

SoCal Wildfires – Los Angeles County

SitRep – January 21, 2025

Good360 DR Activation Status – **Full Activation**

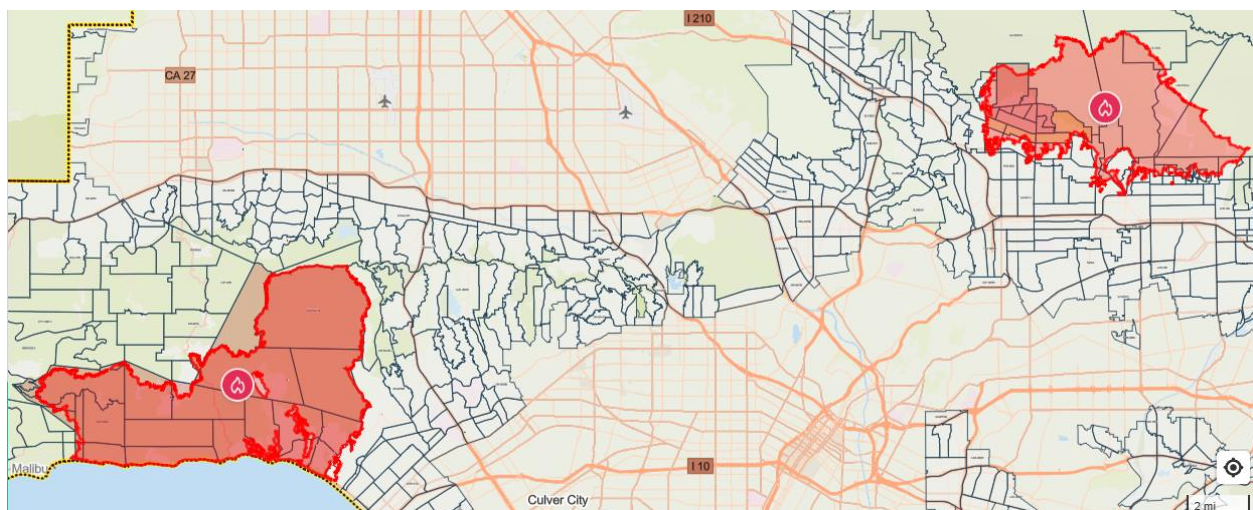
I don't think you can truly understand how fast wildfires can spread until you watch one with your own eyes, as you frantically pack up your home in shock and fear with the sky turning orange... Altadena is a special community where I spent all my formative years, and overnight many of the places I hold so dear were gone. – Jack Enzminger, Good360

Situation Overview

Two weeks since onset, the Southern California wildfires continue to have a significant effect in communities throughout Los Angeles County as the [Palisades and Eaton](#) fires continue to burn. Between these two fires alone, approximately 37,734 acres of land has been scorched with the potential of further loss as the Palisades remains at 63% containment and Eaton at 89%. To date, more than 15,000 structures are believed to have been destroyed with about 1,800 incurring major to minor damage. As more than 7,700 fire personnel continue extinguishing operations in Los Angeles County, 34,000 residents remain under mandatory evacuation orders. In addition, more than 74,000 power [outages](#) have been reported of which about 17,000 were in Los Angeles County.

