

**MINUTES FROM THE  
NWCG WILDLAND URBAN INTERFACE WORKING TEAM MEETING  
San Antonio, Texas  
February 1-3, 2005**

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**ATTENDANCE ROSTER**

**Working Team Members Present:**

*Sam Scranton*, (US DOI/Bureau of Indian Affairs) - Chair  
*Ginny Desautels*, (DHS/FEMA Federal Insurance & Mitigation Administration) – Vice-Chair  
*Wayne Ching* (National Association of State Foresters – Western Area)  
*Alan Dozier* (National Association of State Foresters – Southern Area)  
*Pamela Jakes* (USDA Forest Service – Interim for Jack Cohen)  
*S. Olin Phillips* (National Association of State Foresters – Eastern Area)  
*Jim Smalley* (National Fire Protection Association)  
*Lew Southard* (USDA Forest Service)  
*Kim Zagaris* (National Emergency Management Association)

**Working Team Members Not Present:**

*Frank Richardson*, USFA  
*Brian Johnson*, IAFC  
*Kelly Hawk*, US DOI/Bureau of Land Management

**Staff and Guests:**

*Cheryl Blake*, Firewise Product Manager, National Fire Protection Association  
*Ken Fields*, Senior VP, Fleishman-Hillard, Inc.  
*Rich Gray*, Regional Fire Coordinator/UWI Coordinator, Texas Forest Service  
*Amy Schneider*, WUIWT Communication Program Manager, Fleishman-Hillard, Inc.

**Recorder:**

*Michele Steinberg*, National Fire Protection Association

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**Opening:**

Chairman Sam Scranton opened the meeting at 8:30 a.m. He introduced Rich Gray of the Texas Forest Service for a welcome. Rich presented a brief slide show on the Texas Forest Service and wildland/urban interface issues in the state. Details of Rich's report are in Appendix A.

***Review of past meeting minutes*** – The group reviewed the September 2004 meeting minutes and moved to accept them. Minutes were approved unanimously.

**Old Business**

***Strategic Plan***

The five-year Strategic Plan for the WUI Working Team (WUIWT) was completed and published in December 2004. Jim Smalley noted that the group should continue to refer to it and what it means in the context of our work. He has been using it to coordinate projects and relate them to the action statements. Olin Phillips asked if the plan could be announced via email, so that WUIWT member agency staffs could be aware of it. Sam Scranton agreed to do this.

The WUIWT agreed to have Sam sending this out along with a new information piece developed by Fleishman-Hillard that covers the strategic approach for the program for the next five years. The document will contain a link to the NWCG website so that readers can link directly to the Strategic Plan posted there.

#### ***2005 Workplan and 2005-2009 Cooperative Agreement***

The workplan was completed in November 2004 with items as agreed upon at the September 2004 meeting and subsequent WUIWT conference call. Program staff began work on plan items at the beginning of January. The cooperative agreement (the financial instrument between NFPA and the Forest Service) was completed in November, has been signed and is in place, allowing Program staff to continue operations.

#### ***Request from NWCG Training Working Team for input on Content Analysis Tool***

Sam explained the request from the Training Working Team (TWT) for a way to analyze courses for appropriate content for WUI fire issues. Sam had asked for feedback from the WUIWT via email and had suggestions from Alan Dozier (use the Fireline training information) and from Jim Smalley (use the criteria in NFPA 1051 *Standard for Wildland Fire Fighter Professional Qualifications*). The TWT stated that the Fireline standards were not what they were looking for. Jim and Sam used NFPA 1051 to come up with a check sheet for course review, which seems to meet the TWT's request. The draft document was distributed to WUIWT members.

Discussion ensued regarding NWCG's training system and the audience for WUI-related training. The group indicated interest in future interaction between the two working teams. There was also discussion of qualifications for hazard assessment, and of the need to ensure that NWCG courses are "crosswalked" with other courses. Lew Southard moved to accept the draft check sheet and to turn it over to the TWT. The motion was seconded and passed unanimously.

#### ***Request for WUIWT representation for NWCG Glossary***

Sam had been asked by the NWCG Incident Operations Standards Working Team (IOSWT) to provide a representative from the WUIWT for a newly formed Glossary task group. Wayne Ching has accepted the assignment. Sam asked Michele Steinberg to forward the most recent information on the WUIWT's input to the glossary to Wayne.

