

# SoCal Wildfires

SitRep – February 6, 2025








## Good360 DR Activation Status – Full Activation

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*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*

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### Situation Overview

INCIDENT	COUNTIES	STARTED	ACRES	CONTAINMENT
<a href="#">Palisades Fire</a>	Los Angeles	1/07/2025	23,707	100% 
<a href="#">Eaton Fire</a>	Los Angeles	1/07/2025	14,021	100% 
<a href="#">Hughes Fire</a>	Los Angeles	1/22/2025	10,425	100% 
<a href="#">Border 2 Fire</a>	San Diego	1/23/2025	6,625	100% 
<a href="#">Kenneth Fire</a>	Los Angeles, Ventura	1/09/2025	1,052	100% 
<a href="#">Hurst Fire</a>	Los Angeles	1/07/2025	799	100% 
<a href="#">Lidia Fire</a>	Los Angeles	1/08/2025	395	100% 

With all fire zones at full containment and no new fires reported in Los Angeles, Ventura or San Diego Counties, cleanup and relief efforts are underway in impacted communities. Over a period of thirty days, twenty wildfires within these counties ignited of which seven were destructive including the Palisades, Eaton, Hughes, Border 2, Kenneth, Hurst, and Lidia Fires. Cumulatively, these wildfires burned 57,024 acres of land with significant loss of life and property attributed to the Palisades and Eaton incidents. To date, at least 29 [fatalities](#) have been reported and about a dozen people are still unaccounted for. In addition, 16,249 structures (including commercial and residential) are believed to have been completely destroyed. Reports also indicate that about 18,200 homes incurred major damage and another 1,100 had minor damage. As damage assessments continue, approximately 21,000 customers are without [power](#) in State of California with about 13,800 outages impacting communities within Los Angeles County.

### Watches, Warnings, and Evacuations

While most evacuation orders have lifted, some remain in place for residents impacted by the Palisades fire. These areas require a [re-entry pass](#) by residents which can be acquired at the locations listed below between 10:00AM PT and 5:00PM PT:

- UCLA Research Park West  
10850 Pico Boulevard  
Los Angeles, CA 90064  
**Note:** Passes distributed in the parking structure of the Disaster Recovery Center
- West LA Civic Center  
1645 Corinth Avenue  
Los Angeles, CA 90025  
**Note:** Passes distributed on the 2nd Floor



**ENTER AT YOUR OWN RISK**

**DO NOT sort or sift through any fire debris**

House debris after a fire is hazardous and may contain toxic materials such as asbestos, lead, mercury, chemicals from household products, and other heavy metals. These materials pose a significant risk to your health.

**Fire debris includes:**

- burned structural components
- burned household items
- foundations
- contaminated soil

Removing fire debris **may also affect your insurance claim or eligibility.** Limit your actions to the reasonable recovery of essential items.