Watches, Warnings, and Evacuations

Evacuation Order



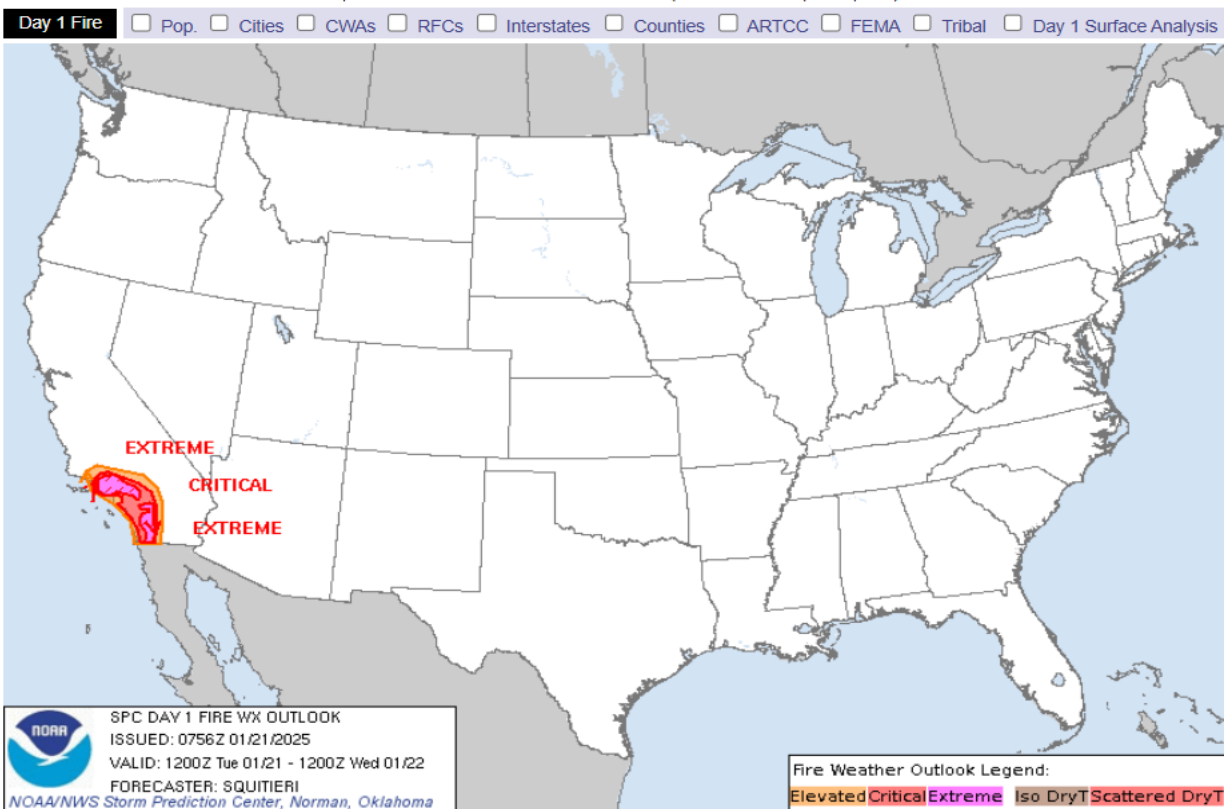
Several [evacuation](#) warnings remain in place. The **red** highlighted areas above indicate regions under mandatory evacuation orders. A curfew order is also still in effect for all areas affected by the Palisades and Eaton Fires. Though curfews may have lifted in other impact areas, residents should remain out of the evac regions until hazardous debris and toxins are cleared.

Fire Weather

A Particularly Dangerous Situation (PDS) red flag warning for Los Angeles and Ventura Counties is in effect until this evening due to low humidity and the high potential for damaging Santa Ana winds. Due to these conditions and lingering winds, a fire weather watch will remain in effect through Thursday evening. In preparation for increased fire activity, an additional [790](#) firefighting personnel have been readied to respond in areas prone to wildfire. Authorities have cautioned individuals located in forecasted impact zones to be prepared to evacuate quickly, if needed.

Jan 21, 2025 Day 1 Fire Weather Outlook

Updated: Tue Jan 21 07:58:03 UTC 2025 ([Print Version](#) | [Home](#) | [Help](#))

