

SoCal Wildfires

SitRep – January 29, 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

Three weeks since onset and the Southern California wildfires are near full containment. Currently, there are three active wildfires in Los Angeles County and one in San Diego County including the Palisades Fire which is at 96% containment, Eaton at 99%, Hughes at 98%, and Border 2 Fire at 90%. To date, the first two fire events have burned more than 37,469 acres of land, approximately 65% of the total acres burned by wildfire in Southern California in the last twenty-two days. With nearly 17,000 structures destroyed, these wildfires have led to the deaths of at least 29 people, 17 of which were attributed to the Eaton Fire and 12 to the Palisades Fire while several more individuals remain missing. In addition to ongoing wildfire activity, more than 12,700 Californians are without power including about 7,900 outages in Los Angeles County.

Watches, Warnings, and Evacuations

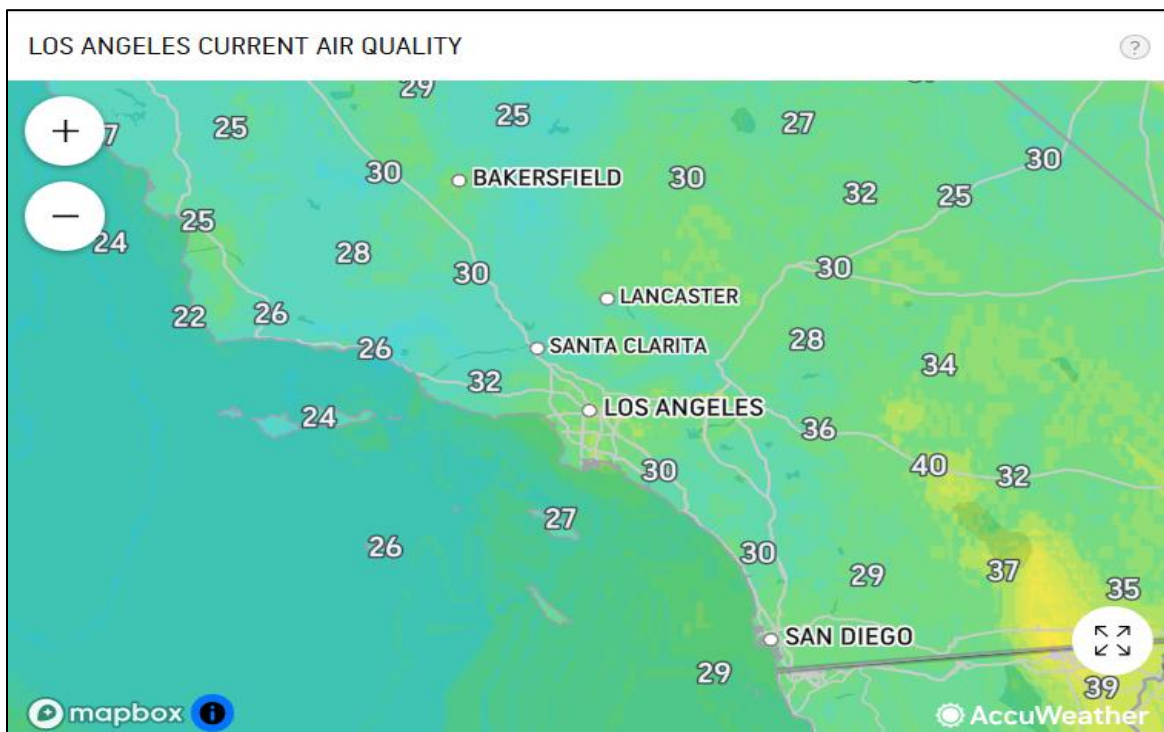
Evacuation Order

A mandatory [evacuation](#) order remains in effect for regions impacted by the Palisades Fire with the exception of the City of Malibu. However, affected residents with homes located in the City of Los Angeles may access their properties within 'Resident-Only Zones' by way of a re-entry pass. These passes can be picked up at check-in point with law enforcement between 10:00AM PST and 5:00PM PST at (Lot 3) Beach Access, 1150 Pacific Coast Highway, Santa Monica, CA 90403. At check-in, residents will also receive personal protective equipment if they are returning to a fire-impacted structure. A curfew order also remains in effect for all areas affected by the Palisades Fire.

