

2) Estimate of when roads may open and for how long.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

I was stuck at working at the hospital and brought my things in case I couldn't go home, but I did not stay anywhere.

Question 11

No response

Question 12

No response

Name not available

October 7, 2020, 6:02 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 4

Define evacuation routes
Control traffic, more one way streets away from fire

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 7, 2020, 6:10 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

It worked okay at our address, with our carrier, on our phones - so I suppose no improvement in this narrow instance is needed.

Question 5

If electronic notification is all the city is relying on, that might be a vulnerability. What else is available? Sirens or something similar? What did cities use before smartphones and text alerts? Whatever happened to the Emergency Broadcast System that they used to test on our televisions. That got your attention!

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- Yes

Question 10

There was a prediction that the winds would change direction. If that happened, we might be at risk. We decided on a time limit and when it was clear that the winds were not shifting, we decided to shelter at home and deal with the smoke. We decided to evacuate, but didn't.

Question 11

We were at level one and had anticipated level two. We were prepared to load our pets and drive away if the winds had increased, changed direction. Maybe we were wrong to think of evacuation before the official alert. Better safe than sorry or does this thinking make the roads too crowded? I have no idea...

Question 12

All the members of this household were at home. We are retired. We have WIFI and smartphones and know how to search for information. If a person can't check these boxes, i.e., you don't have internet, or cable or you are elderly or otherwise vulnerable, then there needs to be a way to inform these people. Neighbors?

Emergency Preparedness 2021

Emergency Preparedness 2021

Name not available

October 7, 2020, 6:18 PM

Question 1

- No

Question 2

- Other - It was no better than ok

Question 3

- Nixle Alerts
- City Website

Question 4

You had to be aware of the risk to seek these resources but the news of the risk came from neighbors not the city.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

inside Ashland

October 7, 2020, 6:27 PM

Question 1

- Yes

Question 2

- Other - What happened for us is that our internet failed and with that our landline. We lost touch with communciations and it took a couple of days to figure out how to get information.

Question 3

- Nixle Alerts

Question 4

First, taking time to collect feedback now is appreciated. I think that going forward we need to proactively (require?) fire education. Mandatory. Including that residents need to understand that it may endanger others' lives to to leave home until notified to evacuate. Re: Alameda: An immediate call that a fire is active and with winds sustained and extreme conditions, everyone needs to be alert to onoging developments. Give specific ways to get info - TV News, phone number to call, FB page, etc. Repeat the phone updates every hour during immediate emergency of this kind.

Question 5

we value everyone's efforts. the first responders are our heroes forever. you all saved countless lives and showed incredible bravery. we do not have the words to express the admiration we have in our hearts. these comments are not meant as any criticism, only an attempt to learn as this danger remains in our communitiy. may you all take good care to heal from the trauma of this devastation.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

Emergency Preparedness 2021

Emergency Preparedness 2021

- No

Question 10

No response

Question 11

As a community we need to review and fine tune the community evacuation process - at least annually. CERT teams need to mobilize emergency response since fire crews were on site battling the blaze and getting folks out of immediate danger. It could have helped if CERT teams had come door to door to help quell anxiety and uncertainty, maybe once daily during first several days. An update from our local fire chief to community, at least within first 24 hours - sooner is better - maybe through CERT, would have been helpful, even though it was a nightmare. Annually clarify process of how to communicate with residents. Clarify how residents can help. Clarify resources for those alone, needing support, how to get help. Just figure out how residents are involved, with education, how we all become first responders, be active about this.

Question 12

No response

Name not available

inside Ashland

October 7, 2020, 6:41 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

Please do not block our evacuation route by rerouting traffic through Ashland during a wildfire... this was horrific! More notifications on road closures, fire updates etc

Question 5

We need drills and clear evac routes . Also never reroute traffic through Ashland during high fire danger weather. I would prefer a law to be passed

saying that this will never happen again. Our safety was clearly not your first concern.

Question 6

- No

Question 7

Traffic jam on Siskiyou

Question 8

- Yes

Question 9

- Yes

Question 10

Traffic issues and high fire danger

Question 11

No response

Question 12

Please shut off power during these red flag East wind weather events.

Also please do not restrict water during height of fire season. Obviously water needs to be managed better during rest of year... really hope these suggestions are taken seriously and systems are improved soon. Thanks.

inside Ashland

October 7, 2020, 6:45 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- City Website

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

My biggest challenge getting ready (I was never at Level 3) was determining appropriate evacuation route. I was able to tentatively plan a route based on the wind direction (from my weather app) and the initial fire location (from city notification, I think). I'm not sure the City could have helped me in light of the huge impact of the fire on I-5 and traffic re-routing subsequently impacting traffic in Ashland.

Question 12

Having been through Ashland CERT training helped me understand and comply with notifications, feel prepared and easily get ready to evacuate, and work out a plan for evacuation - thank you for supporting a community CERT program! I think it's very important.

Name not available

October 7, 2020, 6:58 PM

Question 1

- Yes

Question 2

- Other - Somewhat

Question 3

- Nixle Alerts

Question 4

More complete info on traffic issues rebated to Alameda fire

Question 5

I'm concerned about relying solely on txt messages as cellphones are not always immediately available 24/7

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

My current Ashland residence is located in a housing complex in an area with many complexes, a mobile home community, duplexes and single homes all reliant on a single main road for evacuation

Question 12

No response

Name not available

October 7, 2020, 7:17 PM

Question 1

- Yes

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 2

- No

Question 3

- Nixle Alerts

Question 4

Quicker notification, especially of evacuation levels, water curtailment, and roads closed.

Question 5

Is it possible to do an amber alert type thing that is not opt-in like Nixle?

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Clearer notification of which neighborhoods need to evacuate and different evacuation levels for each neighborhood.

Question 12

I live in central Ashland, and I got the nixle alert of the Alameda fire while at work. 2-3 hours later as I left work, I walked across Siskiyou to get home and it was packed with cars towing jet skis, boats, RVs, and other non-essential items from South Ashland, the complete opposite area of where the fire was. This clogged the roadways for people who actually needed to evacuate.

outside Ashland

October 7, 2020, 7:57 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Emergency Preparedness 2021

Emergency Preparedness 2021

inside Ashland

October 7, 2020, 7:59 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

Accurate updates in a timely manner. Including geographic details of fire progress.

Question 5

My best info came from police scanners. Alert need to be that up to date.

Question 6

- No

Question 7

We self- evacuated because we had no reliable info from the city.

Question 8

- Yes

Question 9

- Yes

Question 10

When we heard fire was a half mile away and town was gridlocked due to bad traffic judgement by OSP.

Question 11

More forward thinking; better traffic control MILES back on I-5 from crisis zone; stronger Evac planning in advance; better communication.

Question 12

Control of I-5 plan.

Name not available

October 7, 2020, 8:08 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- Other - TV

Question 4

Could be improved by sending evacuation recommendations to be followed if various scenarios unfolded, making it clear to people in specific areas of town how to relocate safely. More detailed information would also have been helpful beyond knowing that there was or was not a level 2 evacuation level.

Question 5

I did a little research during the fire and found several ideas that other cities have employed to what seems like good effect. First, have both police, fire workers, and perhaps a volunteer corps of citizens available to use HiLo sirens for specific neighborhoods under specific conditions. This requires no phone service, no internet, no TV, etc. It's loud sound in the air. On the east coast, I believe, four or five small towns joined forces to set up communication systems, share resources, etc. and educate the population. The Ashland Is Ready booklet is not sufficient education for Ashland residents. More emphasis on public education on an annual basis makes a lot of sense.

Question 6

- No

Question 7

No response

Question 8

- Yes

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 9

- No

Question 10

No response

Question 11

You need to publish a variety of evacuation plans for a variety of conditions. There's just no way around that. Every household and business should have some published version, whether on paper or digital, certainly on the city website. This is as big a deal for this town as the Shakespeare Theater. Fire is an annual threat. People were so frightened and stressed out. Making people feel safe necessarily requires communication, regularly, so no one is left in the dark. Having just one person making a decision as to who to tell about what when in a possible disaster scenario is not acceptable, even grossly irresponsible in my personal view. Maybe some young people at the university could be challenged to create an app for current information on roadways, etc.

Question 12

We've only lived here for about six blessed years. I guess I was just kind of shocked that more effort and creative intelligence have not been put into this over all the years.

Name not available

inside Ashland

October 7, 2020, 8:14 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - News and friend with ham radio

Question 4

Have working Nextel, emergency broadcast system and news reporter contacts

Question 5

Mass phone call system to signed up citizens. Have old reports removed

from phone systems so 9 days post fire not old evacuation alerts!!

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Have all citizens emailed possible evacuation routes to help jams on major roads

Question 12

Yes. Get fire, emergency planners... together NOW to plan for future especially to have other towns and states to send immediate aid!

Name not available

October 7, 2020, 8:20 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Other - scanner app

Question 4

Used the ABS emergency system

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 7, 2020, 8:38 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - In person.

Question 4

By making far better use of existing resources: JPR, the city emergency sirens that are supposedly to be used in case of a flood (dam burst) emergency event, police megaphone announcements throughout

neighborhoods.

Question 5

No response

Question 6

- No

Question 7

We were left on our own.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

ELIMINATE THE RIDICULOUSLY STUPID ROAD DIET ON NORTH MAIN STREET THAT CONTRIBUTED TO THE IMPOSSIBLE TRAFFIC BACK UP!!

Question 12

No response

Name not available

October 7, 2020, 8:38 PM

Question 1

- No

Question 2

- No

Question 3

- City Website

Question 4

Emergency Preparedness 2021

Emergency Preparedness 2021

bullhorns, use cert system, something like amber alerts

Question 5

i hope this helps us be more prepared in the future

Question 6

- No

Question 7

did not leave

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

it just happened so fast. maybe emergency equipment - bullhorns, signage to route people on pods throughout town locked up but easily accessible

Name not available

inside Ashland

October 7, 2020, 8:47 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

- City Website
- City Twitter Page

Question 4

Link to more specific information from the nixle alerts. Keep an updated status web page on the city web site with current facts.

Question 5

No response

Question 6

- No

Question 7

(I was not in a Level 3 area, but this survey required me to answer this question which was not applicable to me)

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Communicate well-defined evacuation areas and direction of travel. Have rapid-response traffic control methods to reduce congestion.

Question 12

No response

Name not available

October 7, 2020, 8:52 PM

Question 1

- Yes

Question 2

Emergency Preparedness 2021

Emergency Preparedness 2021

- Yes

Question 3

- Nixle Alerts
- City Facebook Page

Question 4

Explained the progression of the fire up the valley. Where the fire actually was. Evacuation notice without reason given is less powerful.

Question 5

Would have been good to know when/how atalent and Phoenix were affected as family and friends are in the area. Let us know where to evacuate to or even what direction.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Bolster the CERT program and encourage members to do Map your Neighborhood programs.

Question 12

No response

inside Ashland
October 7, 2020, 9:20 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - Afr dispatch over HAM radio

Question 4

More timely alerts

Question 5

Test Nixle periodically to be sure it works

Question 6

- No

Question 7

The roads were clogged, evacuation would be very difficult

Question 8

- Yes

Question 9

- No

Question 10

We were going to evac at level 2. Our home was at level 1 through out the fire

Question 11

Stagger evacuation response by neighborhood so everyone is not clogging the roadways at the same time

Question 12

Alerts should include text, email, telephone. Again it should be tested on a regular basis to make sure it works. Also, perhaps the City of Ashland should consider training Citizen Firefighters for more man power in a disaster.

Emergency Preparedness 2021

Emergency Preparedness 2021

Name not available

October 7, 2020, 9:23 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

Road closure information would have been helpful in case of need of evacuation.

Question 5

No response

Question 6

- No

Question 7

We are on N Main across from the Billings Farm. We were worried that we would have to evacuate and got ready to do so just in case, but the traffic on N Main leaving Ashland got incredibly backed up - lots of it you could tell was freeway traffic seeing all the out of state license plates. We could of gone up Scofield rather than N Main to get out, but it does make one think about what would happen if the fire was coming from another direction and N Main was the only way out to evacuate. At one point we also had a huge string of cars coming down Scofield - again hwy travelers trying to find another way out of town and onto the freeway.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Nixle alerts about what roads are open - and which are impassable. People were traveling all the way down N Main only to have to turn around at the bottom of the hill by Dutch Bro's and Butler Ford and head back into town.

Question 12

No response

Name not available

October 7, 2020, 9:32 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - Sabena Vaughan's Facebook group Riverstone Commons

Question 4

More frequent updates on fire direction, potential effects on various neighborhoods, directions about which neighborhoods should stay put and shelter in place.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- Yes

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 10

No internet. Needed it for remote college for son and remote work for spouse.

Question 11

No response

Question 12

No response

Name not shown

inside Ashland

October 7, 2020, 9:40 PM

Question 1

- No

Question 2

- No

Question 3

- Other - neighbors

Question 4

No response

Question 5

Prior to the Alameda drive fire, a detailed road evacuation plan was not completed. A natural negative event in the Rogue Valley requires this plan. There are limited valley exits. Only a comprehensive road plan will help, though still a challenge clearly. The plan needs to be valley wide, not by town or county.

Question 6

- Yes

Question 7

It was cancelled prior to departure.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

see road evacuation thoughts above

Question 12

No response

Name not available

inside Ashland

October 7, 2020, 9:43 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- Other - KRDV alerts -

Question 4

I was really disappointed that JPR did not give up to date information. The Nixie alerts should go to both TV and radio where people look to get more detailed information. I had my alerts turned off (not anymore) but my husband received an alert from channel 12 news. He was on his bike in Jacksonville and called me.

Question 5

Early communication is helpful. Asking neighbors to check on neighbors and get ready to go may cause some panic but I believe in the long run is safer.

Also, there should be a way to access I 5 from Mountain St in an emergency. It doesn't need to be a paved entrance but one that could be opened for either north or south bound emergency evacuation

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 6

- No

Question 7

East Main was jammed with traffic diverted from the freeway. If the winds changed direction it would have been a disaster.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Activating CERT team members to check on and notify neighbors of pending or actual alerts seem reasonable. Also, as I said, emergency entrance to I-5 off Mountain and maybe even Oak street would help reduce traffic through town. There is a private road off Pilot Rd that goes through the cemetery to East Main - it seems worth while to explore the possibility of a contract with the people who own that road to open it in an emergency to evacuate people from that side of the freeway to East main.

The neighborhood surrounding Kestrel Park is growing and with SkyLark and Mountain Meadows evacuation could be a real challenge. A ramp to the southbound freeway would divert all those people without the need to go through town.

Question 12

In the event that I 5 needs to close, as it was for a time during the Alameda fire, we have to explore alternate routes out of town. Also, traffic leaving the freeway compounds the problem. Before allowing traffic through, routes need to be thought through carefully, and there has to be adequate police capacity for traffic control. If drivers, especially large trucks, detour without adequate directions, or rely on navigation systems it compounds the problem.

Name not shown

inside Ashland

October 7, 2020, 10:10 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- Other - Internet was down

Question 4

We should have been informed about the severity of the fire within 10 to 12 minutes. Not 28 minutes afterwards in a vague message. And there should have been clear instructions. And evacuating only two blocks worth was life-threateningly irresponsible towards thousands of us. Had the winds changed directions, with no notification at all yet, and no clear evacuation routes. And most evacuation routes closed down. And trucks coming INTO town! That was a recipe for 10,000 to 20,000 of us to be dead had the winds changed.

Question 5

Get an alert system that reaches everybody without question, with one clear source of VERY CLEAR information and much more advanced warning. Nixle, even if it had not failed in dozens of ways, is nowhere near enough to save everyone. And what are the evacuation routes? For which neighborhoods. As far as I'm aware, there was no intelligent planning prior to this. And no education to citizens about what the evacuation routes should be.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- Yes

Question 10

The eventual realization that my government did not have any thoughtful plans to protect us. The fact that I never learned the severity of the fire

Emergency Preparedness 2021

Emergency Preparedness 2021

right nearby me until it had been burning for 28 minutes. And even that communication had NO INFORMATION WHATSOEVER about the risk or the severity of the fire. A fire which - if the winds had shifted - would have easily killed me and my best friends and neighbors and our pets.

Question 11

Get something thoughtful enough in place ASAP. And then, start over. Gather feedback about all of the countless failures of Nixle. Definitely replace the person(s) responsible for delaying, and for writing those Nixle alerts. Set up an actual alert system that does not rely on cell phone fixation. Work in a siren system and neighborhood megaphones or captains or something far more than we have now. Set up an actual evacuation plan. Increase the evacuation routes. Include routes that don't rely on I-5 and Hwy 99 as we see now these will very likely be shut down. Use maps that actually include street names. Use maps with color coding. Educate everyone in great detail about your alert system and about the evacuation routes.

Question 12

This was an utter and complete failure. Those who claim it was a success in Ashland only because the wind blew the fire out of town are profoundly wrong, irresponsible, self-serving, and extremely dangerous - and they must be removed.

Name not shown

inside Ashland

October 7, 2020, 10:11 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

If evacuation from my neighborhood had been required, I would have appreciated data about which direction to go (north or south) and via what city and county roads and 99 or I5.

Question 5

I don't know which radio station to listen to or website that would give up-

to-the-minute information to make for as smooth and safe evacuation possible.

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

I'm sorry I don't have any at this time. I think access to immediate road and other conditions is essential if we are each going to have to decide what is the wisest choice for evacuation route.

Question 12

No response

Name not available

inside Ashland

October 7, 2020, 11:51 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

Emergency Preparedness 2021

Emergency Preparedness 2021

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Never allow freeway traffic routes thru downtown

Question 12

No response

Name not available

October 7, 2020, 11:52 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - Riverstone Commons on Facebook

Question 4

Incorporate Amateu nor Radio Relay League civil defense network (ham

radio operators).

Question 5

No response

Question 6

- No

Question 7

I got out quick and drove to Medford like a bat out of hell!

Question 8

- No

Question 9

- Yes

Question 10

My landlord banged on my door and said to leave right then. I was all ready.

Question 11

Get rid of the center "island" on 99 where N. Main turns uphill. It could cause a bottleneck in an evacuation. Have water dept. move their sign to the side of the road. I wish you could remove the road diet. Too much like Paradise's 1 lane traffic horror. Additionally, halt traffic on I-5 at Calif/Oregon border in emergency.

Question 12

The powers to be need to be more transparent.

Name not available

October 7, 2020, 11:57 PM

Question 1

- Unsure

Question 2

- Yes

Question 3

Emergency Preparedness 2021

Emergency Preparedness 2021

- Nixle Alerts
- Other - Local TV station news flashes/reports.

Question 4

Perhaps more frequent notifications. Although I think the city did a good job in keeping citizens (enrolled in NIXLE) informed during the fire's progress.

Question 5

For me, telephone alerts are best because I don't "live" on my laptop and my phone doesn't receive text messages. The phone ringing and voicemail always get my attention!

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

First of all, I've never been notified of the available evacuation routes. While I realize that evacuation of residential areas of a community during an emergency always poses unique challenges because of the many variables, including the type of emergency, time of day, weather, or other conditions, impact traffic flow during an emergency, nevertheless the public should be made aware in advance of what are the major evacuation routes out of town depending on what section of Ashland you are in at the time evacuation is called for. How can we citizens be made more aware of these routes? This was on my mind during the fire, and especially as it grew dark and I lay in bed in a state of high anxiety! I had already been informed (by radio and TV news) that both the Expo Center and Ashland Middle School were filled. And since I-5 and 99 were closed, you couldn't even get over to the Expo from Ashland. Now that I think of it again, it brings back a lot of the fear and anxiety I experienced late that night as I heard fire engine wails and the wind continued to blow! Which way would we go if we had to evacuate? I finally figured we would try to get on I-5

southbound (we live at the south end of town near Shop N'Kart) and head toward Yreka, CA, or take either Indian Memorial Rd. or Hwy. 66 East toward Klamath Falls. So, my two big concerns are: Why did the Middle School evac center fill up so fast -- even before an Evacuation Level 3 (GO) order had been issued for the entire city? and, why aren't there more evacuation centers in Ashland?

Question 12

Three Questions/Concerns:

- 1) Since the Middle School evacuation center filled up so quickly on Sept. 8, why aren't there more evacuation centers in Ashland?
- 2) A plan needs to be developed regarding evacuation routes out of town and places to evacuate to. Once the plan is developed it needs to be fully explained to the residents, and the evacuation routes need to be made very clear to the public. (I see Evacuation Route signs around the city, but have no idea where they lead to, etc.)
- 3) A plan needs to be developed to identify accessible places/centers outside the city that residents can safely evacuate to in order to find shelter or set up tents, etc...

Name not shown

inside Ashland

October 7, 2020, 11:59 PM

Question 1

- Unsure

Question 2

- Yes

Question 3

- Nixle Alerts
- Other - Local TV station news flashes/reports.

Question 4

Perhaps more frequent notifications. Although I think the city did a good job in keeping citizens (enrolled in NIXLE) informed during the fire's progress.

Question 5

For me, telephone alerts are best because I don't "live" on my laptop and my phone doesn't receive text messages. The phone ringing and voicemail always get my attention!

Question 6

Emergency Preparedness 2021

Emergency Preparedness 2021

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

First of all, I've never been notified of the available evacuation routes. While I realize that evacuation of residential areas of a community during an emergency always poses unique challenges because of the many variables, including the type of emergency, time of day, weather, or other conditions, impact traffic flow during an emergency, nevertheless the public should be made aware in advance of what are the major evacuation routes out of town depending on what section of Ashland you are in at the time evacuation is called for. How can we citizens be made more aware of these routes? This was on my mind during the fire, and especially as it grew dark and I lay in bed in a state of high anxiety! I had already been informed (by radio and TV news) that both the Expo Center and Ashland Middle School were filled. And since I-5 and 99 were closed, you couldn't even get over to the Expo from Ashland. Now that I think of it again, it brings back a lot of the fear and anxiety I experienced late that night as I heard fire engine wails and the wind continued to blow! Which way would we go if we had to evacuate? I finally figured we would try to get on I-5 southbound (we live at the south end of town near Shop N'Kart) and head toward Yreka, CA, or take either Indian Memorial Rd. or Hwy. 66 East toward Klamath Falls. So, my two big concerns are: Why did the Middle School evac center fill up so fast -- even before an Evacuation Level 3 (GO) order had been issued for the entire city? and, why aren't there more evacuation centers in Ashland?

Question 12

Three Questions/Concerns:

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3) A plan needs to be developed to identify accessible places/centers outside the city that residents can safely evacuate to in order to find shelter or set up tents, etc...

Name not shown

outside Ashland

October 8, 2020, 2:32 AM

Question 1

- Yes

Question 2

- No

Question 3

- Other - thru the scanners & via what was being said on the tv/ radio(mostly scanners & what was happening in general around me & my area

Question 4

have used the police in a better presence (actually going into areas & notifying them & checking the area better (same goes for the county sheriffs) for a senior citizen with disability without transportation in my park was left behind, (despite calling both & was told a sheriff was gonna be coming back around that area shortly , which never happened) for all that happened was a once drive thru announcement also possibly using the flood warning siren as a notice that a major disaster is upon us..as well as setting up a phone system (non cell) to notify people as well for not everyone has a cell (senior citizen) & for those without either..

Question 5

Aww my statement from above..

Question 6

- No

Question 7

it was useless by the time I was made aware of what was happening (no notice until way later & was more aware of it via the fire trucks in area as well as helicopters), traffic was bottleneck with limited areas to go.. with better ample notice would have been able to get away better & faster..