#### ***Report on NASF Fire Committee Meeting***

Sam Scranton attended and presented at the NASF Fire Committee meeting in Tucson in January, per request of the Committee chair. Committee members requested an update of *Wildland/Urban Interface Fire Hazard Assessment Methodology*, published by the WUIWT in 1997.

There was some discussion by Committee members of the State Farm Insurance Company's wildfire mitigation program, with concern expressed about their property hazard assessments. Sam said that the WUIWT will continue to present annually to the NASF Fire Committee, and that he has invited their director, Don Artley, to the June WUIWT meeting in Boise. Olin stated that as NASF restructured its representation to the WUIWT, Don Smith was the original liaison. Don has now been replaced by Bob Krepps of Missouri as the NASF Fire Committee Liaison to the WUIWT. He said that if there is any resolution or issue before the Committee, it is Bob's responsibility to handle it.

#### ***Report on January NWCG Meeting from WUIWT Liaison***

Jim Smalley is the WUIWT liaison to the NWCG but was unable to attend the meeting due to weather and illness. When he obtains the minutes of the meeting he will follow up on any action items and share pertinent information with the WUIWT.

### ***Communications Task Group Report***

The current Task Group consists of Amy Schneider, Jim Smalley, Alan Dozier and Lew Southard. Amy Schneider of Fleishman-Hillard gave the report (see Appendix B), which covered the following areas:

- Collaborative work with NWCG Wildland Fire Education Working Team
- Status of distribution of Firewise Communications Guide CDs
- Status of Grassroots Outreach Project

The report was accepted by the WT. Sam stated that he wants one more person on this group and emphasized that a limited amount of time is required. He will ask Brian Johnson or Kelly Hawk to volunteer.

### ***Report on 2004 National Wildland/Urban Interface Fire Education Conference***

Jim Smalley provided a copy of the preliminary report to each team member, saying that staff is still working on the detail. The anecdotal feedback that staff received indicated a very diverse audience and enthusiasm for the topics and format of the conference.

The team reviewed the draft report, which showed a chart with distribution of participants by location and a summary of “favorite” sessions indicated in the evaluations. Michele Steinberg pointed out that nearly all of the 65 sessions were a “favorite” for someone, which indicates further the diversity of the topics and the audience. Pam Jakes, who was a presenter at the conference, said that she wished she could have turned her session audience into a big focus group, as these were practitioners of the techniques and concepts she has been researching. Jim Smalley reviewed the lessons learned from the conference and participant comments on what they wanted, including another conference in future.

### ***P-110 Task Group Report and Discussion of Hazard Assessment Training Issues***

Jim Smalley provided an overview of the history of the WUIWT’s involvement in the update of NWCG P-110 “Inspecting Fire Prone Property”. The TWT originally asked the WUIWT to review the course early in 2004. The review team (Jack Cohen, Jim Smalley, Kelly Hawk and Rob Neale) completed its review in mid-2004. The TWT then asked the WUIWT to revise the course. This activity was approved as part of the WUIWT’s 2005 workplan and revision work has begun. Jim presented a draft revision to the WUIWT and described the intent. Extensive discussion ensued (see Appendix C for details).

Lew Southard made a motion that based on the WUIWT’s discussion, that Sam talk to the TWT on the issues and bring the information back to the WUIWT. The motion was seconded and approved unanimously.

### ***Stakeholders/Strategic Relationships Update***

Amy updated the group on letters to stakeholders. Last year, the Program reassessed its relationships with stakeholders developed during the Firewise Communities Workshop series and created a “strategic relationship” template for corporate partners and other stakeholders as a way to avoid the formality of a Memorandum of Understanding that would need to be signed by all agencies. Thus far, the Program has formalized a strategic relationship with Interactive Training Media, Inc. (ITM) via a letter signed by Sam Scranton. ITM has developed a “Living on the Edge” workshop module that is completely consistent with the Firewise Communities one-day workshop format. The draft MOU that we worked on with the Federal Alliance of Safe Homes (FLASH) last year was the impetus for changes to the formal structure of stakeholder relationships. We still need to formalize the relationship with FLASH.

