

# FIRESAFE SANTA CRUZ COUNTY FIREWISE COMMUNITY COORDINATOR Proposal and Time Line

Goal: Set up a comprehensive Santa Cruz County Firewise Community Program to enhance fire safety in residential areas in the Wildland Urban Interface (WUI). Secure a five-year funding commitment to hire a program coordinator and get the program up and running. Set up pilot program for adoption by other counties or states who want to set up similar programs.

## Action Items:

- ~~01/19~~ Draft initial proposal
- ~~01/19~~ Present proposal to RCD and get approval
- ~~02/19~~ Present proposal to the FSSCC Education & Outreach Committee and get approval
- ~~02/19~~ Present proposal to FSSCC Board and get approval
- ~~02/19~~ Draft preliminary job description
- ~~03/19~~ Present proposal to Santa Cruz Community Foundation and request assistance
- ~~03/19~~ Present proposal to the Office of Emergency Services and get feedback and approval
- ~~05/19~~ Invite California State FireWise Program Coordinator for Meeting with key stakeholders  
(FSSCC, RCD, OES, CalFire)
- ~~05/19~~ Review proposal with San Mateo/Santa Cruz Cal Fire and get feedback and get approval to proceed
- 05/19 Follow up with Scott Witt regarding CalFire Funding for program – **Joe Christy**
- 06/19 Present proposal to Fire Agencies within Santa Cruz County and get feedback & Approval
  - Fire Chiefs Meeting – **Paul Horvat and LizAnne Jensen**
  - Fire Department Advisory Committee – **Becky Steinbruner**, May 15th
  - Fire Prevention Chief's Association – **Paul Horvat and LizAnne Jensen**
- 06/19 Set up focus group research with key residential insurers, mortgage lenders, and realtors in Santa Cruz County – **LizAnne Jensen**
- 06/19 Set up a series of Insurance articles, presentations and/or workshops regarding insurance. For General Public, Insurers, Lenders and Realtors – **Education and Outreach Committee**
- 07/19 Present proposal to County Board of Supervisors – **Paul Horvat and LizAnne with assistance**

from Rosemary Anderson

- 7/19 Invite California State Insurance Commissioner for Meeting with key stakeholders (FSSCC, RCD, OES, CalFire, Interested County Supervisors, other interested fire agencies, Key realtors, insurers and mortgage lenders) July 23 or July 24 – Becky Steinbruner, Education and Outreach Committee, RCD
- 08/19 Write up a final proposal and job description – LizAnne Jensen & Lizzy Eichorn
- 09/19 Apply for CalFire Grant Funding for position – Lizzy Eichorn & Technical Advisory Committee
- 10/19 Conduct fundraising campaign for position, if necessary
- 01/20 Hire staff person

# **FIRE SAFE SANTA CRUZ COUNTY FIREWISE COMMUNITY COORDINATOR Job Description**

## **SUMMARY:**

The person hired for this job will execute Fire Safe Santa Cruz County's (FSSCC) Santa Cruz County Firewise Community Program, serve as a point of contact to help achieve Firewise certification, and act as a public resource for providing Santa Cruz County resident with fire preparedness information.

This position will help FSSCC coordinate and implement public relations efforts, educational programs, neighborhood chipping programs, residential scale shaded fuel breaks, and resident advocacy programs.

## **SUMMARY OF DUTIES AND RESPONSIBILITIES:**

### **Fire Wise Community Outreach:**

- Identify and target critical communities
- Respond to requests for assistance in a timely fashion
- Process and prioritize requests for assistance
- Make presentations to prospective communities, complete with relevant outreach materials
- Help Firewise Communities (FWC) to organize:
  - Get Defensible Space Consultants out to do a preliminary assessment
  - Help communities prioritize projects, evacuation plans (elderly, children, disabled)
  - Provide resource support
  - Direct to possible funding sources
  - Fire agency coordination
  - Chipping, pruning, tree removal, vegetation management consultants
  - Home hardening, Chimneys, Roofing, Windows, etc
  - Shaded fuel break options
  - Insurance coverage evaluation
  - Renter Resources
  - Dead Tree Abatement Program
  - Public Works ingress and egress assistance
  - Help FWC apply for certification
- Organize summit meeting for FWC Leaders to exchange information
- Offer information on [Map Your Neighborhood](#) and [CERT \(Community Emergency Response Team\)](#) training

### **Administrative and Finance:**

- Build a contact database with donation capabilities
- Ensure that Firewise Community projects are moving forward
- Document progress (before and after)
- Provide summary, budget and expense reports and future goals to FSSCC board
- Set up and implement policies and documentation re standards for Firewise programs, progress towards certification, relevant agencies with contact information, possible funding sources, home hardening resources, community hardening resources, relevant insurance information, and resources, etc.
- Apply for funding grants
  - NFPA: \$500 grant in March
  - SNAP: Subsidized Defensible Space Fuel Reduction