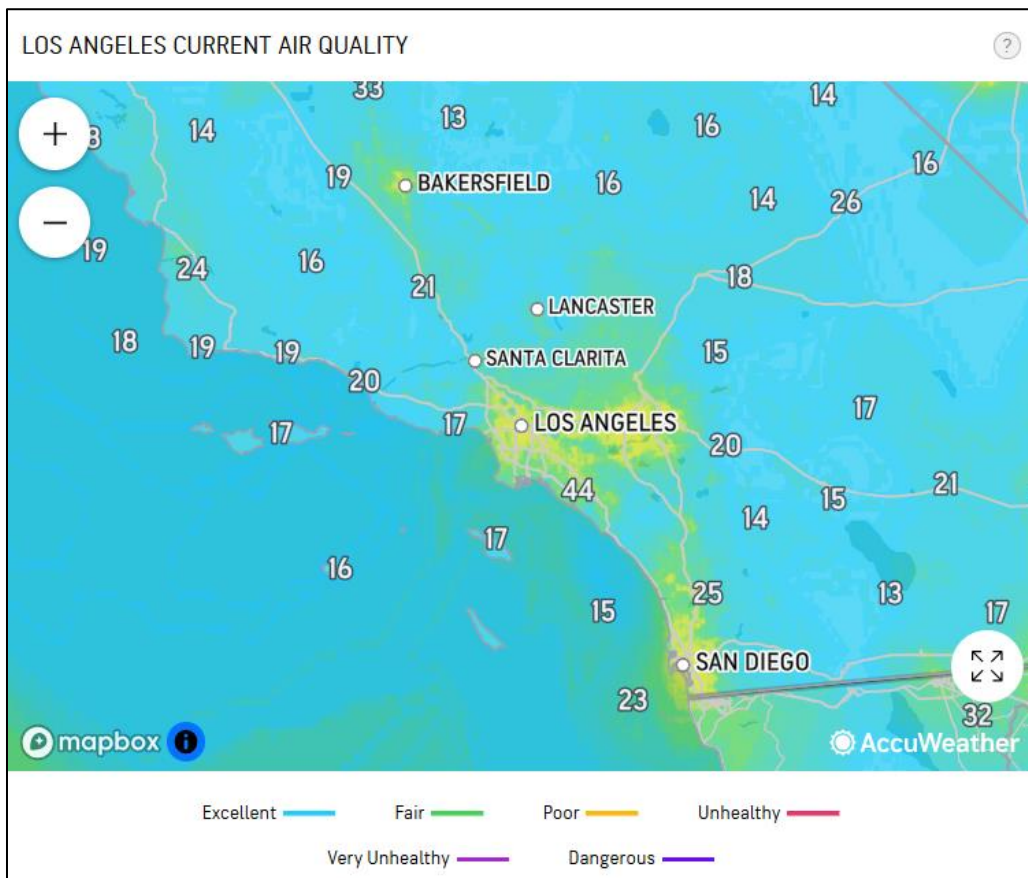
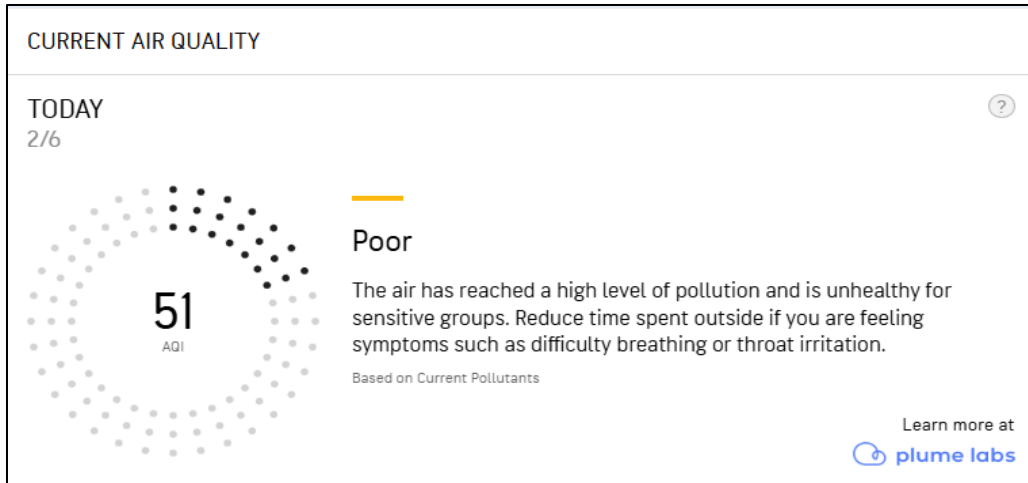
\*updated 1/28/25

A full overview of re-entry requirements can be found [here](#). In addition, a 'do not drink' notice remains in effect for most regions impacted by the Palisades Fire and the surrounding communities due to potential contamination of ash, soot, and other toxins.