Amy noted we are also working with The Nature Conservancy via the Wildland Fire Education Working Team (WFEWT), so a strategic relationship letter may be in order there. The Program could ask TNC to help us with plant lists and with distributing information to their constituents. F-H has worked with Program staff to review a list of other stakeholders' conferences and meetings for opportunities to share information. A number of stakeholders participated in the "Backyards & Beyond" conference, including TNC, ESRI, FLASH, ITM, the Association of Landscape Architects, and the American Planning Association. Michele mentioned she would be participating in upcoming meetings including the FLASH Winter Meeting and the American Planning Association annual conference. Alan expressed concern about making clear that ITM is a corporate partner rather than a stakeholder. Amy stated that we will make the distinction between nonprofit, governmental and corporate partners, and will not be exclusive in relationships with corporate partners.

Program staff reported that they had been receiving calls from stakeholders who had been invited to a meeting they believed was sponsored by the Firewise Communities program. After following up on these calls, they learned that Dan Bailey, formerly with the USDA Forest Service and now with the International Code Council (ICC), had invited these individuals to a meeting titled "20/20 meeting" for a day-long dialogue on Firewise and Fire Safe Council issues.

As the Program's communications arm, Fleishman-Hillard staff expressed concern about the confusion that the use of the Firewise name was causing as part of a meeting not sponsored by the Program. While the ICC has been a Firewise Program stakeholder, there is no reason not to work with them, but it was still troublesome to learn of a meeting in which no WUIWT member nor Firewise program team member was involved that was using the Firewise name on a national level. Stakeholders who contacted program staff were unaware that Dan Bailey was no longer a Forest Service employee nor a formal member of the Firewise program. In order to clarify expectations on the part of stakeholders, the WUIWT asked Sam Scranton to send an email to all Firewise stakeholders explaining that the meeting was not sponsored by the National WUI Fire Program nor the Firewise Communities Program. (See Appendix D for the text of the letter).

#### ***Presentation on "Building With Trees" Program***

John Rosenow, President of the National Arbor Day Foundation, described the beginning of a stakeholder relationship built between Firewise and NADF several years ago.

Jim Smalley had spoken at an NADF conference on "building with trees" and brought up the issue of wildfire behavior and the need to review it in the context of new development and preservation/use of trees. Subsequent discussions with John Rosenow led to sponsorship (along with the American Planning Association and the National Association of Home Builders) by Firewise Communities for the "Building With Trees" seminars and recognition program in which Firewise principles and information would be incorporated. Jim noted that the Firewise program is now using many of their ideas and models (such as elements of Tree Cities USA) and that NADF has adopted Firewise principles in their materials.

John thanked Jim for his participation on the committee to work on incorporating Firewise concepts into Building With Trees and for beginning the partnership. He described the program and discussed details with WUIWT members (See Appendix E for text of discussion).

#### ***Firewise Communities/USA Recognition Program Task Group Report***

Lew Southard stated that no activity has happened since the last meeting for this Task Group.

### ***Firewise Leadership Awards Task Group Report***

Alan Dozier handed out draft guidelines he developed for Firewise Leadership Awards. Description and discussion appear in Appendix F.

Sam asked the Firewise Leadership Awards Task Group to further refine the template based on discussion and to bring a formal proposal to the WUIWT for the next meeting in June.

### ***Community Wildfire Protection Plan Review Task Group Report***

Wayne Ching said that he and Olin Phillips discussed CWPP requirements with Janet Anderson at the recent NASF Fire Committee meeting in Tucson, including the idea that Firewise Communities/USA areas could be an avenue or vehicle of getting CWPPs established, as well as other issues around a systematic approach to CWPPs.

The International Association of Fire Chiefs has an outline for CWPP with buy-in from the NASF Fire Committee as a good template. Wayne said that Janet is also looking for state representatives to sit on a committee to design a federal reporting system on CWPPs.

Pam Jakes said that the Joint Fire Science Program has funding to study CWPPs. Sam Scranton said that either University of Oregon or Oregon State University is studying CWPPs. Olin noted that some communities are developing CWPPs and similar plans to meet FEMA's Pre-Disaster Mitigation planning requirements.