Potential Hazards

Air Quality

Currently, dangerous air quality alerts have been suspended and the overall score is at a [46 \(fair\)](#). While fair, sensitive groups who may be more prone to sickness are encouraged to limit their exposure outdoors.



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**.

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 **436** pallets of product of which **194** were pre-positioned in our warehouses and **237** were from Directs donations.

Donor	Total Pallets
Nestle USA	66
Vanity Fair Corporation	53
L'Oreal	35
OXO	32
Tempur Sealy International Inc.	24
Carrier	23
Bombas	22
Sound Asleep Products	22
Nice-Pak	21
United Airlines	19
Bunzl USA	17
Grainger	16
Bath & Body Works	14
West Elm	10
Delta Airlines	10
RightGift, Inc.	8
Keurig Dr Pepper (KDP)	8

Edgewell Personal Care	6
Amazon HUB	5
Dupont	4
ACTU8 LLC	3
Vitality Holdings LLC	3
Ulta Beauty	2
Signify	2
Lowes	2
ATLANTIC HEALTH SYSTEM INC	2
Fruit of the Loom	2
Arbonne Charitable Foundation	1
Lakeland Industries	1
Magid Glove and Safety	1
MARQ Labs	1
Red Wing Shoe Company, Inc.	1
Global Glove and Safety MFG	1
Grand Total	436

FMV of Deployed Product = \$9,936,642.21

Approximate Lives Impacted = 65,040

There are **40 active Disaster Recovery cases**, 36 with immediate and 4 with long-term needs. We anticipate additional requests in the coming days as damage assessments are conducted and our DR partners gain access to areas impacted by wildfires. Product and donation allocation efforts will continue as new orders are processed daily.

- American Red Cross – there are currently 3 congregate [shelters](#) open with approximately 462 occupants.

Name/Location	Address	Current Population
Pasadena Civic Auditorium	300 E. Green Street, Pasadena CA 91101	339
Van Nuys-Sherman Oaks Recreation Center	14201 Houston Street, Sherman Oaks, CA 91423	12
Westwood Recreation Center	1350 S Sepulveda Blvd., Los Angeles, CA 90025	111

January 23, 2025



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;