## Potential Hazards

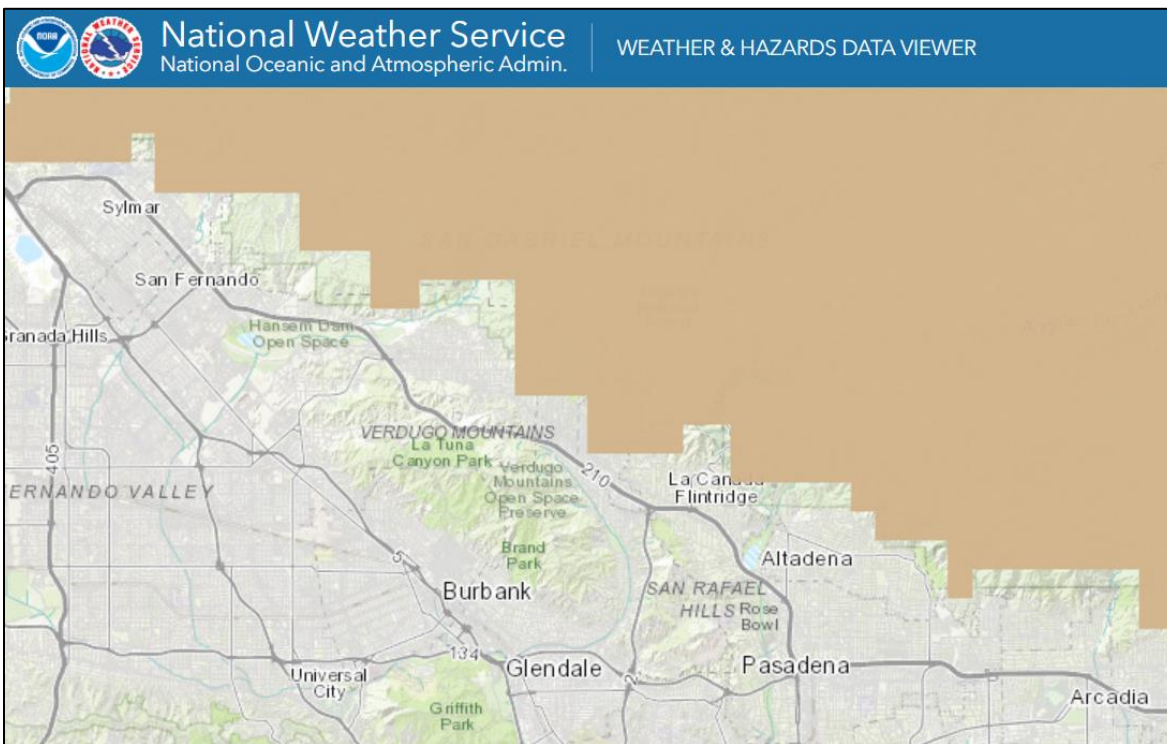
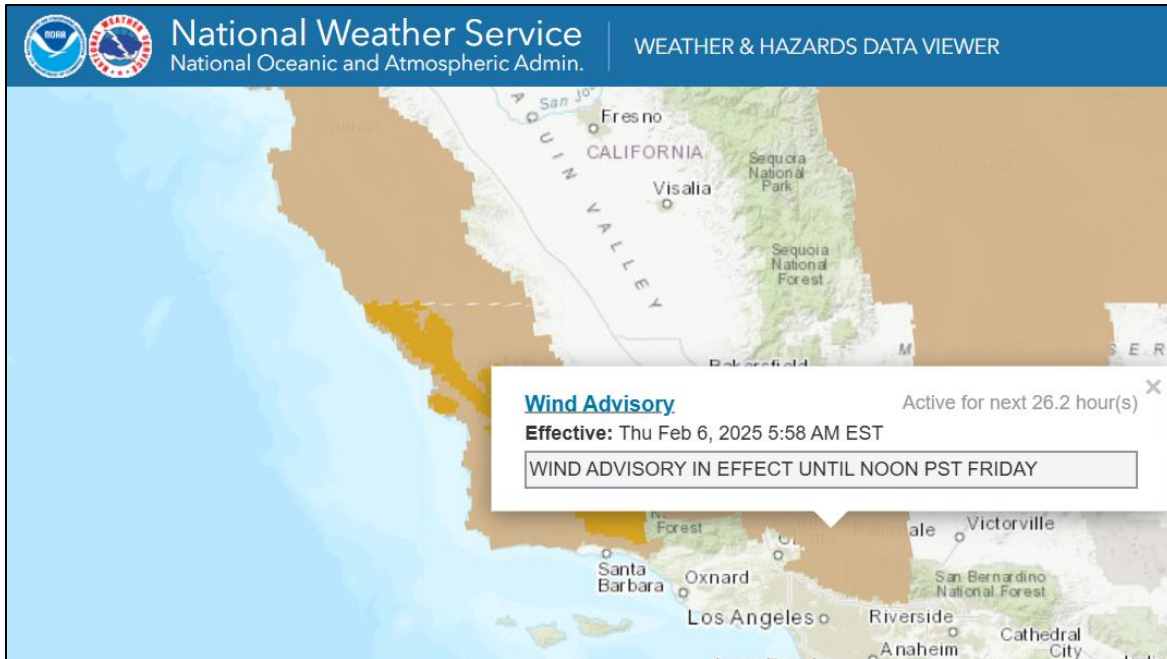
### Air Quality

Currently, the overall air quality score is at [51 \(poor\)](#). Sensitive groups who may be more prone to sickness are encouraged to limit their outdoor exposure.