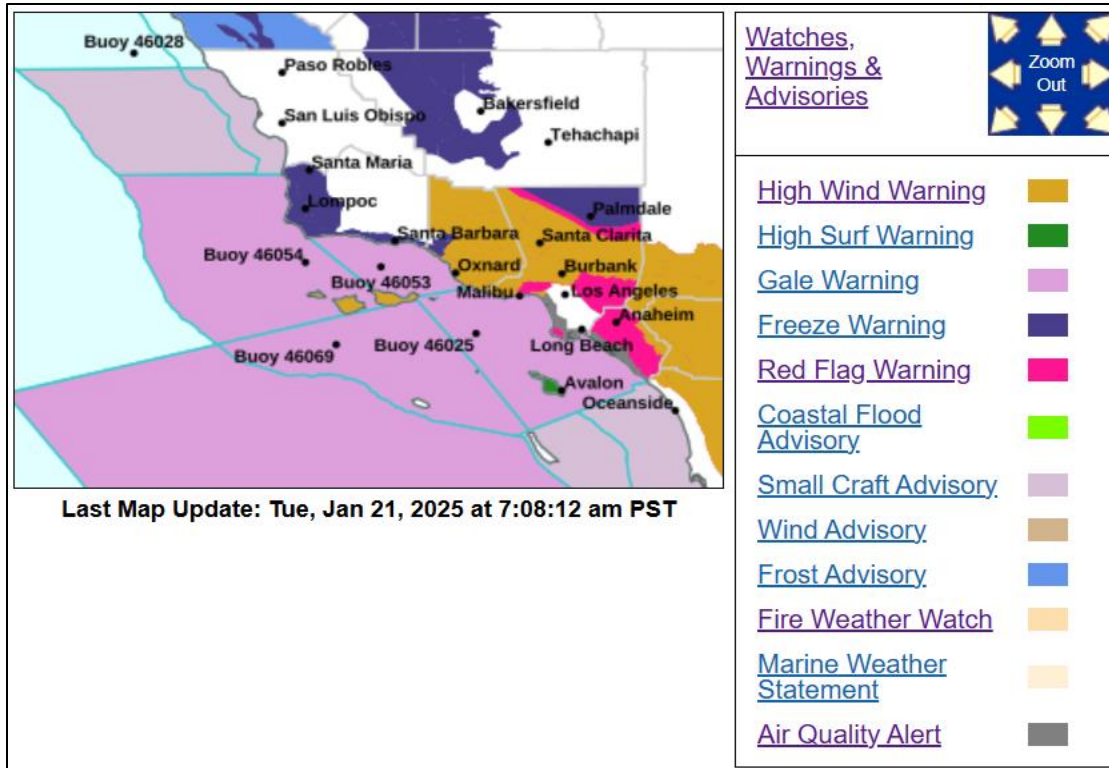


Potential Hazards

Wind

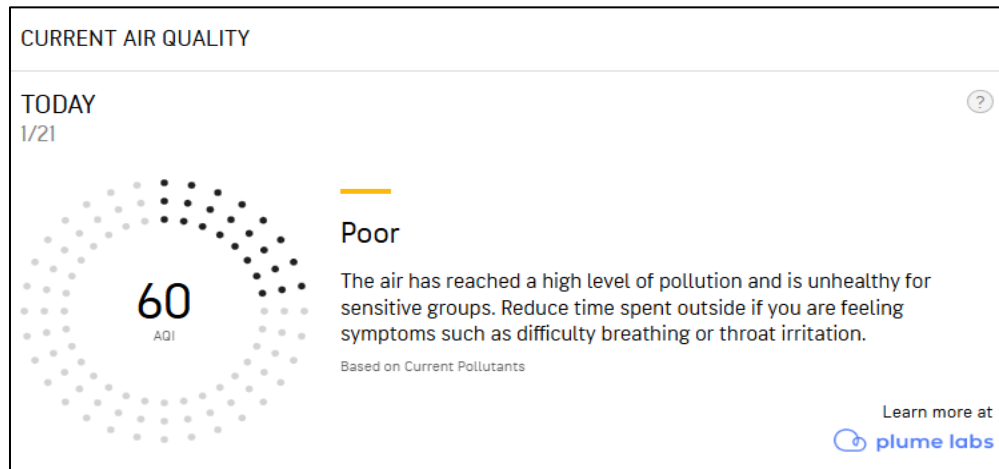
[High wind conditions](#) are expected to last until this afternoon. Wind speeds may reach between 30 to 50 MPH with gusts as high as 100 MPH. This could make current wildfire

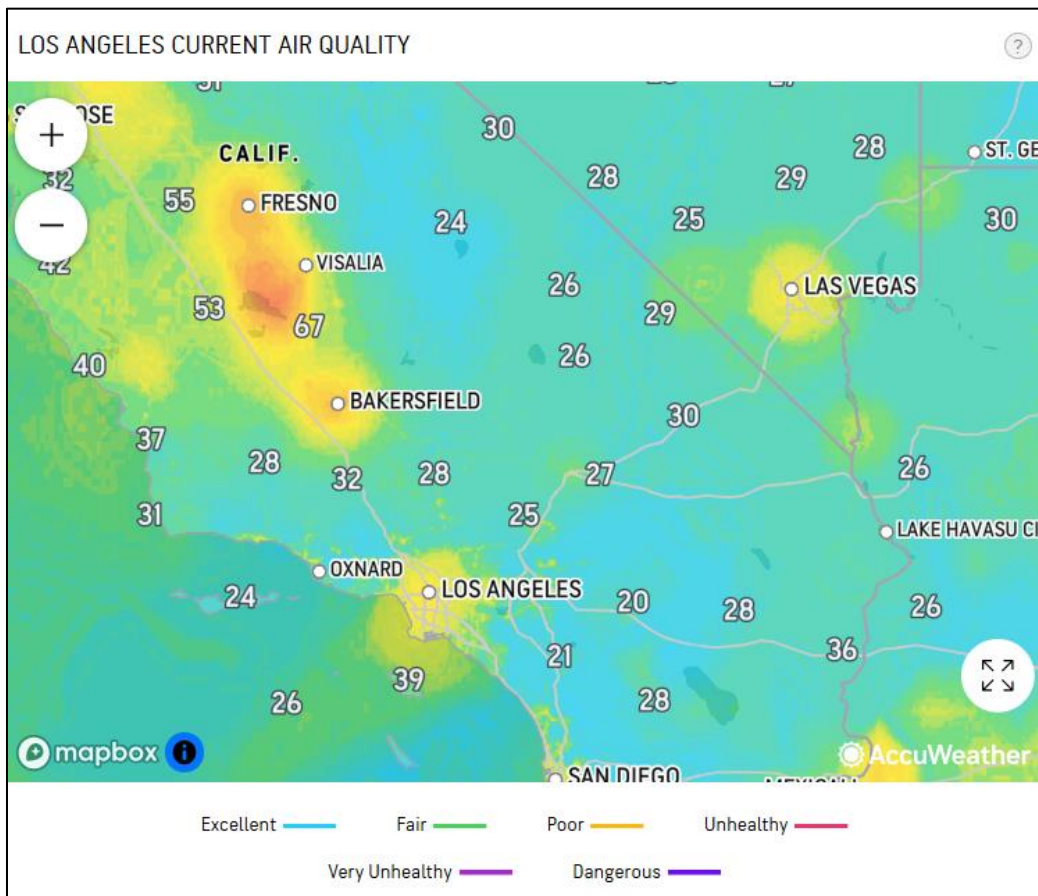
extinguishing operations challenging and could spread existing or start new fires. Damaging winds could also lead to downed trees and powerlines, as well as other debris with impacts to roadways. Due to these conditions, a [windblown dust and ash advisory](#) is currently in effect for Los Angeles County



