

SoCal Wildfires – Los Angeles County

SitRep – January 23, 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

As of 1:00PM EST, there are four active wildfires in Los Angeles County. Currently, the Palisades Fire remains at 72% containment, Eaton at 95%, Hughes at 14%, and Sepulveda at 60%. Igniting early yesterday morning, the Hughes Fire has consumed 10,176 acres of land and led to the [evacuation](#) of more than 31,000 people with an additional 23,000 under an evacuation warning. As this fast-moving brush fire continues to intensify, an evacuation center has been opened at College of the Canyons East Gym (26455 Rockwell Canyon Road, Santa Clarita, CA 91355) as more than [1,800](#) households remain at risk of burning. To quickly control the Hughes Fire, about 4,000 fire personnel have been deployed to the impacted region. As for the Sepulveda Fire, forward progression has stopped as firefighters continue extinguishing operations.

In addition to ongoing wildfire activity, more than 92,000 Californians are out of [power](#) including about 25,200 outages in Los Angeles County. Re-entry for communities has also begun and access to specific zones will be communicated to residents by the county. Others are urged to refrain from re-entering their neighborhoods without proper clearance and when permitted, they must wear appropriate personal protective equipment (PPE). The Federal Emergency Management Agency (FEMA) recommends the following PPE:

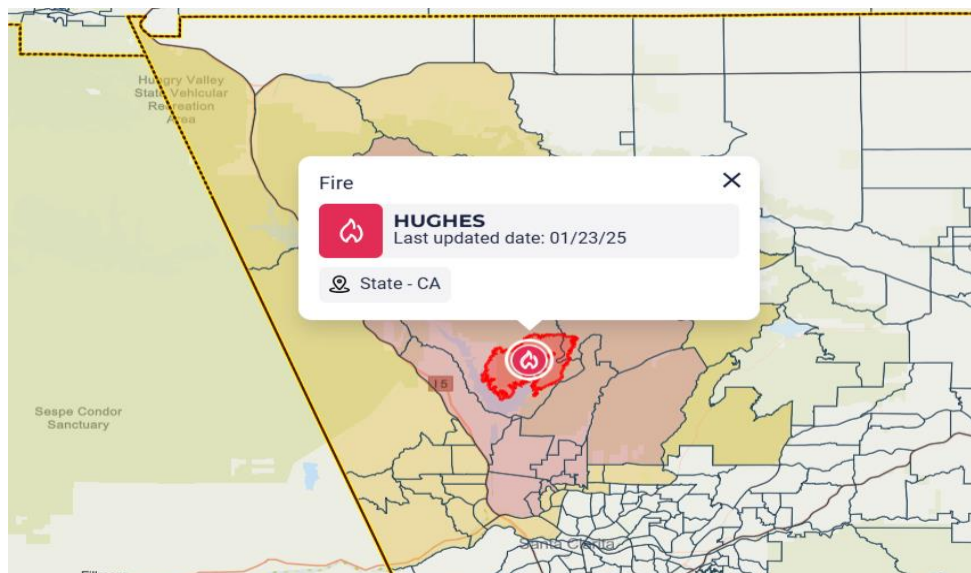
- N95 masks or respirators to protect against inhaling harmful particles;
- safety goggles to shield your eyes from smoke, ash, and debris;
- gloves;
- long sleeved shirts;
- long pants;
- and shoes/socks.

Additional guidelines for sifting through and navigating debris can be found via this [link](#). Residents may also apply for [Clean and Sanitize Assistance](#) to help offset the costs associated with cleanup activities.