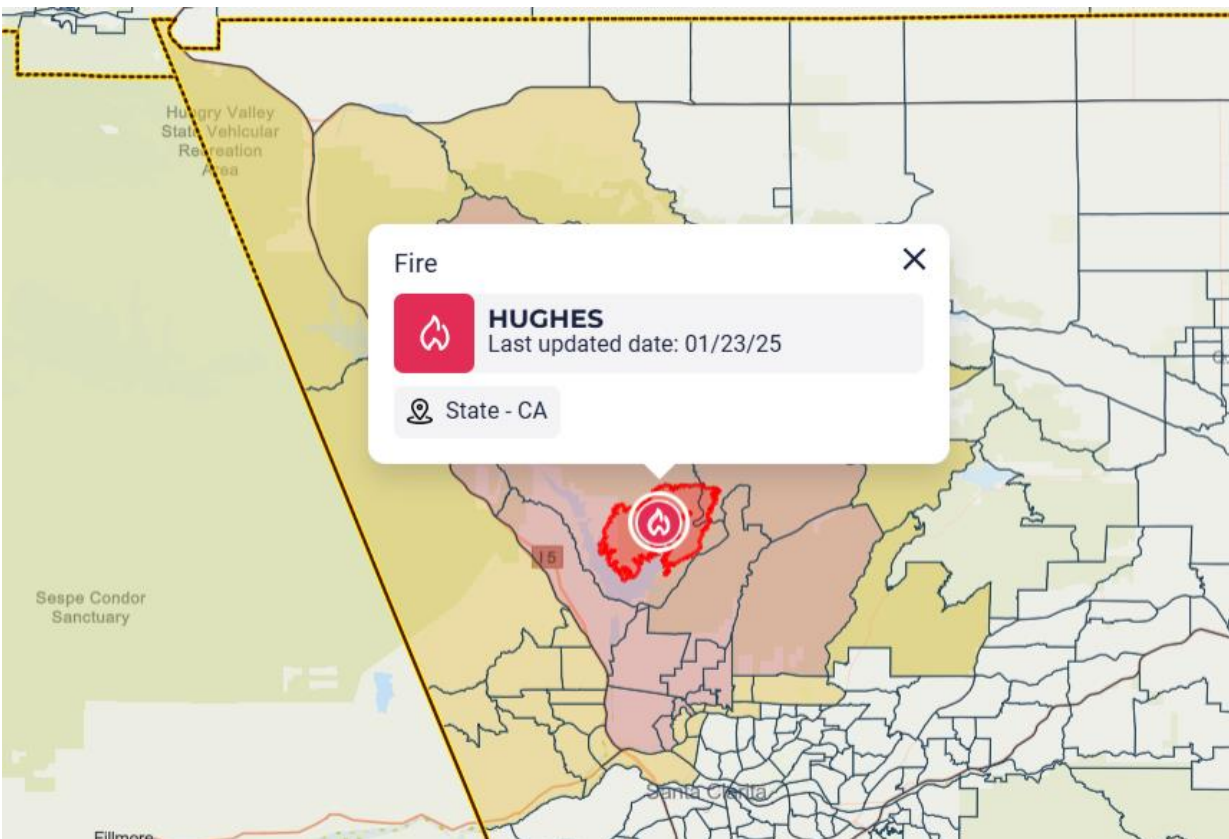
- gloves;
- long sleeved shirts;
- long pants;
- and shoes/socks.

