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# Strategic Plan

Update as of 01/12/2022





# Mission Statement

*To educate and mobilize the people of Santa Cruz County to protect their lives, homes, community, and environment from wildfire.*





# Shared Vision Statement

*In the event of wildfire in Santa Cruz County, the community is adequately prepared so that no life is lost, damage to property is minimal to none, and natural systems are revitalized by fire rather than destroyed by it.*



# Foundational Pillars

1. Organizational Development
2. Partnerships
3. Community Education and Outreach
4. Wildfire Preparedness
5. Integrated Fuel Reduction Efforts

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# Goal 1: Organizational Development

Ensure that FSCSCC becomes an independent, effective, and trusted leader and facilitator of collaborative fire preparedness efforts in Santa Cruz County.



- Build an active Board with strong executive leadership that works to increase fire preparedness through community partnerships.
- Expand professional administrative staff and the funding to support organizational goals.
- Maintain a strong relationship with the RCD.
- Clarify roles and responsibilities with partners regarding project funding.
- Secure ongoing sustainable funding to cover administrative and programmatic costs.
- Establish credibility through transparent governance, strong partnerships, and effective community programs.
- Define, measure, and report out on metrics of success.
- Build, train, and manage a robust volunteer network.

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## Goal 2: Partnerships

Build and maintain active partnerships across Santa Cruz County to leverage our collective wildfire preparedness efforts.

- Communicate regularly with partners regarding wildfire preparedness projects across the region.
- Grow partner network by reaching out to, and engaging with, other allied entities.
- Determine ways to collaborate and identify specific needs and capabilities.
- Work with key stakeholders to expand cooperative capacity within well-defined roles and responsibilities.
- Participate in the Community Wildfire Protection Plan (CWPP) update in addition to other local and regional planning efforts.



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## Goal 3: Community Education and Outreach

Through education, help shift collective behavior towards resiliency by proactively working to reduce fire impacts to communities and the environment.



- Empower residents of Santa Cruz County to prepare for and react responsibly to wildfire.
- Create and maintain an effective online presence and referral network.
- Promote and expand Firewise USA recognition and the Home Ignition Zone (HIZ) program countywide.
- Proactively support underserved and vulnerable communities.
- Remain engaged with emerging trends to provide residents with crucial information on current issues in partnership with others.
- Be responsive to outreach requests in a coordinated and timely manner.
- Continue to assess and adapt to community needs for education and outreach.
- Coordinate education outreach events in communication and partnership with key stakeholders.
- Promote and educate public safety agencies on the roles of the FSC

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## Goal 4: Wildfire Preparedness

Proactively engage residents and communities to collectively improve countywide wildfire resilience

- Partner with stakeholders to implement a unified regional fuel reduction strategy.
- Collaborate, coordinate, and communicate within Santa Cruz County on implementing a unified approach to community preparedness.
- Focus proactive implementation efforts in high fire risk, vulnerable and underserved areas.
- Understand barriers for different communities in achieving risk mitigation results, and work to overcome these challenges.
- Mobilize, facilitate, and support grassroots efforts to implement countywide wildfire risk reduction goals.
- Mobilize, coordinate, and facilitate resource support and referrals for Firewise USA communities.
- Serve as a clearing house to receive, review, and respond to stakeholder requests for implementation assistance.





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# Goal 5: Integrated Fuel Reduction Efforts

Define our leadership role towards integrated countywide fuel reduction efforts.

- Consider FSC community fuel treatment program framework and responsibilities.
  - Clarify and define fuel treatment roles, responsibilities and funding sources in collaboration with partners.
    - The FSC in coordination with RCD and OR3 to convene a summit to discuss and determine roles, responsibilities and implementation efforts
  - Pursue funding based on our defined role.
- \* May need to include first objective from Goal #4





# Expand professional administrative staff and the funding to support organizational goals

Designated County Coordinator

Implement the Strategic Plan through

- Facilitating development of MOUs
- Grant-writing
- Volunteer coordination
- Community outreach to underserved populations
- Identification and coordination of partners



## Next Steps

- Take revised Strategic Plan to Board for approval
  - Executive Committee First
- Complete Implementation Action Plan for Goals 2-5
- Meet with Dave Reid to coordinate IAP with County Coordinator
- Coordinate with County HR and OR3 on position job description
  - OR3 to meet with Executive Committee to clarify direction, management and reporting requirements