Watches, Warnings, and Evacuations

Evacuation Order

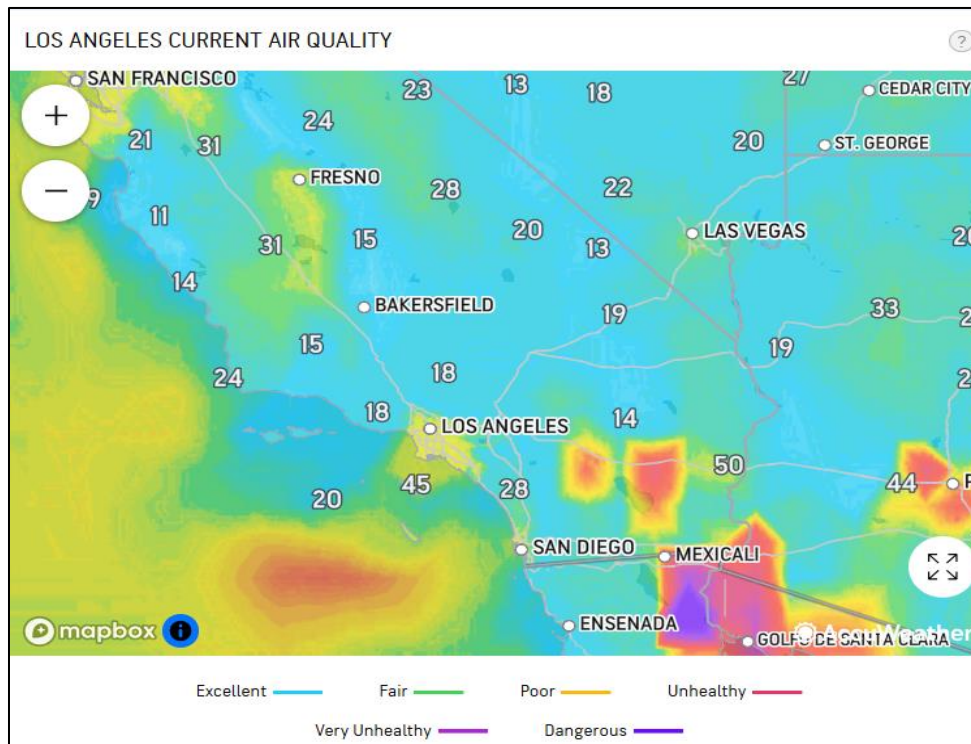
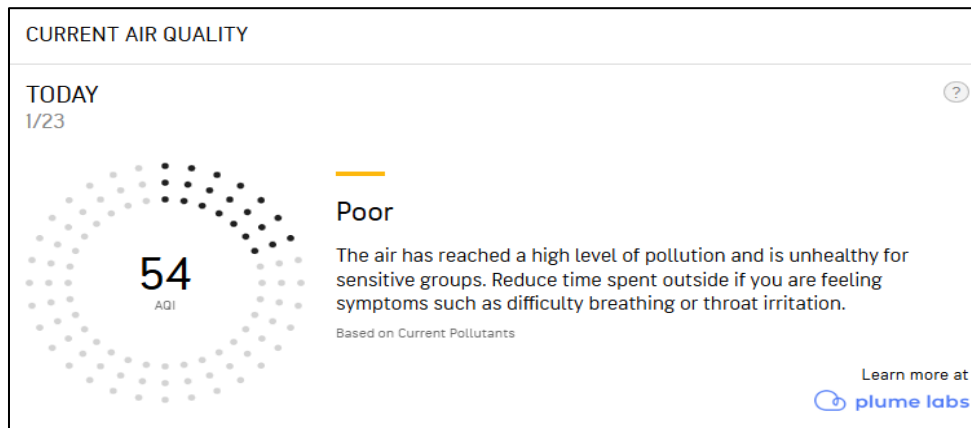
Several [evacuation](#) orders and warnings are in effect. The **red** highlighted areas below indicate regions under mandatory evacuation orders while **yellow** highlighted regions are under voluntary evacuation. A curfew order also remains in effect for all areas affected by the Palisades and Eaton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



reports, fire spread is still possible. Due to wind conditions, a [windblown dust and ash advisory](#) also remains 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. 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 concern 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. In addition, as residents regain access to their property, there is **heightened concern for asbestos exposure**.

Coordination Calls and Agency Updates

Upcoming Meetings

- 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.

Key Points from Recent Calls

- We know the rate of disasters is going to continue to increase.
- Much is underway as we move toward a whole government approach in response to this incident.
- Debris and hazards removal will take months.
- A Wildfire Resource HUB will become available – outside of the state and federal DRCs.