Question 8

- Yes

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 9

- No

Question 10

for by the time was told & able to all roads around me were closed/ blocked off & fire was all around my place (was just very lucky that the fire jumped over my area unlike many others)

Question 11

ample notice of a disaster happening & a better plan developed all around for both the citizens of the area as well as the local police & road crews & to have to get people to safety, & to check upon those who are disabled/ old in certain areas to make sure that they're notified & checked upon .. & all around better alert system in place to notify people..

Question 12

No response

Name not available

October 8, 2020, 5:16 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

providing clearer idea of which areas were less/not at risk -- to avoid unnecessary panic and premature evacuations. more Nixle messages than fewer would have been better.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

when I-5 was closed north of Ashland, I understand that traffic coming from Siskiyou Pass was routed thru downtown Ashland, clogged our few roads and make evacuating residents dangerous. coordinate w/ ODOT to keep traffic from entering a dangerous area & likely evacuation zone. I'm a member of Ashland CERT -- we were not activated to help with evacuation traffic control (many of us have had road safety course w/ ODOT). more public awareness campaigns, not only about signing up for Nixle but also general preparedness so that people know what to pack before an evac. unfortunately, these proactive measures have been cut from budget recently.

Question 12

my sister-in-law at Mountain Meadows was advised to evacuate; we suggested she come to our house since we were apparently out of the path of the fire. a normal 5 minute drive took a lot longer due to the congestion in downtown.

Name not shown

inside Ashland

October 8, 2020, 5:22 AM

Question 1

- No

Question 2

- No

Question 3

- Nixle Alerts

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

It was scary to see bumper to bumper traffic on East Main coming off of I 5. We couldn't have evacuated if we had needed to from Fordyce.

Question 12

No response

Name not shown

inside Ashland

October 8, 2020, 5:39 AM

Question 1

- Yes

Question 2

- Other - We evacuated early while watching flames half a mile away but never had any "Get Set" or "Go" alerts. Traffic on 99 near Jackson Road (our only egress) was crazy clogged with people taking pictures!! No crowd control.

Question 3

- Nixle Alerts
- City Website
- Other - Come on, seriously, no one updates the City Twitter page!:rolling_eyes:

Question 4

We evacuated from N Main extension below Ashland Mine Road, and went to the South end of town. Our neighborhood was never formally evacuated, but was in the early evacuation zone on the internet page, so we left when we saw flames across the street! We went to the south end of town, and had to wait through all of the I5 traffic crawling through town for SIX HOURS before we could get home. Then a city worker wouldn't let us get back on Main St even though we had ID with our address and it was no longer in the official Go zone!!! That sucked. That needs to be fixed.

Question 5

The early stages of the fire were crazy. The fact that the helicopters were already on Billings Ranch when I got home to check our situation showed how fast that fire was moving! It would have been a lot SAFER TO just shut down the freeway for 4 hours so residents could get out and get to safe spots.

Question 6

- No

Question 7

We were never officially evacuated, but a sheriffs car came halfway up the street and turned around while we and our neighbors were packing up. Traffic on 99 was clogged with people diverting from I5. I5 should have been SHUT DOWN! That was insane watching 6 hours of traffic crawl through town...

Question 8

- Yes

Question 9

- Yes

Question 10

Seeing the smoke and flames right across the street from our house!

Question 11

Close I5 if the fire is close to town. I5 traffic was more of a hazard than

Emergency Preparedness 2021

Emergency Preparedness 2021

anything besides the fire!

Question 12

No response

Name not available

October 8, 2020, 7:17 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

More communications in regards to the evacuation routes, and also where to shelter. The messages were to be ready to evacuate but not to how and where to. That caused a huge level of anxiety.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

Where are the evacuation routes and then where do you go? A neighbor with a child tried to evacuate on the Tuesday but was turned away and told to go back home. For 8 days we lived inside watching channel 9 to try to gather information on where to go. Finally we learnt about the expo in medford but by the FOTAS Facebook page!

Question 12

No response

inside Ashland

October 8, 2020, 7:30 AM

Question 1

- Yes

Question 2

- Other - Evacuation notice should specify direction.

Question 3

- Nixle Alerts

Question 4

- 1) Informal neighborhood names should be supplemented with street names or other landmarks. Quiet Village means different things to different people.
- 2) Evacuation notice should specify direction.
- 3) Freeway exit closure notices should also specify which ones remain open.
- 4) If possible notice should include direction fire is moving due to strong wind.
- 5) Avoid confusion caused by Jackson County countermanding Ashland evacuation notice.
- 6) Consideration should be given to phone alerts for those who are not enrolled.
- 7) A designated local radio station should cover the emergency. Internet only is not reliable.

Question 5

No response

Question 6

Emergency Preparedness 2021

Emergency Preparedness 2021

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

If possible police response should include measures to prevent trucks from exacerbating congestion.

During fire season residents should be periodically reminded to keep vehicles fueled.

Question 12

No response

Name not available

inside Ashland

October 8, 2020, 7:38 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

Access TV/Radio through emergency interruption of broadcasts.

Question 5

Need to use a siren to alert everyone immediately that there is a pending disaster/fire with a broadcast for people to check their TV/Radio for further information (see answer to question above).

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Need to go to every neighborhood to discuss/map evacuation routes. Also need alternatives for routes if traffic backed up or not moving at all. This is critical!

Question 12

You must map out and provide support for evacuation routes in an emergency, not just let drivers try to find their own way around and out, especially with routes out of town -- i.e., I-5 and Highway 99.

Name not available

October 8, 2020, 7:41 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- City Website

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 4

Did the City use the siren to warn residents of a disaster taking place? If so I never heard it. The siren is loud enough to get everyone's attention, unless hearing impaired. I don't think everyone has Nixie. Also, I didn't hear the Nixie alert on my phone messages. I finally received a phone call to come get my dogs at the grooming shop. By the time I received that, there was no way to travel through Ashland to Valley View Road. I think a siren would be the best alert for all residents.

Question 5

No response

Question 6

- No

Question 7

I tried to leave my neighborhood close to Clay St. and East Main to retrieve my dogs by Valley View Road. The I 5 was blocked, and when I tried to go through Ashland, the streets were choked with cars.

Question 8

- No

Question 9

- No

Question 10

I only left my residence to try to get to my dogs. I wasn't able to, but the groomer evacuated and saved the six dogs she had at the time.

Question 11

Ideally, police officers to direct traffic would be great. In an emergency, there would never be the required officers to help except perhaps major arteries. In a small community, with narrow streets, mountains roads, and congestion in small subdivisions, I have no idea what the solutions would be.

Several years ago our neighborhood, Meadowbrook Park Estates, went through the CERT program. How can that be updated to assist in a fire or other evacuation situation? If everyone needs to evacuate, I can't imagine that someone will stay behind to direct traffic out of our loop road subdivision.

Question 12

In light of the fact the the greenway was the major conduit for the fire storm, should authorities that have jurisdiction over the Greenway begin plans to cut back brush and thin (as is being done in the hills)? I think that the fire storm would have been less devastating if much of the fuel had been thinned on an annual basis. The area of the Greenway has been overgrown for a long time. I know it's too late for the part that burned, but how about the rest of the Greenway?

I am also concerned about the creeks that run through our area, most of which are overgrown (Clay Creek, Cemetery Creek, among others). My home backs up to Cemetery Creek, which is so overgrown with blackberries and willows, that any arson would find enormous fuel in these dry times to burn down parts of Ashland from the Cemetery through the City. After the Alameda fire I looked with fresh eyes on the creeks going through Meadowbrook Park Estates, and realized that we are endangered as a community. A fire would spread through the dry fields and into the City. My community is a FireWise one, but no one addressed the brush in the creeks.

Name not shown

inside Ashland

October 8, 2020, 8:05 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

in neighborhoods that have participated, actively, in the Map Your Neighborhood process, you could put priority on contacting the neighborhood's specified emergency contact person. Use the CERT area phone trees.

Question 5

No response

Question 6

- No

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 8, 2020, 8:08 AM

Question 1

- No

Question 2

- No

Question 3

- Nixle Alerts
- City Facebook Page
- City Twitter Page
- Other - Local Facebook groups

Question 4

Literally any information. I signed up for Nixle during the fire and still received barely anything. All my information was from local Facebook groups and friends who had information faster than the city, county, or news stations. Nobody knew anything and the communication was a disaster and the emergency broadcasting should have been used. Most people were monitoring the police scanners and many people lost power and phone service and nothing was being played on the radios.

Question 5

No response

Question 6

- No

Question 7

I found out my neighborhood was on fire as I drove to it (after hearing about a post on Facebook from someone nearby my house that was being evacuated) and was turned around by a cop. My work was then told we were about to be evacuated by a stranger passing. I was then in Talent and found out people a block away were being evacuated via a local group on Facebook and ended up in the hills at a friend's house. So essentially I had to leave 3x and none of those were by alert or official notification.

Question 8

- Yes

Question 9

- No

Question 10

See above

Question 11

Communicate.

Question 12

No response

Name not available

inside Ashland

October 8, 2020, 8:29 AM

Question 1

- Yes

Question 2

- No

Question 3

Emergency Preparedness 2021

Emergency Preparedness 2021

- Nixle Alerts
- Other - call or text friends, online live video feeds from someone monitoring police and fire calls

Question 4

I am not certain other than it seemed to be a mess with nowhere to go for ongoing up to date information especially once the cable/internet system went down. We have an emergency radio but could not find any stations broadcasting information either historically or ongoing.

Question 5

Nixle is OK just not enough ongoing information. We need to be prepared to not have power or cell phone or internet. When those go out possibly a radio station could keep us informed. How about a series of fall back systems like we start with Nixle, TV, live internet emergency programming, and then fall back to Nixle/Radio if one method fails?

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

We need to learn from Talent and Phoenix's experience in that evacuation routes were totally a night mare in that the roads became parking lots. The Ashland plan looks like it is simply a design to cause road blocks. We've actually talked about NOT using the roads suggested as they could be a real problem in an emergency.

Question 12

We are very concerned about having sufficient water to spray down our house with fire retardant or just wet any wooded areas.

Name not shown

inside Ashland

October 8, 2020, 9:04 AM

Question 1

- Yes

Question 2

- No

Question 3

- Other - unable to receive info due to loss of internet/cell service

Question 4

What happened to the sirens???????

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Emergency Preparedness 2021

Emergency Preparedness 2021

Name not available

October 8, 2020, 9:05 AM

Question 1

- No

Question 2

- No

Question 3

- Other - Facebook friends and groups

Question 4

Using the emergency alert that I was already signed up for, before it got to Talent area.

Question 5

Escape routes, more freeway exits. Better fire response (sending more trucks on such a dry, windy day) to nip it in the bud (not just 1 truck, initially). Better management of Greenway. One paved route to the West, at least.

Question 6

- Yes

Question 7

N/A

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 8, 2020, 9:07 AM

Question 1

- Yes

Question 2

- No

Question 3

- Other - We watched the fire start and spread from our deck and got further info from a local television station.

Question 4

An alarm system that is audible to all is needed. While watching the fire spread we prepared to evacuate even though we had not heard what level we were considered.

Question 5

No response

Question 6

- Yes

Question 7

By the time we received the call we were already prepared to evacuate.

Question 8

- Yes

Question 9

- Yes

Question 10

Being able to watch the fire spread! If the wind had shifted we would have been toast as the saying goes.

Question 11

Emergency Preparedness 2021

Emergency Preparedness 2021

We knew the condition of I5 and 99 and the road from GP to the coast but not other secondary roads east. Somehow that information needs to be conveyed. We would have avoided I5 if possible and driven east.

Question 12

The local fire and safety personnel deserve a big round of applause. What a remarkable job they did when so severely short-handed!

Name not available

October 8, 2020, 9:16 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- City Website

Question 4

I received Nixel, cell phone and land line alerts. Good communication

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

information about what direction to go in evacuation

Question 12

No response

Name not shown

inside Ashland

October 8, 2020, 9:46 AM

Question 1

- Yes

Question 2

- No

Question 3

- Other - I received an initial Nixle alert and email from the City, but they were usually far behind the on-the-ground Twitter, Facebook, and police scanner info.

Question 4

The Nixle system could've provided more info. The fire was moving so fast that I know it's difficult to keep up with real-time, on-the-ground info.

Question 5

Our property burned in the Tubbs fire in Santa Rosa and the city dramatically upped their game on communications and readiness after that fire. I'd suggest getting in touch with them to find out their lessons learned and what they've done to be ready for another fire. They also created a website with fairly good set of recovery guidelines including a lot of GIS resources to figure out if your property had been cleared by FEMA for rebuilding. They also streamlined their permitting process for rebuilding. I'd suggest talking to them about a) recovery efforts, b) communications efforts including website and GIS, c) how to streamline the FEMA and permitting process for rebuilding. Even if Ashland can't afford their level of service, I bet they'd give Ashland some level of access to understand how to build the kind of GIS resources they are using at this point, maybe we wouldn't have to rebuild the code from scratch. I also do communications work for FIREsafe Marin. They just passed a sales tax measure in Marin to pay for a massive amount of fire safety work. Call Rich Shortall or visit firesafemarin.org to see some of the work they're

Emergency Preparedness 2021

Emergency Preparedness 2021

doing. FIRESafe Marin has an amazing educational campaign for citizens including online 5th grade curriculum for the entire District, chipper days, monthly webinars, and red flag warning signs, among many other efforts. The September webinar on how to safely evacuate from a wildfire taught me a ton. The agency responsible for distributing the sales tax \$ is the Marin Wildfire Prevention Authority at marinwildfire.org. Please check out Sonoma and Marin counties to get ideas on how to fund, how to educate, how to communicate, how to evacuate, and how to rebuild. We are a smaller town, but I think we could address a few of these best practices, and possibly pass some type of ballot measure to pay for it.

Question 6

- Yes

Question 7

We actually live on the south side of town but we own a house just next to the bike park in Quiet Village. We were advised about the evacuation via Nixle, but we didn't actually need to evacuate. I did have someone call me the next day to try to figure out how to get out of a traffic jam on the 5 after Central Point was evacuated. I think some more thought needs to be given on evacuation routes in an emergency since the two main roads (99 and 5) were either blocked off or a traffic jam.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Copying my answer above: Our property burned in the Tubbs fire in Santa Rosa and the city dramatically upped their game on communications and readiness after that fire. I'd suggest getting in touch with them to find out their lessons learned and what they've done to be ready for another fire. They also created a website with fairly good set of recovery guidelines including a lot of GIS resources to figure out if your property had been cleared by FEMA for rebuilding. They also streamlined their permitting process for rebuilding. I'd suggest talking to them about a) recovery efforts, b) communications efforts including website and GIS, c) how to streamline the FEMA and permitting process for rebuilding. Even if Ashland can't afford their level of service, I bet they'd give Ashland some level of access to understand how to build the kind of GIS resources they are using at this point, maybe we wouldn't have to rebuild the code from scratch. I also do communications work for FIRESafe Marin. They just

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Name not shown

inside Ashland

October 8, 2020, 9:51 AM

Question 1

- Yes

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

Access to "Informational updates" would have been helpful. Worry was intense.

Question 5

Could CERT have been activated to spread info? Both to assist evacuations and to reassure others to stay home?

Question 6

- No

Question 7

I live outside the evac zone but survey won't let me skip this section

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

inside Ashland
October 8, 2020, 9:52 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website
- Other - Local TV news webpages

Question 4

End the Road Diet. It's dangerous, and the chaos of the Alameda Fire proved that there won't always be plenty of official personnel to direct traffic in an emergency. The Road Diet has had minimal benefits: no extra pedestrians in that corridor; no extra bicycles in that corridor; people still speed as often as they can. Get rid of it for safety's sake! Some of the deaths in the Paradise Fire were attributed to a similar "road diet" there that was overwhelmed when people were trying to evacuate in all directions with not enough police to direct traffic or tell people which way to go. It could happen here.

Question 5

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Question 6

- No

Question 7

I had a terrible time getting home from the BiMart area, since 66 and Siskiyou were at a standstill with diverted freeway traffic.

Question 8

- Yes

Question 9

- No

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 10

No response

Question 11

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Name not available

inside Ashland

October 8, 2020, 10:00 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

Perhaps Nixle could send a different tone for the serious nature of the alert. Perhaps 1, 2 or 3 tones for seriousness of alert, similar to 1, 2, 3 evacuation notices

Question 5

When a serious fire occurs in Ashland, I5 at exit 11 and 14 need to be closed to incoming traffic inbound. All lanes of Hwy 99 need to be open nb only leaving Ashland. The same with Eagle Mill rd, both lanes nb only. Obviously some kind of manpower will be needed.

Question 6

- Yes

Question 7

We didn't leave. I just returned from Medford and saw fire was not coming my way because of wind direction.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

In addition to above comment, perhaps divide the city in to grids (pods) from the south to north, no more than 6 or 8. If I live in the north at grid 8 and the fire started in the south at grid 1, I know I have some time. I also know not to evacuate to the south.

Question 12

Most people can see how windy it is but most may not pay attention to the direction of the wind. Sept 8 the wind was from the south, opposite of wind direction this time of year. My point is, if you know the wind direction that may get you out quicker, may save your life. Perhaps wind speed and direction could be on the Nixle alert?

Name not available

October 8, 2020, 10:01 AM

Question 1

- No

Question 2

- Other - Not enrolled in Nixle. Did not know about it.

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 3

• Other - A neighbor called us to tell us we were under Level 1 Evacuation noticeWe had not heard anything. We are new to Ashland, lost internet and didn't know where to "tune in to" for information. It was very unsettling.

Question 4

Ashland has only so many streets in & out of town, and when the highway was recently closed because of the fire, getting around the town was even more congested. If the power goes out, what is the plan? If we lose internet (which we did for 4 days) what is the plan? Where do residents go for information when there is no power and no internet?

Question 5

As a new resident, it would have been nice to have received a "Welcome to Ashland" one page letter with emergency instructions and contact information on where to call for information if the power goes out, or if the internet goes out. If we no longer can drink our water. If certain roads/the highways are closed If the fire is moving fast in a specific direction, etc. I hope after you receive the survey data, that you will post your findings. There is nothing worse then when residents take the time to complete a survey, and then the information isn't shared. Thank you.

Question 6

• No

Question 7

No response

Question 8

• Yes

Question 9

• No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 8, 2020, 10:10 AM

Question 1

• Yes

Question 2

• No

Question 3

• Nixle Alerts

Question 4

Updates. Specific info on escape routes

Question 5

Information saves lives. You are very lucky the fire moved north.

Question 6

• No

Question 7

No response

Question 8

• No

Question 9

• No

Question 10

No response

Question 11

There is only room for improvement

Question 12

No response

Emergency Preparedness 2021

Emergency Preparedness 2021

Name not shown

inside Ashland

October 8, 2020, 10:10 AM

Question 1

- Yes

Question 2

- No

Question 3

- Other - We called a neighbor to find out what was going on.

Question 4

The phone calls were identified as spam calls and my service Verizon, only rings once at a very low volume when a spam call comes in. I happened to be looking at my phone when a call came in and I answered it and realized the problem. I have added the phone number to my contacts and the rest of the notices came through ok. It would be great if the phone numbers the emergence notifications are sent from could be recognized by the cell providers so they do not get flagged as spam.

Question 5

We were out of town that Tuesday and were not in a position to do anything about the fire. What I have heard from many people is that there was no coverage on the radio or tv and with power going out some of those services were not available. It would be great if there was a central "place" to get information in an emergence, like the radio station that just broadcasts the weather and a central website that is only used for emergencies. I also wonder why the emergence broadcast network was not activated over the radio and TV.

Question 6

- Yes

Question 7

We were in Utah and not were not part of the evacuation.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 8, 2020, 10:19 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

Advise residents, again or repeatedly, where to go for updated information. Develop agreements with local media---radio and tv especially--to override standard programming with ongoing emergency information.

Question 5

PROVIDE AND COMMUNICATE TO CITIZENS AT LEAST A TEMPORARY EVACUATION PLAN AND BE PREPARED TO ADMINISTER AND ENFORCE IT NOW!

This, to me, was the biggest and potentially fatal failure. The "EVACUATION" statement below is, to me, too little, too late, an after the fact excuse for failure to act and protect the community while the fire danger has been clear.

Question 6

- No

Question 7

No response

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

The City should develop a temporary evacuation plan NOW. The plan should enlist/require/communicate with local neighborhoods, every household, to meet and be aware of and ready to abide by the plan, literally sign on to it such that everyone is informed and engaged and ready to behave accordingly.

Question 12

I realize there is no "good" solution to Ashland's evacuation situation due to the limited vehicular outlets from the City. All the more reason to develop a temporary plan ASAP and a long term plan which might include providing more outlets than currently available even if costly or temporarily disruptive.

Name not available

inside Ashland

October 8, 2020, 10:24 AM

Question 1

- Yes

Question 2

- No

Question 3

- Other - I did not access info from the City of Ashland. There was no info that I'm aware of. I used various other fb groups to get up-to-date info as well as scanner apps and pulse point.

Question 4

Let us know that the fire was spreading into Talent and was out of control!

Given updates on the best ways out of the area.

Posted on Nixle where to get up to date info online, such as keeping the C

of A's website or fb group updated, as well as recommending Pulse Point and scanner groups, etc.

Question 5

There needs to be a designated person whose sole job is to keep the community updated - up to the minute - on what is happening. Where is the fire, what roads are open/closed, what areas need to be evacuated so that we can alert and assist family and friends and community members in getting out safely.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Expand the CERT program so that more people are prepared and ready for an emergency.

Use CERT to help neighborhoods create their own alert systems. Come up with strategies that apply to all Ashlanders so that we are more prepared in an emergency. Put out information that includes an understanding of our fire season and when to be on alert, keeping your car above half a tank at all times during fire season, keeping closed toed shoes and an N95 under your bed at all times. Having emergency items prepared and ready, having a list of valuables taped to the front door to grab if there is time, keep us updated on all of the available resources that keep us informed. Share strategies for helping notify each other, like honking your horn the entire time you are evacuating if you are running from a fire. These kinds of things could help create a bit more peace of mind in general. Share information and strategies so that we are prepared as a community.

Question 12

Thank you for all that you do, and I hope you will take this event very seriously as a wake up call before Ashland earns the name of Ash Land.

Emergency Preparedness 2021

Emergency Preparedness 2021

Name not available

inside Ashland

October 8, 2020, 10:30 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website

Question 4

More timely and accurate announcements. Specifically, during and in the immediate aftermath when stress levels are high, Nixle alerts should only be used for urgent or emergency messages. There were several texts sent from Nixle that were only of "informational" nature. That is fine during non-emergency times, however do not desensitize or cause undue stress to citizen users during a critical by over-communicating messages that are not immediately needed. Instead, place non-critical information on the city webpage, as well as facebook, twitter, etc.

Question 5

See above.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Inform ODOT that during an emergency such as this that I-5 traffic needs to be STOPPED at Exit 14/11 and NOT directed through the city center. There would be no evacuation route through town if needed due to transient traffic being directed through Siskiyou blvd and Hwy 66. This was unacceptable.

Question 12

Moving forward, it will be the rule rather than the exception that during future fire seasons, there will NOT be resources from other municipalities or districts at the state and local level that will be available to help. Ashland will likely be on its own to handle fires. PLEASE consider discussions to create an auxiliary Volunteer Fire Dept. Other than initial and recurrent training as well as equipment costs, I believe there will many able-bodied Ashland citizens that would gladly step up in an emergency to assist our city and first-responders. Please consider taking advantage of the resources our citizens can and will offer during times of emergency and need.

