

Fire Safe Santa Cruz County Long-Term Strategic Plan



Mission

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

Shared Vision

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 of Fire Safe Santa Cruz County

- I. Partnership
- II. Administration
- III. Community Education and Outreach
- IV. Wildfire Risk Mitigation

Pillar I: Partnership

Goal: Maintain active partnerships across Santa Cruz County to leverage our collective wildfire preparedness efforts.

Objectives:

- Communicate regularly with partners regarding wildfire preparedness projects across the region. Determine further ways to collaborate and identify needs and capabilities.
- Grow partner network by reaching out to entities that are not yet involved (i.e. legislators). Determine ways to collaborate and identify needs and capabilities.
- Maintain a strong relationship with the Resource Conservation District to continue to provide administrative support and grant writing capacity that leverages all fire preparedness efforts across Santa Cruz County.

Pillar II: Administration

Goal: Ensure that FSSCC continues to be an active leader and facilitator of collaborative fire preparedness efforts in Santa Cruz County.

Objectives:

- Hold regular board meetings every other month.
- Hold committee meetings as appropriate.
- Secure sufficient money to cover administrative costs and Firewise Program Coordinator salary on a yearly basis.
- Ensure financial capacity in the years to come to
- Transparently administer funds.
- Comply with all insurance and tax reporting requirements.

- Develop mailing/donation database.
- Determine and track mechanisms of success (i.e. track how many people are reaching out to us, how many acres are we and our partners treating, how many people we have helped, miles of fuel breaks, etc.).
- Track available funding sources that either FSSCC or any of its partners might be eligible for.
- Build database of partners (include description of services offered, areas of intersection, and what types of projects they should be asked to weigh in on).
- Create and distribute an annual report on a yearly basis.

Pillar III: Community Education and Outreach

Goal: Inform and educate our community so that Santa Cruz County residents are empowered to prepare for and react responsibly to wildfire and in doing so, help shift collective behavior towards proactively reducing fire risk to communities and the environment.

Objectives:

- Meet with California state Firewise representative to determine local programmatic needs.
- Meet with California state Insurance Commissioner to understand the current insurance landscape and how we can help residents maintain their home insurance.
- Finalize Firewise Program Coordinator job description and funding strategy.
- Respond to landowner assistance requests in a meaningful way and track number of people contacted.
- Offer regular outreach events (insurance, evacuation planning, defensible space, etc.).
- Develop ability for and provide support to communities interested in Firewise certification
- Develop ability for and offer free home fire risk assessments.
 - Develop short fire safety checklist, drawing from CAL FIRE and WFAP checklists
 - Facilitate community member training to build volunteer assessment capabilities (WFAP)
- Create and publish online resource library on FSSCC website.

Tools:

- Media releases (editorials, letters to editors, radio, TV)
- Social media
- Workshops
- Online resource library

Pillar IV. Wildfire Risk Mitigation Projects

Goal: Serve as a clearinghouse for wildfire risk mitigation projects across the county in order to leverage and coordinate resources and achieve the highest collective benefit for Santa Cruz County residents, infrastructure, and the surrounding landscape.

Objectives:

- Receive, review, and respond to stakeholder requests for assistance.
- Identify high fire risk areas and prioritize assistance requests (based on existing fire and emergency plans).
- Connect people who request assistance to funding opportunities and partners who can offer assistance.