Good360's Response

As response efforts continue, the **top 10 needs** that have currently been identified include the following items:

- Cleaning Tools, Supplies & PPE
- Electronics (i.e., flashlights, batteries, phone/solar chargers, and air purifiers)
- 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)
- Storage (i.e., duffle bags, suitcases, storage bins, and folders for paperwork)
- Sleep & Shelter Essentials (i.e., sleeping bags, tents, cots, air mattresses, and folding chairs)
- Blankets, Pillows & Other Bedding
- New Clothing & Footwear (child & adult)

As of today, Good360 has deployed about **194** pallets of product of which **139** were pre-positioned in our warehouses.

Donor	Total Pallets
Nestle USA	53
Tempur Sealy International Inc.	24
Bombas	17
Nice-Pak	16
Bath & Body Works	14
Sound Asleep Products	13
West Elm	10
RightGift, Inc.	8
Keurig Dr Pepper (KDP)	8
Amazon HUB	5
Edgewell Personal Care	6
Delta Airlines	4
Dupont	4
ACTU8 LLC	3
Signify	2
ATLANTIC HEALTH SYSTEM INC	2
Ulta Beauty	2
Magid Glove and Safety	1
Lakeland Industries	1
Red Wing Shoe Company, Inc.	1

FMV of Deployed Product = \$1.8 million
Approximate Lives Impacted = 24,000

There are **34 active Disaster Recovery cases**, 31 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 639 clients.

Name/Location	Address	Current Population
College of the Canyons	26455 Rockwell Canyon Rd., Santa Clarita, CA 91355	80
Pasadena Civic Auditorium	300 E. Green Street, Pasadena CA 91101	364
Stoner Recreation Center	1835 Stoner Avenue, Los Angeles, CA 90025	51
Van Nuys-Sherman Oaks Recreation Center	14201 Houston Street, Sherman Oaks, CA 91423	33
Westwood Recreation Center	1350 S Sepulveda Blvd., Los Angeles, CA 90025	111

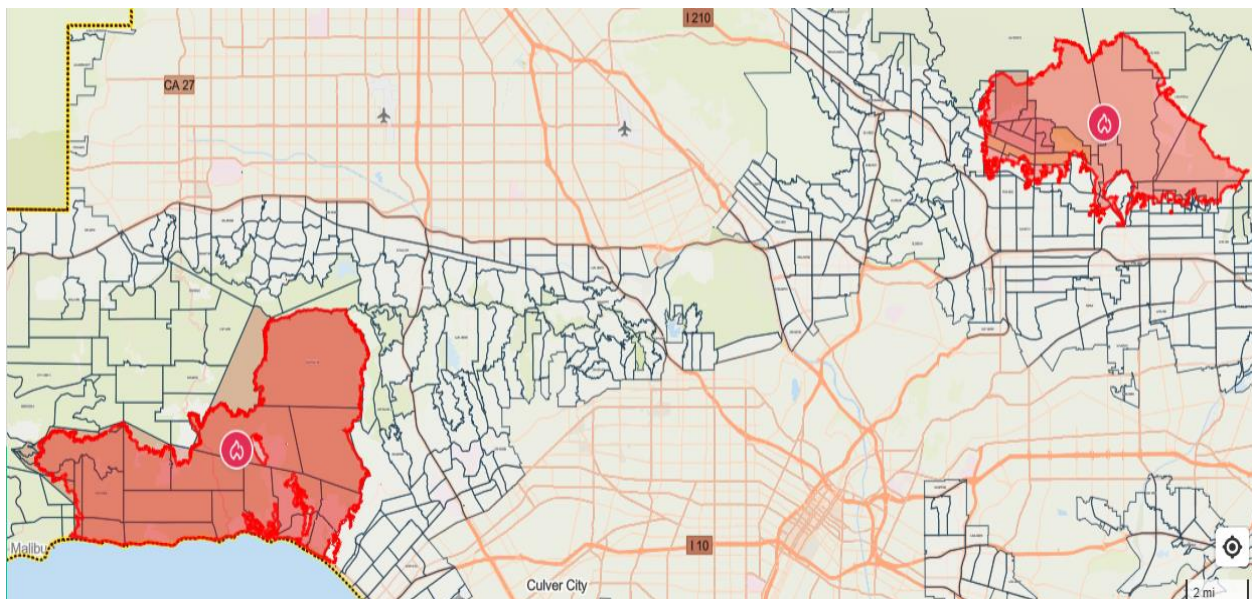
January 21, 2025

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.