Name not available

inside Ashland

October 8, 2020, 10:38 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website
- City Facebook Page

Question 4

Nixle Alerts should have started much sooner. Those of us working in Ashland that live in Talent and Phoenix did not have sufficient time to get out of Ashland to rescue people and pets that were at home. By the time we knew how bad it was the freeway had already been shut down and all that freeway traffic was pouring through Ashland---a perfect recipe for disaster.

Question 5

No response

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 6

- No

Question 7

I work in Ashland and lived in Phoenix. Nixle alerts did not start coming to our office until late afternoon. I left the office at 12:30, trying to get to my home in Phoenix. The main thoroughfares were already gridlocked with freeway traffic. It took me two hours to get to Talent.

Question 8

- Yes

Question 9

- Yes

Question 10

I left my office as soon as I saw the smoke because I knew the wind direction would go straight through Talent and Phoenix.

Question 11

The City of Ashland needs a real evacuation plan that takes into account freeway closures and big rigs clogging the surface streets our of town.

Question 12

No response

Name not available

October 8, 2020, 11:13 AM

Question 1

- No

Question 2

- No

Question 3

- Other - Never been to ashland random emai

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 8, 2020, 11:20 AM

Question 1

- Yes

Question 2

- No

Question 3

- Other - Visual. No updates / no alerts.

Question 4

Television- alarm- radio .

Question 5

Emergency Preparedness 2021

Emergency Preparedness 2021

The system and lack of communication put residents, family, and friends in Grave danger. The street layout(one lane roads) puts residents In grave danger. The design is flawed. Then the city allowed ODot to sends Big rigs into Ashland. Then The City of Ashland puts all traffic in the line of the fire. Extremely irresponsible putting human life in such danger. Please reales the info to management that was responsible for this action!

Question 6

- No

Question 7

N/a

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Multi lanes roads through the town. Evacuation sings instructing what way to go

Question 12

The town is up in arms with its leadership and roads

Name not available

outside Ashland

October 8, 2020, 11:27 AM

Question 1

- No

Question 2

- Other - havent installed, didnt know about it

Question 3

- Other - friends, scanners, 2 way radio and twitter

Question 4

Emergency siren announcements system would of worked, also phone alerts. I got no alerts and left on my own.

Question 5

Emergency siren announcements system would of worked, also phone alerts. I got no alerts and left on my own.

P.S. Road diet made travel difficult and road was log jammed, very scarey

Question 6

- No

Question 7

I live on North end of town about a mile from Fire start. I saw smoke and fled after grabbing cat and a few important documents. The road was insane and there was chaos , no-one knew what to do. people trying to get to Ashland and people trying to flee. Road diet was an issue for sure. I helped a neighbor with animals evacuate. Husband was working out of town, I just had to use my best common sense while also panicking.

Question 8

- No

Question 9

- Yes

Question 10

The fire appeared to be coming straight towards my home and I wanted to evacuate before getting trapped on HWY 99. only 1 point exit from my rural home.

Question 11

Make Hwy 99 4 lanes again, take out the road diet.

Question 12

I feel like first responders did there best and there are areas to improve going forward. Our vulnerabilities were made clear. Mandatory yard, pasture and neighborhood cleanups with big fines for non compliance. Maybe volunteer groups to help those unable to do maintenance.

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inside Ashland
October 8, 2020, 11:30 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

Spectrum internet and TV went down and cellular service was degraded to the point that accessing web sites listed above was impossible. Text and AM/FM radio were the only viable options and the City and County DID NOT USE IT to inform us on a timely basis of what was going on. We need a more robust communication network and the City and County must use it. Why wasn't someone briefing us on the radio? JPR was playing music while their tower burned for Gawd's sake.

Question 5

Take a bottoms up look at the entire communications network and how people use its bits and pieces. Then develop a robust strategy that includes every element, including CERT personnel, neighborhood network trees, etc.

Question 6

- No

Question 7

We had no idea of what was going on. No communication other than a vague Nixle text. One of our neighbors decided to evacuate and got immediately stuck on E Main which was plugged by 18 wheelers diverted from I5. Whose bright idea was that? Total chaos. Another was released from work early at Ashland Hospital and went home to Talent (!) just ahead of the fire.

If the wind had been pushing southwest instead of north, we would have been roasted taking a nap at home or sitting in our cars or running toward Reeder reservoir.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

1) You must tell us when and where to evacuate using robust and redundant communications, 2) have trained personnel on all major affected exit routes to direct traffic away from the hazard and toward safety, 3) develop contingency plans that account for all likely scenarios and 4) use JPR as a focal point and inform everyone to tune in for current information and updates.

Question 12

This was a terrible disaster for the people of Jackson County. It could happen again and it could be worse next time if we don't learn from this event and make needed changes.

Name not available

inside Ashland
October 8, 2020, 12:01 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

I received what seemed like constant alerts and updates.

Question 5

No response

Question 6

Emergency Preparedness 2021

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- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

My concern is that if fire threatened Ashland, we have limited evacuation options. How will get out safely with only two main roads in and out of town? Where will be directed to go if I-5 is closed?

Question 12

No response

Name not available

October 8, 2020, 12:02 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - Info from friends

Question 4

It was obvious the direction the fire was going and the intensity of the winds driving it. There should have been more people going to sound the call for evacuation Even if they were just normal city workers and not fire personnel. We lived in bear creek mobile park, and it took nearly an hour from the start of the fire to when it torched our house. Plenty of time for a call to evacuate.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- Yes

Question 10

The fire took out our trailer park.

Question 11

More personnel assigned the task to call for evacuation.

Question 12

No response

Name not available

outside Ashland

October 8, 2020, 12:13 PM

Question 1

- No

Question 2

- No

Question 3

- City Facebook Page

Question 4

An automated phone call letting us know that the fire was coming and we should evacuated would have helped. After I evacuated, I didn't know

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Emergency Preparedness 2021

where to go and couldn't think straight. I flipped through all of the radio stations and it was as if nothing was happening. All radio stations should have been interrupted with information on who needed to evacuate and where the fire was and where was safe to evacuate to. I went north to Talent but looking further North, it was so Smokey. I didn't know if I would be driving into more fire. Without knowing where the fires were, I didn't know where to drive. Radios and tv should have been interrupted. Also someone should have come into bear creek mobile home park much sooner than what they did.

Question 5

I think we need to have some sort of horn alarm to go off, the same way some states have them for tornados, or tsunamis. Then have somebody sound the evacuate alarm in instances like this. We need a phone call alert as well to tell us that fire is coming and to evacuate.

Question 6

- No

Question 7

We saw the smoke from our window and left right away. When we got to the top of the road and saw flames behind the hotel, we knew the seriousness of it and was shocked that nobody was in the park telling the residents to leave. I knew that I could not turn around and go back as it would have put mine and my kids lives at jeopardy. I called my husband right away and told him that he needed to call the park manager to let her know that people need to get out. Was also shocked that traffic was not being stopped at the bottom of valley view road and the hwy. cars were still allowed to turn onto valley view. There was traffic getting out of valley view and they hadn't even told people to leave yet.

Question 8

- Yes

Question 9

- Yes

Question 10

When I looked out the window and saw the smoke. It was a lot and I just had a feeling that we needed to get out of there.

Question 11

Bear creek mobile home park needs another way to get out. There is only one road in and one road out. We need another road. We need blackberry bushes to be removed in spots so people can cross the creek to escape without going through blackberry bushes. We need the fields by our park

to be routinely mowed and maintained. It would be nice if we could exit through the neighboring orchard and have an exit through there as well. And early warning to get out.

Question 12

Affordable housing options would be really nice for those of us that lost our homes in the alameda fire. Some of us have kids enrolled in the Ashland school system and want to keep them there, but the cost to rent is way too high. I feel like we are being forced away.

inside Ashland

October 8, 2020, 12:57 PM

Question 1

- No

Question 2

- Other - Spectrum was not working so I had no Internet or landline phone. My cell phone does not receive message inside my apartment and the smoke was to intense to go outside.e.ive

Question 3

- Nixle Alerts
- City Website
- Other - I was able to access Nixle alerts after Spectrum repaired their cables.bles

Question 4

Designate an official emergency radio station to broadcast Nixle alerts and updates, perhaps located outside of the city. KSKQ wants to do this, but I imagine they mean only if they don't have to evacuate.

Create a map on city website showing evacuation levels in each neighborhood. Show evacuation routes and how to get to emergency shelters. If I had to evacuate, I wouldn't know where to go, not having friends or money for a motel.

Question 5

Use sirens for level 3 evacuation.
Have CERT volunteers go door to door.

Question 6

- No

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Question 7

No response

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

It seems a lot of the fires were arson. I would like to know the motives of the people who started the fires and if they were on drugs. There was an intentional fire set at Emigrant Lake. I am suspicious that the fires were a co-ordinated attempt since so many fires started at the same time.

inside Ashland

October 8, 2020, 1:19 PM

Question 1

- Yes

Question 2

- Other - I do not recall any Nixle alerts coming through, so the level of communication was not just less than adequate, it was a big zero.

Question 3

- Other - Are you asking about during the fire or post-fire? These would be two very different answers.

Question 4

I needed to know existence and then updated status of the fire and, most importantly, direction headed. The city provided neither on any platform that I could locate.

Question 5

For a citywide emergency, mobile devices are not enough. An old fashioned siren or something similar to tell people to go look for information on pre-selected platforms NOW is needed.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

When evacuating during a wildfire, residents have limited choices of where to go. The recommended direction in which to evacuate (e.g., "15 and 99 south is the recommended exit direction and will be open until further notice.") is critical.

Question 12

My perception of the Alameda response is that we were uncoordinated in so many ways. Granted it was difficult given the winds, but have the plan, crack it open and implement.

inside Ashland

October 8, 2020, 1:32 PM

Question 1

- Yes

Question 2

- Other - Initially yes, later long delay that Ashland was not affected and stay in place.

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Question 3

- Nixle Alerts
- City Website
- City Facebook Page

Question 4

As stated earlier, initial alerts came out quickly. Seemed like a long delay before alerted that Ashland was not affected and to stay in place.

Question 5

The chaos erupted so quickly with no time for anyone to understand how it was evolving. I understand suppression efforts quickly turned to evacuation. The speed and extreme erratic behavior of the fire coupled with lack of resources due to other fires made it an impossible situation. The shutting down of the highway further compounded the problem. I am amazed that more people were not killed or injured. I will forever be deeply grateful to those individuals who risked their lives to save others. From my perspective I would think reevaluating the situation with the highway closing would be helpful in looking at evacuation efforts, followed by study of the adequacy of existing evacuation routes. It makes sense to me to only evacuate those that need to relocate rather than the entire town clogging up the routes further. Time was not on our side.

I also think this is a real wake up call for individuals in the valley on preparedness and taking responsibility. I can tell you I have become much more prepared and ready to evacuate at a moments notice.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

It is a very complex problem. Working with the highway for alternative

evacuation plans that doesn't make the situation worse. Determine how other communities evacuate in similar circumstances that proved successful or even what was learned from problem evacuations. Also during the fire I tuned to 1700 AM and nothing was said about the fire, same with other radio stations I scanned. Since internet and TV were out, radio may be more reliable in an emergency. It took Oregon Trip Check days to update road conditions in the area. Consider if additional exists out of town are needed especially roads crossing the highway. As in the hills of Ashland, mark evacuation routes throughout the city.

Question 12

Again thank you for all of your efforts. We all have a role in dealing with changing climate and impacts on our communities.

Name not shown

inside Ashland

October 8, 2020, 1:53 PM

Question 1

- No

Question 2

- No

Question 3

- City Website
- Other - rogueweather.com, oregon.gov, facebook,

Question 4

Use the Emergency broadcast system. I found out about the fire from my neighbor and immediately enrolled in Nixle. The other source I used was RogueWeather.com from Greg Roberts. His info was extremely timely. Of course if we'd had no verizon cell data, we would not have gotten anything as Charter cable went out the first night for 3 days.

Question 5

A combination of phone lines, radio and internet is needed in case 1 or 2 other services are not available.

A new entrance onto I5, even if it's only used for emergencies, would be best as hwy99 and I5 could both be impacted.

Question 6

- No

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Emergency Preparedness 2021

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

we did get ourselves to Stage2

Question 11

No response

Question 12

No response

Name not available

October 8, 2020, 2:15 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website
- Other - emails

Question 4

The City shouldn't have to depend on private citizens to alert friends who might be in danger. I alerted people in my email Map Your Neighborhood email list, but many (including me) are fortunately not always using their computers. I alerted friends in Talent and outlying parts of Medford also. They had not heard any alerts yet, but my forwarding of the Nixle alert is not as credible as something from their city. Also there was no indication of where to evacuate to and how to get there, if you had to, except on the City website. Of course, the main thoroughfares quickly jammed to a standstill. Texting should be the preferred method if cell numbers are

known, since most people have text alerts and tend to notice them quickly.

Question 5

There needs to be a way to keep track of phone numbers of citizens of both the city and the county, and a better policy of when to issue these alerts. Counties would be the most efficient body to do alerts, since disasters are usually a larger region than most cities, but our current county political party is following their national policy of abdicating most responsibility. So both entities should try to get current phone numbers, and there should be a World War II-style air-raid alert sound (in the Level-3 locations), as well as TV and radio broadcasts. Also there should be much publicizing of how to plan to evacuate as soon as summer hits, and where the likely shelter spots would be. Nixle alerts should not be abandoned either, both texts and emails.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

The Road Diet has to be abandoned: there needs to be as many lanes open to evacuation as possible. The Road Diet has not encouraged more bicycling along Highway 99 anyway, and there is a much more pleasant bicycle path going the same direction. It has lessened auto speeding, but has produced more pollution from idling cars waiting longer to enter from other streets and congestion from Highway 99 itself. Pedestrian and bike crossing is more dangerous except in the few places there are traffic lights. It has increased driver stress and commute times. Next time major decisions are made, consult locals (as you are doing now: Thank you!) rather than hiring expensive consultants from Portland.

Question 12

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Trees can greatly fight global warming and air pollution, thereby indirectly preventing fires. Consult the Arbor Society for more tree planting in appropriate areas. Provide appropriate trees to plant in mow strips (shade spreading, deep-rooted to prevent sidewalk cracking, low-altitude under residential power lines). The Arbor Society could provide the trees and save the city money from having to prune trees. The code-enforcer could discourage inappropriate trees, and nurseries and landscapers could be advised to ask where the trees are going to be planted, in order to advise more appropriate places if needed.

The drought-tolerant landscaping policies should be modified to encourage appropriate tree planting and promoting healthy trees. Landscapers should know not to drastically change the environment of mature trees, causing their premature deaths. Rock coverings build up heat in the summer, but bark can be flammable. In summer and droughts, publicity in utility newsletters and TV/radio could recommend appropriate watering to keep the trees healthy.

Name not available

October 8, 2020, 3:21 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

Radio streaming live current information.

Question 5

More drills--better advertised.

Regular Nixle updates more often.

Live radio with constant updated information. We had a hard time getting current information that entire day/night.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

More drills. Try to impress upon citizens that drills are important.

Question 12

Don't evacuate Ashland by putting neighboring communities at risk.

Name not shown

inside Ashland

October 8, 2020, 3:23 PM

Question 1

- No

Question 2

- No

Question 3

- Other - news media ch5 ch12

Question 4

media alets it TV streamers. pushed email, pushed text alerts.

Question 5

Better us of maps instead of pictures on the ground of burnt out building. Good maps ie Flyovers with drones or satellites. Actual knowledge about the fires was only available with a drive by. This stupid considering today technology with maps with street names, flyovers etc.

Question 6

- Yes

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Question 7

not necessary alerts were wrong.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

It appears that we could not have evacuated from Ashland even if we wanted to all access in and out of ashland we closed due to forcing all people on 5 we being dumped into Ashland.

Question 12

Hold real drills with fire and police to stop there panics and not knowing what to do. I have live in Ashland for 15 years and the fire hydrant in front of my house has never been tested! Is that anyway to run a city living in a wild fire zone?

Name not available

October 8, 2020, 3:35 PM

Question 1

- Yes

Question 2

- Other - Information via radio would also have been helpful

Question 3

- Nixle Alerts

Question 4

I am new to Ashland and the neighborhoods being mentioned for evacuation had no meaning for me.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- Yes

Question 10

Length of time needed to gather pets for travel and it looked like my partner was not going to be able to get back to Ashland from Medford that day

Question 11

No response

Question 12

No response

Name not available

October 8, 2020, 3:42 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

No response

Question 5

No response

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Emergency Preparedness 2021

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

When I look at all the residential areas in Ashland outside of the old city core, I wonder how any of the areas could be evacuated safely. Look at the area between Mountain and Walker north of E. Main and you will see areas with winding streets that intersect with other winding streets.

Question 12

There should be immediate communication with ODOT, City of Ashland, and CALTRANS so that the bottleneck that occurred on Siskiyou Blvd. and E. Main don't occur again.

Name not available

inside Ashland

October 8, 2020, 4:06 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website

Question 4

Referencing the fire location as "Quiet Village" was not helpful. Not everyone is familiar with neighborhoods in town. The street reference was also unfamiliar to me. I had to get to a device that had a map. That took some time. This would have been even more of a problem had there been tourists in town. The lack of information about the direction in which the fire was moving made everyone start scattering and added to the gridlock that was caused by I-5 closure. In the absence of specifics of who should evacuate it wasn't clear if it wasn't necessary for our location or whether someone had forgotten to let us know. Next time there's a windstorm in dry weather, consider sending a Level 1 announcement.

Question 5

What would have been super helpful is having images available from sending a drone up overhead so that people can get a real time view of what is going on and where. Where such a video would reside should be known to everyone.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

See previous comment re overhead drone images. There also needs to be a map posted somewhere with safe routes clearly indicated for getting to safety or staying put at the time a hazard or potential hazard is announced.

Question 12

There are people impacted that were not in the Quiet Village neighborhood, such as people living in Talent and Phoenix who were at work in Ashland. Who is responsible for notifying them and how would they have learned about safe routes (if any) to get back to their homes or be advised to stay put? My daughter who lives in Grants Pass had just arrived at 11:30 am to drop off her infant son for an overnight stay. Given

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the situation, she decided to immediately return home with her son. She had no idea what would be a safe route for doing that because there were fires to the south, northeast and further east of us. I advised her to go north on Hwy 99 to Culver Road and head west to 238. Obviously, that was not good advice and she was turned back before Valley View Road. People trying to go north like her added to the gridlock.

Name not available

October 8, 2020, 4:30 PM

Question 1

- Yes

Question 2

- Other - Ashland communication was good, but it would have helped to know the fire was sweeping into Talent and Phoenix so that we could alert others.

Question 3

- Nixle Alerts
- City Website

Question 4

This experience made me so aware that no system is perfect, and redundancy is needed to ensure everyone is alerted. I would like Ashland nixle messages to include the bigger picture in an emergency of this magnitude. For example, if a later nixle had notified me that the fire was sweeping into Talent and Phoenix, I would have called people I knew there in case they didn't get the alert.

Question 5

What about a community siren like we have for the dam? Sirens would need to be spaced throughout the town, as I never hear the dam siren tests from my home, which is 1.5 miles from downtown. Also, I would like a report on how the Disaster Registry worked in this disaster; was it effective in notifying first responders of those who needed help evacuating?

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

I see that redundancy is needed. In addition to opt in alerts, it needs to go to TV and radio, and we all need to knock on our neighbors' doors. Then officials need come by with loudspeakers and knock on doors.

Question 12

No response

Name not available

October 8, 2020, 4:41 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- City Website

Question 4

We were away so the notification seemed adequate. Our neighborhood as not directly impacted.

In the event that the internet were down, I wouldn't have cell service to receive the Nixle notification.

Question 5

All our phones are digital. We rely on internet access to receive notification. We need to have a backup system.

Question 6

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• No

Question 7

N/A

Question 8

• No

Question 9

• No

Question 10

No response

Question 11

1) neighborhood communication trees 2) communication with your neighbors
3) loud speaker van
3) Knock on the door

Question 12

No response

Name not available

October 8, 2020, 5:17 PM

Question 1

• Yes

Question 2

• Yes

Question 3

• Nixle Alerts

Question 4

No response

Question 5

No response

Question 6

• No

Question 7

No response

Question 8

• Yes

Question 9

• No

Question 10

No response

Question 11

This is tough in Ashland with one main thoroughfare. Options in our neighborhood would be evacuation to the North or South.

Plan to reduce bottlenecks.

Plan to assist hysterical citizens.

First responders need be available to specific neighborhoods to control flow of traffic and manage "unruly and unsafe" drivers.

Question 12

Question? How do you notify individuals that are not connected to internet or Nixle.

Name not available

October 8, 2020, 5:21 PM

Question 1

• Yes

Question 2

• No

Question 3

• Nixle Alerts

• Other - FB group Riverstone Commons

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Question 4

Nixle alerts were not sufficient. More up to date information was needed. Information that is not dependent on burning telecommunications' towers. Evacuation notices that gives information on what direction to evacuate in.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

We need to know in what direction we should evacuate - what are our routes if the fire comes down the hill, comes from across the valley, or from the south of town or north of town, or from the center of town? Pre-determined neighborhood blocks, e.g. depending on the direction of the fire, block A takes X route, block B takes Y route, block C takes Z route, etc. Funnelling everyone down the Boulevard is just not going to work. What direction do we take when we get on to the Boulevard. And if the fire is coming down the hill, how do we know whether to turn north or south, or cross the boulevard. Emergency access ramps on to the motorway. One-way streets opened up to traffic going in one direction out of town, leaving 1 lane for first responders. Getting rid of the road diet.

Question 12

Yes, We cannot rely on wifi or indeed phone lines in the case of fire. Some system of sirens. A series of dry runs in the different parts of the city.

Name not available

inside Ashland

October 8, 2020, 5:59 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

it was obvious that it wasn't going to affect Ashland since it blew on to Talent and Phoenix. We were very lucky here, even though it started here in Ashland.

Question 5

I don't know how Talent and Phoenix made out with Nexle. Hopefully it helped them but it spread so fast that it must have difficult to keep up with the news.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

There should be better, more specific signs posted for evacuation, especially up in the hills where it will be very difficult in some locations.

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Question 12

We live on Waterline Road and I'm concerned about getting out of here if a fire comes our way. It's our own fault for living in a difficult location, though. If I were just starting out buying a house here it would not be way up here!

Name not available

October 8, 2020, 6:03 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Facebook Page
- City Twitter Page
- Other - Twitter medfordalert ryanweather (fb)

Question 4

Better communication- more maps with wind direction showing where the fire is going.

Better traffic management. If we had had to evacuate we would have been toast. The semi's and i5 traffic on E Main was unforgivable. We need better evacuation routes.

We need cell phone alerts by area. If you live on x street you're alerted and if you (and your phone location) are in another you're alerted.

Our parks and forrest need more back burns and clearing.

There is much to improve.

Question 5

See above

Question 6

- No

Question 7

If I needed to I would not have been able as i5 traffic was blocking our exit.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

More communication. Dedicated person to coordinate information accurately.

Question 12

I am extremely disappointed in the city and local emergency services handling of the flow of information. We need a better plan.

Name not shown

inside Ashland

October 8, 2020, 6:16 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

Since our daughter lives in the area that was almost evacuated, it would have been helpful to have an alert as to streets that needed to evacuate and directions for what route to take out. Since I didn't receive that information, I might possibly have driven into the area unaware and caused more congestion. Since Eagle Mill Road was not an option, I assume, all were coming out on Oak Street toward Lithia Way or 99 to evacuate. There needs to be a way to let people know where and what direction to avoid.