Air Quality

An [air quality alert](#) remains in effect for impacted regions with higher levels of nitrogen dioxide and fine particle matter. This is significantly lower than Monday, 1/20 which showed the quality level at 127. Exposure to these pollutants could lead to inflammation and infection to lungs, coughing, breathing difficulties, and other respiratory effects.





Other Concerns

Federal, state, and local agencies have voiced concerns regarding the potential for mudslides and dangerous post-fire debris flows. With excessive amounts of water being poured out to stop the wildfires and incoming rain forecasted in the next few days, this could further strain impacted regions.

Coordination Calls and Agency Updates

Upcoming Meetings

- A Clinton Global Initiative Humanitarian Response Call for Southern California will be held today at 12PM EST.
- A PSEMA California Wildfire Coordination Call is scheduled today at 4:30PM EST.
- An Emergency Network Los Angeles disaster update call will be held today at 5PM EST.
- A California Voluntary Organizations Active in Disaster - National Partners Call is scheduled today at 6:15PM EST.

Good360's Response

As response efforts continue, some **immediate needs** have been identified including the following items:

- Bottled Water
- Shelf-Stable food/beverages
- School Supplies (i.e., backpacks, notebooks, pencils, crayons, scissors, glue sticks, and small toys for kids)
- Personal & Feminine Hygiene
- Diapers (child & adult)
- Cleaning Supplies & PPE
- Flashlights & Batteries
- Sleep & Shelter Essentials (i.e., sleeping bags, tents, cots, air mattresses, and folding chairs)
- Blankets, Pillows & Other Bedding
- New Clothing (child & adult)

As of today, Good360 has deployed about 170 pallets of product of which 126 were pre-positioned in our warehouses.

Donor	Total Pallets
Nestle USA	53
Bath & Body Works	24
Nice-Pak	16
Sound Asleep Products	13
HeyBamboo	12
Bombas	10
Tempur Sealy International Inc.	10
RightGift, Inc.	8
Edgewell Personal Care	6
Delta Airlines	4
DuPont	4
Keurig Dr Pepper (KDP)	4
ACTU8 LLC	3
Lakeland Industries	1
Magid Glove and Safety	1
Red Wing Shoe Company, Inc.	1

FMV of Deployed Product = \$1.5 million
Approximate Lives Impacted = 11,000

There are **31 active Disaster Recovery cases**, 28 with immediate and 3 with long-term needs. An uptick in requests is anticipated as damage assessments are conducted and

our DR partners gain access to impacted areas. Product and donation allocation efforts will continue as new orders are processed daily.

- American Red Cross – there are currently 5 congregate [shelters](#) open with approximately 558 clients.

Name/Location	Address	Current Population
Pasadena Civic Auditorium	300 E. Green St, Pasadena CA 91101	342
Ritchie Valens Recreation Center	10736 Laurel Canyon Blvd, Pacoima, CA 91331	7
Stoner Recreation Center	1835 Stoner Avenue, Los Angeles, CA 90025	45
Van Nuys-Sherman Oaks Recreation Center	14201 Houston Street, Sherman Oaks, CA 91423	34
Westwood Recreation Center	1350 S Sepulveda Blvd., Los Angeles, CA 90025	130

January 16, 2025

Situation Overview

As of 6:00AM EST, there are currently five active wildfires with one of those ignitions beginning last night in San Bernardino County. Approximately [46,975](#) acres of land has burned with the potential of further loss as the Palisades remains at 21% containment, Eaton at 45%, Hurst at 98%, Auto at 85%, and Little Mountain (most recent) at 0%. Since the start of this incident, Governor Newsom deployed over [16,000](#) personnel, more than [2,500](#) National Guard service members, and at least [800](#) California Highway Patrol Response Teams. Newsom also issued [Executive Order N-4-25](#) for Los Angeles County to jumpstart cleanup efforts in impacted regions, such as the removal and testing of hazardous debris so re-entry efforts can begin. In addition to the executive order, the governor proposed a release of an additional [\\$2.5 billion](#) in state funding to support ongoing response, cleanup, and recovery efforts.