Wayne suggested that the WUIWT should develop a recommendation on the benefits of CWPPs and how they can be integrated with Firewise activities. Sam said Wayne's suggestion should be put on the next meeting agenda, since the rest of the task group members were not present to get a decision. Sam suggested a possible outline to show where CWPPs and Firewise elements are compatible. Kim Zagaris asked that the IAFC piece that Olin mentioned be provided to the WUIWT members for review. Alan recommended that the CWPP Task Group be reminded that we want to see a proposal from them at the next meeting.

### ***Requests for Material Reproduction by States***

As requested by WUIWT members at the last meeting, the Firewise Communities program staff asked state forestry agencies for requests for reproduction of audiovisual materials, in an attempt to reduce costs for duplication of videotapes by taking all the requests and bidding a large job.

One problem arose in having the states pay for the reprinting, since the program cannot accept income. Cheryl Blake indicated an additional issue of the vendor needing a purchase order from each state ahead of time. Yet another problem is the need to go to bid each time a large reprint order is due, which precludes having an open contract with the vendor.

Jim said that for this round (in which several states requested videos), the Program will go ahead with the reproduction and send the tapes to each state that requested them. Staff will continue to work with the states to find a better way to get them the desired materials in future.

### ***Media and Message Training led by Fleishman-Hillard***

As requested by the WUIWT members at the September 2004 meeting, Fleishman-Hillard provided training on how to use the key messages developed about the National WUI Fire Program and Firewise, whether in everyday communications and targeted outreach or with the media.

Team member interest in this training focused on how to deal with the media during a fire event; whether messages ought to differ regarding prevention, mitigation, pre-fire and post-fire; taking advantage of the window of opportunity to reach homeowners; how to cope with “the blame game” that the media seems to enhance after a damaging fire; how to show the positive activity of Firewise in communities; how to show that authorities and agencies have been doing effective work in spite of a fire; how to attract media to non-disaster events such as community clean-ups.

## **EXECUTIVE SESSION**

### **New Business**

Sam Scranton asked Cheryl Blake to remain in the Executive Session to answer questions on specific project details.

#### ***Request for assistance from New South Wales (Australia) Rural Fire Service***

Jim Smalley received a request from Glenn Byrnes who is in the fire service in Australia. He is an inspector for community safety and has funding to come to the U.S., tentatively August to October, to study fire issues, particularly community liaison information. Byrnes is seeking recommendations on where to visit and some introductions to key people. WUIWT members provided suggestions for meetings for Byrnes while he is here, including attending the WUIWT meeting in October; the IAFC conference in late August in Denver; and a visit to NIFC in Boise.

#### ***Development of 2006 workplan proposals***

##### **NASF Fire Committee Items**

Participants discussed items that came up during the NASF Fire Committee meeting last month. The Committee would like an update of the “Wildland/Urban Interface Fire Hazard Assessment Methodology” booklet. There has been a WUIWT Task Group for the update of this document for about a year (Kelly Hawk, Jack Cohen, Olin Phillips, Jim Smalley) but no mandate to proceed. Alan suggested including someone from the NASF Fire Committee on the Task Group to help communicate the desired changes. Sam indicated the Task Group should provide the WUIWT with an estimated budget and timeline along with an outline of revisions needed.

Jim moved that we develop a proposal and budget for revising the WHAM guide for 2006 and bring to June meeting. There was discussion that we would need to talk to the NASF Fire Committee chair first to make sure it is a priority. Motion amended that pending confirmation of priority by the NASF Fire Committee chairman, staff will bring a proposal and budget for WHAM revision for 2006 to the June meeting. Motion passed unanimously.

Olin and Alan presented information about upcoming meetings and new partners related to the NASF Fire Committee. See details in Appendix G.

##### **Workplan Development Process**

There was some discussion about how to structure a 2006 workplan and whether the group wanted to revisit proposals that did not make the cut for 2005. There was some concern expressed with accepting outside proposals and revisiting something that might be a lower priority. Discussion led to the conclusion that the WT needs to follow its own strategic plan, to measure progress and look at where the gaps are in order to generate yearly workplans. Jim further suggested that we look at what we want to do and explore whether other partners can do the work for us without cost to the program or as a joint project.