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Question 5

Radio announcements on the Emergency Broadcast System that breaks into regular programming. This applies to television, too. Nixle is great, but perhaps not enough.

Question 6

- No

Question 7

We did not need to leave, but multiple routes need to be considered. We heard on family's experience of driving in circles for hours as there was nowhere safe outside of a small area, and the traffic jam made it impossible to actually evacuate.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Define multiple routes out.

Question 12

No response

Name not available

October 8, 2020, 6:41 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

Our community is larger than just Ashland, so it would be nice for Nixle alerts to continue even if Ashland is no longer threatened. Many of us were deeply concerned for friends in Talent and Phoenix and communication was impossible.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

It could be a traffic nightmare. There are not many roads leading out of town. If I-5 is closed we are like fish in a barrel. Everyone heads up the Greensprings or Dead Indian? Even if the freeway is open, East Main, Ashland St, and Hwy 99 to Valley View will be clogged. If the hills light up and everyone pours onto Siskiyou... I think evacuation routes and transport is one of the high priority issues.

Question 12

We were saved by the wind direction. Only that stood between us and bye-bye Ashland. Terrifying.

Name not available

outside Ashland

October 8, 2020, 6:48 PM

Question 1

- Unsure

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Question 2

- No

Question 3

- Other - Didn't

Question 4

We had NO WARNING at all and it nearly cost us our lives. Even a warning siren would have been helpful. The fire traveled so fast. We were in Bear Creek Mobile Home Park. I smelled smoke, got dressed, began to get papers, medications together, saw flames in the field at the head of our road and a fire truck pulled up and the firemen began going door to door. We were lucky to get out with our car, many neighbors were not so lucky.

Question 5

Not everyone, especially seniors, have iphones, computers, etc. There has to be a way to alert all people. I think a public siren system that alerts people to turn on the radio, tv, check their electronic devices. Technology is not the sole answer to this problem.

Question 6

- No

Question 7

We had to drive through fire and see neighbor's houses burning east of us. At first, we thought the firemen who were going door to door would save the structures, they were just trying to save lives, it was coming so fast.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

I think if you live in a community, like Bear Creek Mobile Home Park, there should be a community plan....in schools we have monthly fire drills so children and teachers know what to do. I think an evacuation plan should be in place for every community, so residents know what to do in an emergency. I think the towns on the coast have clear Tsunami evacuation

plans. Ashland and Rogue Valley Communities need fire evacuation plans, and in Ashland, perhaps a flood evacuation plan if Emigrant Lake were to fail.

Question 12

I am happy to be alive and very sad to have lost my life's history of family photos, baby teeth, heirlooms, etc. It is devastating to start over yet again at 75 years of age.

Name not available inside Ashland

October 8, 2020, 7:16 PM

Question 1

- No

Question 2

- Other - There needed to be two more Nixle alerts, one letting everyone know that presently the town did not need to evacuate, and one later in the evening with a general update. Would have helped the confusion a great deal.

Question 3

- City Website
- City Facebook Page

Question 4

A few more Nixle alerts would have been great, but an easier way of switching the radio station on to let everyone know would have been very smart. (I know nobody could get to the tower at the time). And one or two more updates in the ashland facebook groups (river-stone commons, ashland peeps) so that one power hungry mayor candidate couldn't twist the narrative like she has to blame all of you even when you were all hands on deck.

Question 5

Remember that most people when it comes to emergencies are idiots. No, I don't mean that meanly, I mean, most people really don't do well in a crisis. a follow up facebook message the next day from the mayor and an update in general in faster time would be very helpful, because the fearful types worry when you guys are busy dealing with killing the fire when it's in south medford but they're somehow worried it will magically come back into ashland at the time. So treating them like children in terms of more feedback would help the power hunger types who aren't making good faith arguments about the town and the people working on the front lines.

Emergency Preparedness 2021

Emergency Preparedness 2021

A communications job just to cover that during a crisis would be very smart. (I know there's been no budget for it, but that needs to change of course).

Question 6

- No

Question 7

I was shopping when it happened, and of course downtown entered gridlock. I took side streets to get back home.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

zones makes the only sense for a town of this size. bottom line is people will panic and in six months if you ask 500 people to do a drill of evacuation for it maybe 100 will do it. You're leading sheep. Good luck!

Question 12

The drone the fire department wants needs to to be brought up again, because in the case of a wild fire, it would give us all more early warnings. Also, there needs to be a fine in place for anyone running for office who makes the fire (or anything in the future) a political event, especially in the middle of the freaking fire while it's still raging while current staff are busy trying to deal with the fire. Basically, you guys did amazing, minus not sending out one or two more alerts later on calming down the scared peeps, and that was unreasonable to ask unless you had another staff member. Being backstabbed by a council member at the same time instead of her maybe stepping up and being the liaison of communication (since apparently she had nothing better to do) might have been a nice step if she actually wanted to help, but this was all about how she could take vintage advantage of something rather than actually helping, wasn't it?

Name not available

inside Ashland

October 8, 2020, 7:29 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

I wish there was some sort of bell/siren since I often have my cell phone off and we don't have a landline. We had sirens in the midwest to alert us to tornados. It made us know that we should check the tv or radio. I like the idea of church bells if that's doable.

Question 5

I'm also so worried about all the truck traffic that got diverted to Ashland

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Having a clear idea of where we can turn for more info. I had RTV on. What's the best official source?

Question 12

I greatly appreciate all the first responders who risked their health and life to help our community.

Emergency Preparedness 2021

Emergency Preparedness 2021

Name not available

October 8, 2020, 7:46 PM

Question 1

- Yes

Question 2

- Other - Thank you for the updates sent out, but it was hard to follow where the fire was and I know it was a constantly changing situation, but some of the communication was unclear.

Question 3

- Nixle Alerts
- City Website

Question 4

More detailed information as it moved and where the exact evacuation areas were.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 8, 2020, 8:00 PM

Question 1

- No

Question 2

- Other - I had never heard of Nixle, got on as soon as I could about 1 hour by then very little was shared

Question 3

- Nixle Alerts
- Other - neighbors and friends

Question 4

I was at the YMCA with a disabled client the YMCA did not announce anything, my phone which I had forgotten to turn off went ballistic as friends called me to tell me of the fire and to ask if I was ok. There should have been a city alarm alerting everyone that something was up and the YMCA should have announced it.

Question 5

Many elders do not have cell phones especially disabled people, an alarm gives everyone a heads up to find out whats going on.

Question 6

- No

Question 7

The scary part for me was my inability to get home to get my Bag in case I was asked to evacuate. When they close I-5 they should not allow all that I-5 car and truck traffic to block all our intown roads they should be directed East towards Immigrant Lake. Siskiyou Blvd and Main were completely blocked by trucks..... Not Good Not Smart !

Question 8

- Yes

Question 9

- No

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 10

I know what would prompt me... don't wait till your asked so that everyone is trying to get out at the same time Get Out as soon as it looks like it might be a problem.....avoid the desperate rush !

Question 11

Evacuate early especially the elderly, Linda Vista Mountain Meadows etc they cannot get out at the last minute and we have so many elders in Ashland who live alone or are disabled and slow moving

Question 12

I was shocked when I found out we had so few firemen we should have a volunteer fire dept and also road volunteers for evacuation. Several people told me that when they were being evacuated they asked where to go and the road people said I don't know just get out follow everyone else instead of giving several alternative routes to avoid traffic congestion

inside Ashland

October 8, 2020, 8:53 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- Other - Nextdoor Neighbor, Police Scanner App

Question 4

It went ok. I felt we did not have to evacuate because of the Nixle Alert. I am on Oak Street and it was alarming when I saw the Sherrif racing up the street to evacuate folks. There was also traffic going both up and down the street which was confusing.

Question 5

People are stupid. Anyone that makes a suggestion about a siren through town just doesn't get it. There should be an emphasis on education of what people need to do to get ready for all eventualities. People don't listen. Perhaps now is the time when they will.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Improve citizen involvement of policies already in place by the City. The info is there. People just don't want to search for it. Bi-weekly emails as proposed by councilors Jensen and Graham would be great.

Question 12

Thanks to all first responders, fire, police, public works, water treatment personnel who brought a water tanker to save a farm, city staff, citizens with hoses and proper preparedness who were able to work so hard in limiting the loss of life and help our neighbors to the north all through the night of the fire and all the people who are continuing to make our communities whole. Educate. Prepare. And Build Back Better.

Name not shown

inside Ashland

October 8, 2020, 9:32 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 4

I evacuated from upper Cambridge based on seeing clouds of smoke, helicopters, checking PulsePoint app. I had three children and three cats to evacuate. I received no message from Nixle until after I had already left.

We initially went North on Hwy 99 before realizing that the fire was moving north (because we could literally see Billings Ranch and Eagle Mill on Fire). We did not know that Hwy 99/15 Exit 19 was closed. My children and I sat in traffic because HWY 99 was closed at Eagle Mill. Finally decided to turn around on 99 and drove past cars backed up through downtown trying to go North.
I wish we would have received info that Hwy 99 N was closed.

Question 5

Why was traffic from I5 diverted through Ashland? Semis and other I 5 traffic clogged all Ashland roads making it very difficult to get to friends/family in other parts of Ashland away from quiet village. What a mess.

Question 6

- No

Question 7

Difficult to leave Quiet Village, see above response about Hwy 99 north closure not shared on nixle

Question 8

- Yes

Question 9

- Yes

Question 10

Literally could see huge plumes of smoke. Pulse point app on phone showed fire less than a 2 minute walk from my home. Alone and responsible for 3 children 7 and under.

Question 11

Please send alerts as to which roads are closed or traffic is extremely slow.

Question 12

No response

Name not available

October 8, 2020, 9:33 PM

Question 1

- Yes

Question 2

- Other - I don't remember

Question 3

- Other - Channel 9

Question 4

More info but specifically ways to evacuate avoiding clogging roads

Question 5

Everyone should be on the nixle and I like the idea of dividing the town into specific zones

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Mandatory directions so trucks do not block

Question 12

I know you're working hard on this and this is really the most important thing right now

Emergency Preparedness 2021

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Name not available

October 8, 2020, 11:00 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

My experience was driving home from Medford the afternoon of the fire and trying to get through Talent to get home. If I hadn't taken the back roads from the Phoenix exit off I-5, I would have been stuck above Talent for the duration of the fire, as my neighbor was. (She left Medford about the same time but hasn't lived in the area long enough to know alternative back roads and could not get from Talent to Ashland.) For me, Driving south on 99 from Arnos, with flames on both sides of the road and extremely limited visibility due to thick smoke, was a harrowing experience.

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

Creating another exit to I-5.

Question 12

No response

Name not shown

inside Ashland

October 9, 2020, 12:05 AM

Question 1

- Unsure

Question 2

- Yes

Question 3

- Nixle Alerts
- City Website
- Other - TV, other alerts: SOU alerts, texts from outside the area, including a link to a great map of the fire's progress

Question 4

an online map/link to a map showing all evacuation routes in 100 miles of fire

Question 5

Put up some regularly-shown informational panels on prep (like the ones I used to see on Chan. 9, usual and would like to see again) disaster preparation.
Accelerate your info o

Question 6

- No

Question 7

No response

Question 8

- Yes

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

I appreciate the City's quick action and great notifications!

Name not available

October 9, 2020, 8:17 AM

Question 1

- Yes

Question 2

- No

Question 3

- City Facebook Page

Question 4

A plan of how to evacuate, where to evacuate under circumstances, and WHEN to evacuate so to avoid traffic gridlocks that would essentially trap us all.

Updates on situation, perhaps on the City of Ashland website.

Question 5

A comprehensive emergency alert system would be helpful. Also in initiative that would educate citizens about evacuation plans. Something like... The city divided into sections and a task force of people in charge of those sections, along with neighborhood watch groups, engaged with alerting people with strategies love evacuation based on circumstances.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

A task force and strategies to help people know and understand evacuation strategies ahead of time. The evacuation map on the city of Ashland website frankly left me more panicked. I think some kind of strategy to prevent traffic gridlock is essential. Knowing that there are so many variables I still think strategies for different scenarios is essential. And some kind of plan to evacuate by neighborhoods. Also think it would be good to brainstorm ideas around what to do when electricity and Internet and current forms of communication go down.

Question 12

There needs to be a plan of some sort! Essentially there wasn't one with the Alameda fire! I looked everywhere for information... And oddly enough Facebook is where I got most of the information I felt helpful. Even the local news stations seemed to go to the regularly scheduled programming too soon.

Name not available

October 9, 2020, 8:26 AM

Question 1

- Yes

Question 2

- No

Question 3

- Other - Talked to neighbors as we watched the smoke from the fire as it started in Ashland.

Question 4

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The first alerts indicated Exit 14 and Exit 19 were closed. They did not mention that Exit 11 was open and for anyone who wanted to get away, going south to get on HWY 5 using Exit 11 would have been useful info.

For the people in the neighborhood where the fire started, there apparently was an evacuation message, but they were not told where to evacuate to. They should have gotten out and driven south. Most seemed to head to the nearest freeway on-ramp which was at exit 19 which was closed (and at the center of the fire). Having no info on where to evacuate to, seemed to increase the congestion on the roads. That is a problem.

Question 5

I was wondering if the FM 1610 emergency radio frequency was used at all? It never occurred to me to check. No one suggested it. In the past the radio (and TV) have been the main place people look for emergency info. I tried using the internet - but Spectrum was out (for two days) and that too was a problem. The main thing people need in these situations is information.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

inside Ashland

October 9, 2020, 9:02 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- City Facebook Page
- Other - Facebook posts from general public

Question 4

Set up program with local radio stations to go live and continuous with news and updates. Similar to what KSKQ has committed to doing.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Involve citizens of each neighborhood in developing personal preplans for evacuating. Our family has options on a card attached to go pack, with multiple routes written down. Also need to designate shelter in place buildings in the city; buildings that are defensible and can hold large

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numbers of people in case they can't evacuate. Eg, YMCA, Ashland High School, Lithia Springs Hotel. Rather than try to defend each house, concentrate on a few buildings

Question 12

No response

Name not available

October 9, 2020, 9:38 AM

Question 1

- Yes

Question 2

- No

Question 3

- City Twitter Page
- Other - I had no WiFi, data was spotty, and I only got 1 alert later afternoon re: congested traffic to stay home if not evacuating

Question 4

General information that there was a fire happening, assurance that evacuation alerts would be sent out if necessary would have been really helpful.
Watching the fire, seeing flames from the 4th floor at Mountain Meadows was very nerve-racking and getting absolutely no information was not assuring.
Plus many people from Julian Square evacuated early and clogged up Mountain Ave so none of us would've been able to get out if necessary

Question 5

Next time you close I 5 please close the entrances and exits so we don't have a pile up of traffic and trucks. I couldn't even go get gas on the south end of town to be ready in case of evacuation

Question 6

- No

Question 7

Traffic

Question 8

- Yes

Question 9

- No

Question 10

But I thought about it because my mother is 95 and wheelchair-bound and I knew it would take a long time to get her in the car

Question 11

Traffic control

Question 12

No response

Name not shown

inside Ashland

October 9, 2020, 11:16 AM

Question 1

- Yes

Question 2

- Other - It was adequate but now I believe it needs to be more than adequate! Perhaps more info to clarify fire size, direction and additional evacuation alerts.

Question 3

- Nixle Alerts
- City Website

Question 4

Mentioned in an earlier comment, perhaps additional clarifying info about the fire size, direction, etc. And more clarity on evacuation and updating the traffic scene that unfolded when I-5 N traffic was diverted thru downtown Ashland. Given some bad luck, wind direction change, etc., that could have been a real nightmare and not just a big inconvenience!

Question 5

Nixle seemed to work ok for us.

Question 6

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- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

Answered no, but we (3 family members) were on the verge of leaving, thinking if we could do it, it would be a precautionary action that we could do. We later thought it was perhaps not best to add to the evacuation situation, by adding more cars to the roads.

Question 11

If notice by Nixle, then frequent and good updates on traffic, congestion, best routes out in all directions, etc.

Question 12

Thanks for thinking of this!

Name not available

inside Ashland

October 9, 2020, 11:31 AM

Question 1

- No

Question 2

- Other - didn't have it until fires started. Seemed to be good after that...

Question 3

- Nixle Alerts
- Other - Family and FaceBook (Riverstone Commons site)

Question 4

I wasn't aware there was a fire near my place (probably less than a mile) until my family called and told me to get out. I think a town-wide

emergency warning siren would at least notify me and others to find out what the problem was.

Question 5

No response

Question 6

- No

Question 7

A lot of traffic! Was heading from A Street to south side of town near Clay St.

Question 8

- Yes

Question 9

- Yes

Question 10

My son knew it was very close to me and insisted I come to their house. When I looked out the window and saw it, there was no doubt I should leave!

Question 11

Maybe each section of town could have separate evacuation plan(s) that would avoid everyone going on same roads? It could be printed onto magnet to be posted on refrigerator.

Question 12

When I was a child in the 1940's (!) our fire department sounded an alarm that was coded by location of fire. When we heard our code we knew the fire was near us! It was a small town, 1 mile by 1 mile, so, easy to divide into quadrants with simple codes! Unless you were hard of hearing, you knew where the trouble was.

Name not available

October 9, 2020, 11:32 AM

Question 1

- Yes

Emergency Preparedness 2021

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Question 2

- Other - Yes, but would like to be told when "not" to evacuate as well as "yes evacuate".

Question 3

- Nixle Alerts

Question 4

Since there were no county-wide "live" resources available (or that I was aware of) on TV, Web or Radio, I ended up listening to the scanner and ready the scanner transcript transcribed by Riverstone Commons Facebook page. None of the county evacuation maps were updated "live". This was very scary and frustrating as I did not know how to alert family that was in the fire's path.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Tell folks when "not" to evacuate.

Question 12

No response

Name not available

October 9, 2020, 12:03 PM

Question 1

- Unsure

Question 2

- No

Question 3

- Nixle Alerts

Question 4

I was 8 blocks from the start of the fire- I should have gotten alerts about the level 2 and 3 evacuations instead of a level 1 evacuating notice and nothing more- as I had to hear the next day from a neighbor that talent and Phoenix burned.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

Don't close all the roads out of town at the same time. We had no where to evacuate to.

Question 12

This for me was my last straw - I'm planning a move out of state. I'm not sure how these fires happened at the same time but it seems like a deeper political issue stemming from how and who is running the state

Emergency Preparedness 2021

Emergency Preparedness 2021

government. No more summer of free love for me!

inside Ashland

October 9, 2020, 12:03 PM

Question 1

- No

Question 2

- No

Question 3

- Other - No. We saw the smoke, and then 15 minutes later, our neighborhood was burning.

Question 4

I am the manager of the Bear Creek Mobile Home Park, the neighborhood in Ashland that sustained the greatest losses: 67 homes destroyed. The city could have run sirens! While many of us are "tech savvy" and will obviously be upgrading our alerts from here on out(I now have NIXEL, Everbridge, AND Pulse Point!) many seniors do not have these kinds of resources. An audible SIREN is the best way to notify elderly and disabled residents of what is going on.

Question 5

There also could have been a check-in between a neighborhood liaison and the fire chief. If we had had communications I could have let them know they could plug in hoses to the creek! As it was, the water resources were under-used.

And of course...SIRENS! I know I'm being a broken record here, but unless the Sheriff is planning to go door to door to every resident in Ashland and ensure that every resident has the alert on their phone, many seniors & disabled will NOT have the alerts set up in advance.

We were lucky the fire happened during the day and we were home, and I had the mindset as the park manager to go and rescue elderly residents. If this had happened at night we would have had great loss of life! Because our eyes watching the smoke coming closer was the only notification we got!

Question 6

- No

Question 7

I helped lead the evacuation along with the sheriff and firefighters. A large group of us were required to abandon cars and go on foot due to there being only one road in and out of the park, which was smoked over with no visibility and fire crossing the road. We had to wait in a burned out field until the road was clear and the sheriff's convoy could shuttle people out. 7 people actually went on foot and crossed the creek because there was no alternative way out!

Question 8

- Yes

Question 9

- Yes

Question 10

Seeing homes burning!

Question 11

1. sirens
2. 2 roads in/out of each neighborhood
3. required neighborhood fire prep plans & drills

Question 12

Yes! People you think will be reliable in an evacuation often are NOT. A few gentleman who had assisted elderly residents in the past ended up panicking and saving themselves, rather than helping the vulnerable. In addition, I did not expect that I would be the one to pull the elderly out of their homes, but that's how it transpired. Fire drills and test, with a bit of pressure involved, could help to determine which neighbors can do well under pressure, and which cannot.

Please feel free to call me anytime for more info. Kathy Kali, Manager, Bear Creek Mobile Home Park, 541-450-0781

Also, the City of Ashland neglected our neighborhood! The police department received dozens of 911 calls from our neighborhood the day of the fire and 67 homes were destroyed. Yet the City of Ashland reported no news of our neighborhood burning down! And when I called the schools 3 weeks after, none of the families with kids were on their emergency call list. In addition, most of the \$50,000 raised by the Ashland Schools Foundation went to victims in Talent/Phoenix, and very little to our neighborhood, which is actually a 97520 zip code, with bussing to Ashland Schools. Many residents of our neighborhood reached out to city council members as well, to complain the city's resources were not directed to our neighborhood. I would recommend in future better communication between the Police Department, County

Emergency Preparedness 2021

Emergency Preparedness 2021

Sheriff, and the City! Why was the city not notified that our neighborhood burned down? Also I suggest the City and Fire Department have the phone numbers of each neighborhood "lead" for easy communications and updates.

Name not available

October 9, 2020, 1:36 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website
- City Facebook Page

Question 4

Better text communication.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Keep us inform via text message

Question 12

No response

Name not shown

inside Ashland

October 9, 2020, 1:37 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

I feel that the information was helpful. In my personal experience, you did all you could. I was actually sharing information with friends in Talent who were not getting any information.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 11

No response

Question 12

No response

Name not available

inside Ashland

October 9, 2020, 2:38 PM

Question 1

- No

Question 2

- Other - Once enrolled on day of fire, I felt notifications were insufficient, especially regards to where fire was heading

Question 3

- Nixle Alerts

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

Closing I-5 was a necessary step but the traffic should not have been diverted through the surface streets of Ashland. Interstate traffic should be held; diverted to the N/E side of the freeway; or turned back Southbound.

Question 12

No response

Name not available

inside Ashland

October 9, 2020, 2:49 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

I am concerned about gridlock on our streets. Are their roads and routes that are open and flowing?

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 10

No response

Question 11

Worried about how and when to evacuate. Worried about I 5 traffic cramming our streets and then we are stuck and might lose our lives.

Question 12

No response

Name not available

inside Ashland

October 9, 2020, 2:54 PM

Question 1

- Yes

Question 2

- Other - no, because I wasn't home at the time

Question 3

- Other - 1st alert was on JPR FM at app 11:45

Question 4

MUST be on the local radio stations so a person can get the news if they are not home.

Question 5

An emergency siren that is placed at intervals throughout the town should really be considered. For instance, what if a fire starts at 1AM when most people are asleep? That is what happened at the Paradise fire.

Question 6

- No

Question 7

I was stuck on I5 between Phoenix and Talent

Question 8

- Yes

Question 9

- Yes

Question 10

I think we were required to evacuate. I was not home at the time to know for sure. Most people but not all did evacuate from what I know. The origin of the fire was very close---app 4 blocks away.

Question 11

There should be neighborhood groups throughout Ashland. Each group would hold an annual gathering to discuss evacuation. Each group would have a committee to make certain all residents are informed annually about the evacuation route.