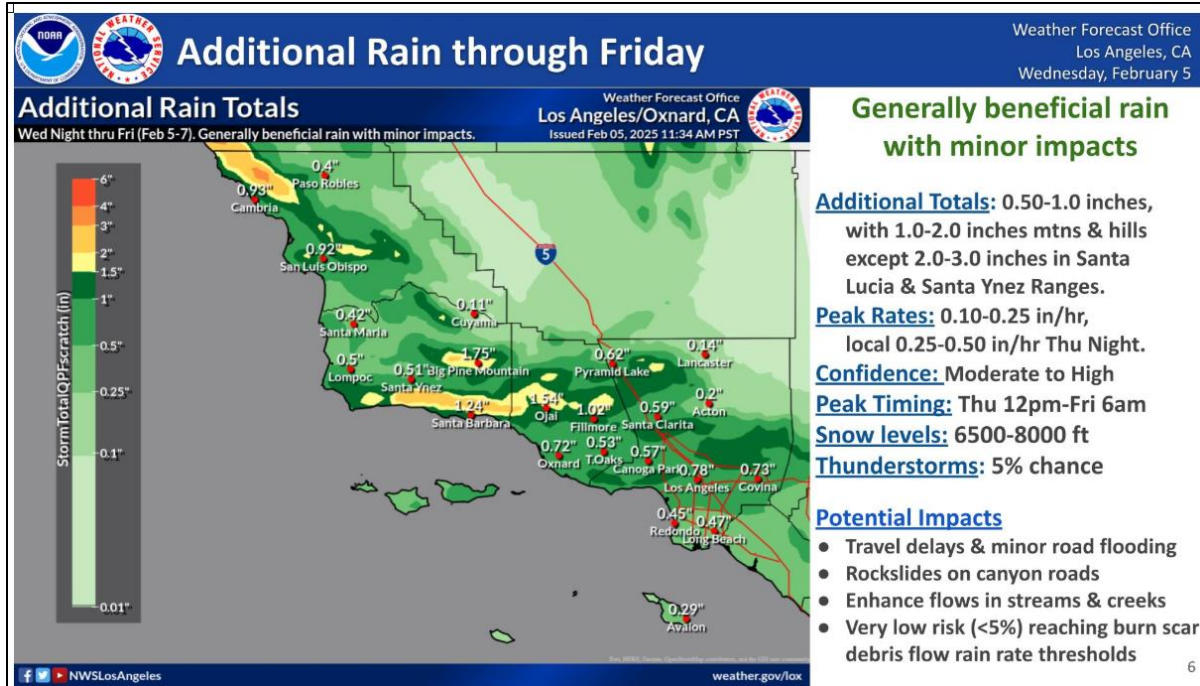
### Wind Conditions

[Wind gusts](#) between 20 MPH to 35 MPH are expected through Friday (2/7) near Interstate 5 Corridor; Western San Gabriel Mountains and Highway 14 Corridor; Eastern San Gabriel Mountains; Western Antelope Valley Foothills; Eastern Antelope Valley Foothills; and Antelope Valley. This could impede cleanup/relief operations near Altadena and other areas impacted by recent wildfire.



### Rainfall

Rain conditions throughout the Los Angeles region are expected to last until Friday (2/7) with accumulations reaching 0.5 to 3 inches of rain (see below). Due to the damage caused by wildfire, some landscapes may be more prone to flash flooding, mudslides, and debris flow.



### 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 **992** pallets of product of which **194** were pre-positioned in our warehouses and **793** were from Directs donations.

Donor	Total Pallets
Haleon	221
Helen of Troy	169
Dow Chemical	84
Nestle USA	66

Vanity Fair Corporation	53
Carrier	43
OXO	39
L'Oreal	35
Newell Brands	26
Garnet Hill	26
Tempur Sealy International Inc.	24
Sound Asleep Products	22
Bombas	22
Nice-Pak	21
United Airlines	21
Bunzl USA	17
Grainger	16
Bath & Body Works	14
Delta Airlines	10
West Elm	10
RightGift, Inc.	8
Keurig Dr Pepper (KDP)	8
Edgewell Personal Care	6
Amazon HUB	5
Dupont	4
Vitality Holdings LLC	3
ACTU8 LLC	3
Ulta Beauty	2
Lowes	2
ATLANTIC HEALTH SYSTEM INC	2
Signify	2
Fruit of the Loom	2
MARQ Labs	1
Lakeland Industries	1
Magid Glove and Safety	1
Arbonne Charitable Foundation	1
Sunswell	1
Red Wing Shoe Company, Inc.	1
Global Glove and Safety MFG	1
Fancy Pants Bakery*	0
<b>Grand Total</b>	<b>992</b>

\*One carton of product was provided

**FMV of Deployed Product = \$12,752,724.13**  
**Approximate Lives Impacted = 218,905**

There are **36 active Disaster Recovery cases**, 31 with immediate and 5 with long-term needs. Product and donation allocation efforts will continue as new orders/requests are processed daily.