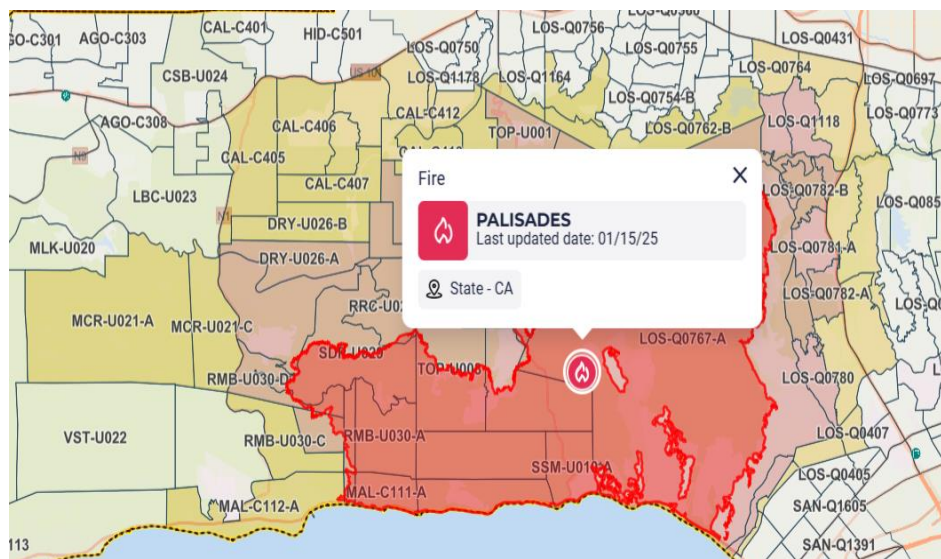
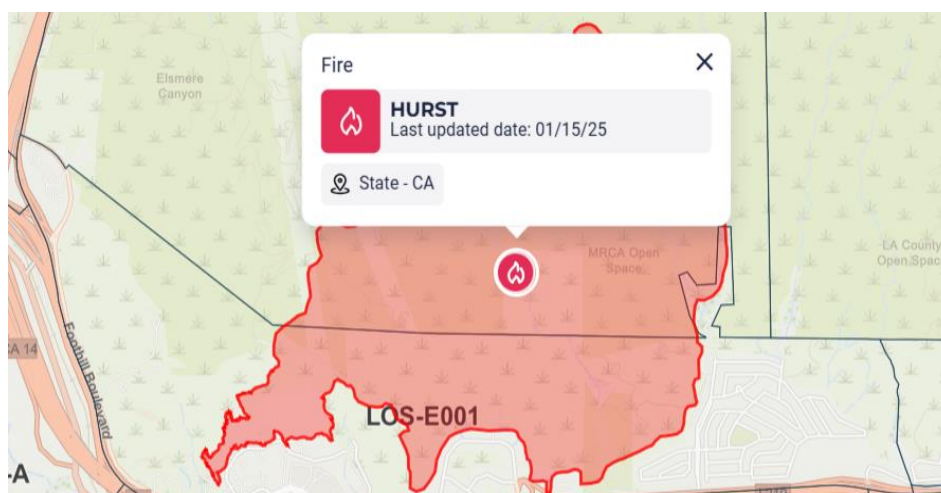


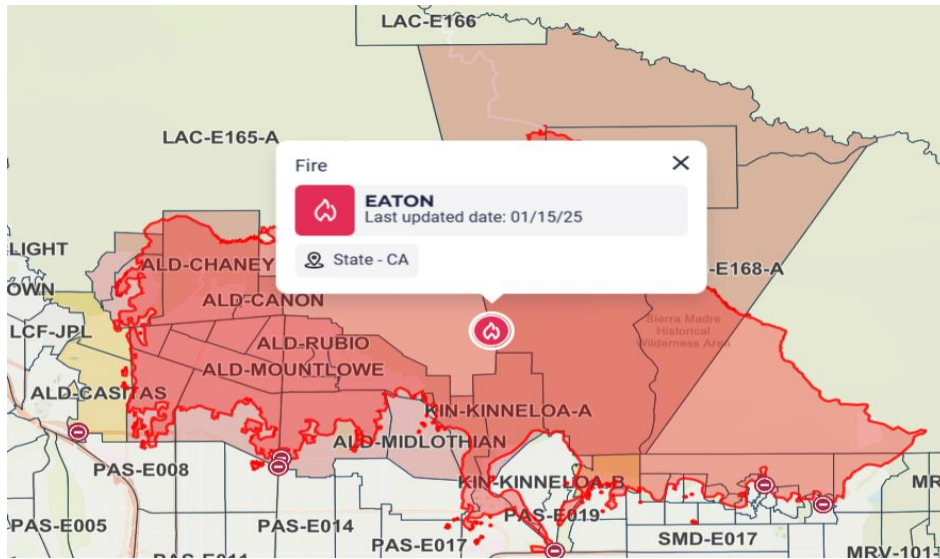
Currently, more than 69,000 Californians are without [power](#) including over 29,000 in Los Angeles County, 28,000 in San Bernardino County, and 5,900 in Ventura County. Water notices also remain in effect in Los Angeles County. To assist residents, a bottled water distribution event is being held today at 524 Hampton Road, La Canada Flintridge, CA 91011 between 9AM PST and 4PM PST. In addition, the American Red Cross began outreach to residents on Wednesday (1/15) for damage assessments. Though these damage assessment counts are still unavailable, preliminary interactive assessment maps are available via [LA County Recovers](#) for the Palisades and Eaton Fires only.