Question 12

YES, I was in Medford when the fire started. I was stuck on I5. I lived app 4-5 blocks from the origin of the fire. I was frantic about my dogs. SO I am suggesting that every person consider having a neighbor or a friend who lives nearby have a key to your house. Luckily, my friend had a key and was able to rescue my dogs and take them to her evacuation site.

Name not available

October 9, 2020, 3:22 PM

Question 1

- No

Question 2

- Yes

Question 3

- Nixle Alerts
- City Facebook Page
- Other - Jackson county texts, climbing up and looking out

Question 4

Better telling where to go (that is, go south rather than north). Better notification which roads were open versus closed.

Question 5

No response

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

Signed up for Nixle alerts during the fire. I'm still not sure if they are working.

Name not shown

inside Ashland

October 9, 2020, 4:30 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - I didn't see anything official from the City until late that day. I learned from a Facebook post by Councilor Akins that we were on Level 1.

Question 4

We should have gotten a warning that we were on Level 1 due to winds and low humidity the day before the fire. On the day of the fire we should have gotten warnings about what was happening at the north end of town

and what we should do to facilitate fire fighting efforts (eg, stay out of the area). We should have gotten repeated warnings reminding us to stay ready, telling us what sources of information to monitor in case winds changed or a fire started at our end of town. We should have received information about evacuation routes based on our locations. There should have been emergency warning notices pinged to every telephone in town, whether signed up for the Nixle program or not. I was dismayed that when the winds started up two weeks later, we were not given a warning about the winds until late in the afternoon when the winds had begun the previous night at midnight. I was also dismayed when the City put out the notice saying that there is a "plan" and that plan just involves telling people when they are at Level 2. What is the point of having a Level 1 if you don't intend to use it? If you get to Level 2 and you haven't already prepared, there's not much time to do anything. It's also more likely to lead people to spend too much time getting ready at that point. And it was very callous to say that the "plan worked" when people's homes were burned and lives were lost. I went out on the afternoon of September 8 to get cash and fill up the car with gas. There were semis crowding roadways, and the traffic heading down Ashland St toward the freeway was at a standstill. I came away with a better understanding of why so many people died in recent fires when they were trying to evacuate. The lack of warning, lack of information about safely evacuating, semis clogging the streets, made we realize that we may not be able to escape if a fire like the Alameda hits our end of town.

Question 5

Information should go to everyone, whether they have signed up for Nixle or not. It should be on all the radios and TVs. It's better to inform people and scare them than to wait until it's too late. We should be scared into action. I thought that there were people trained in CERT in every neighborhood. Those people should be enlisted to check on all the neighbors in their areas and make sure people are informed and know where to find accurate, up-to-the-minute information.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

Emergency Preparedness 2021

Emergency Preparedness 2021

We considered it, though. It was clearly a dangerous day and I was concerned that if we waited we might not be able to get out. When I saw how congested the streets already were, I decided we should stay at home, but I was very uncomfortable with that decision.

Question 11

We need to know in advance all the routes out of our specific neighborhoods. In the event of an evacuation, we should be sent an alert that tells us which of those routes to take. If emergency vehicles don't need to enter, all lanes should be outbound.

Question 12

No response

Name not shown

inside Ashland

October 9, 2020, 5:02 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website

Question 4

Provided info outside of computers and phones, such as radio and television.

Question 5

More information is better than less information. Without information flowing to us, we end up in a vacuum that increases our stress. As often found in society, where there's a vacuum, stories spring up to explain what's really going on. That misinformation often causes greater confusion and stress.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 9, 2020, 7:22 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- City Twitter Page
- Other - I could not find any updates after my Nixle Alerts.

Question 4

Maybe having Nixle send you a link for you to go to for updates on what is happening. Nixle is great for notifying you of evacuations and announcing emergencies, but having a link to click onto for what is happening at the moment about that emergency would give you some peace of mind.

Question 5

Again, a link to go to for what is happening after the announcement of the emergency. I felt like I was in the dark, not knowing what was going on.

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

Have evacuation routes clearly marked. Maybe some colored markers along the roads. Then when you give the evacuation notice, you can say take the "blue route", or if we need to go in a different direction, take the "red route".

Question 12

It would be helpful to know ahead of time if evacuation is required, what routes to take. Maybe some colored markers along the roads. Then when you give the evacuation notice, you can say take the "blue route", or if we need to go in a different direction, take the "red route".

Name not available

October 9, 2020, 8:05 PM

Question 1

- No

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

Is the city of Ashland planning to increase its emphasis on fire prevention in the Ashland Creek corridor?

Name not available

October 9, 2020, 8:24 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - We did not get anything at all from the City of Ashland or Jackson County. We relied on other sources.

Question 4

We did not get Nixle alerts even though we were opted in.

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 5

Use Nixle, and inform local radio & t.v. as well for live programming,

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Do you have a completed and tested evacuation plan, and have you shared it adequately with the public?

Question 12

No response

Name not available

October 9, 2020, 8:37 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website
- Other - Attempted to get info from 1700 AM radio station; I think I called a phone number associated with emergency information

Question 4

I am pretty sure I looked at the Ashland website, tuned into 1700am and called the emergency phone number. I was not able to get any definitive information on the status of the fire. It was frustrating. We were trying to help our disabled friend and his wife so it was quite stressful to not know the full story of what was going on.

Question 5

It would be very helpful to have a few community meetings to give us better information on what to do the next time a fire sweeps through the community. Where do we get info on which direction to evacuate? Main St was bumper to bumper going the WRONG way (toward the fire). Are 2 exits to the freeway sufficient to get people out of harm's way? Which way should we evacuate on the freeway—how do we get that information? I see below there is info on the recent fire but still we need to know how to access current info and what the results of your "continued planning, evaluating alternatives, and hosting practice evacuations." Community meetings are imperative and need to be held soon.

Question 6

- No

Question 7

NA

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

See my answer above.

Question 12

No response

Name not available

October 9, 2020, 8:38 PM

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website
- Other - Attempted to get info from 1700 AM radio station; I think I called a phone number associated with emergency information

Question 4

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Question 6

- No

Question 7

NA

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

See my answer above.

Question 12

No response

Name not available

inside Ashland

October 9, 2020, 8:48 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

clear evacuation levels and locations.
when the fire was getting worse spreading toward Talent, we had no idea,

Question 5

Something like a fire of this size should sound an alarm to the whole community-- some kind of siren that tells the whole town to look at city websites or other sources for detailed information.
I had no idea how bad this was until after it was over. I'm horrified that those who live so close to the fire and even lost their homes received the same warnings I did, that a small neighborhood should "consider evacuating."

Question 6

- No

Question 7

No response

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 8

- Yes

Question 9

- No

Question 10

I didn't, because I trusted our city government to tell me if I needed to. This trust has been lost. Next time I will probably evacuate because I don't trust the city to tell me until it's too late.

Question 11

Specific zones of the city-- we should all know what zone we're in-- and when there's an emergency, there is concise and clear language about what zones should go where.

Question 12

I'm guessing that other towns have a lot of experience with this and I highly recommend consulting with areas like Santa Rosa-- let's learn what is working for other communities.

Name not available

inside Ashland

October 9, 2020, 10:53 PM

Question 1

- Yes

Question 2

- Other - It was adequate initially for our home, but then it was impossible to find good information later.

Question 3

- Nixle Alerts
- City Website

Question 4

Once the fire moved to the west, I couldn't track it nor the risk to us should the winds change. We need a place for people to go to get updates as the disaster progresses.

Question 5

The texts worked well for me, but I have heard many people did not get them. It would have been good to have announcements on JPR or scrolling across the city website like they did in the old TV days.

Question 6

- No

Question 7

We live on Van Ness Ave and our street was like a parking lot for much of the day.

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not shown

inside Ashland

October 9, 2020, 11:47 PM

Question 1

- Yes

Question 2

- No

Question 3

- City Website
- Other - website

Question 4

Emergency Preparedness 2021

Emergency Preparedness 2021

Enroll radio and television stations to interrupt programs to announce emergency information. Provide updates on evacuation and traffic patterns via website.

Question 5

When an emergency is underway and the fire pattern is very fast, send emergency blasts and ask radio and television stations to announce the situation.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

DO NOT ALLOW trucks to park on access routes, e.g., Ashland Street.. Reach an agreement with ODOT to turn those trucks around, back to GP or Yreka. We do not want to sit in our cars and be engulfed.

Question 12

No response

Name not available

October 10, 2020, 7:13 AM

Question 1

- No

Question 2

- Other - N/a

Question 3

- Other - People in the community

Question 4

They could have told me a f fire was coming before my house burned down. Maybe a fire alarm or some sort of public information system that actually works?

Question 5

No response

Question 6

- No

Question 7

Drove out in a traffic jam

Question 8

- Yes

Question 9

- Yes

Question 10

My uncle, an ex fire chief in k falls called and said I should evacuate

Question 11

No response

Question 12

My house burned to it's foundations so my uncle, who was in k falls, saved my life

Name not available

inside Ashland

October 10, 2020, 7:57 AM

Question 1

- Yes

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

A notification directing people how to find up to date information.

Question 5

Have an emergency hub website with links to up to date informational resources - ie: I heard many people got info from police scanners Clarify what a notice to evacuate looks/sounds like at different stages - does someone knock on the door, is there a siren, is it purely through text/phone...

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Give tips as to best way to evacuate - on foot, bike, car...
Where to evacuate to - North? South? empty parking lot? forest road?

Question 12

No response

Name not available

October 10, 2020, 8:36 AM

Question 1

- Yes

Question 2

- Other - Could have used more specifics and an all clear

Question 3

- Nixle Alerts

Question 4

Evacuation route information and centralizing information

Question 5

Do not allow Interstate traffic to flood into town literally blocking every escape route we were literally blocked in and sitting here in our neighborhood getting texts that all the routes were being closed

Question 6

- No

Question 7

Siskiyou on one side completely blocked with traffic East Main to the other completely locked by traffic the interstate northbound closed and all county roads closed we were packed up but couldn't have gone anywhere if we wanted to

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Have a routes planned and Keep interstate traffic from exiting into town connect more roads to the interstate and more emergency turn arounds

Question 12

We sat outside with neighbors comparing info received some had Nixle

Emergency Preparedness 2021

Emergency Preparedness 2021

some PulsePoint some the city some trip check some nothing there was a lot of confusion centralizing information and let us know what will happen if internet and phones go down like using the dam break siren it was clear there was no fail safe

No response

Question 12

No response

Name not available

October 10, 2020, 8:49 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

My internet went down along with thousands of others. A sound system alert, neighborhood cooperatives, CERT was incredible.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Name not available

inside Ashland

October 10, 2020, 9:40 AM

Question 1

- Unsure

Question 2

- No

Question 3

- Other - private individuals social media updates

Question 4

ditch the robo calling, have clear social media presense and use SMS where possible. better signage on main roads, more communication by police and fire officials, instead of the abrupt and rude responses they gave when asked.

Question 5

communicate with citizens the way they communicate.

Question 6

- No

Question 7

noone told me anything, even the police officer parked in my parking lot for a half hour, seemingly doing nothing. Once I got on social media, I learned the extent of the fire from regional authorities and individuals curating information. nothing from the town.

Question 8

- Yes

Question 9

- No

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 10

No response

Question 11

better communication, having a plan BEFOREHAND, and distributing it to citizens. better traffic direction. better signage. more information about actual risk. less usage of city funds for Tonya Grahams's political campaign during the fire and aftermath.

Question 12

the city council and mayoral office and police failed in this case. what good were the IR surveillance drones? why is there no news about the cause of the fire? why was northbound traffic routed through the middle of town, up to the plaza, only to be turned around? fail all the way around. I sincerely hope the current council is voted out, never to return

Name not available

October 10, 2020, 1:19 PM

Question 1

- No

Question 2

- Yes

Question 3

- Nixle Alerts
- City Facebook Page

Question 4

My thought on this probably would raise concern around privacy rights, but if our local and non-local internet providers could interrupt service before it is lost to advise businesses and community of the threat—especially when factors such as wind and dry vegetation creates immediacy of threat—maybe the notification would be more effective. This fire was outside of what the mind easily grasps—especially during times of unrest when authority is challenged. I see myself as proactive, yet when my mother texted me the alert in the middle of my zoom meeting, I assumed she was over-reacting. The assumption of many was that if there truly was a threat, it would gradual, like the fire that approached Tolman Creek Rd about 10 years ago. Without prior experience of threat & impact, a warning doesn't seem to permeate the everyday thinking. I'm not sure why denial or minimizing is a common response. But I do think preparedness needs to take mindset into account and how to activate our fight or flight response, before the wall of smoke

is already too close.

Question 5

It's so easy to find the deficits in hindsight, find blame, things that others need to do that would have changed outcomes. Preparedness is not a new conversation. It a conversation that has caused friction in my home as I've wanted to store emergency supplies in case of an earthquake it take down the large pine trees with branches that extend to our roof. The response to preparedness centers around refusal to live life as an alarmist, with focus on a bad outcome that is unlikely to ever happen. Preparedness is not an alarmist mindset, but by judging it as such, it allows ease and comfort. Denial and avoidance is seductive, especially after months of unrest from Covid, racial violence, maintaining levels of stress that our bodies really aren't built to sustain so long. When evaluating effective communication to alert people of threat, consideration of the typical frame of mind at the time of approaching threat should be a part of the equation. After all, communication is not just relying information, but also optimizing the possibility that It will be heard and acted upon. But the city isn't responsible for how deeply individuals will deny events that upset imaginary thinking.

Question 6

- No

Question 7

Did not need to evacuate, but did need to pick up a family member who was evacuated from Maple Ridge assisted living. The wall of cars on Siskiyou Blvd would have made a fast escape impossible. I wondered if vehicles that were directed off of I-5 increased the traffic for our community members ability to respond effectively. Perhaps prohibiting interstate traffic coming from the south to access south Ashland well before a high threat is determined, with exceptions made for residents who still have time to safely get home to evacuate family and pets.

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

Addressed above

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 12

No response

Name not available

October 10, 2020, 1:59 PM

Question 1

- No

Question 2

- No

Question 3

- City Website

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

got caught in downtown grid lock. having police or someone in charge of setting up better traffic management might have helped. Possibly a traffic system like July 4th where Lithia was is a two way traffic, so emergency vehicles could get through on the one way going east. A map of alternate evacuation routes by neighborhoods would be useful. I was on the south end of town and attempting to get to Manzanita & High. After 45 minutes I was able to get to the Beaver slide and get out of the gridlock, and use the upper routes. I realize everyone of these events will be different & that makes it very difficult to plan for. If one is in their car having information about what routes are closed and open would be helpful.

Name not shown

inside Ashland

October 10, 2020, 3:01 PM

Question 1

- No

Question 2

- No

Question 3

- Other - Scanner

Question 4

We received no communication or evacuation info. If the city emergency siren were used maybe people would have known.

Question 5

No response

Question 6

- No

Question 7

It became obvious to get out—nobody told us anything. When we got to the road diet there was total congestion with the turning lane blocked. Emergency traffic jam! No way out till the BLUE finally saved us by getting traffic moving. We were very lucky that the fire was headed to Talent and not downtown Ashland.

Question 8

Emergency Preparedness 2021

Emergency Preparedness 2021

- Yes

Question 9

- Yes

Question 10

Smoke and what we were hearing on our scanner. We own a business on A street.

Question 11

Get rid of the road diet!
It is just a congestion nightmare waiting to kill those hoping to get out of the way of any emergency.
We were luck this time!

Question 12

Why did Ashland drain the TAP water lines causing other communities to have no water to fight the Alameda fire?

Name not available

inside Ashland

October 10, 2020, 5:01 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

Notification worked fine - evacuation, if needed, would have been deadly.

Question 5

NO

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Getting onto North Main from Glenn Street is hard, even if there is NO emergency. Eagle Mill Road was closed, the only way out was North Main or go south. But I heard nightmare stories of trying to go south also due to traffic, including trucks, coming off the freeway into south Ashland. Traffic should immediately be stopped at the CA/OR border during an emergency, or at least blocked from coming in to Ashland and blocking citizen's ability to get out.

I don't believe that any one is going to escape an emergency on a bicycle! Emergency vehicles had trouble getting onto North Main. It's time to get rid of the road diet in the whole valley and realize traffic is increasing, not decreasing! If the wind had been going west, I am afraid multiple people would have burned up in their cars trying to get onto Main/Siskiyou. During an emergency, people are not kind enough to let side traffic get in - they are only concerned with saving themselves.

Question 12

Get rid of the road diet - it is dangerous to Ashland citizens!

Name not available

inside Ashland

October 10, 2020, 5:54 PM

Question 1

- Yes

Question 2

- Other - Nixle requires internet. Mine went out

Question 3

Emergency Preparedness 2021

Emergency Preparedness 2021

- Other - Relied on friends who could access internet

Question 4

We need an emergency system like an AM radio channel that people can access. I had no internet, no cable tv, and no phone service for about 4-5 days.

Question 5

We also need more cell tower service We need our leaders to stop listening to crazy anti cell tower citizens

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Since we only have two ways to access I-5 from our town there definitely needs to be a better system for communication

Question 12

No response

Name not available

October 10, 2020, 8:22 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - I had to read the New York Times and Washington Post to get any kind of information on the Alameda Fire. The City website and local news sources were useless!

Question 4

There should have been some kind of notification process for all residents, not just those on Nixle.

Question 5

The entire emergency preparedness system for this city needs to be overhauled. The poor communication and lack of an adequate evacuation program is truly frightening.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 10, 2020, 10:43 PM

Question 1

Emergency Preparedness 2021

Emergency Preparedness 2021

- Yes

No response

Question 2

- No

inside Ashland

October 10, 2020, 10:53 PM

Question 3

- Other - Pretty much relied on Facebook

Question 1

- Yes

Question 4

I live in the South end of Ashland. I would have appreciated receiving communications about what was happening. I felt like we were left in the dark to find information on our own. We received notification that we are on Level 1 alert for evacuation, and since then have received nothing. We've never been told whether we are still on Level 1, if we are not. Very unacceptable. There was no information as to best route to take in case of evacuation. Ashland can do better than this.

Question 2

- No

Question 3

- City Facebook Page

Question 5

Don't send out texts with links that require one to be connected to the internet. Many people had no internet for days. I have friends that couldn't even use data on their phones. They were in the dark. I was updating several people in that situation.

Question 4

Very loud, audible alert system.

Question 6

- No

Question 5

Infrastructure breaks down and people panic in these situations. One simple information source/alert system would work best. We survived the Paradise Camp Fire in 2018 and are well-experienced in what did and did not work.

Question 7

No response

Question 6

- No

Question 8

- Yes

Question 7

The Alameda Fire was 1.1 miles east of our home. The fire blew directly north so evacuating was not necessary.

Question 9

- No

Question 8

- Yes

Question 10

No response

Question 9

- No

Question 11

Giving best route info.

Question 10

N/A

Question 12

Question 11

Emergency Preparedness 2021

Emergency Preparedness 2021

Mass evacuations cause confusion and gridlock. Some people died in their cars in the Paradise Camp Fire. City of Ashland should develop/designate fire safe zones throughout the city, large open areas where citizens can safely wait out fires. Areas such as large vacant lots with ample room for citizens. Our family plan is to meet downtown in the city plaza or at the Large green lawn area behind the Briscoe School. If we are warned far enough in advance, we will consider evacuating by car if traffic is moving.

Question 12

Vehicle evacuation would be a disaster if the fire were fast moving. One accident, one burned tree or power pole down across a street and all traffic stops. Having experienced the chaos of evacuating from a fast-moving fire, I would strongly advise looking at alternatives to mass vehicular evacuations.

Name not available

October 11, 2020, 8:13 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website
- City Facebook Page
- City Twitter Page
- Other - Jackson county emergency management FB PAGE, YouTube emergency monitors, Ashland mamas medicine wheel FB PAGE, Riverstone commons FB PAGE

Question 4

County wide map of real time fire information and evacuation levels. Also, got caught in Ashland traffic. Is there a city wide evacuation plan to prevent the traffic jam?

Question 5

We need neighborhood traffic plans an education before the next emergency occurs. I'm from FL, where hurricane evacuation plans are known and planned for. This seems prudent, especially for Ashland!

Question 6

- No

Question 7

I left my house with my dogs, and spent 3 hours sitting in traffic in Ashland, as I had no idea what was happening, and couldn't get any official information. I realized what a trap Ashland is, as I sat in traffic.

Question 8

- Yes

Question 9

- Yes

Question 10

Lack of information. I saw the smoke and helicopters out in front of my house (I live up on the hill) and was afraid the wind would change and we would be stuck.

Question 11

Pre planned routes. More public information about the size and direction of the fire as it is happening.

Question 12

No response

Name not available

October 11, 2020, 8:19 AM

Question 1

- Unsure

Question 2

- No

Question 3

- Other - Listening to scanner on computer

Question 4

any notification would be better than none!

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 5

The whole town was gridlocked by semitrucks from the freeway. So frightening to think we could not have gotten out if fire had blown towards Ashland!!

Question 6

- No

Question 7

Crazy! No where to go due to traffic.

Question 8

- Yes

Question 9

- Yes

Question 10

Helman school was evacuated and a teacher friend stopped by our house to tell us. We live just a few houses up from Helman school.

Question 11

Kerp the semitrucks out of our town. And get rid of the traffic diet so we have two lanes to use to get out!!!

Question 12

In my opinion this disaster was handled poorly. No communication...and no way to get out. Very scary!

outside Ashland
October 11, 2020, 10:09 AM

Question 1

- Yes

Question 2

• Other - I thought it was adequate given the circumstances surrounding the fire -- speed of fire, etc. As long as people said to themselves "the fire is going North, I'm going to evacuate to the South" Many did not think that maybe direction of fire would be good

Question 3

- Nixle Alerts

Question 4

That is hard to say. For me, Nexie seems like a pretty good system. It does not rely on electricity-- which could be out (so TV is a non-starter). Radio might be good, but we don't have Conelrad anymore. So besides the question of who listens to radio anymore? How do stations get notified? Which Stations? How are the stations kept up to date? Everything gets easier when there is more time. In this case, the fire was at Valley View Road in about 15 minutes after it started. As stated below, wind speed and direction is a crucial factor in what and how to communicate with the public. I'm not sure the wind speed and direction were properly weighed in providing notice in the Alameda Fire.

Question 5

Wind direction should play a part in evacuation notices. People should be able to figure this out, but obviously many did not. As stated above, rather than a blanket evacuation order, tell people not to go North when the fire is burning North of Town and headed further North. Also when fire is headed North tell them to avoid North interchange and NB I-5. While not a communication issue, the North bound traffic on I-5 should have been turned around at Mt Ashland or at California border (or Weed/Redding). Expecting that traffic "turn around" once reaching Ashland was a disaster

Obviously, if the fire is South of town and headed South -- evacuate to the North.

Question 6

- Yes

Question 7

We didn't leave. I had my eyes on the fire (it started less than 1/4 mile to the West of us), and by the time the evacuation order came in the fire was long gone and past Valley View. Having said that, we had our vehicle packed and were ready to go if wind shifted for any reason.

Question 8

- Yes

Question 9

- No

Question 10

Emergency Preparedness 2021

Emergency Preparedness 2021

No response

Question 11

No response

Question 12

Get rid of the blackberries in the greenway and along Ashland Creek. The blackberries burn like creosote bushes -- they practically explode. With a prevailing North wind the blackberries are a "fuse" from the Greenway by the Dog Park straight up Ashland Creek to the Plaza. The blackberries endanger the heart of Ashland.

inside Ashland

October 11, 2020, 11:40 AM

Question 1

- Yes

Question 2

- Other - Conflicting messages regarding evacuation were sent to our neighborhood (bordering Alameda) from the City and Jackson County. These two systems need to be coordinated.