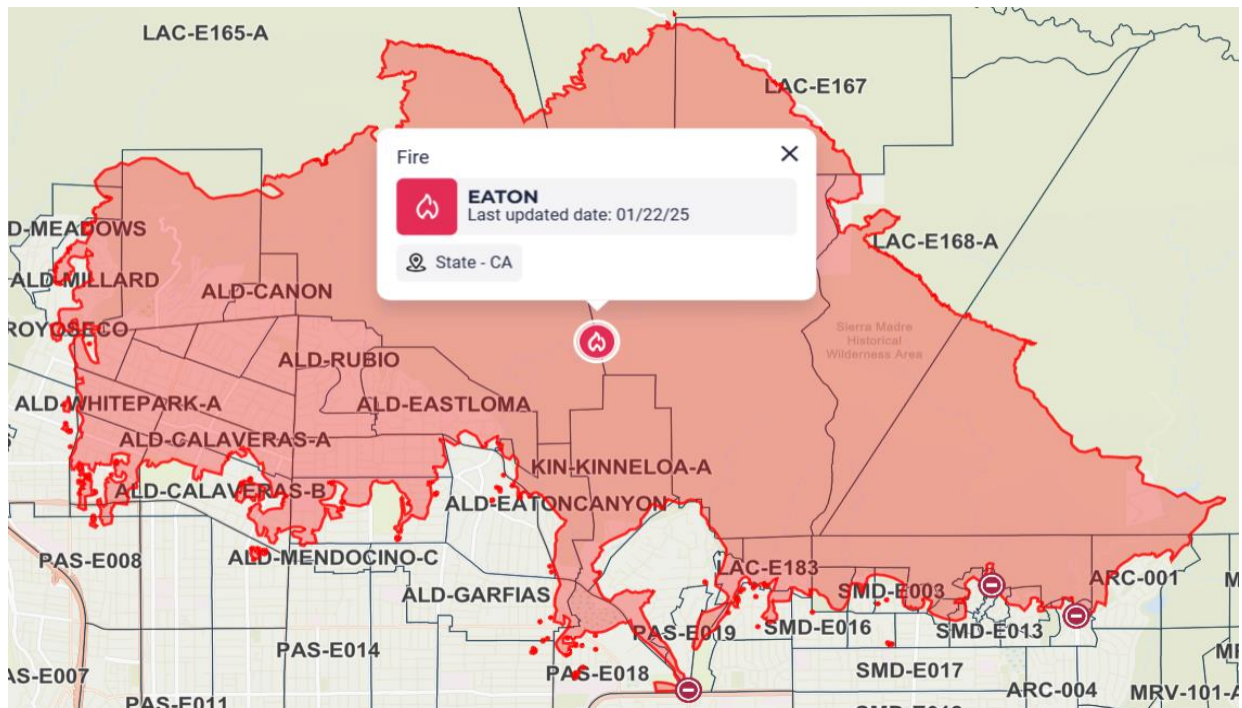
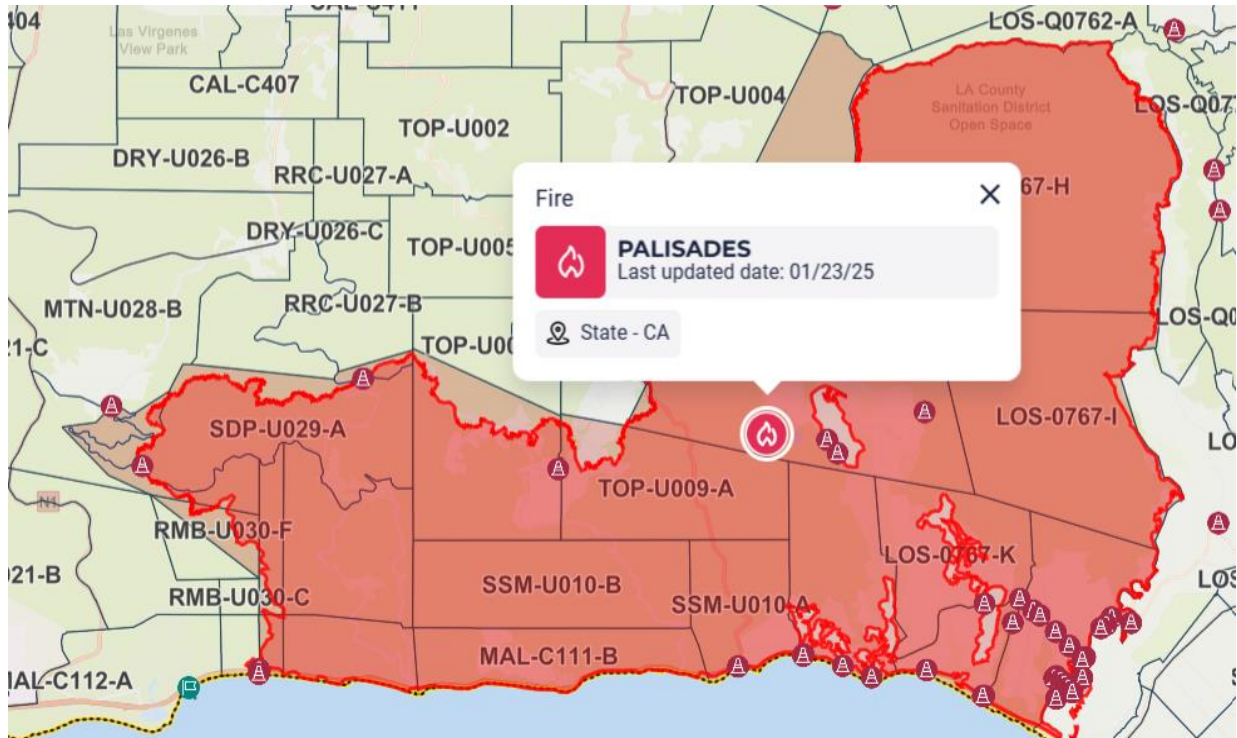
Additional guidelines for sifting through and navigating debris can be found via this [link](#). Residents may also apply for [Clean and Sanitize Assistance](#) to help offset the costs associated with cleanup activities.