[Eaton Fire Damage Map \(Preliminary\)](#)

[Palisades Fire Damage Map \(Preliminary\)](#)

Watches, Warnings, and Evacuations



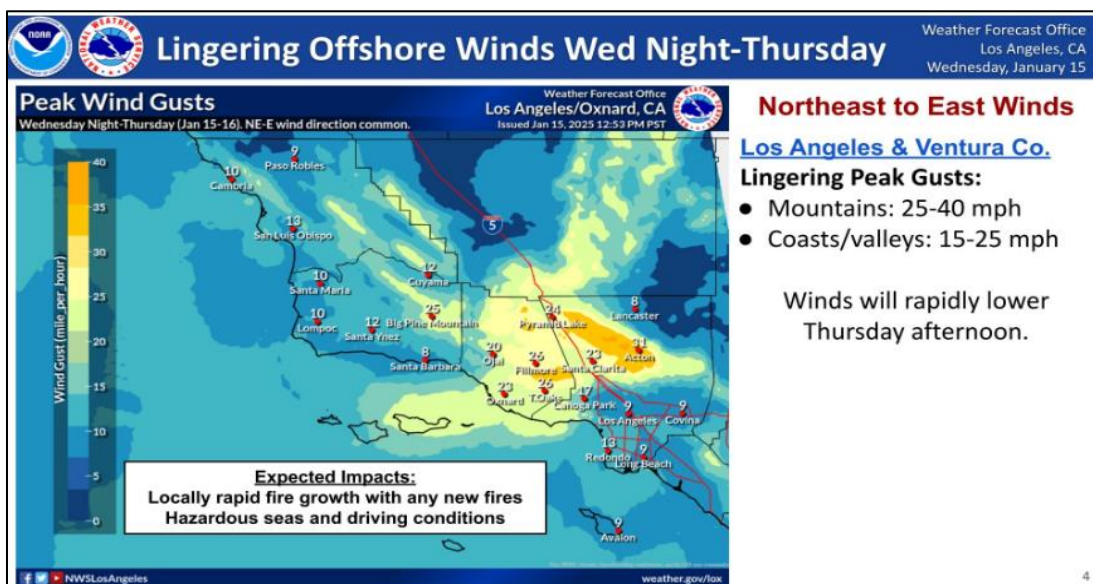


Several [evacuation](#) watches and warnings remain in place. The **red** highlighted areas above indicate regions under mandatory evacuation orders and the **yellow** highlighted areas are communities under voluntary evacuation orders. A curfew order is also still in effect for areas affected by the Palisades Fire. Though curfews may have lifted in other impact areas, residents should remain out of the evac regions until hazardous debris and toxins are cleared.