Question 3

- Nixle Alerts

Question 4

Broad warning using the Hosler Dam warning System with an added message to tune to the emergency broadcast system would have been helpful. We initially became aware of the proximity of the fire by the noise of sirens and helicopters flying overhead. The emergency broadcast system was never brought on. It should have been!

Question 5

Given that there are a limited number of possible scenarios which are likely to result in a mass evacuation, an outline of the scenarios and probable directions for citizens to evacuate can be prepared and provided to everyone. Given people's attention span, reminders will be necessary.

Question 6

- No

Question 7

Being connected to the Ashland Nixle we were told to "Be Ready" while our neighbor received a Nixle text from the county to "Evacuate Immediately". After our neighbor became ensnared in the traffic, they received the Ashland Nixle telling them evacuation is not necessary. I know the situation unfolded very rapidly but the two systems absolutely need to be coordinated.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

It is clear that better coordination with ODOT is needed. I-% traffic should have been sent back south instead of onto 99. With the likelihood that police & fire staff will be overwhelmed in any large emergency, evacuation routes need to be identified, marked and perhaps numbered. Route numbers could be used with text messages to direct cars to the least congested route. Community volunteers like CERT could be trained and preassigned to direct traffic through key intersections. Emergency on ramps to I-5 at North Mountain could be constructed. The ramps would remain barricaded until needed.

Question 12

Some of the dangerous situations that our brave first responders were put into were the result of failure by government to enforce the laws regarding cutting of weeds. I have seen the weeds between I-5 and Eagle Mill road grow high and dry year after year. I always thought the terrain must be too rough to allow mowing. Now that it has burned, it is clear that most of it is quite smooth. The droughts are likely here to stay. So, we need to control the fuels.

We also need to address the issue of the homeless. When people have no place to go but a hidden camp along the Greenway, we invite more fires in the future. We need to create safe places for them and help them understand why they need to stay there instead of along the creek.

Name not available

October 11, 2020, 2:38 PM

Question 1

Emergency Preparedness 2021

Emergency Preparedness 2021

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

Use the radio and church bells as a warning. Fire and wind are too fast for usual warnings.

Question 5

The road sign is not helpful.
Do not hire a consultant to get a new plan

Question 6

- Yes

Question 7

Congestion.
No way north

Question 8

- Yes

Question 9

- Yes

Question 10

Advisory

Question 11

No response

Question 12

No response

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

The Nixle indicating 'Quiet Village' was confusing to many people I know as to where the fire was. The street address or intersection, something could google map, would have been better.

An indication early on of where to follow the progress would have been helpful. What site would give current info or fire map.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

A fire would most likely burn up hill, but the road exits are limited and all downhill from my house.

Question 12

Could the bells at college be rung more continuously if there was a reason

Name not available

October 11, 2020, 3:25 PM

Emergency Preparedness 2021

Emergency Preparedness 2021

to evacuate in area around and uphill from it?

Name not available

October 11, 2020, 5:18 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Other - Riverstone Commons when I could get it (no internet), Television w antenna KDRV

Question 4

At first nobody knew what direction it was going, and I received several phone calls from friends telling me to evacuate. Then the wind shifted, and friends told me it was going away from my house rather than toward it. During the first 1-2 hours, there was a lot of confusion. Knowing that I would get notice if my area of town was going to be evacuated would make me feel much better.

Question 5

Nixle worked well for Ashland. I am not sure about Talent or Phoenix emergency systems.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

When the semi-trucks were blocking downtown Ashland streets, it was very frightening because we felt that we would be stuck if we needed to evacuate south (we are on the north end of town). The streets get blocked/stalled very easily and there are no other routes except to go up and over the park.

Several friends evacuated in advance with the winds on the following Sunday because they were afraid of traffic.

Question 12

Is there a place we can go to get an evacuation route for our neighborhood?

Name not available

October 11, 2020, 7:19 PM

Question 1

- Yes

Question 2

- No

Question 3

- City Facebook Page

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

Emergency Preparedness 2021

Emergency Preparedness 2021

• No

Question 10

No response

Question 11

No response

Question 12

No response

Name not shown

inside Ashland

October 11, 2020, 9:23 PM

Question 1

• Yes

Question 2

• No

Question 3

• Nixle Alerts

Question 4

additional Nixle Alerts as Tue 8 Sep unfolded

Question 5

Perhaps a city staff person or the mayor being tasked with communicating to the public during crises

Question 6

• No

Question 7

No response

Question 8

• Yes

Question 9

• No

Question 10

No response

Question 11

When I heard that I-5 had been closed and 99 north of Ashland had been closed, and I knew that Dead Indian Memorial Road had already been closed passed the Howard Prairie cutoff, I became traumatized thinking that if Ashland had to evacuate, it seemed like only highway 66 was available. That brought visions of Paradise, CA, residents all trying to escape their fire without adequate escape routes. Recommendations: clearer information (I couldn't get clear information on whether I-5 south of Ashland was still open) and more evacuation routes

Question 12

No response

Name not available

October 11, 2020, 10:41 PM

Question 1

• Yes

Question 2

• No

Question 3

• Nixle Alerts

Question 4

The second Nexle follow up evacuation alert was like an all clear notification. Given that flames were still burning in the field the notice felt premature. It was very vague in the wording.

There was no notice of how to get out of the fire area.

There was no real time fire / evacuation information on the TV, or public radio station, or emergency radio channel. The only options were via computer/smartphones/internet not possible for everyone. Not for me. Not when internet goes down, or power is cut.

Question 5

Please provide the valley with an explanation as to why a broad

Emergency Preparedness 2021

Emergency Preparedness 2021

emergency notification was not released. This fire affected the entire area with traffic dangerously compounding evacuation how is this going to change for the next fire.

Question 6

- Yes

Question 7

I live close enough to the start of the fire that I could see the smoke before the evac notice came. I could also tell the fire was quickly travel away from my house. When the NIXLE notice came we were prepared to leave. By the time I gathered our get out bags, and wetting down the roof, my son drove back from exit 19 and got us. We were easily able to travel away from Cambridge St. via Laurel Street but came to a standstill at the railroad tracks at Hersey. At that point the all clear Nexil notice came through and we turned around in the middle of the street instead of continuing. By then the fire had moved north. However, at dusk we were able to see alot hot spots in the feild and I wondered if we were allowed to return too early.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Now seeing how fast fires are moving here in the R. Valley and other urban areas it would be helpful to stop traffic flow on I-5 many miles from the site. And in town stopping traffic from entering areas that is absorbing evacuation traffic would have helped my experience. We need to have greater hands on training of evacuation routes, options of where to go i one is coughtwith out an exit. Creating a communication format which allows the designation of certain streets for first responders and alternate routes for opposite flowing traffic. "One way in -one way out"

Question 12

Why was I-5 not stopped earlier? Who is in charge of communicating decisions when all the first responders are in the field?

inside Ashland

October 11, 2020, 11:17 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website
- Other - Neighbors with scanners.

Question 4

A link on the city website to scanner traffic. Recommendations of the best routes out of town on Nixle and on the city website. Warnings of the forbidden routes out of town on Nixle and the city website. Loudspeaker alerts like the tests for Hostler Dam we've all heard for freaking years! Emergency Broadcast System radio and TV alerts.

Question 5

Who didn't trigger the Emergency Broadcast Alert on TV and Radio? That needs to be in the paper. That needs to be discussed. Who cares if it's "embarrassing" to someone.... it's life and death and that failure needs to be redressed. And that person needs to be fired. And that failure needs to be admitted to and discussed and people need to have confidence that it will not happen again.

Question 6

- No

Question 7

Half the neighbors chose to leave and half stayed. The fire passed us by. The neighbors who left were stuck in hours of stupid traffic and had to sneak back to the neighborhood. Moral of the story - when in doubt, we are all staying put. That might not be the best idea, but because of the lack of real time evacuation information this time... the city just guaranteed that will be the behavior next time.

Question 8

- Yes

Question 9

Emergency Preparedness 2021

Emergency Preparedness 2021

- No

Question 10

No response

Question 11

Provide as many options as possible for residents to exit the city. I made this awesome video. <https://youtu.be/B4jc0jSLjtg> The city needs something similar on their website. Get on that!

Question 12

Yeah, There are ODOT access roads onto interstate 5 and TID roads across private property and other roads on public/private lands. The city and county need to let the public know where these are and that these options will be made available during emergencies.

Name not available

inside Ashland

October 12, 2020, 7:46 AM

Question 1

- Yes

Question 2

- No

Question 3

- Other - Disappointed in the level of communication. Needed general info on the fire to make informed decisions.

Question 4

Instead of relying solely on Nixle, I would have appreciated it if the city and or county would have kept local TV and Radio stations informed so that they could have disseminated information to the general public. Things like the direction the fire was heading, maps showing areas that should be evacuated and the levels of evacuation. Routes that were recommended to get out if indeed you were being asked to evacuate, etc.

Question 5

Again, not necessarily a city effort but a coordinated effort between the city and county with multiple fronts. TV Radio as well as Nixel.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Keep semis from parking on the side of the roads clogging roadways. Police should have had someone directing traffic like making both main streets in Ashland one way out of town if needed or some other method to make sure people know what routes they should take and keep traffic flowing.

Question 12

No response

Name not available

inside Ashland

October 12, 2020, 8:03 AM

Question 1

- No

Question 2

- Other - I wasn't enrolled

Question 3

- Other - I didn't

Question 4

There could have been one. I was working in Ashland, but live in Talent and lost my home. I wasn't able to get home because of the traffic. I knew

Emergency Preparedness 2021

Emergency Preparedness 2021

there were a couple of fire areas in Ashland, but had no idea it spread to Talent until it was too late. I think that better communication about the seriousness of the fires in Ashland could've alerted Talent/Phoenix area residents to have a head start to get home and grab things. I think all of us should be alerted to what's happening in the whole valley so we can make informed choices. We got the rug pulled out from under us. Facebook was the best source of information during the disaster.

Question 5

Communication shouldn't be limited to the city we live in. We need to know what's happening in surrounding cities, too, and what the danger is of spreading in the case of fire, or the danger with other disasters. I understand the need to not cause panic but without information, we're screwed. I was screwed and lost my home because I had no idea the fire had spread to Talent where I lived. I was left with the clothes on my back (work clothes) and what was in my car, and luckily, my dog, but...had I known, I could've gone home and grabbed my valuables and important docs, cash, etc. Zero communication happened, except for Facebook after the fact. Citizens did the communicating and the cities were silent.

Question 6

- No

Question 7

I had no idea our neighborhood in Talent was being evacuated. I was in Ashland at the time and couldn't get home to grab anything by the time I realized what was happening because of the traffic. Traffic and lines at the gas stations happened FAST.

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

Keep traffic going in both directions so people can get home if possible and then leave.

Question 12

Only the wind saved Ashland from this fire. There were too many of us who didn't know anything was happening until it was too late.

Name not shown

inside Ashland

October 12, 2020, 8:23 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- Other - iJPR

Question 4

Could have had information on line and on the radio/TV as to conditions on roadways, exits, active fire areas ... not just immediately IN Ashland but in the adjacent regions.

Question 5

Though most people have Smart phones and/or use social media, many of us do not. Phone and on line Ashland website work though.

Question 6

- No

Question 7

By mid afternoon, it would have been impossible to go anywhere. A much improved evacuation process is in order. You might also want to prepare and distribute an evacuation preparedness leaflet with a list of what makes sense to pack and where evac. routes are located.

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

Emergency Preparedness 2021

Emergency Preparedness 2021

Make sure information is ongoing and available throughout the emergency; maybe an emergency frequency. Make sure evac routes from different parts of town are clearly mapped. Make sure Ashland information is coordinated within the whole region.

Question 12

No response

Name not available

outside Ashland

October 12, 2020, 9:16 AM

Question 1

- No

Question 2

- No

Question 3

- Other - None, I heard no alerts from Ashland. I was in the A. dog park, listened to NPR until 2:30. NEVER heard an alert. I got home to Talent and evacuated myself.

Question 4

The city/county officials could have, and should have, put the EAS into place. My entire life I've heard the "test" on the radio for emergencies. When I was driving home to Talent, on 99, at 12:15, I started listening to JPR, and continued listening until I reached Jacksonville two hours later. I'm baffled and angered that this alert was not activated.

Question 5

The lack of alerts and lack of news coverage has been frustrating since the day of the fire. I am shocked at the municipalities of Ashland, Talent and Phoenix, and at the county for this massive failure of systems. How you go forward from here is of huge importance and should be discussed at length with the emergency management system of Jackson County. Having been at the Ashland Dog Park and taken a photo at 11:07 of the fire, then more photos as I drove home to Talent, I tracked this fire. I chose to leave with NO evacuation notice or alerts at approximately 1:00 pm. An hour and a half later, traffic was jammed up on 99. IF a level one or two alert had been in place by 12:00, as the fire was obviously spreading quickly north, more people would have had time to gather precious belongings and/or beloved pets. They would not have had to sit in traffic terrified as flames grew around them. Jackson County needs to be held accountable, so that this never happens again.

Question 6

- No

Question 7

Because I saw this fire start, and grow. (As did the emergency personnel) I took it upon myself to leave before it became a "get out now" situation. My question from that moment forward, if I was able to determine the situation required evacuating, why is it that the officials could not make that same determination?

Question 8

- Yes

Question 9

- Yes

Question 10

I'm no longer an Ashland resident, however, I believe Ashland was and is responsible (as well as the county) to track this fire and warn the city of Talent. See above for my answer to this question.

Question 11

The communication with the emergency services officials and the emergency management system of the county obviously fell short. This communication must be improved.

Question 12

No response

Name not available

October 12, 2020, 9:43 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 4

I am grateful that I did sign up for Nixle on Sept. 7th so got the text notifications on the morning of Sept. 8th. The severity of the fire did not become apparent to me until the afternoon when I started looking online for more information. Most of the useful information I got was from "friends" on FB. I think continuing to post information about the path of the fire and areas being evacuated would have been useful, especially for folks who work in Ashland but live in Talent and Phoenix.

Question 5

My concern is for folks who do not have cell phones and are not connected to the internet. It may mean having neighborhood pods who connect in person with people to let them know what is going on, especially of evacuation levels change or if evacuation level 3 is necessary.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

I think having "safe zones" or places for people to evacuate to on foot if traffic is backed up - for fire and flood: football fields, parks with open space with mowed green grass, - maybe each neighborhood needs places like this. Keeping traffic flowing - I suppose this is one job for CERT members -

Question 12

No response

Name not available
outside Ashland

October 12, 2020, 12:32 PM

Question 1

- Yes

Question 2

- Other - no, i was not alerted about the fire nor the evacuation

Question 3

- City Facebook Page
- Other - texting friends was my best resource until internet returned where i was displaced in Ashland

Question 4

let me know there is a fire and to evacuate! and alert about road closures ASAP. If i had know anything I may have been able to get home to Talent in time to collect some things and our pets (i was in Ashland at the time and unable to get back due to road closures). Llet businesses know too! I was at the bank and they knew very little, only that Bear Creek Ashland area had to evacuate. And they were the first place i even knew about the fire. The teller mentioned it in passing before I left when talking about the wind. i was surprised they were still operating and also feel businesses should be alerted ASAP and have the responsibility of telling customers who may come in clueless, like me.

Question 5

Just what I said above. Also we need more first responder support, as we now know. We also need to have wildfire emergency preparedness courses in each neighborhood so we know what to do, have the supplies we need to help stop the spread of fire when small, and how to help one another. Appreciating this survey, thank you.

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 10

No response

Question 11

No response

Question 12

Create mandatory emergency preparedness courses for each neighborhood to follow so we can work together! Just like they did at the Jackson Wellsprings!

inside Ashland

October 12, 2020, 12:53 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- City Website

Question 4

It would have been helpful to get more information via the Nixle alerts in the Alameda Fire.

Question 5

No response

Question 6

- Yes

Question 7

My husband is paraplegic, which made a fast evacuation challenging. I am grateful to live in Quiet Village where many neighbors know us and came to help and check on our progress. I was loading the car when the Nixle alert came through lifting the evacuation, so we decided to stay. We left the car loaded and spent the rest of the day organizing further in case the wind shifted and trying to get information about the fire.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

To facilitate safe evacuations, I think Nixle alerts could be used to direct traffic flow down specific side streets, by neighborhood. Perhaps traffic could also be directed towards specific destinations, such as large open parking lots, to help alleviate bottlenecks on the main roads.

For those who needed to get in and out Ashland during the Alameda Fire, I think it's clear that having turned North Main Street into a single lane in both directions is a disaster waiting to happen. The road should either be reinstated as four lanes or there needs to be a plan that can be implemented quickly in order to turn it into four lanes during an emergency.

A much more detailed evacuation map and needs to be made, showing routes to the highways as well as safe locations, by neighborhood. This could be distributed with our monthly utility bill in June, supplemented with reminders throughout fire season. On this document could be a list of emergency information resources.

I think the city should consider creating another access to I5, either from Oak Street or Mountain Avenue.

I think the city should consider installing siren alerts similar to the flood siren, specific to each neighborhood. It could even be set up as a voice broadcast system similar to Nixle alerts, to ensure that those without cell phones or email can receive emergency notifications. I'm very concerned about what could happen in the event that cell towers go down.

Question 12

Like so many citizens of this valley, I was appalled at the lack of emergency information available during the crisis hours of the Alameda Fire. It is unacceptable that I resorted to tuning into the police scanner for real time information in order to determine where it was dangerous and where it was safe to go. We need to get serious about how our communities are going to handle the inevitable emergencies to come.

Name not available

October 12, 2020, 1:06 PM

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 1

- No

Question 2

- No

Question 3

- Nixle Alerts
- Other - Facebook pages/posts

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- Yes

Question 10

Bad air quality

Question 11

No response

Question 12

No response

Name not available

inside Ashland

October 12, 2020, 6:35 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - Internet was down and Verizon was only good for texting, nothing on the web. My scanner app worked so I used that.

Question 4

1. FIRST, sound an audible alarm throughout the valley. Wake people up who are sleeping and get our attention. THEN we can look for alerts etc.
2. Assume the internet is down and don't sent any VITAL info in links in texts that go nowhere as a result.
3. If you do send a link, PLEASE send a map with what has burned and the area it's predicted to go next (think of hurricane maps)
4. Once the city realizes how serious the disaster is, there's not such thing as too frequent updates. We're all affected, even if we're not directly in the area under threat.
5. If you think people should evacuate, don't use language like "consider evacuating" like was done during Alameda.

Question 5

Sound an audible alarm so everyone knows there's a major emergency happening. THEN immediately send texts/calls etc. Send links to maps, especially showing where traffic is being diverted and showing evacuation routes. Most people don't think about these things until they have to, so make it clear and obvious what they should do. Additionally, get a city/emergency person to activate the emergency broadcasting service for Radio and TV. Last, prepare for the next emergency by creating a facebook page that people can know is available. Facebook was the only news organization (word of mouth on Ashland Peeps/Riverstone commons and Ryanweather.com facebook) with any updates AT ALL.

Question 6

- No

Question 7

No response

Question 8

- Yes

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 9

- No

Question 10

No response

Question 11

1. create a new onramp north and south at Mountain. Put up a fence or boom to prevent normal use. Unlock by emergency responders/police when needed. It can be a gravel onramp, doesn't have to be anything expensive or fancy.
2. Build a website where you enter your address and see your evacuation routes. Update this in an emergency.

Question 12

Information was nowhere to be found. News organizations aren't staffed up and aren't focused on breaking news. EVERY Summer, when we hit Extreme on the fire risk gauge, one person in a fire department location should be tasked with emergency communications. When there are red flag warnings with high heat and low humidity, that person should be updating a website or facebook page anytime a fire breaks out. We need to know where to look for information when we turn on tv or radio and nothing is being broadcast. Getting 2 or 3 Nixle texts aren't enough information!

Name not shown

inside Ashland

October 12, 2020, 7:56 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- Other - Riverstone commons and texting friends

Question 4

A siren. An alert to tune into radio. A dedicated emergency website with real time info and a real time map. A real time evacuation route planner.

Question 5

Its terrifying to think we would be stuck with no way out in a fire or such. We need a dedicated emergency website or a plan we all know to stick to. It was chaos. A siren or real time map such as the pulse point app would be wonderful.

Question 6

- No

Question 7

I left voluntarily because I was close to the grassfire in Ashland. I got to the 5 south. I had no idea it was closed. I watched the Burger King burn. It took an hour to get there from 4th street. It was awful. I had to turn around and I went to shasta via 5S. There was an absolute ton of trucks on the way to the 5. It was a big mess but I eventually got back out and in again OK.

Question 8

- Yes

Question 9

- Yes

Question 10

High winds and insane weather. Fear. Not enough information. Distrust of the system telling us when to go. Fire and smoke headed towards my house.

Question 11

Communicate more. We need to know whats happening. A radio alert or info, a dedicated website we all go to, a siren, something anything to let us know where and how to leave.

Question 12

That was a very scary situation that almost made me want to leave town.

inside Ashland

October 12, 2020, 9:34 PM

Question 1

- Yes

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 2

- Yes

Question 3

- Nixle Alerts
- Other - Jackson county criminal activities and scanner – Facebook and Rogueweather.com, also Facebook

Question 4

For our location, which is 790 Iowa, above triangle Park, it was fine.

Question 5

I don't know what to do about it, but several neighbors lost their Internet, television and phone service at certain points of the emergency.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

1. Do not allow I-5 traffic to enter Ashland via Siskiyou Boulevard. 2. Immediately remove the road diet to free up more lanes of escape. The road diet needs to go anyway, it is unnecessary. 3. Re-plan and update evacuation maps, that only show residents that live above Siskiyou Boulevard to come down to Siskiyou Boulevard to evacuate. Need highly detailed evacuation routes from all parts of the city.

Question 12

No response

Name not available

October 13, 2020, 7:34 AM

Question 1

- No

Question 2

- Other - I was not enrolled

Question 3

- Other - County Website, Facebook, Twitter

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

We did end up leaving (in lvl 2) and it was not a problem.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Emergency Preparedness 2021

Emergency Preparedness 2021

Name not available

October 13, 2020, 1:09 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

No response

Question 5

I think Ashland barely avoided a catastrophe. With all the traffic diverted off I-5 and 99, if a major portion of the city would have needed to evacuate they would have been totally unable to do so. There needs to be a better plan for city evacuation.

Question 6

- No

Question 7

We were on alert to be prepared for immediate evacuation, but would never have been able to get out given the traffic problems in the area.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 13, 2020, 2:04 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Other - All of the above, including TV news coverage, but it always seemed incomplete or inadequate

Question 4

Some sort of televised, recorded news conference both in the morning and evening, with links distributed electronically.

Question 5

In addition to sending text messages, an actual phone call (with a recorded message) would be helpful. I would be much more likely to notice and respond to my phones ring-tone than to a text message ding.

Question 6

- Yes

Question 7

We were near the origin of the fire, so we were one of the first to evacuate, so the roads were clear. Within an hour we would have encountered congestion.

Question 8

- Yes

Question 9

- No

Question 10

No response

Emergency Preparedness 2021

Emergency Preparedness 2021

Question 11

Never redirect Interstate traffic onto city streets required for evacuation. If the freeway is closed, I would suggest routing traffic off, then immediately back on in the opposite direction using a minimum of city streets.