- American Red Cross – there are currently 2 wildfire-related congregate [shelters](#) open with approximately 295 occupants.

Name/Location	Address	Current Population
Pasadena Civic Auditorium	300 E. Green Street, Pasadena CA 91101	223
Westwood Recreation Center	1350 S Sepulveda Blvd., Los Angeles, CA 90025	72

January 29, 2025



## 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

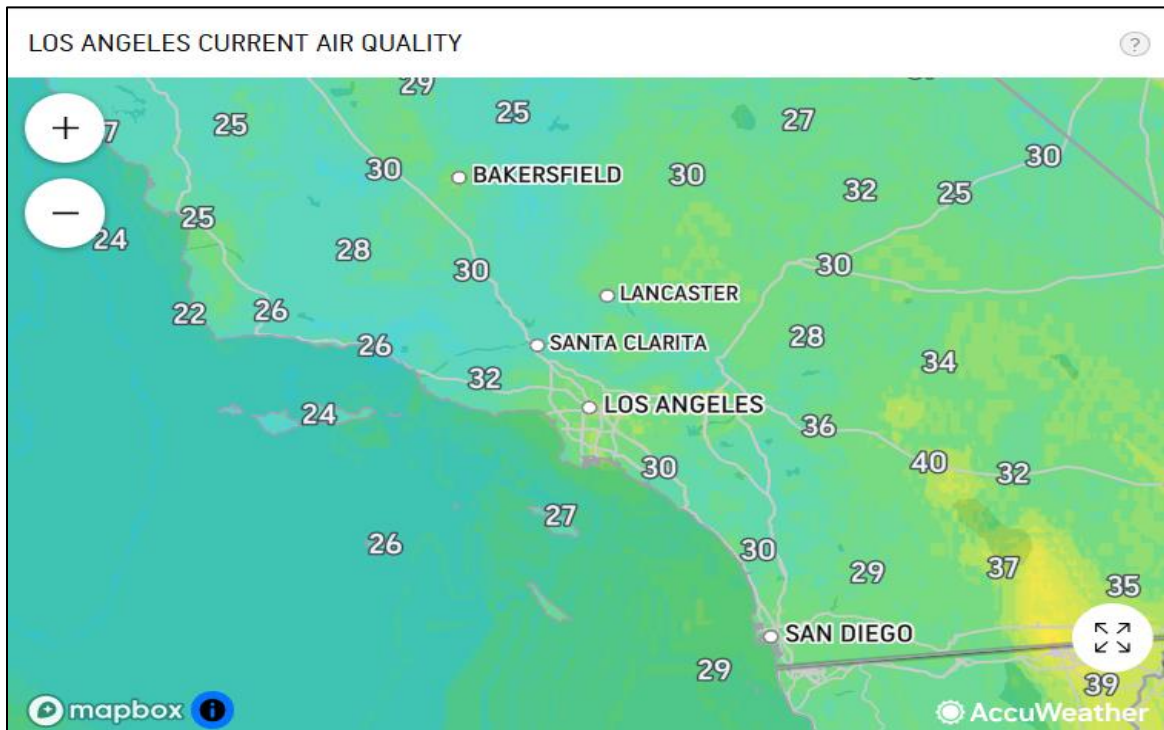
A mandatory [evacuation](#) order remains in effect for regions impacted by the Palisades Fire with the exception of the City of Malibu. However, affected residents with homes located in the City of Los Angeles may access their properties within 'Resident-Only Zones' by way of a re-entry pass. These 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
Lowe's	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
<b>Grand Total</b>	<b>436</b>

**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

Sit Reps for January 7-23 available upon request.

For nonprofits seeking support, contact [disasterhelp@good360.org](mailto:disasterhelp@good360.org)  
 For funding and product support, contact [development@good360.org](mailto:development@good360.org)  
 For media inquiries, contact [press@good360.org](mailto:press@good360.org)