### Firewise Website

Jim asked the group to keep in mind for 2006 that we will need to look at the website in terms of revamps for ease of use and major updates. He reminded the group that the site does not currently meet federal standards for access for people with disabilities (see <http://www.section508.gov/>).

### Evacuation and Shelter-In-Place Issues

Jim will send WT members a copy of the NFPA Wildland Fire Management Section emerging issues paper and their invitation to the WUIWT to work with them on the evacuation/shelter-in-place discussion. The Section came out with six recommendations and wants help from the WUIWT with establishing some kind of criteria to review for evacuation decision vs. Shelter-In-Place. Alan asked about what was happening with FEMA and HAZUS that was discussed at the September 2004 meeting. Michele provided a quick status update on the loss estimation model and the letter of general support provided from Sam Scranton to NASA (the National Institute of Building Sciences, FEMA's contractor for HAZUS, is exploring funding for a wildfire module through NASA). Alan was interested in the use of HAZUS for a hurricane evacuation model.

### Cooperative Agreement/Funding Status

Kelly Hawk emailed Jim Smalley that the DOI could not transfer the funds because the USFA/NFPA agreement had expired. Jim sent Kelly the signed agreement between the USFS and NFPA to show that a new one had been signed in December. It was later learned that it was the DOI/USFS agreement that had expired.

Sam asked Lew Southard to follow up with Kelly Hawk on the USDO/USFS agreement and the transfer of funds for Calendar FY2005.

### WUI Fire Education Conference in 2006

Program staff recommends that we do another national conference in 2006, based on the feedback that the 2004 conference was valuable. We might not maintain momentum and enthusiasm of participants if we went to an "every third year" option. As far as session content, we might want to look at the top 10 or 20 topics as rated from 2004 as a basis.

Alan agreed with the staff recommendation to have another conference in 2006 and Olin said he had good feedback from the staffer he sent to the conference. Detailed discussion on conference ideas can be found in Appendix H.

Olin made a motion to have NFPA staff develop a proposal for a 2006 conference to bring to the June 2005 meeting. The motion was seconded and approved unanimously.

### Social Research Information and Ideas

Pam Jakes indicated that there is a lot of research going on that supports or informs what the Program is trying to do. Every other year there is a meeting called the International Symposium on Science and Research Management. In May or June 2006 it will be held in Vancouver. Pam suggested that it would be worthwhile for one of the program staff to attend to monitor activity and current research. She felt that program staff need to be able to say, "we're basing these recommendations on the latest science" or "the latest science supports what we do". She felt the Symposium organizers would welcome a presentation from the WUI WT on current activity.

Pam's recent work has focused on how to synthesize research information and put it into a useable form to respond to directives from USDA Forest Service Fire and Aviation staff to get the research to local practitioners. There are reports coming out and a series of Fact Sheets she

suggested the WT members might review (Pam will forward Michele the website link). Jim said we have had a role in bringing Jack Cohen's research into application and implementation, and that the potential is there for social science research.

Pam said that researchers are looking to the WT and practitioners to find out what they need in research. The researchers have to show accountability and that they are producing useful research. Pam asked about the program's ties to Canada, as she feels they are desperate for information. Jim said that their FireSmart program parallels Firewise. His impression from people he has spoken with is that Canada seems to want a "cookbook" and we're urging them to think about what they actually want for outcomes.

Sam asked Pam's research group to make a presentation at the June meeting. Pam agreed and mentioned that the Boise National Forest was one of the research test cases. Sam asked Pam to work with Michele to arrange this.

Sam asked WT members to bring any other workplan proposals to the June meeting.

***Items for next meeting agenda – June 28-30, Boise, Idaho – at NIFC***

- Social Science research presentation (Pam and Michele)
- Review of white paper on smoke management and prescribed burning (Lew)
- Review of white paper on Firewise and multiple-objectives and community values (Jim)
- Insurance trends (Kelly) – possibly have an industry person at the October meeting
- CWPP Reports (CWPP Task Group)
- Review of Program publications/videos plan for reprints and updates (Jim)
- P-110 update (Jim/Sam) – conference call on this should occur prior to June meeting
- Tour of NIFC (Sam)
- Discussion of Fleishman-Hillard involvement in state projects (Jim/Amy)
- Firewise Communities/USA Recognition Program update (Lew)
- Firewise Leadership Awards Recommendations (Task Group)
- NWCG Glossary update, if any (Wayne)
- WHAM computer module presentation (Sam with National Park Service presenters)
- Communications update (Amy)
- Southern WUI Council relationship (Alan/Amy)
- NASF Fire Committee CMS working meeting – January 2006(Olin/Wayne)
- Presentation from Dan Bailey with ICC (Sam)

