Thomas fire

- burned 281,893 acres
- largest California fire on record
- estimated costs
  - insurance claims: $1.8 billion
  - fire-fighting cost: $177 million
- produced hazardous air quality in Santa Barbara
Particulate Data, 2.5 Micrometers and Smaller
Santa Barbara County

Source: Santa Barbara County Air Pollution Control District
after a fire

- Tea Fire (Nov., 2008)
  - 262 assessor parcel numbers
  - 202 with improvements, 53 no improvements, 7 not valid

- Jesusita Fire (May, 2009)
  - 174 assessor parcel numbers
  - 144 with improvements, 28 with minimal or none, 2 not valid
...after a fire

- Sonoma County (Oct. 2017)
- 5% of all homes destroyed
- housing prices: supply and demand
  - many decided not to rebuild
  - lower supply increased home prices
- Montecito: what will happen to demand?
Public Works Department
responsible for roughly 15% of land area in Montecito
removed 500,000 cubic yards of mud and debris
one truck holds 10 cubic yards
...50,000 truck loads (poor roads!)
Spent $24 million on cleaning and removal

Army Corps of Engineers
$80 million on cleanup and $30 million on removal
survey to the business community

- distributed digitally to the business community
- objective: assess damage from the disasters
  - amount of time closed
  - estimated revenue lost
  - employee layoffs
  - actual and potential business closures
- 293 responses...93% from the South Coast
Data

- top two industries
  - retail trade, accommodation/food services

How important is tourism to your business? (1 being not important at all and 5 being very important)

285 responses

- 78 (27.4%)
- 42 (14.7%)
- 44 (15.4%)
- 27 (9.5%)
- 94 (33%)
over 60% of responders had to close their business

- on average, businesses were closed for 13 days

- longest closure was 72 days
About how many hours per day were hours reduced?

227 responses
50% laid off at least one employee

Total reported layoffs: 213 employees

13 businesses do not plan to rehire
40% of responses reported their revenues

$4.9 million less between Dec. 2016 and 2017

$2.5 million less between Jan. 2016 and 2017
- Total reported property damage: $301,350
- 50% of business had insurance for disasters
- Fewer than 10% lost inventory

Have you received or do you anticipate receiving any money from insurance claims?

256 responses

- Yes: 86.3%
- No: 13.7%
lasting impacts

- 15% feel they need financial assistance to continue operating
- new business strategies
  - focus more on online sales
  - possible relocation

Do you foresee permanently closing your business in the next 6 months from financial impacts due to the disaster?

279 responses
measuring the impact

- difficult measurement problem
  - businesses lost revenue, employees
  - yet, Goleta TOT up 59% over last year
    - up 25% if remove the new hotels
  - contractors and builders needed
next steps

- provide a safe environment
  - a “once in 200 year event” does not mean it will happen once every 200 years!
- if it is not a safe environment...demand for housing will fall, then who knows what will happen to prices if supply is also lower
- businesses will suffer
- to do list:
  - analyze riparian corridors
  - roads and congestion
  - across agency partnership and planning
thank you