Question 12

The coordination between city and county responses, alerts and messaging needs to be more seamless. We received Nixle alerts, but none from the county. When we compared our alerts to those in the county, they were somewhat different.

outside Ashland

October 13, 2020, 2:21 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Other - local television news

Question 4

My neighbor actually knocked on my door and told me the city had knocked on his door and said we should evacuate for our own safety.

Question 5

I strongly believe that using the city wide alert system which broadcasts audibly would have been a better source for everyone. Why was it not used? There is periodically tests of this system?

Question 6

- Yes

Question 7

a knock on the door by my neighbor.

Question 8

- No

Question 9

- Yes

Question 10

I have been thru fires before so I knew it was a necessary.

Question 11

per above---use the city wide audible alert system.

Question 12

I am very concerned about an evacuation plan regarding getting out of the city. I left on east Main Street and needed to get fuel. After getting fuel I received a text message that it was safe to return home which took me an hour from the Arco station to my home off of Oak and Nevada.

Name not available

October 13, 2020, 2:41 PM

Question 1

- Yes

Question 2

- Other - Yes, but we got conflicting county alerts

Question 3

- Other - Very difficult to get adequate updates

Question 4

Communicated where to access all updates and consolidated info in one place

Question 5

If was difficult to know even days later if the fire was still burning. We finally settled on KTVL in Medford but found no source in Ashland.

Question 6

- No

Question 7

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We live near Alameda and it was recommended that we evacuate. It took me 20 minutes to get from the Ashland plaza to Alameda and Sander Way to pick up my husband. Then the traffic was worse getting out of our neighborhood.

Question 8

- Yes

Question 9

- Yes

Question 10

Nixle recommended that we evacuate.

Question 11

STOP THE FREEWAY TRAFFIC SOONER AND DO NOT REROUTE HWY 5 THROUGH TOWN!!!!

Question 12

No response

Name not available

October 14, 2020, 5:38 AM

Question 1

- Yes

Question 2

- No

Question 3

- Other - Listened to police scanner, texted friends

Question 4

The city needed to be updating its citizens through Nixle and social media. At points it felt we were completely on our own and if I didn't live right near the police station I would be seriously concerned at my level of safety.

Question 5

Look into how California responds to threats on populated areas. They've

had a good couple of years to work it out. There should be a concerted public information effort to get people to sign up for Nixle.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

I was seriously afraid that if we had to go we'd be stuck in a paradise situation due to the high levels of traffic in town from I-5. Living here as long as I have I am familiar with backroads and ways out of town but even getting to those places would have been a serious issue. I felt like the City had done nothing to even prepare us for this moment.

Question 12

No response

Name not available

October 14, 2020, 7:23 AM

Question 1

- Yes

Question 2

- Other - Early notifications were appropriate and timely. Subsequent notifications, as the fire progressed were scarce. More frequent updates would be good.

Question 3

- Nixle Alerts

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Question 4

There was confusion about the closing of I-5. Some people didn't know that the exits have numbers. Also referring to the South or West exit can be confusing if one is directionally challenged.

The sudden increase of I-5 traffic through Ashland caused a severe slowdown of flow. If people in Ashland had had to evacuate during this it would have been close to impossible.

While waiting in traffic on Siskiyou, to go from Ashland Street towards downtown, I saw a Mercy Flights vehicle traveling on the wrong side of the road.

It occurs to me that in the case of such an emergency traffic should be directed in only one direction.

It is also important that people should stay put if they are not in the area affected. I called my partner in Medford and told him to stay put and not try to come home. Many people I know tried to get home to Ashland when it wasn't really necessary. By being on the road they may have prevented people who needed to get out clear passage.

Question 5

Nixle notifications worked well for me. I shared the link with many people that day. Many people that I talk to you did not know about Nixle. I also think that more frequent notifications and Nixle are important.

Question 6

- No

Question 7

Nixle alerted me that I did not need to evacuate.

Again, I repeat, some people do not know that Ashland exits have numbers.

Sometimes it's best to say simply, "the exit with the two gas stations and Burger King."

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Use commonly known land marks as well as street names,

I had no idea where Alameda Street was.

Example:

"By the Dog park or by the water treatment plant."

"Evacuate away from downtown"

Question 12

Make an effort to get Nixle link out to all residents.

I've heard many stories after the fire of how one neighbor helped another neighbor become aware of the fire and get out. Older people who do not have cell phones are most vulnerable.

Neighbors helping neighbors really works.

Name not available

October 14, 2020, 10:43 AM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

There was so little communication from the city or even on the tv and radio news. I spent much of the day trying to figure out what was going on and whether or not my family was in immediate danger. The Medford Alert twitter feed was the only consistently updated information I could find. We were 2 miles from the fire as it blew in the opposite direction, so we were so very lucky, but we felt pretty much abandoned by all of you.

Question 5

There is no such thing as overusing the Nixle alerts or other text/email/tv/radio in an emergency like what we just went through. A consistent updating of where the fire was, where evacuation centers were, who to call for help if you needed assistance with evacuation, and where in town should simply stay put and out of the way would have been helpful and should have been seen as necessary. I understand that resources in a small town are limited, but as things settled down for me and I saw the

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destruction of so many others' dreams and property, I question how you prioritized those resources.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Please see my answer re: communication above. So many people were flooding out into the streets and clogging traffic even though we would have done better to stay put and out of the way. But we had no way of knowing that.

Question 12

No response

Name not available

October 14, 2020, 11:20 AM

Question 1

- No

Question 2

- No

Question 3

- Other - channel 12 news

Question 4

Nixle alerts

Question 5

Reverse 911 for level 2/3

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

outside Ashland

October 14, 2020, 11:44 AM

Question 1

- Yes

Question 2

- Other - I was notified but updates were hard to come by

Question 3

- Other - The jcgis website allowed me to type in my address and see if I was still in the RED zone or Yellow zone. Didn't feel comfortable to return home until I was in the white zone

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Question 4

Updates. I have community access channel thru Ashland Home Net but once I evacuated those updates weren't accessible from my hotel in Yreka. Plus NO notification that I-5 was SHUT so couldn't get that info until I was at the on-ramp

Question 5

Use the siren for evacuation notice? Use the EAS system on TV and RADIO. Update so you can find out if your address is still in the "GO" zone or if you can return safely.

Question 6

- Yes

Question 7

I was at Safeway At 11:29 and it took me until 12:15 to get to my door so I could get my kids and our go bags and get out. The gas station in town was creating back up traffic into the lanes both south and northbound which wasn't helpful.

Question 8

- Yes

Question 9

- Yes

Question 10

The fire was 1000 Yards from my home and There were 25mph winds and no guarantee that they wouldn't shift. My safety is more important than my things.

Question 11

If people are scared they are going to GO no matter what their 'zone' is. But not allowing highway traffic to travel through Ashland would HELP GREATLY.

Question 12

I just moved here and don't know my way around. I created a go bag (clothes, meds, hard documents of ID, house deed, ins. Info) for me and my kids 3 weeks before the fire plus a list of 3-4 hotels in each direction that took pets with their address and local phone numbers. Also I had a list of the FEW things in the house I wanted to grab if I had time I WISH more people had taken the time to think about these things and prepare. It's not hard and we ALL have the time. PS-I know 3 fire fighting families that do NOT have this for themselves. Shouldn't this be required of all fire

personnel?

Name not available

inside Ashland

October 14, 2020, 2:10 PM

Question 1

- Yes

Question 2

- Other - I was working in Medford, so didn't think it applied until it was time to try to get home (or not).

Question 3

- Nixle Alerts

Question 4

What I heard (as CERT volunteer) was that people needed to know which direction to evacuate. Also the county totally failed to use their alert system.

The internet went down, so web pages don't work. People were running from door to door to get people out in Talent. what about using a cop car with a loud speaker? We are all too dependent on the internet and cell towers.

I needed to know if I could safely get home to Ashland; ended up driving through Talent while it burned around me.

Question 5

Not all the citizens of Ashland are in Ashland when there is an emergency, or they are leaving Ashland during an emergency. Information should include what is going on in surrounding areas.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

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- Yes

Question 10

My husband and son were watching the fire go up to greenway to Billings Farm and we live just up the hill.

Question 11

Evacuations might include using both sides of the freeway to go N or S. Same is true of city streets.

Question 12

Ashland certainly did better than Jackson County. It was the Ashland CERT that manned the communication center primarily for the county.

Name not available

October 14, 2020, 3:17 PM

Question 1

- Yes

Question 2

- Other - would have liked A LOT MORE updates as the fire moved so could make decisions to stay or to go

Question 3

- Nixle Alerts
- Other - riverstone commons on facebook--other sites were not updated enough

Question 4

A LOT MORE updates as the fire progressed as well as more info about freeway shutdowns and traffic/accessibility on city streets, alternative routes...

Question 5

I live on the hill by the hospital and saw the fire as it was beginning...given the strong winds, and my MAJOR FEAR of not getting onto Main St. since on a normal day, it can take 2-3 minutes to get onto the Main Street, I panicked, not feeling safe with the way our city is set up for such evacuations, I chose to simply leave and go to the other side of town.

Question 6

- No

Question 7

I live on the hill by the hospital and saw the fire as it was beginning...given the strong winds, and my MAJOR FEAR of not getting onto Main St. since on a normal day, it can take 2-3 minutes to get onto the Main Street, I panicked, not feeling safe with the way our city is set up for such evacuations, I chose to simply leave and go to the other side of town.

Question 8

- Yes

Question 9

- Yes

Question 10

I live on the hill by the hospital and saw the fire as it was beginning...given the strong winds, and my MAJOR FEAR of not getting onto Main St. since on a normal day, it can take 2-3 minutes to get onto the Main Street, I panicked, not feeling safe with the way our city is set up for such evacuations, I chose to simply leave and go to the other side of town.

Question 11

PLEASE GET RID OF THE ROAD DIET! Set up evacuation routes for us in case of such fires...with various options based on where fire might be.

Question 12

I think we all thought fires would come from behind the hill and push us out to all the exits/freeways. This fire showed us that a fire can start anywhere and we could all be BOXED IN WITH NO PLACE TO GO!!! Fire safety and lack of evacuation possibilities/plans is the ONE thing that would cause me to move away from Ashland...seems like a disaster just waiting to happen, and Almeda fire showed us how quickly it COULD HAPPEN!

Name not available

October 14, 2020, 3:19 PM

Question 1

- Yes

Question 2

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- Other - would have liked A LOT MORE updates as the fire moved so could make decisions to stay or to go

Question 3

- Nixle Alerts
- Other - riverstone commons on facebook--other sites were not updated enough

Question 4

A LOT MORE updates as the fire progressed as well as more info about freeway shutdowns and traffic/accessibility on city streets, alternative routes...

Question 5

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Question 6

- No

Question 7

I live on the hill by the hospital and saw the fire as it was beginning...given the strong winds, and my MAJOR FEAR of not getting onto Main St. since on a normal day, it can take 2-3 minutes to get onto the Main Street, I panicked, not feeling safe with the way our city is set up for such evacuations, I chose to simply leave and go to the other side of town.

Question 8

- Yes

Question 9

- Yes

Question 10

I live on the hill by the hospital and saw the fire as it was beginning...given the strong winds, and my MAJOR FEAR of not getting onto Main St. since on a normal day, it can take 2-3 minutes to get onto the Main Street, I panicked, not feeling safe with the way our city is set up for such evacuations, I chose to simply leave and go to the other side of town.

Question 11

PLEASE GET RID OF THE ROAD DIET! Set up evacuation routes for us in case of such fires...with various options based on where fire might be, and a good team to assess fast moving info, make decisions, and disseminate info to community!

Question 12

I think we all thought fires would come from behind the hill and push us out to all the exits/freeways. This fire showed us that a fire can start anywhere and we could all be BOXED IN WITH NO PLACE TO GO!!! Fire safety and lack of evacuation possibilities/plans is the ONE thing that would cause me to move away from Ashland...seems like a disaster just waiting to happen, and Almeda fire showed us how quickly it COULD HAPPEN!

Name not available

October 14, 2020, 3:31 PM

Question 1

- Unsure

Question 2

- No

Question 3

- Other - Word of mouth

Question 4

No response

Question 5

Appears that your resident data base is antiquated. I was never notified by any means although I have lived in my Sander way residence for over a year.

Also, the city has not maintained their responsibility of the creek of dead debris, berry bushes, tree trimming etc.

Question 6

- No

Question 7

Word of mouth from neighbors

Question 8

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• No

Question 9

• Yes

Question 10

I was required to evacuate.

Question 11

Get a program.....and review it with all residents

Question 12

No response

Name not available

inside Ashland

October 14, 2020, 7:26 PM

Question 1

• Yes

Question 2

• Yes

Question 3

• Nixle Alerts

Question 4

No response

Question 5

No response

Question 6

• No

Question 7

No response

Question 8

• Yes

Question 9

• No

Question 10

No response

Question 11

N Mountain Ave and Hwy 5 should have ramps to/from Medford. This could be permanent or emergency only

Question 12

In Ashland, the high wind events come from the East. We should incorporate the old Croman Mill property as a fire break.

Name not available

October 14, 2020, 9:11 PM

Question 1

• Yes

Question 2

• No

Question 3

• Nixle Alerts
• City Website

Question 4

I don't know what the city could have done. My partner called me at work to say there were flames visible from the house and I was on my way home before I got a text alert from Nixle. There were a couple other occasions during the fire when I also got reliable information through relational connections before a Nixle alert went out. Nixle was definitely helpful, but I wouldn't wait for a Nixle alert to make a decision about what I needed to do for myself and family.

Question 5

It would be helpful if Nixle alerts went out in a more timely way, and potentially if they were more frequent or detailed while an event is going

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on. I understand the need to make sure information is verified, accurate, and doesn't spread confusion, and also doesn't overwhelm people with too much info. But it would have been helpful if Nixle gave earlier alerts, or more about road access and closures, for example.

Who, or what office, generates Nixle alerts?

Question 6

- No

Question 7

There was some traffic on the way out of the neighborhood, but we went south, into downtown, so traffic wasn't bad once we got out of north Ashland. I do worry that if I had left work (downtown) any later, I would have been stuck in a lot of northbound traffic and unable to get home for a long time.

Question 8

- Yes

Question 9

- Yes

Question 10

Watching flames out of the window of our house, when it was too soon to tell whether the fire was going to move up the hill or stay on bear creek.

Question 11

More information for residents not just about evacuation routes, or what to bring, or how to leave the house, but about how to go about evacuating- how to make decisions for calm, how to strategize in changing conditions, etc

Question 12

No response

Name not available

October 14, 2020, 9:58 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

Notifications for evacuation routes

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not available

October 15, 2020, 1:14 AM

Question 1

- Yes

Question 2

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- Yes

Question 3

- Nixle Alerts
- City Website
- City Facebook Page

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

Road Diet? Let's work on that!

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Oak Street, fix road diet another freeway ramp

Question 12

No response

Name not shown

outside Ashland

October 15, 2020, 9:55 AM

Question 1

- No

Question 2

- Other - N/A

Question 3

- Other - The rising smoke stack growing rapidly and approaching our home was a good tell.

Question 4

I believe some sort of public service announcement would have been helpful. Emergency robo calls to houses maybe?

Question 5

Basic communication would have been nice. If you didnt have nixle how were you supposed to know? I have a feeling many college aged people would have been in trouble had the fire rolled through Ashland.

Question 6

- Yes

Question 7

First off it was terrifying. We live on a farm down a 3/4 gravel road on the north end of ashland. The first time we attempted to evacuate, we were turned around by police and told that our area was safe because of the winds. About 10-15 minutes later a cop came up our road and told us the winds had changed and it was time to go. We left and went where he told us and proceeded to get "trapped" by the fire. We couldnt get to the ashland or talent exit and could not get to Eagle Creek Road. We were not in danger during this time but being in that situation was worrying. After a while we were able to take Butler Creek Road to Eagle Mill and escape that way. We went to the shopping cart parking lot to wait out the fire. I was sure we weren't going to have a home when we returned. We got lucky.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Do everything you can to keep side streets and main streets moving. We

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Emergency Preparedness 2021

were stuck in a ton of traffic and had another fire sprung up it would have been catastrophic.

Question 12

I do not know anything about the flow of traffic and how to keep it moving but having semi trucks come through town gunked up movement badly. I couldnt believe the gridlock by shopping cart. The police blocked certain roads and highway entrances which honestly made everything a mess. As stated, I dont know how traffic works, but in my experience blocking roads, especially those that lead away from danger, isn't an ideal way of keeping things moving.

Name not available

October 15, 2020, 12:59 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - Community facebook page Riverstone Commons

Question 4

No response

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

inside Ashland

October 15, 2020, 4:47 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

The City lacked a means for frequent and ongoing communications about the event. The CWPP tells residents to go to the am radio station 1610 (#?) for regular updates but this service was not provided. All available staff were out fighting the fire. Many friends were not enrolled on NIXLE and could not get enrolled when they tried. Perhaps the system was overwhelmed. The messages were inadequate as well. Frequently saying that there is no need to evacuate is not going to stop people from trying to leave. The most effective message was the one that said stay at home so emergency service providers can do their job. More substantive follow-up info, however, was warranted to let people know what was going on and where could have lessened the number of people from trying to leave their homes to get better info.

Question 5

An ICS based approach to calling in outside help to facilitate effective communications to all citizens and visitors should have been functioning. In the future, the City should have qualified local resources--who are not dealing with the emergency on the ground--trained and empowered to perform the duties of incident communications (e.g., Fire Management Officer) organization. Relying on calling in outside resources is foolhardy in the earliest stages of the event. Ashland should make it a top budget

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priority to fill the Community Outreach/Engagement/Communications Director position ASAP! This should not be a collateral duty and the job description needs to emphasize public engagement.

The City and the "Public" needs a plan for how to communicate when there is no electricity or satellite service. Both scenarios could have occurred and will in the future. Have this conversation now and often hereafter.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

I was not home at the time, but a house-sitter was. She panicked due to lack of understanding about the nature of the event and no means of getting information. We had previously talked about the need to evacuate as early as possible if a wildfire occurred in order to avoid traffic congestion and to safely evacuate pets. In the end she did not try to evacuate, but if I had been her and experienced the strong winds on a very hot and dry day, I would have tried to leave. That choice was justified by the fire spread rate and behavior experienced during the Alameda Fire.

Question 11

Practice evacuation scenarios in different neighborhoods frequently. Prepare people psychologically for evacuating on foot or on bikes in a worse case scenario. Encourage frequent neighborhood conversations about what to do. There is no one solution for all. Make evacuation planning and exercises a routine practice (as called for in the CWPP, but not practiced--only 2 exercises in 16 years!) rather than static info on the web and in stores during the annual campaign.

Do not reroute trucks from the freeway into town. Provide more emergency access routes out of the City. Close recreation trails and parking areas during red flag days. On narrow streets -- especially those on primary and secondary roads (like Morton Ave) do not allow construction and large trash bins and storage containers like PODS to constrict two-way traffic. Seriously consider allowing parking on only one side of the street where egress and two way traffic is difficult up in the hills.

Question 12

Talk to citizens routinely in diverse venues to listen to their concerns and collectively identify solutions. Recognize the serious limitations of social media. Its too easy to hide, blame, and accuse without consequence. This on-line survey should be the start, not the end of the listening process. Ashland's reputation and governance credibility has suffered from lack of open communications and facilitated dialog. A vocal minority seems to have usurped the city's capacity to have substantive civil discourse. We need a new paradigm. Get City staff out of their offices and out listening to people so that trust can be reestablished. Take care not to let the legal protocols constrain open and frequent communications in multiple venues.

Name not shown

inside Ashland

October 16, 2020, 11:58 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- City Website
- Other - listened to JPR; received city alerts on our landline as well

Question 4

1. broadcast using the "emergency alert system" on the radio would have been good.
2. While one of us was at work doing deliveries around Ashland, it would have been good to have been updated on road information in the city via the radio. Pick a dedicated station for public information and advise people to tune in.

Question 5

My biggest concern was the diversion of I-5 traffic onto city streets. This created a terrible hazard as northbound Siskiyou was blocked with traffic. If we had need to evacuate the city residents, this would have posed a significant problem.

Question 6

- No

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Question 7

n/a

Question 8

- Yes

Question 9

- No

Question 10

n/a

Question 11

See above. Also, everyone should know at least two ways out of their neighborhood to reach points leaving the city.

Question 12

Thanks for asking!

Name not shown

inside Ashland

October 16, 2020, 1:15 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - tried to find current information from the city website and it was not provided until much too late

Question 4

We needed an audible emergency alert. Not everyone has a phone or a cell phone. In addition, people who got only voice messages from Nixle were under the impression that they needed to immediately evacuate. Apparently those messages were quite confusing.

Question 5

ALL avenues of communication should be used - audible emergency

blasts, Nixle, up to date and up to minute reports on the city website, and all local media immediately alerted and putting out reliable information. Doesn't the city have ANY crisis communications plan or team?

Question 6

- No

Question 7

Neighbors who received voice messages from Nixle thought that immediate evacuation was ordered, and were going door to door telling other neighbors. We were NOT on "Go" alert status, but many neighbors panicked and thought they had to leave at once.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

There appears to be no good way to evacuate Ashland, as the street layouts are such that bottlenecks are inevitable. Planning to correct this is needed.

Question 12

No response

Name not shown

inside Ashland

October 16, 2020, 4:45 PM

Question 1

- Yes

Question 2

- No

Question 3

Emergency Preparedness 2021

Emergency Preparedness 2021

- Other - Riverstone Commons Facebook page had the most current information

Question 4

More up to the minute alerts and information. Could the city have alerted JPR and given constant news updates. Even if it meant repeating what was coming across the Jackson County Police Scanner.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

I am in fact in favor of the road diet and would not see that as a problem as, if there was an evacuation, i would assume that all lanes of traffic would be set up to go in a direction away from the fire. The road diet is not the problem, the size of the population trying to evacuate will inevitably be a problem with only one way out either north or south.

Question 12

I think the city could have done a better job with Nixle communicating more up to the minue information throughout the entire event.

Name not available

October 16, 2020, 5:12 PM

Question 1

- Yes

Question 2

- Other - I felt the communication needs to be sent out a lot faster if possible.

Question 3

- Nixle Alerts
- Other - Now I downloaded Jackson County Scanner which I get alerts on everything like fires and whatever I chose.

Question 4

I think a city wide alarm would work great then a Nixle sent out at the same time. When I'm sleeping at night I need something loud that would rouse my household to wake.

Question 5

Same answer as above.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- Yes

Question 10

No electricity or water.

Question 11

Have a few homes in each neighborhood volunteer to be alerting citizens in the event of an emergency. These people should have scanners and Nixle to get alerts. Instead of it being neighborhood watch for criminals they ard for emergencies. The should be provided flashlights and bull horns.

Question 12

Emergency Preparedness 2021

Emergency Preparedness 2021

No response

Name not available

October 16, 2020, 5:45 PM

Question 1

- Yes

Question 2

- Other - The first message was confusing, not specific enough. After that, great

Question 3

- Nixle Alerts
- Other - Pulsepoint app

Question 4

Better definition of neighborhoods, more specificity of area expected to evacuate (which came later)

Question 5

Too many who didn't need to evacuate did so which added to clogged roads. However the communication is done, the more specific the better because people tend to panic and don't think as clearly as usual.

Question 6

- No

Question 7

not applicable, after the second alert

Question 8

- Yes

Question 9

- No

Question 10

n a

Question 11

Re-evaluate policy of in-fill and the code that allows cottages, narrow streets and the like. Narrow streets create traffic jams which does "slow traffic" but creates a big barrier during evacuation. Cottages are more than doubling up and add traffic on already existing narrow streets not designed for extra traffic. Density bonuses for building, etc, including cottages may be good for big cities but Ashland is a small town! They create extra traffic and bottle necks.