Potential Hazards

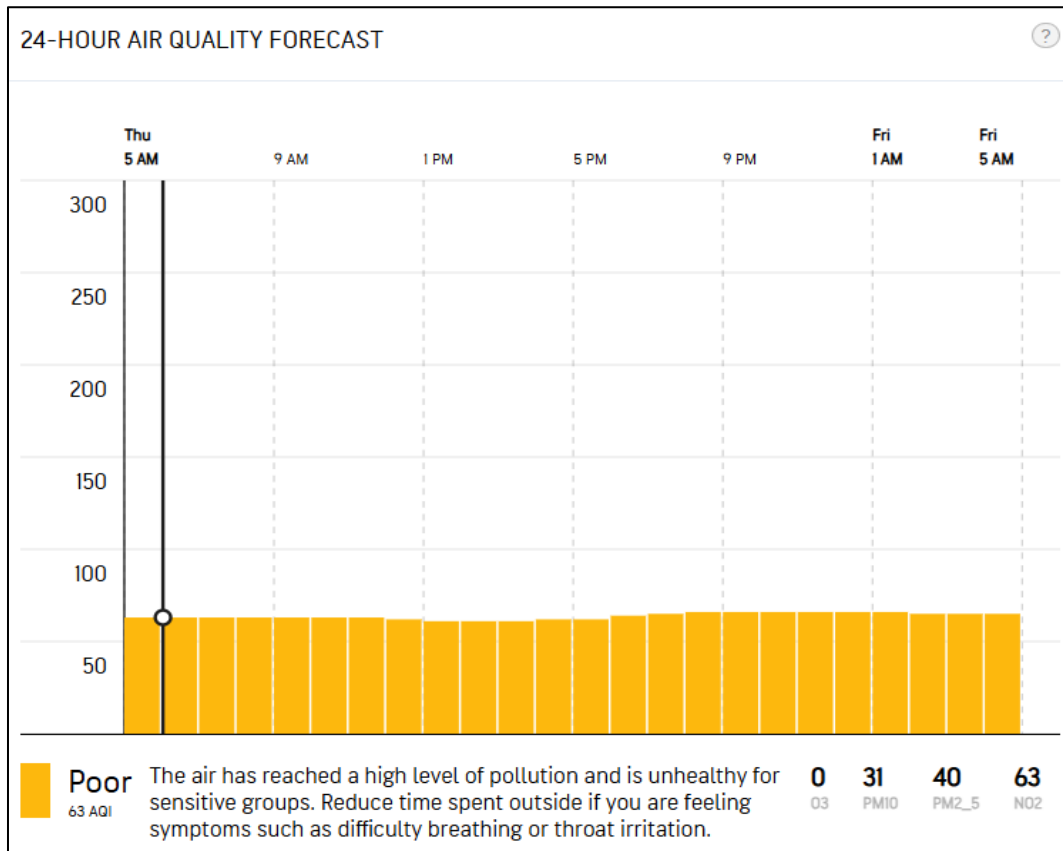
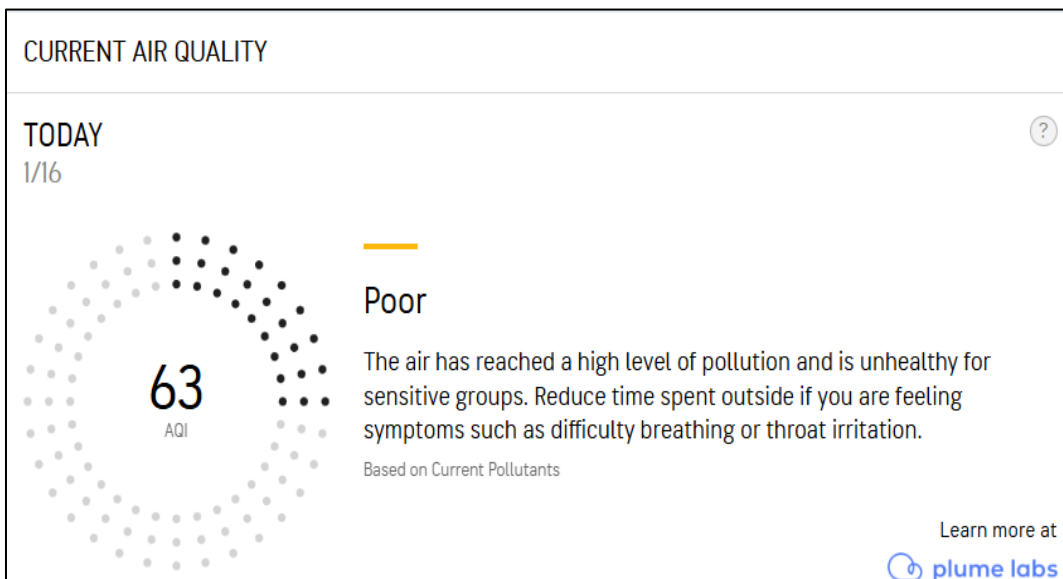
Wind

Wind conditions have improved but regions may experience lingering winds with speeds as high as 40 MPH in some areas. Currently, red flag warnings have expired for Los Angeles and Ventura Counties. This will benefit ongoing fire suppression operations.



Air Quality

An [air quality alert](#) remains in effect for impacted regions with higher levels of nitrogen dioxide and fine particle matter (down 7 points from Tuesday, 1/14). Exposure to these pollutants could lead to inflammation and infection to lungs, coughing, breathing difficulties, and other respiratory effects.



Other Concerns

Federal, state, and local agencies have voiced concerns regarding the potential for mudslides and dangerous post-fire debris flows. With excessive amounts of water being poured out to stop the wildfires and incoming rain forecasted in the next few days, this could further strain impacted regions.