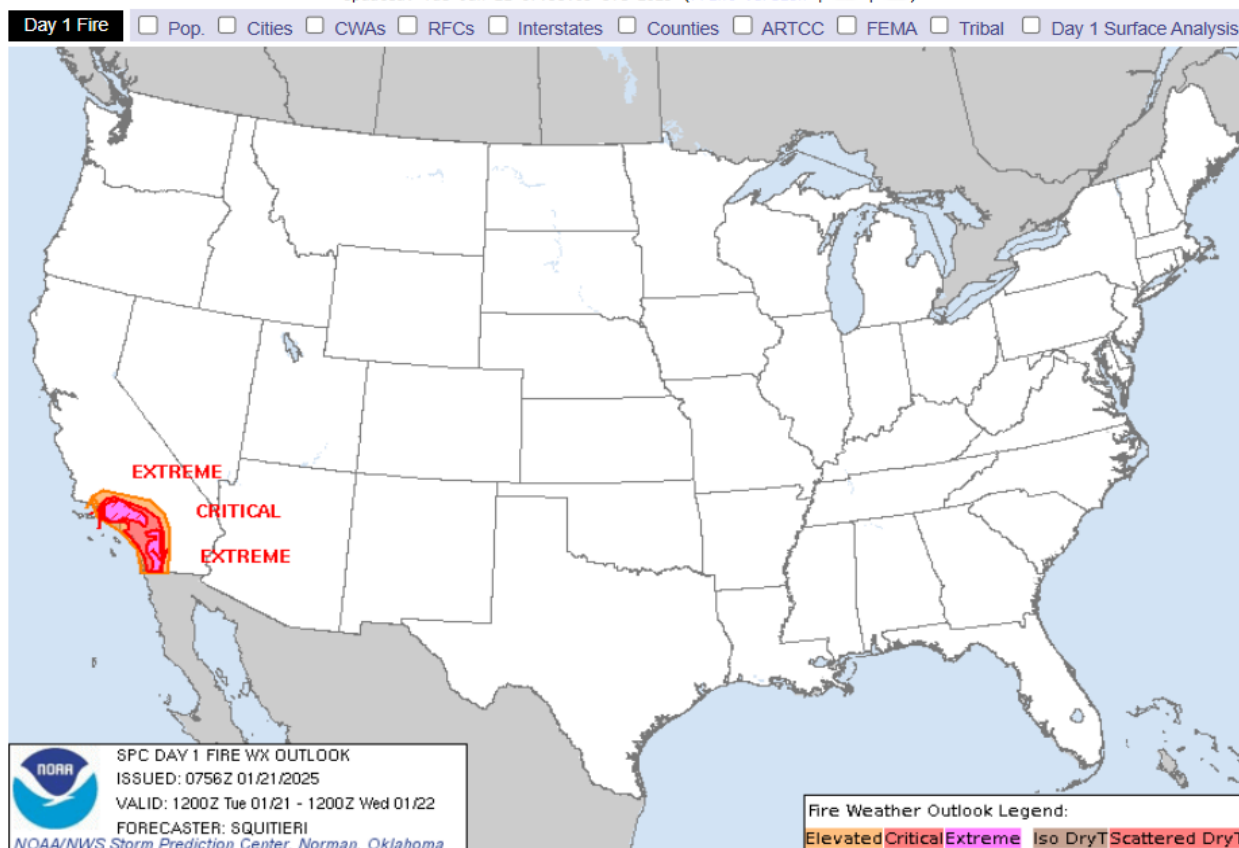
Fire Weather

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

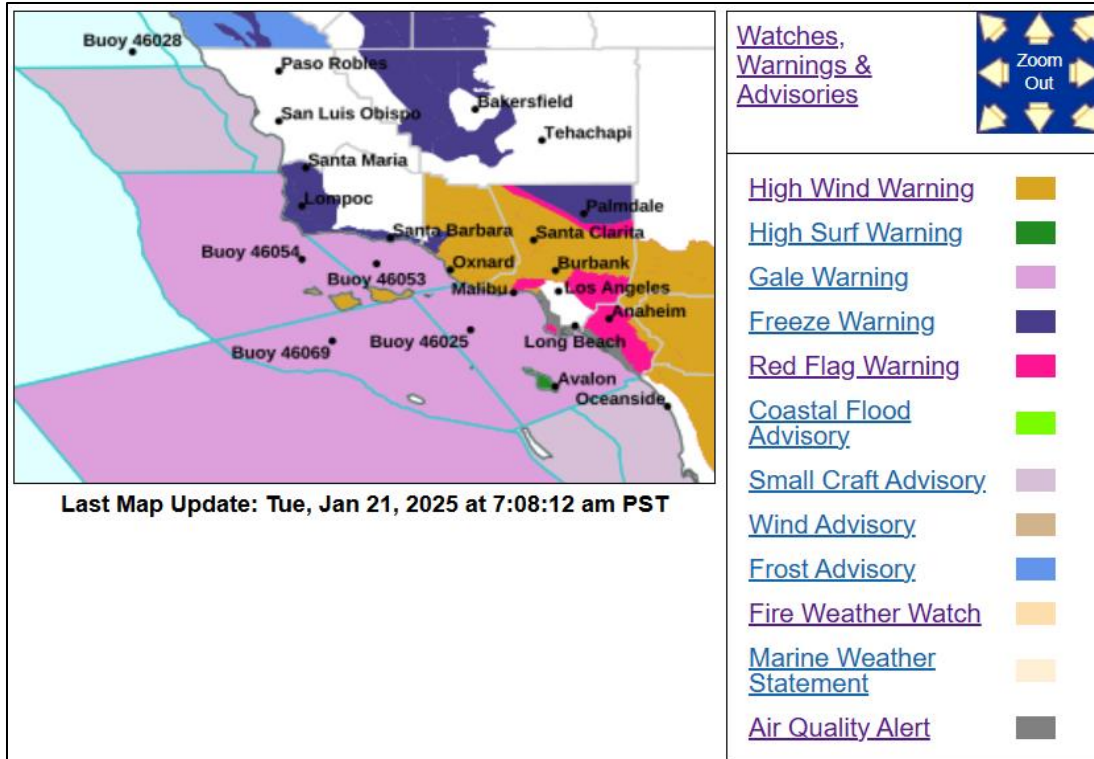
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Potential Hazards

