



Strategic Session Notes

“Yakima County Fire Adapted Community Coalition”

June 25, 2015 – 9:00 am to 4:00 pm

Greatest Accomplishments by 2017:

Communication / Coordination

- Develop a communication hub/network of coalition partners that would be available and interactive
- Have a Yakima County Fire Adapted Community Coalition formed that had membership identified and active and getting things done, prioritizing projects
- Coalition would help build capacity for fire adapted community work
- Use coalition process/setting to fully understand agencies/organizations constraints and support them to meet their objectives/goals related to resilient landscapes (eg agencies and organizations meet funding needs)
- Build relationships as a coalition and use enthusiasm to accomplish the work we have to do to serve the Yakima County Community leading to support and funding from government and non-government sources

Public Outreach & Education

- Increase private land owner role through greater media presence in Yakima County
- Creating a mindset that there are two types of fire...threat or prescribed fire for restoration and natural fire...more people see the fire as a tool
- Develop a successful conduit for educating the public on Firewise and Fire adapted community
- Increase the number of community wildland fire preparedness events including one in White Swan
- Coalition members would be fully aware and understand each other's organization, goals, role, structure...then support and champion each other's organization/agency
- Have a common concept of management and control of fire in Yakima Valley...would have same messaging

Projects & Funding

- 20 Recognized Firewise communities by 2017
- Funding allocated for two projects based on coalition priorities that we can promote, stand behind
- Emphasis on securing funding to enable the completion of desired and identified projects
- Developing an additional two Firewise communities...one lower and one upper valley
- Successfully fund and support implementation of Firewise principles on all private lands on Highway 410 & 12 CWPP areas
- Be competitive nationally on funding sources and policy barriers
- Plan for the future recovery for after the fire comes through and after the emergency response

Effective Coalitions:

See notes

Unique Role for Coalition:

- One stop shop for all things wildfire
- Work directed at County Wide fire resiliency and awareness
- Support the RC&D and utilize the non-profit status
- Be the non-political entity that concentrates on common goals
- Use the collective knowledge to learn, improve our understanding and get more work done together
- Provide a forum for empowering people in Yakima County in wildfire awareness
- Recruit, foster, learn from, support, and mentor new partnerships

Purpose Statement:

“Purpose of the Yakima County Fire Adapted Community Coalition is to increase and sustain wildfire resiliency by working together, empowering people, providing education, supporting partnerships in preparing for, responding to, and recovering from wildland fire for and with the people in Yakima County

Goals Grid (by Fred Nickols)

<p>Achieve</p> <ul style="list-style-type: none"> ▪ Fire resilient landscapes ▪ Improve communication and coordination ▪ Gain funding/capacity ▪ Educate public ▪ Community involvement ▪ Common view of fire management ▪ Identify projects and fund them ▪ Learn everyone's role ▪ Create additional Firewise communities ▪ Focused purpose ▪ Common handshake ▪ Attention higher level elected officials. 	<p>Avoid</p> <ul style="list-style-type: none"> ▪ Complacency ▪ Duplication of effort ▪ Attrition ▪ Inconsistent messaging ▪ Boredom ▪ Cold meeting rooms ▪ Political wrangling ▪ Dissention ▪ Over selling ▪ Over whelming people ▪ Distractions ▪ Unwanted fires ▪ Preconceived notions
<p>Preserve</p> <ul style="list-style-type: none"> ▪ Individual member roles ▪ Established partnerships ▪ Sustaining Firewise communities ▪ Enthusiasm ▪ Give and receive respect ▪ Existing CWPPs ▪ Current staffing ▪ Teamwork ▪ Respect ▪ Trend of wildfire awareness ▪ Existing programs within communities ▪ WUI code ▪ Importance of history ▪ Yakima County culture. 	<p>Eliminate</p> <ul style="list-style-type: none"> ▪ Segregated communities ▪ Mis-communication and mixed messages ▪ Bureaucracy ▪ Surprises ▪ Unwanted fires ▪ Perception of just another government program ▪ External and internal negative perception ▪ Barriers to success

Use to bring new people into coalition, evaluate coalition effectiveness, consistency

Criteria for Selecting a High Priority:

- The largest, greatest, and long term impact and will it make the community safer
- Cost analysis / comparison...return on investment, risk vs reward outcome and feasibility
- Community involvement & investment
- Will it prevent catastrophic fire resulting in life and property loss
- Most positive intervention of people's lives – present and future
- Availability of funding or opportunity
- Does it have a multi-agency organizational use
- Is it sustainable and allows the community to be self sufficient
- Integrates community and ecosystem resilience
- Political support
- Does it have someone that will lead the project/activity
- Proposal readiness, permits, etc completed

