



**IMPLEMENTING
FIREWISE PRINCIPLES:
A NEED FOR FIREWISE
AMBASSADORS?**



WEDGEFIELD
HOMEOWNERS ASSOCIATION

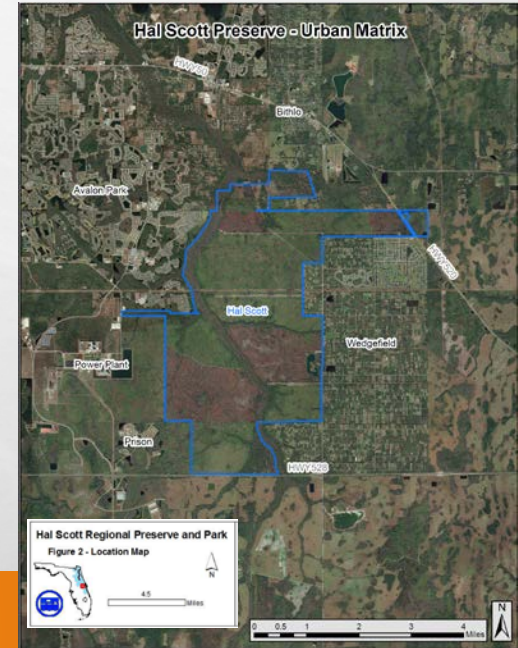
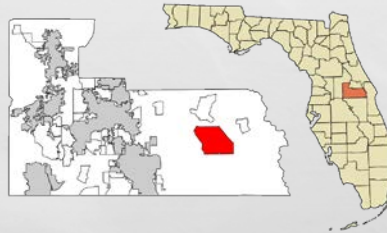
**JOHN DOONER
LIZ RAMIREZ
GRAHAM WILLIAMS**

WEDGEFIELD COMMUNITY



- FUN FACTS:

- 7600 ACRES
- ¼ ACRES LOTS TO 1-5 ACRES LOTS
- "NEIGHBORHOOD DYNAMICS"
- NUMBER OF RESIDENTS 6,700



ISSUE SUMMARY

- HISTORY
 - FIRE IS A NATURAL PROCESS
 - INCREASING WILDLAND-URBAN INTERFACE (WUI) LEADS TO MORE HUMAN-FIRE CONFLICT
 - FIREWISE GROUP FOCUSED ON EDUCATION AND DEFENSIBLE SPACE AROUND HOMES



FIREWISE USA™
RESIDENTS REDUCING WILDFIRE RISKS



ISSUE SUMMARY

- FOCUS OF PRACTICUM
 - SUCCESSFUL FIREWISE PROGRAM BUT LOSING MOMENTUM
 - FIREWISE AMBASSADORS MAY BE A USEFUL TOOL TO REBUILD PARTICIPATION
 - FIRST STEP: BETTER UNDERSTAND THE CHALLENGES FACING THE GROUP



STAKEHOLDERS

- HOME OWNERS
- FL FOREST SERVICE & US FOREST SERVICE
- LAND MANAGERS (PUBLIC AND PRIVATE)
- HOMEOWNER'S INSURANCE COMPANIES
- LOCAL LAW ENFORCEMENT/FIRST RESPONDERS



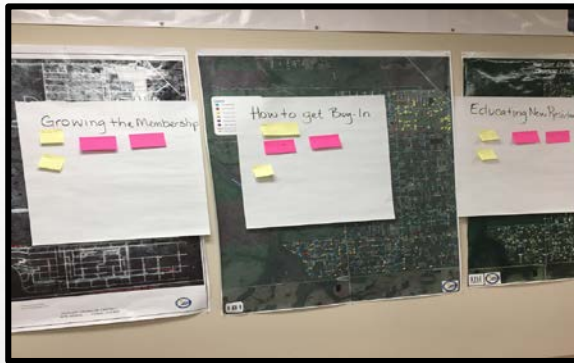
TECHNIQUES

- Identified the Stakeholders
 - Situation Assessment Matrix
 - Triangle of Needs and Interests
- Process Agenda
- Facilitated open discussion
- Voting
- Small Groups—
 - Develop a list of ideas to reach goal
 - Consolidate similar ideas

Time and Person Responsible	AGENDA TOPIC, OBJECTIVES & ACTIVITIES	Set up and materials
1:30 PM Graham John Liz	1. Welcome and introductions Objectives <ul style="list-style-type: none"> Establish comfortable and constructive learning environment Set the tone Activities/Interactions <ul style="list-style-type: none"> 1:00 – 1:15 Welcome/Introductions – Graham 1:15 – 1:20 Meeting objectives/agenda reader Total: 20 Minutes	None Taps
John Liz	2. Background Presentation Objectives <ul style="list-style-type: none"> Discover areas where improvements can be made Receive feedback and perspectives from stakeholders within the group to better understand missing information or challenges they face Activities/Interactions <ul style="list-style-type: none"> 1:20 – 1:35 Presentation with G.S.A. Total: 15 Minutes	Projectors Pens Papers Sticky Notes Markers
John Graham	3. Brainstorm Objectives <ul style="list-style-type: none"> Invite the attendees to brainstorm ideas for reaching out into other neighborhoods needing fire safety education materials Activities/Interactions <ul style="list-style-type: none"> 1:35 – 1:50 Attendees have 5 minutes to write ideas 1:50 – 2:00 Discussing where everyone agrees why is fire idea important to you Total: 15 Minutes	Flip chart Markers
Liz	4. Wrap Up and Next Steps Objectives <ul style="list-style-type: none"> Attendees have a better understanding of available tools Attendees have provided ideas towards the next step to be educating others in rural neighborhoods. Activities/Interactions <ul style="list-style-type: none"> 1:50 – 2:00 Develop new ideas Answer any final questions Total: 10 Minutes	
2:00	Adjourn	



OUTCOME



GROWING THE MEMBERSHIP

- Invite Residents to Meetings
- County's Role in Education?
- Partner with Schools and Senior Groups (Smokey Bear)
- Empower Residents to Speak and Ask Questions About Firewise
- Tax Roll for Identifying New Residents to Reach Out to
- Facebook Game or Activity to Expose Firewise

HOW TO GET BUY-IN

- More Visual Examples of Firewise
- Volunteers That Spread Message (Ambassadors)
- Bigger Presence in HOA
- Full Page Ad in Newsletter
- Education on Past Events and Successes

EDUCATING NEW RESIDENTS

- Social Networking
- Honey-Do List (Volunteers Choose Activities They Have Time for)
- Varying Events (Schools, Parks)
- Varying Timing of Events (evening, morning, weekends)
- Round Robin Phone Calls
- Fun Events versus Meetings

LESSONS LEARNED

- Process agenda was very helpful (+/-)
- Practice run
- Room prep
- Lack of RSVP = Unknown number of attendees
- Need for name tags
- Stacking helpful even in small groups
- Flipchart Notes reflecting what was said
- Planning for the wrap up
- Trust was built
- In person planning vs phone calls
- Group identified ambassadors as a need



NEXT STEPS

- WEDGEFIELD FIREWISE
 - Provide Firewise group with synthesis of their ideas
 - Firewise group implements ideas and creates new action items
 - Continue communication and involvement
- NRLI FELLOWS
 - Employ NRLI tools and concepts in our jobs
 - Refine skillset with feedback from stakeholders and fellows



THANK YOU PROJECT TEAM

ANY QUESTIONS?

