

## SHASTA COUNTY, CALIFORNIA DEFENSIBLE SPACE OUTREACH: TOUCHSCREEN PROGRAM

Shasta County in Northern California is an Interface Zone, where the urban valley meets canyons and hills. During the summer, fire danger is considered "extreme."

In 1992, one of the most destructive fires in California history left a 64,000-acre scar on Shasta County.

Recognizing the need for public outreach and fire safe education, the Shasta County Fire Safe Council in early 2004 introduced a mobile educational trailer to teach Defensible Space concepts throughout the community.

One element of the trailer is the Defensible Space touchscreen program developed by Signal-Innova. The interactive program takes the visitor through a simple yet comprehensive Defensible Space presentation.

The Shasta County Fire Safe Educational Trailer has become a popular icon around the county. It has appeared at numerous events with the collective attendance estimated at over 150,000 people in its first eight months.

"The Defensible Space kiosk has been a hit with visitors to the trailer," reports Shasta

County Fire Safe Council Coordinator Barbara Camacho. "It is easy to use and fun. People love it!"

"Without a doubt, every visitor to the trailer stops and browses through the kiosk program. Thank you, Signal-Innova, for making our trailer and our educational program such a success!"



*Trailer photo courtesy of Mobilexhibit® of Canada.*

## SHASTA COUNTY, CALIFORNIA DEFENSIBLE SPACE OUTREACH: TOUCHSCREEN PROGRAM

To motivate Shasta County residents to create Defensible Space around their homes, the touchscreen program starts with a photo of a raging wildfire superimposed over picturesque Mount Shasta.

Taking into consideration factors identified in studies as property owners' reasons for inaction, Signal-Innova worked closely with the Shasta County Fire Safe Council to determine the content and structure of the kiosk. Numerous local photographs and GIS maps of county fires and fuel reduction projects were intermingled with stock photos to illustrate concepts and enhance visual appeal.

Signal-Innova provided the touchscreen hardware, designed the graphic treatment and developed the content structure, narrative and programming.

For more information about the Shasta County touchscreen program and other interactive projects by Signal-Innova, please visit our website at [www.Signal-Innova.com](http://www.Signal-Innova.com).



*“The Defensible Space kiosk has been a hit with visitors. It is easy to use and fun. People love it!”*

— Barbara Camacho, Shasta County Fire Safe Council Coordinator