Coordination Calls and Agency Updates

Key Points

- The economic implications of this disaster will be felt globally.
- We could anticipate 10,000 to 20,000 people to be without housing entering into the recovery phase in the next few weeks.
- 40,000 FEMA applications have been submitted by survivors thus far.
- FEMA has opened two Disaster Recovery Centers (DRCs).

<p>1 FEMA Disaster Recovery Center (DRC) UCLA Research Park 10850 W Pico Blvd LOS ANGELES, CA 90064 LOS ANGELES County Get Directions</p> <p>Notes</p> <p>Available Services FEMA <i>Federal</i> <i>State/Local</i></p>	<p>Hours of Operation</p> <table> <tr><td>Sunday</td><td>9:00 AM - 8:00 PM</td></tr> <tr><td>Monday</td><td>9:00 AM - 8:00 PM</td></tr> <tr><td>Tuesday</td><td>9:00 AM - 8:00 PM</td></tr> <tr><td>Wednesday</td><td>9:00 AM - 8:00 PM</td></tr> <tr><td>Thursday</td><td>9:00 AM - 8:00 PM</td></tr> <tr><td>Friday</td><td>9:00 AM - 8:00 PM</td></tr> <tr><td>Saturday</td><td>9:00 AM - 8:00 PM</td></tr> </table>	Sunday	9:00 AM - 8:00 PM	Monday	9:00 AM - 8:00 PM	Tuesday	9:00 AM - 8:00 PM	Wednesday	9:00 AM - 8:00 PM	Thursday	9:00 AM - 8:00 PM	Friday	9:00 AM - 8:00 PM	Saturday	9:00 AM - 8:00 PM
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<p>2 FEMA Disaster Recovery Center (DRC) Pasadena City College Community Education Center 3035 E Foothill Blvd PASADENA, CA 91107 LOS ANGELES County Get Directions</p> <p>Notes</p> <p>Available Services FEMA <i>Federal</i> <i>State/Local</i></p>	<p>Hours of Operation</p> <table> <tr><td>Sunday</td><td>9:00 AM - 8:00 PM</td></tr> <tr><td>Monday</td><td>9:00 AM - 8:00 PM</td></tr> <tr><td>Tuesday</td><td>9:00 AM - 8:00 PM</td></tr> <tr><td>Wednesday</td><td>9:00 AM - 8:00 PM</td></tr> <tr><td>Thursday</td><td>9:00 AM - 8:00 PM</td></tr> <tr><td>Friday</td><td>9:00 AM - 8:00 PM</td></tr> <tr><td>Saturday</td><td>9:00 AM - 8:00 PM</td></tr> </table>	Sunday	9:00 AM - 8:00 PM	Monday	9:00 AM - 8:00 PM	Tuesday	9:00 AM - 8:00 PM	Wednesday	9:00 AM - 8:00 PM	Thursday	9:00 AM - 8:00 PM	Friday	9:00 AM - 8:00 PM	Saturday	9:00 AM - 8:00 PM
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- Blankets, Pillows & Other Bedding
- New Clothing (child & adult)

As of Wednesday (1/15), Good360 has deployed about 87 pallets of product of which 77 pallets were pre-positioned in our warehouses. Additionally, 5 personal and wildfire equipment pallets were sent to our frontline partner, COPE Preparedness, via the Amazon HUB.

Donor	Total Pallets
Nestle USA	44.0
Nice-Pak	10.0
Tempur Sealy International Inc.	10.0
RightGift, Inc.	4.3
Bombas	4.0
Delta Airlines	4.0
DuPont	4.0
Keurig Dr Pepper (KDP)	4.0
Bath & Body Works	2.0
Red Wing Shoe Company, Inc.	0.6

FMV of Deployed Product = \$1.15 million
Approximate Lives Impacted = 6,152

There are **23 active Disaster Recovery cases**, 20 with immediate and 3 with long-term needs. An uptick in requests is anticipated as damage assessments are conducted and our DR partners gain access to impacted areas. Product and donation allocation efforts will continue as new orders are processed daily.

- American Red Cross – there are currently 5 congregate [shelters](#) open with approximately 505 clients.

Name/Location	Address	Current Population
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Pomona Fairplex	1101 W McKinley Avenue, Pomona, CA 91768	20
Ritchie Valens Recreation Center	10736 Laurel Canyon Blvd, Pacoima, CA 91331	21
Stoner Recreation Center	1835 Stoner Avenue, Los Angeles, CA 90025	31
Van Nuys-Sherman Oaks Recreation Center	14201 Houston Street, Sherman Oaks, CA 91423	23

Sit Reps for January 7-14 available upon request.

For nonprofits seeking support, contact disasterhelp@good360.org

For funding and product support, contact development@good360.org

For media inquiries, contact press@good360.org