



visit
TUOLUMNE
county

YOSEMITE • GOLD COUNTRY • HIGH SIERRA

CALIFORNIA



Wildfire Toolkit

SERIOUS ABOUT FIRE SAFETY

First and foremost, the Tuolumne County Sheriff's Department and the Office of Emergency Services are the key sources for official information, evacuation orders, and updates during a wildfire or other emergency. Please see the [Resources section](#) on page 6 for ways to connect.

Caring for Tuolumne County can only be done together. It's the only sure way to preserve this beautiful area and prevent the very real devastation that comes from wildfires. For the safety of all concerned, please keep these fire safety tips in mind when visiting the area, also available in an easy to download [infographic](#):

- 1) Make sure your chains are safely stowed and not dragging from your vehicle. Sparks from chains are perhaps the county's most significant wildfire risk.
- 2) Don't park a vehicle over dry grass. The heat from your car could easily start a fire.
- 3) Only have campfires in designated areas and know the regulations for your location. If you're not sure, please refrain from starting a campfire.
- 4) Properly extinguish campfires by drenching them in water. Even if a campfire looks extinguished, there could be embers. Use the "drown, stir and feel" method.
- 5) Keep wind conditions in mind before having a campfire. It may be too windy to safely start one.
- 6) Don't burn food or trash in a campfire. It's an unnecessary risk that can easily be avoided.
- 7) Get a campfire permit online at preventwildfireca.org/Permits or from a CAL FIRE, U.S. Forest Service or BLM station if necessary.



You can also view and share the [Emergency Preparedness Video](#) providing important information from the Office of Emergency Services, Tuolumne County Sheriffs, CalFire Unit and County Fire Chief and Stanislaus National Forest.



SOCIAL MEDIA

HELP SPREAD THE WORD

When it comes to fire safety, you can help get the word out. When customers and guests are posting about their travels, encourage them to share what they did to keep themselves and the area safe.

Businesses can pitch in too, sharing tips from their social media accounts.

When posting, please tag us:



[@TuolumneCounty](#)



[#MyTuolumneCounty](#)



[@traveltuolumnecounty](#)



[Visit Tuolumne County](#)



[@VisitTuolumneCo](#)

We also ask that your post includes hashtags:

[#WanderFreely](#)

[#WanderSafely](#)

[#VisitTCToday](#)

[#MyTuolumneCounty](#)

SAMPLE SOCIAL POSTS

To help partners and businesses share the importance of wildfire safety, below are some drafted sample posts. Use and/or customize these sample posts as needed to align with your audiences and your brand.

If you love what you see, help us protect it. Wildfires are a very real danger in Tuolumne County and one we can all prevent.

As you're planning your trip to our beautiful Yosemite and the High Sierra, plan for fire safety too.

The home of Yosemite, the High Sierra and the historic towns of Gold Country, Tuolumne County is a treasure you can help protect from wildfires.



PUBLIC RELATIONS

CRISIS COMMUNICATION PLAN

Visit Tuolumne County has established a comprehensive Crisis Communication Plan to guide public information efforts should a wildfire or other crisis event ever occur within the destination. The purpose of the Crisis Communication Plan is to provide accurate, timely and appropriate tourism-related information to VTC stakeholders and the general public in times of crisis and incidents, including wildfires, in and/or near Tuolumne County, which have the potential to impact tourism negatively.

The full Crisis Communication Plan includes a list of key contacts, a step-by-step response plan, messaging templates, talking points and more. The Crisis Communication Plan is available to VTC stakeholders as a resource. For more information, please contact Lisa Mayo at lisa@gotuolumne.com or Jen Lopez at jen@gotuolumne.com.

TALKING POINTS

Should visitors or customers reach out to you directly, here are a few talking points to help educate them on wildfire safety:

WHAT VISITORS SHOULD KNOW

- Visit Tuolumne County is a safe destination with an abundance of experiences to enjoy year-round.
- Warm, dry late-summer and fall conditions make for a beautiful experience in Tuolumne County, but also pose a higher risk for potential wildfires, a natural occurrence up and down the West Coast and many other parts of the world.
- Fires may occur across the county and state, and predominantly break out in remote, forested areas away from population centers.
- It is not uncommon for multiple wildfires to be burning simultaneously in California, with little to no disruption of most residents' daily lives and visitors' experiences. However, travelers should always be aware of their surroundings and follow the direction of county and state officials.
- It is unusual for California wildfires to result in damage to tourism infrastructure - leaving the visitor experience largely intact.
- Fire season typically includes occasional temporary public safety power shutoffs (PSPS) within the county on extremely warm, windy days to reduce the risk of sparking a fire caused by power lines. Residents and visitors are typically notified 48 hours in advance by PG&E through phone, text alerts and emails prior to power shutoffs. We encourage all visitors to carry a portable phone charger.