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.





Fire Weather

A [red flag warning](#) is in effect for Los Angeles and Ventura Counties through Friday (1/24) morning. Due to low humidity, extreme dry land, and the potential for high wind

gusts, fire ignitions are probable. These conditions can cause ignitions to spread very quickly.

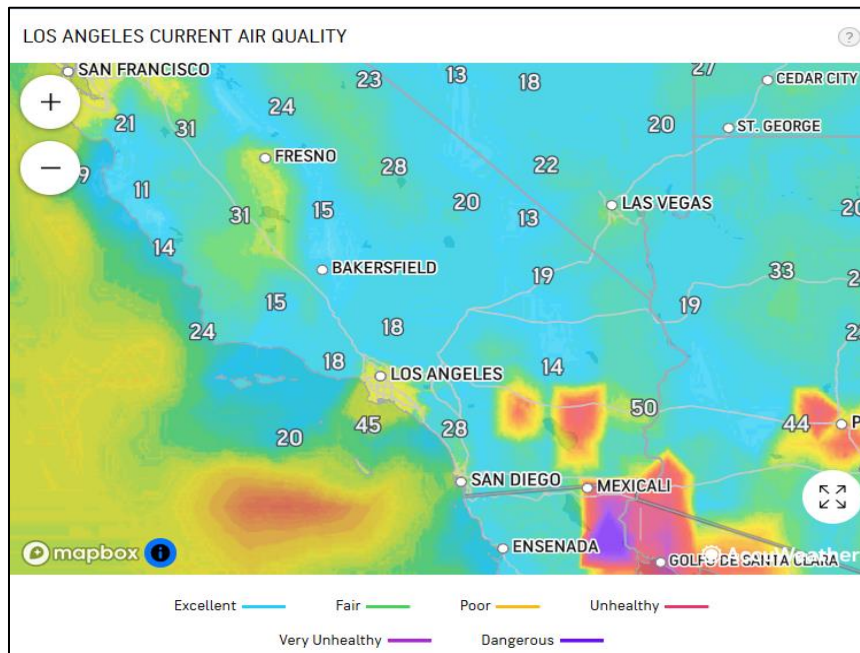
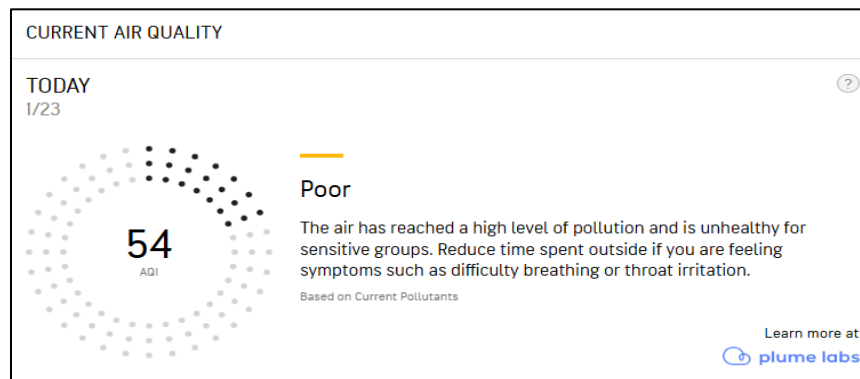
Potential Hazards

Wind

As mentioned, [high wind conditions](#) are expected to last through Friday (1/24) morning. Wind gusts may reach as high as 50 to 65 MPH. Though not as severe as previous 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)
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- 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.,	111



	Los Angeles, CA 90025	
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Sit Reps for January 7-21 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