High Priority Projects Identified:

- Develop a fire adapted communities promotional campaign all members can use including [establishing a communication – education network / hub between and within communities](#)
- White Swan area defensible spaces and community involvement
- West Valley / Cowiche area defensible spaces and community involvement
- Education and demonstration events (days where people are doing things)
- Firewise programs recognition starting with [four Firewise Communities – West Valley, East Valley, Selah, Lower Valley](#)
- Develop individual CWPP coverage for all areas of Yakima County and [each CWPP will have a top priority that the coalition will support \(ownership\)](#)

Strategic Areas:

Communication / Coordination

Public Outreach & Education

Projects & Funding

Measures of Success & Goals:

Project	Measure of Success	Measurable Goal
Develop a fire adapted communities promotional campaign all members can use including establishing a communication – education network / hub between and within communities <i>Rebecca, Andrea, Don</i>	<ul style="list-style-type: none"> ▪ # social media contacts ▪ # of website hits ▪ # of publications for events ▪ Increase in # of community leaders ▪ # of PSAs 	<ul style="list-style-type: none"> ▪ 500 social media contacts per month ▪ 500 hits on website per month ▪ Increase in 5 community leaders per year ▪ 4 PSAs per year with radio and TV agreed to
White Swan area defensible spaces and community involvement <i>Andy, Gary</i>	<ul style="list-style-type: none"> ▪ Established board of community members ▪ Annual community meeting(s) ▪ Community assessment ▪ Clean up of xx abandoned lots 	<ul style="list-style-type: none"> ▪ 5 board members ▪ 50 people present at community meeting ▪ 100% of assessment complete ▪ 2 abandoned lots cleaned up per year
West Valley / Cowiche area defensible spaces and community involvement <i>Ryan, Allen</i>	<ul style="list-style-type: none"> ▪ # of citizen contacts in highest risk areas ▪ # of community meetings ▪ # of houses/structures assessed, treated, sustained 	<ul style="list-style-type: none"> ▪ 60% citizens within the highest risk areas contacted per year ▪ 3 community meetings (day, night, weekend) ▪ 25% properties assessed per year ▪ 20% properties treated per year ▪ 50% of treated properties sustained per year
Education and demonstration events (days where people are doing things) <i>Jason, Ty, Cory</i>	<ul style="list-style-type: none"> ▪ # of people attending and participating ▪ Events in multiple communities 	<ul style="list-style-type: none"> ▪ Over 50% community turnout for event ▪ 5 educational days in targeted communities
Firewise programs recognition starting with four Firewise Communities – West Valley, East Valley, Selah, Lower Valley <i>Jakki, Reese, Chris,</i>	<ul style="list-style-type: none"> ▪ # of contacts of community members and leaders in Firewise communities ▪ Firewise communities recognized and related capacity 	<ul style="list-style-type: none"> ▪ 4 nationally recognized Firewise communities
Develop individual CWPP coverage for all areas of Yakima County and each CWPP will have a top priority that the coalition will support (ownership) <i>Mike Pam, Karen</i>	<ul style="list-style-type: none"> ▪ Program leadership identified in each area ▪ Areas are defined for coverage and consensus by leadership ▪ Facilitate and write plan 	<ul style="list-style-type: none"> ▪ Clear commitment by leadership in area ▪ Maps developed ▪ Planned developed and accepted

Benchmarks, Timeline, Actions

Develop a fire adapted communities promotional campaign all members can use including establishing a communication – education network / hub between and within communities

Benchmark	Timeline	Actions
Create the website	3 months	▪
Develop the social media campaign	3 months	▪
Develop publications	6 months	▪ Contacts and target audience
Secure funding	On-going	▪ Quarterly budget review
Develop outreach plan	3 months	▪ Identify funding ▪ Develop message ▪ Identity outreach methods
	▪	▪

Benchmarks, Timeline, Actions

White Swan area defensible spaces and community involvement

Benchmark	Timeline	Actions
5 Board Members	<ul style="list-style-type: none"> ▪ July 7th – STA/Meet ▪ July 14th – WS Coalition ▪ August 11th – Regular Meeting 	<ul style="list-style-type: none"> ▪ Invite WS coalition, solid waste, and fuels management, YCFMO
Community Assessment	<ul style="list-style-type: none"> ▪ Mid July/August 	<ul style="list-style-type: none"> ▪ Develop information brochure/door hangers
Community Meeting	<ul style="list-style-type: none"> ▪ May 2016 	<ul style="list-style-type: none"> ▪ Secure site, contact job corps for food
Community Clean-up	<ul style="list-style-type: none"> ▪ May 2016 	<ul style="list-style-type: none"> ▪ Secure program
	▪	▪