**Communications:**

- Keep stakeholders apprised of options and developments
- In collaboration with the FSSCC Education & Outreach Committee, contribute to periodic editorials and stories about successes
- In collaboration with the FSSCC Education & Outreach Committee, facilitate training opportunities (online, workshops, annual Firewise Community Leaders Meeting to exchange information with other Firewise Communities in Santa Cruz County).
- Communicate and regularly coordinate with relevant stakeholders including but not limited to FSSCC, participating Firewise Communities, Fire Districts, CAL FIRE, the Resource Conservation District (RCD), the Santa Cruz County Office of Emergency Services, Santa Cruz County Public Works Department, and Community Emergency Response Teams and Map Your Neighborhood efforts.

**KNOWLEDGE, SKILLS & EXPERIENCE:****Required:**

Ability to work independently and effectively with little oversight  
Collaborative, positive, and professional attitude  
Highly motivated and self-directing with the ability to prioritize and coordinate workload  
Excellent organizational skills  
Strong oral and written communication skills  
Valid California Driver's License

**Preferred:**

Experience in community organizing  
Knowledge or experience with Firewise USA certification process  
Experience in fire preparedness and mitigation work including home and community defensible space  
Spanish language communication: verbal and written

## Meeting with Ana Espinoza, Community Foundation of Santa Cruz County Friday, April 5th

### If this position gets funded:

- What would change in Santa Cruz County? How would the county benefit?
  - Residences may be better positioned to survive wildland fires
  - Communities may be better positioned to survive wildland fires
  - Communities may be safer if evacuating
  - Responders may be safer getting there and defending
  - Fires may burn less intensely and extensively if communities are better prepared
  - Homeowners may be able to keep their insurance
  - Insurers would feel more confident selling into Firewise Certified communities
  - Realtors & Mortgage Lenders could sell into Firewise Certified communities
  - Less air pollution if fires are kept smaller
  - Less destruction of habitat from major fires
  - Citizenry better informed about healthy wildland habitats
- What would change in vulnerable communities? How would they benefit?
  - Giving people the tools, knowledge & resources to keep their homes and communities safe (education, workshops, resources)
  - Understand insurance requirements
- How would we measure success?
- What this position does and how it will help (be specific)

**Message Crafting:** When completed, review with Ana Espinoza and Kevin Heuer at the Community Foundation. Kevin is the Director of Engagement and Impact

- Speak to our strengths
- Develop elevator pitch (short and concise) Keep it simple but compelling
- Giving people the tools, knowledge & resources to keep their homes and communities safe
  - Defensible space at home & in their neighborhood
  - Good road clearances for evacuating and defenders arriving
  - Plan for your vulnerable neighbors
  - Adequate insurance for homeowners and renters
  - Evacuation plans
- Structure results by cause and effect: "If you this, this happens."
- Include quotes from Board Members and Rosemary Anderson and lead gift donors
- Include impacts on climate change
- Include diversity considerations (do not over-emphasize landowners at the expense of vulnerable economically residents such as renters.)
- Consider homeless people in our strategy

### Action Items:

As we are exploring this program, talk to stakeholders about various candidates they might know who could fill this job. Develop a list.

Develop a list of Whys for this position that potential funder may ask and craft answers to those questions

Fundraising Strategies (plan for 3-6 month fundraising window):

- Secure lead gifts to jumpstart fundraising campaign
- Set up giving tiers with benefits

Position Funding: Ana estimates we'll need \$150,000 per year

- Salary
- Benefits
- Training (workshops, etc.)
- Resource materials

Describe pilot-year expectations in detail

Describe second-year expectations in detail

Describe third-year expectations in detail

Become familiar with CORE (evidence/results based measurement system being adopted by Santa Cruz). Ana to send me links

Contact Nicole Young at [Optimal Solutions](#) on crafting our plan to achieve our results. We probably can't afford her, but it is worth a call.

Possible additional partners:

- State Parks
- Land Trust of Santa Cruz County
- Groups that work with vulnerable populations (very important):
  - Churches in vulnerable communities
  - Community Nonprofits who target vulnerable communities
  - School Districts who work with vulnerable communities
  - Lift Line and Meals on Wheels (know where vulnerable residents live)
  - Community Bridges
  - Homeless advocacy groups

Clarify relationship between CalFire, County regulations and Insurance requirements for providing insurance so Insurees have a clear understanding of what they need to do.

Put together Tools and tips for keeping your insurance