Question 12

I have heard the suggestion of using a city-wide alert system (similar to the dam warning system?) but I'm concerned that, unless everyone in the city needs to evacuate, that would create mass evacuation and more grid-lock. It is also not functional for people with hearing loss.

Name not available

inside Ashland

October 16, 2020, 8:14 PM

Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts

Question 4

It would have been useful to receive additional updates on a cell-phone platform with much more capacity than the Tweet-like limitations of Nixle. In addition, it would have been beneficial to have people on the ground who were directly in touch with emergency operations people. It seemed to me after the event that we need neighborhood wardens who can be relied upon to knock on doors and relay emergency response directives. There seems to be too much reliance on electronic devices, as useful as they are. I can peruse the city's website easily when I'm at home eating popcorn, less easily when I'm in my car trying to get through traffic jams of evacuees.

Question 5

It would have been useful to receive additional updates on a cell-phone platform with much more capacity than the Tweet-like limitations of Nixle. In addition, it would have been beneficial to have people on the ground who were directly in touch with emergency operations people. It seemed to me after the event that we need neighborhood wardens who can be

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relied upon to knock on doors and relay emergency response directives. There seems to be too much reliance on electronic devices, as useful as they are. I can peruse the city's website easily when I'm at home eating popcorn, less easily when I'm in my car trying to get through traffic jams of evacuees.

Question 6

- No

Question 7

I live in the neighborhood of Ashland Mine Road. The first I knew of the fire was when a neighbor knocked on my door to point out a growing column of smoke down in the vicinity of the water treatment plant. He and I and some other neighbors watched for a while, and growing alarmed, we decided to evacuate. We didn't know where to go, except that it seemed logical to try to get upwind of the fire. We turned south on 99 and made it to the Shop-n-Kart parking lot, which we reasoned was not vulnerable to fire. WE stayed there a while before heading over to the Science Works parking lot. What was alarming when we left our neighborhood was that northbound traffic on 99 was at a standstill, and we couldn't understand why so many people were headed in the same direction as the fire. More alarming was the thought of how catastrophic it would have been if the fire had come up the hill, and everyone had had to evacuate at the same time. There is only one narrow road out of the Ashland Mine Road neighborhood, and if traffic on 99 is jammed up, we'd have been trapped. In fact, it later became evident that the fire had begun moving uphill across the Billings Ranch, and it was apparently only the quick thinking of the owner and a couple of volunteers who stopped it by turning on the pasture sprinklers. We are quite vulnerable here. Secondly, getting back home after the immediate danger had moved out of Ashland was frustrating, to say the least. There was no way to find out which roads had been closed and which were open. I finally made it home by driving up through hillside neighborhoods.

Question 8

- Yes

Question 9

- Yes

Question 10

The flames were coming close to our Ashland Mine Road neighborhood, and could have gone any which way. The fire's behavior was quite erratic and quixotic, and there was no way to predict where it would go. The wisest strategy was to get upwind of it, but if the fire had been sweeping uphill we wouldn't have been able to do that.

Question 11

One thing is clear for our neighborhood: we need another exit road, or a set of strategies to escape the flames. It is also clear that we need a corps of people on the ground who are trained in emergency management, and are equipped with effective real-time communication gear. I have in mind neighborhood volunteers. In my immediate neighborhood we organized text groups so that we could be in touch with each other during an emergency.

Question 12

Can't think of anything

Name not available

October 17, 2020, 2:07 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - Riverstone commons Facebook group.

Question 4

The Jackson county emergency management website wasn't working. The whole county should be using Nixle and the city and county should improve their communication time on Facebook.

Question 5

A major issue was road access. We need an evacuation plan to safely get citizens out of city so we don't get stuck in traffic and possibly die in grid lock on road.

Question 6

- Yes

Question 7

We evacuated my boyfriends house in talent to come to my house in Ashland. He was only at a level one but we saw the fire moving towards us and we were advised to leave. We literally had to drive thru fire to evacuate. I wish there would've been clearer information about who needs to evacuate and when.

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Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Better traffic control

Question 12

No response

Name not available

inside Ashland

October 18, 2020, 7:21 AM

Question 1

- Yes

Question 2

- Other - Initially yes, but I wish the communication had somehow continued throughout the day.

Question 3

- Other - Got most info on facebook through ashland peeps.

Question 4

I realize that this survey is specifically about the city of Ashland. This fire raced through 4 towns and unfortunately the info was scarce overall. I think we really need to work on a Rogue Valley plan. Fire wont respect our city boundaries. I am happy that Ashland has been trying to work on their portion.

Question 5

I love the Nixle format. It works for me, I would just like more communication in future disasters.

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response

inside Ashland

October 18, 2020, 1:27 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- Other - Facebook and word of mouth.

Question 4

Activate a PIO or nixle out a link immediately to appropriate real-time agency scanners and/or PIO's.

Question 5

Constant and up to date information. Via Nixle, the city website or a radio

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station. We need a very clear, single go-to source for up to date and immediate information.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Nixle, reverse 911, sirens, cell phone alerts. Clear directions on which direction to go. Pre-determined evacuation sites for each quadrant of the city, to be immediately deployed depending on the location of event, wind direction and other conditions.

Question 12

No response

Name not available

inside Ashland

October 18, 2020, 5:35 PM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts

Question 4

Nixle worked fine for me. As the fire grew I turned to Jackson County Emergency info on Facebook as well as police scanners.

Question 5

No

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Please be prompt in advising us. Also, information regarding preferred routes for specific neighborhoods would be ideal.

Question 12

No

Name not available

October 19, 2020, 7:02 AM

Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- City Website

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Question 4

It would have been nice to have a clear indication of how we would know when it was safe to go home. The information hotline phone number should have been more prominent on the cities website. It would have been nice to have some more guidance as to where one should evacuate to, at the time it seemed that most routes were blocked by the fire, and there was a lot of traffic.

Question 5

Text was a good communication method. Don't rely on social media. (We don't have social media accounts and didn't have internet access).

Question 6

- Yes

Question 7

Traffic was very backed up (especially on Hersey and Main St) and it took a while to get out of the neighborhood because cars kept blocking the intersections. We stayed in Ashland (just evacuated to another neighborhood across town) but we weren't sure if we were doing the right thing. Guidance on where to evacuate to would have been appreciated.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Traffic control, and suggested evacuation routes could improve things.

Question 12

No response

Name not available

October 19, 2020, 8:41 AM

Question 1

- Unsure

Question 2

- No

Question 3

- Other - Cert info from Terri Stewart

Question 4

We need Terri Stewart to be back full-time as Cert coordinator, she is an important necessary part for the Cert volunteers and training of them.

Question 5

Refund Terri Stewart's position, I've been a CERT volunteer for over two years and the regular training that she coordinates is extremely important.

Question 6

- No

Question 7

NA

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Refund Terri Stewart's position as Cert coordinator now!

Question 12

My vote will express my discontent with the current city administration.

Name not available

outside Ashland

October 19, 2020, 10:30 AM

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Question 1

- Yes

Question 2

- No

Question 3

- Nixle Alerts
- City Website
- City Facebook Page
- City Twitter Page

Question 4

More accurate alerts about what was really happening. Use EAS. Communicate better with folks on the ground... there was no information to be found.

Question 5

The emergency alert system in Ashland failed in every way imaginable. Instead of giving us info we could use, the Nixle alerts were too few and contained no information that we could use. The Nixle alerts actually gave misinformation and implied the problem was not a great as it really was. Honestly if we had only listened to Nixle we would have burned to death.

Question 6

- No

Question 7

Complete chaos. We live in Bear Creek Mobile Home park and there was barely any effort to alert people or save lives. People were literally on their own with no information and no escape. One neighbor sat or hours in the creek before rescue. The fire should never had been allowed to spread out of Ashland.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Police with loudspeakers driving ahead of the fire? Use the EAS system. Send alerts that reflect the true danger of the situation. Where was CERT?!? What is their role and why did they fail so bad during the fire?

Question 12

There was limited effort to save the 70 homes in Bear Creek Mobile Home Park. The city should have been more proactive to protect the north side of town. Although we live in the county, we have an Ashland address and zipcode and are part of Ashland. It is chilling to the bone that the agencies, organization and plans for disaster were not up to the test.

Name not available

October 19, 2020, 10:44 AM

Question 1

- No

Question 2

- No

Question 3

- Other - My husband

Question 4

I'm not technically an Ashland resident but I live up Ashland Mine Rd so I can only access my house through the city.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

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- No

Question 10

No response

Question 11

No response

Question 12

No response

Name not shown

inside Ashland

October 19, 2020, 12:55 PM

Question 1

- Yes

Question 2

- Other - The alerts when the fire started were Great. After the fire left Ashland proper, more updates would have been good.

Question 3

- Nixle Alerts

Question 4

More instructions like the best ways to leave town, or whether you should try to fill up with gas, or what the wind was doing would be awesome.

Question 5

No response

Question 6

- No

Question 7

Got to exit 14 okay, and was stunned to see the trucks taking up all those lanes within Ashland. If mandatory evacuations had been more widespread, the traffic jam in town would have been horrific

Question 8

- Yes

Question 9

- Yes

Question 10

The length of time it takes us to get ready with three pets, and feeling like it would be better to get through town when it was not mandatory. Also, some predictions were that the wind would shift the fire back towards Ashland

Question 11

Limiting the number of vehicles per household. Providing alternative routes to spread out the load. Adding entrances to freeway? All in all, if I-5 is effected and Ashland has a major fire event, it feels pretty dire in that an evacuation of the town is physically impossible.

Question 12

No response

inside Ashland

October 19, 2020, 9:45 PM

Question 1

- No

Question 2

- Other - Wasn't enrolled. Licensed HAM operator

Question 3

- Other - Monitor ESD and LE radio frequencies

Question 4

Pushed/forced the county to utilize it's warning systems via television and radio.

Question 5

Increase CERT/First responder training programs, funding, staffing.

Question 6

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- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Create an advanced traffic expedition management system to move the largest portions of population to safe anchor points as fast as possible.

Question 12

I would like to be contacted about joining the Ashland CERT program.

outside Ashland

October 19, 2020, 10:40 PM

Question 1

- Yes

Question 2

- Other - Yes because I got the alert it started, but no updates after

Question 3

- Other - Neither, Riverstone Commons on FB had scanner info during the fire. After the fire, I used the Talent Maker City website resources.

Question 4

Continuous updates as the fire moved. I live in Talent and I was stuck in Ashland with no way of knowing where it was going. I had the instinct to tell my family to evacuate, they didn't have any other warning otherwise and we lived in Autumn Ridge Ct., Talent

Question 5

Texting is super helpful, when we receive texts

Question 6

- No

Question 7

Hwy 99 was gridlocked, so my family had to choose to go in the direction of the fire to get away ASAP

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Specific routes to allocate certain neighborhoods, to help reduce everyone going the same way

Question 12

No response

Name not shown

outside Ashland

October 20, 2020, 10:37 AM

Question 1

- No

Question 2

- No

Question 3

- Other - local TV stations, newspaper

Question 4

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There was no notification...local tv stations or the hosler dam sirens should have been used

Question 5

No response

Question 6

- No

Question 7

All traffic was backed up on North Main, East Main and Eagle Mill Road was closed. If the wind had shifted, hundreds of people would have died.

Question 8

- Yes

Question 9

- No

Question 10

I had to leave to pick up a grandchild from the YMCA and was met with traffic jams trying to get back home on Oak St

Question 11

Discontinue the road diet so people could evacuate.

Question 12

No response

Name not available

October 20, 2020, 12:06 PM

Question 1

- Yes

Question 2

- Other - Initially yes, about fire starting and road closures, then Zero on direction moving/growing, evacs, etc.

Question 3

- City Website
- Other - impossible to do without internet

Question 4

I would have liked to have seen hourly (or as needed updates) on direction of impact, evac notices. Even if you lived in Ashland, but had friends/family in Phoenix/Talent you could communicate with them to make sure they were getting out.

Question 5

The loss of internet was a huge burden informationally and for my work. I had no way to access information via Facebook, City Website, or other news outlets in the hours/days after the fire. I was out of work for 3 days because of no internet.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

But I could not sleep Tuesday night for fear of wind change and not hearing a knock should someone come to evacuate us door to door.

Question 11

Not sure - but if it's something where there are two ways to get out of a neighborhood/street try having ODDS go one direction and EVENS go the other - to prevent bottlenecks, where odd/even is address #.

Question 12

I think Nixle works beautifully - but I just felt it wasn't updated after the initial wildfire notice @ 11:29am with accompanying road closure/evacs, It went dark during the most intense period of the fire moving around. I got a message at 6pm that evening giving a website to look at for updates and I had no internet.....Kind of like in the COVID Lockdown - some Nixle alerts as to what the status was would have been helpful. I realize the pandemic is much more of an ongoing emergency, but basic information

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on when we moved to what Phases etc would have been nice. Even for the water curtailment - you could have done a nixle. I don't leave my house much and may have never seen that signs at either end of town.

Name not available

October 20, 2020, 12:57 PM

Question 1

- Yes

Question 2

- Other - Initially yes, about fire starting and road closures, then Zero on direction moving/growing, evacs, etc.

Question 3

- Nixle Alerts
- City Website
- Other - impossible to do ANY (EXCEPT NIXLE) without internet

Question 4

I would have liked to have seen hourly (or as needed updates) on direction of impact, evac notices. Even if you lived in Ashland, but had friends/family in Phoenix/Talent you could communicate with them to make sure they were getting out.

Question 5

The loss of internet was a huge burden informationally and for my work. I had no way to access information via Facebook, City Website, or other news outlets in the hours/days after the fire. I was out of work for 3 days because of no internet.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Not sure, but if there are two ways out of a street/neighborhood, you could use addresses to direct - meaning ODDS would take route A out and EVENS would take route B out. May prevent some bottlenecks. All this of course is contingent upon how much time you have to get out.

Question 12

Nixle was great initially, but for some reason no information was given between initial remarks about fire and road closures until 6pm, and that update required going to a website for fire information, which I could not do because the internet had gone down. So the hours that were most crucial for information - there was none. There were no more alerts until the next day. Even during the COVID Lockdown, I don't feel Nixle was utilized to capacity. There could have been updates on what Phase we were in, or what businesses were open and when.

Name not available

outside Ashland

October 20, 2020, 3:36 PM

Question 1

- No

Question 2

- No

Question 3

- Other - County

Question 4

Was hard to know when it was ok to return

Question 5

You did great

Question 6

- Yes

Question 7

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Left within a few minutes of verbal communication

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

Take names/ contact info

Question 12

No response

outside Ashland

October 20, 2020, 4:23 PM

Question 1

- No

Question 2

- No

Question 3

- Other - Phone call from friend that saw smoke

Question 4

Any type of notification would have been nice. I feel that you should not have to sign up for anything to get an emergency alert. If you are a citizen you should get some kind of notice .. period.

Question 5

No response

Question 6

- No

Question 7

We barely made it out of our neighborhood. The truck behind us caught on fire.

Question 8

- Yes

Question 9

- Yes

Question 10

Visible smoke and fire, ashes falling from sky.

Question 11

No response

Question 12

No response

Name not available

October 20, 2020, 6:09 PM

Question 1

- No

Question 2

- No

Question 3

- Other - Pulse point and Facebook ja Co Scanner page

Question 4

Activation of the Emergency Alert Broadcast System

Question 5

No response

Question 6

- No

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Question 7

No response

Question 8

- Yes

Question 9

- Yes

Question 10

Seeing flames

Question 11

Coordinate with the County instead of thinking Ashland is an island. What happens at the city limits?

Question 12

No response

Name not available

October 20, 2020, 8:24 PM

Question 1

- No

Question 2

- No

Question 3

- Nixle Alerts
- Other - Talking to firefighters at the site of the fire (here on Michelle Ave & Glendower

Question 4

We got contradictory information and advice about evacuating from different firefighters and also between firefighters and Nixle alerts. For the next day or 2 there were still alerts being sent out with this blanket instruction for everyone in a large area (of Quiet Village and maybe elsewhere in Ashland?) to evacuate and then different info also on other websites and Ashland City Fire Dept. and other offices.

Question 5

Notify people to keep watch for 24 hrs or more after the fire is extinguished. (see comment in subsequent question)

Use the sirens and outdoor PA system to notify people of fire and who should evacuate or prepare for evacuate; also the direction the fire is moving.

Question 6

- Yes

Question 7

We didn't leave, because then the firefighters on Michelle Ave and in the field said we didn't need to leave. We did, however, pack up in a hurry into our car and drove up the street a few houses to get out of the way of the field access point.

I heard horrendous stories from people who had been stuck on the freeway and on the way to the freeway, for several hours at or in their car, unable to get home or get out of town, while the fire was raging near them.

Question 8

- No

Question 9

- Yes

Question 10

We didn't actually evacuate, but we packed up our car and were ready to evacuate; the firefighters told us to just move our car up the street away from the area of most activity.

Question 11

FIRST: GET RID OF THE ROAD DIET!! It was a deadly situation anyway on Sept. 8 on the roads out of town, from what I heard and saw. The Road Diet only made it twice as bad!

Second: an evacuation plan should be written up, and communicated to all of Ashland, with citizen input incorporated into the plan.

Question 12

My neighbors said it took 15 minutes for the fire trucks to arrive at Michelle Ave, after the fire was reported. I don't know for sure whether that's true. If it was true, that seems very excessive. The fire fighters were totally successful in putting out the fire(s) in the field and adjacent houses

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-- Thank you! However, I think certain circumstances (the direction of the wind and also the extremely wet grass-covered soil in the area of the field just off Michelle Ave) aided in preventing the fire from coming onto our property and our neighbor's property. Also, if they had arrived sooner, maybe the fire would not have gotten quite as out of control along the creek and Eagle Mill Road, and then spread so devastatingly to Eagle Mill Rd. residences, the Valley View mobile home park, and Talent and Phoenix.

Also, after the main fire in the field was put out, and after we and our neighbors put out and wet down the areas of embers remaining, the firefighters didn't advise us to keep vigilant watch for the next 24 hours. As a result, we were caught unaware and unprepared to extinguish a smaller fire that started on our fence line 8 hours after the main fire, when it was already dark. We were lucky enough that the neighbors and firemen were able to return again in time before it would have reached our house or spread more out of control again.

I also think you should give people the option of submitting their name and contact information, in case you want to ask them anything further, or they want to add something.

Name not available

October 20, 2020, 8:35 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - Community facebook

Question 4

We need to know how to evacuate

Question 5

Clear evac routes

Question 6

- No

Question 7

No response

Question 8

- No

Question 9

- No

Question 10

No response

Question 11

Do not route I 5 through Ashland

Question 12

No response

inside Ashland

October 20, 2020, 8:55 PM

Question 1

- Unsure

Question 2

- No

Question 3

- Nixle Alerts

Question 4

I received some calls and/or voicemails from Rogue Valley Emergency Management that were unclear and detrimental. The one telling all of Ashland (unspecified location) to evacuate was sent after the fire was already well into Talent and Phoenix and the wind was still blowing West. That caused hundreds/thousands more people in Ashland to clog the roads and to drain the water supply by soaking their property.

Question 5

Use the sirens for fire purposes.
Announce the wind direction.

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Don't send unimportant notifications (e.g. air quality).

Question 6

- Yes

Question 7

As predicted, the "road diet" made Highway 99 twice as congested as it could have been.

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Stop approving construction of subdivisions with narrow and winding streets! They severely limit movement and make it hard even for long-term residents to remember which streets go through. Use the sirens. Announce the wind direction.

Question 12

Neighbors reported that it took 15 minutes for the fire department to arrive at Michelle Ave, which is too long for a destination 1.6 miles away.

It would be nice if educational materials and/or officials present on the scene would warn people (who may forget) to constantly watch for embers. After a nearby area was extinguished, the firefighters' statements gave us a false sense of security to stop watching all areas, which led to a spot fire appearing randomly several hours later and the firemen and neighbors having to cut open/damage our fence.

To cover the cost of reversing the "road diet," it would be appropriate to take funding from the planning department or other related department that approved it.

Name not available

October 20, 2020, 8:56 PM

Question 1

- Yes

Question 2

- No

Question 3

- Other - There weren't any updates from the city. Nixle maybe, but nothing from city pages. Riverside Commons gave us peace of mind during that tragic time.

Question 4

Not sure, but felt left in the dark by our "leaders". Didn't hear from the mayor until that weekend.

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

Don't flood the streets with freeway traffic. We were trapped.

Question 12

No response

Name not available

October 20, 2020, 9:02 PM

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Question 1

- Yes

Question 2

- Yes

Question 3

- Nixle Alerts
- Other - Facebook

Question 4

I think nixle helped initially but then it seemed like the notices tapered off.

Question 5

It is unfortunate more people did not take notice of the weather conditions leading up to the alameda fire. Maybe try to have online discussions about fire weather (red flag) and want it means. So many fires are started by people doing things they shouldn't.

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

First off definitely don't let highway traffic be routed through town! That is what worried me the most since I noticed my planned escape routes were not useable due to backed up traffic. Also the city has allowed the ever expanding neighborhoods near north mountain park to be develop which has dramatically increased traffic on hersey, they need their own freeway exit. Put in an exit at north mountain.

Question 12

Yes, I sent the following email to Katie Gible before the Alameda fire (7/11/20) and never heard back. Maybe this is something else to consider?

Hi,

I'm a resident of Ashland and recently viewed my Wildfire Risk Assessment, which was informative and brought up some thoughts I'd like pass along.

I live off of Hersey street and I'm essentially above the mountain meadows subdivision and I read they are adding to the area with 40 or so new homes. Looking over there it seems like there are lots of homes pretty close to the highway and I was wondering if the city has ever discussed the possibility of a fire starting from the highway?

Just yesterday I was driving I-5 South from Medford and noticed a fire had started just by the Harry and David ball fields. As I approached the south Ashland exit I noticed how close the Mountain meadows subdivision is to the highway and how the fire I saw near Medford would have easily caught these on fire.

In the hottest part of the day I have noticed winds are mostly out of the north/ northwest at my house and with highway traffic heading south being closest to mountain meadows houses it could create a bad situation.

I read about fires all the time starting along I-5 from traffic and even with the grass mowed near Medford that fire was still very fast. Along the highway in Ashland there are no barriers between the shoulder that might prevent fire spread.

Has the city ever looked at some sort of barrier along the Highway? Even a jersey barrier might help.

One of the ratings in my wildfire assessment was slope and looking at the city of Ashland, it is all upslope of the Highway which is generally where fire will travel. I know there's been a huge amount of work in the watershed with AFR, and the town is downslope of a fire situation there. I know fire can travel downhill with the right conditions, but upslope Fire is more of a concern. Another example is the fire that started near Whiskeytown a couple years ago, from what I recall that was started by a vehicle on the side of the road with grass.

Anyhow that's just some thoughts and ideas I had and I'm curious to hear what the City thinks.

Thanks,

Name not available

inside Ashland

October 20, 2020, 10:02 PM

Question 1

- Yes

Question 2

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Emergency Preparedness 2021

- No

Question 3

- Nixle Alerts
- City Website
- City Facebook Page

Question 4

Made sure it was functional by resting throughout the year; provided safe and useful escape routes

Question 5

No response

Question 6

- No

Question 7

No response

Question 8

- Yes

Question 9

- No

Question 10

No response

Question 11

No response

Question 12

No response