Benchmarks, Timeline, Actions

West Valley / Cowiche area defensible spaces and community involvement

Benchmark	Timeline	Actions
Community contacts	<ul style="list-style-type: none"> ▪ Start April through May, June 2016 	▪
Identify high risk audience through assessment	<ul style="list-style-type: none"> ▪ June 2016 	<ul style="list-style-type: none"> ▪ Create maps/contact information of high risk properties
Community meetings	<ul style="list-style-type: none"> ▪ July 2016 	<ul style="list-style-type: none"> ▪ 3 community meetings ▪ Handout information at each meeting
Treatment of property	<ul style="list-style-type: none"> ▪ July, August 2016 through 16'-17' 	<ul style="list-style-type: none"> ▪ Have a chipper available ▪ Mower ▪ Transfer station/transfer area
	▪	▪

Benchmarks, Timeline, Actions

Education and demonstration events (days where people are doing things)

Benchmark	Timeline	Actions
Assign lead, five job assignments	▪ 1 month	▪
Produce educational materials / agenda	▪ 3 months	▪
Contact landowners/venue location	▪ 1 month	▪
Set days – send out promotional material	▪ 2 weeks	▪

Benchmarks, Timeline, Actions

Firewise programs recognition starting with four Firewise Communities – West Valley, East Valley, Selah, Lower Valley

Benchmark	Timeline	Actions
Coordinating meeting among agencies to implement Firewise in Yakima County	▪ By Aug 31, 2015	<ul style="list-style-type: none"> ▪ Determine responsibility/leadership between related capacity agencies ▪ Identify potential funding
County Firewise Safety Specialist hired	▪ By Aug 14, 2015	<ul style="list-style-type: none"> ▪ Advertise ▪ Interview ▪ Hire
Develop outreach plan	▪ By Sept 30, 2015	<ul style="list-style-type: none"> ▪ Determine sub-geographic ▪ Direct contact ▪ Door hangers ▪ Community meetings ▪ Support and follow-up
Finalize application	▪ By April, 2016	<ul style="list-style-type: none"> ▪ Form board ▪ Pay assessment ▪ Complete cleanup

Benchmarks, Timeline, Actions

Develop individual CWPP coverage for all areas of Yakima County and each CWPP will have a top priority that the coalition will support (ownership)

Benchmark	Timeline	Actions
Coalition will solicit specific leaders/champions from different areas	▪ By June 2016	▪ Presentation developed and given
After champion/leader identified; coalition work with them to identify and fine tune area that derives "map"	▪ By June 2016	▪
Plan written	▪ By December 2016	▪

Coalition Framework:

Facilitation / Convener

- RC&D to provide for now

Membership

- Current coalition members (today)
- Some type of listing of coverage...look at missing areas and make contact with a leader(s) of the missing
- Membership description built from today's meeting
- Sharing of role and structure of organizations involved

Meetings – number and type

- In person for first meetings
- Once a month – 10:00 am to noon
- Duration – 2 hours maximum – may be longer at first couple of meetings
- Informal meetings
- Evaluate meetings for format & content
- Content developed for agenda...send items to Ryan
- Set agenda items for next meeting at end of meeting
- Something new brought up would be normally acted on at next meeting
- Meeting agendas and materials one week before meeting

Minutes or notes

- Summaries of what was addressed
- Ryan choice & organized

Funding

- Use RC&D for 501c3 organization for receiving funding received and sponsorship
- Grants could be through individual member organizations or be organized through RC&D

Preferred communications method

- Email communication

Decision Making

- Consensus as primary decision process
- Consensus defined as "I can live with it"...once decision is made be supportive
- If vote needed – one vote per organization

Issues resolution

- Bring to Ryan's attention
- Can table issue to next meeting
- Focus on what we can do together

Selection of issues most appropriate for coalition consideration

- Give opportunity to speak with the coalition
- Coalition choice as to whether to take it on
- Direct them to resources and alternative

Next Agenda – July 30 at 10:00 am at Emergency Management Meeting Room – Union Gap

- Notes from June
- Project reports and planned actions
- Questions on structure