- When wildfires are burning, air quality can suffer in communities that are not directly affected by these fires. Visitors that may be sensitive to air quality impacts should determine ahead of time if smoke levels could impact their travel experience.
- Travelers in Tuolumne County should:
 - [Sign up for emergency alerts](#) and bookmark the [CAL FIRE incidents page](#) to refer to the map while in Tuolumne County.
 - Follow the local [County Evacuation Plan](#).
 - Be sure to keep a half-tank of gas and some emergency provisions on hand.
 - Before traveling, research areas on their itinerary – it may be possible to easily reroute a trip to a nearby destination in the case of interruption by fire-related effects.
 - Consult local weather and air-quality forecasts, as well as looking for any alerts (Red Flag Warnings, Fire Weather Watch) and possible temporary closures (roads, parks, forests).

RESPONSIBLE TRAVEL TIPS

- Experiencing the spectacular outdoors and authentic California history are the main reasons visitors make their way to Tuolumne County. Enjoying all that the area has to offer comes with the responsibility to be safe and good stewards.
- We ask visitors to practice extreme caution during dry conditions and to follow all laws regarding open fires, as well as have an emergency plan and follow any evacuation orders.
- Make sure that nothing is dragging from your vehicle, particularly when towing. Never pull onto dry grass or vegetation.
- Campfires:
 - Get a campfire permit online at preventwildfireca.org/Permits or from a CAL FIRE, U.S. Forest Service or BLM station if necessary.
 - Keep your campfire small, have a 10-foot clearance around it and don't leave it unattended.
 - Make sure you completely extinguish your fire using the "drown, stir and feel" method.
- BBQ/Fireplace
 - Ensure there is 10 feet of clearance around your BBQ.
 - Dispose of ash in a metal container with a lid away from any flammable materials.
 - Ashes may take several days to cool completely in the can. Do not discard them until they are cool enough to touch.
- Target Shooting
 - Shoot in areas free of vegetation.
 - Use safe targets, such as paper or clay pigeons, as steel targets or rocks may throw sparks into nearby vegetation.
 - Have a shovel and fire extinguisher on hand in case a fire does spark.

RESOURCES

TUOLUMNE COUNTY SHERIFF'S DEPARTMENT

- Website: <https://www.tuolumnecounty.ca.gov/341/Sheriffs-Office>
- Twitter: <https://twitter.com/tuolumnesheriff>
- Facebook: <https://www.facebook.com/tuolumnecountysheriff>

TUOLUMNE COUNTY OFFICE OF EMERGENCY SERVICES

- Website:
 - Emergency Services: <https://www.tuolumnecounty.ca.gov/308/Office-of-Emergency-Services>
 - Emergency Alerts: <https://tuolumnecounty.ca.gov/1170/Emergency-Alerts>
- Facebook: <https://www.facebook.com/TuolumneCountyOES>

CAL FIRE TUOLUMNE-CALAVERAS UNIT

- Website:
 - Home Page: <http://www.fire.ca.gov>
 - Wildfire Resources: <https://www.readyforwildfire.org/>
- Twitter: <https://twitter.com/CALFIRETCU>
- Facebook: <https://www.facebook.com/CALFIRETCU/>

TUOLUMNE COUNTY FIRE DEPARTMENT

- Website: <https://www.tuolumnecounty.ca.gov/832/Find-Your-Fire-Station>
- Twitter: <https://twitter.com/tuolumnecofire>
- Facebook: <https://www.facebook.com/pages/category/Fire-Station/Tuolumne-County-Fire-Department-2180612105600021/>
- Instagram: <https://www.instagram.com/tuolumnecountyfire/>

CITY OF SONORA FIRE DEPARTMENT

- Website: <https://www.sonoraca.com/city-services/departments/fire-department/>

STANISLAUS NATIONAL FOREST

- Website: <https://www.fs.usda.gov/alerts/stanislaus>

VISIT TUOLUMNE COUNTY

- Safety and Stewardship: <https://www.visittuolumne.com/safety-and-stewardship>
 - Includes phone numbers, social media channels to follow, and other information for visitors to prepare for emergencies all in one place.
- Travel Alerts: <https://www.visittuolumne.com/travel-alert>
 - Also easily accessible at the top of the home page, it contains information about current incidents.