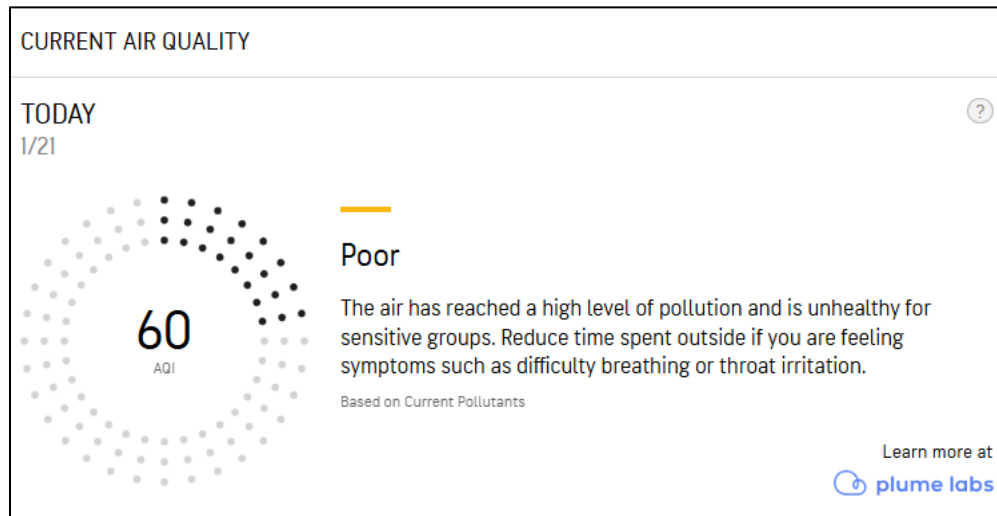
Wind

[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.



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

[Sit Reps for January 7-16](#) 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