***Next two meetings***

The fall meeting is scheduled for October 4-6, 2005, at the NFPA offices in Quincy, MA. For the winter meeting, Sam suggests February 2006 in Tampa, FL. The Museum of Science and Industry (MOSI) will have launched its "Disasterville" exhibit that the WUIWT cosponsored. Lew asked about another joint meeting with the Wildland Fire Education WT for sometime in 2006.

## **APPENDIX A – Texas Forest Service Report**

Rich Gray provided the following information to the WUIWT:

Texas is the eighth fastest growing state in the U.S. with over 21 million people in 261,797 square miles. Forest industries manufacture and sell goods valued at \$10.9 billion, with the total economic impact of the forest industry in the state estimated at \$21.9 billion. In regard to interface fire hazards, there is a wide variety of different fuel types and topography throughout the state. Fire activity is significant in the pine woods of Central and East Texas and in the mountainous West. In 2000, fires destroyed 48 homes and caused \$25 million in property loss. Texas estimates 1,300 communities at risk in the state and about 4 million acres of interface. Among the numerous activities related to interface fire, the state is developing risk maps and community protection plans, conducting an education campaign with families, schoolchildren and civic leaders, and working on pre-planning with county emergency managers. Since 97% of lands in Texas are privately owned, there is strong reliance on volunteer fire departments to help educate and property owners. The Community Wildfire Protection Plan (CWPP) activity underway in the state is being implemented in national forests and adjacent lands, and the state is also working to develop a format for use by local emergency management coordinators.

Rich thanked the WUIWT and the Firewise Program for their work and said it made things easier for those in the field.

## Appendix B – Communications Task Group Report

Collaborative work with NWCG Wildland Fire Education Working Team – Amy Schneider reported that the WFEWT’s Messaging Task Group’s key messages were included in the Firewise Communications CDs that were distributed to the WUIWT. The WFEWT will be distributing CDs of new materials, which include a Firewise Fact Sheet as a resource for homeowners.

F-H is also working with the WFEWT to create byline articles, including one for a USDA Forest Service publication called *Fire Management Today*. The article will focus on why Firewise concepts are important in management plans, using local examples. Another article is focused on messaging regarding fire use and tribal fire use. Lew said that the WFEWT hopes to continue to contract with F-H.

Status of distribution of Firewise Communications Guide CDs – Fleishman-Hillard created 300 CDs and has distributed nearly all of them. Copies went to WUIWT members, Firewise staff and contractors, and Firewise State Liaisons. Approximately 150 CDs were distributed at the “Backyards and Beyond” conference as part of the “Creating a Buzz” session. In addition, copies were sent to USDA Forest Service contacts, FEMA staff, Prevention & Education Team contacts, and to NASF for distribution to state foresters. It will soon be available on the Firewise website. (NOTE: As of March 1, the Firewise Communications Guide is available electronically in the new Newsroom area of the website at [www.firewise.org/newsroom](http://www.firewise.org/newsroom).) F-H will print another 1,000 copies to have adequate stock for the Wildfire 2005 conference in Albuquerque, for use at other events this year and to hand out upon request.

Status of Grassroots Outreach Project – Amy explained the background of this project, which was funded via the National Fire Plan, with funds from the USDA Forest Service going to states to hire someone to do “community organizer” work. The Community Organizer must be a person who is not a state employee or fire professional. She provided an overview of work in the three states – Wisconsin, Alabama and New Mexico.

Wisconsin has made the most progress, having begun work in summer 2004 to resume in spring 2005. They have tangible results with the information provided by the Community Organizer apparently well-received.

In Alabama, a final plan of work for the Community Organizer was approved in November. The state sent the approved plan to the Community Organizer but has been waiting for a final report on an earlier project, so the grassroots outreach activity has not moved forward. There had been challenge of communication between F-H staff and the person hired by state to be the Community Organizer. At issue are the different visions of what the state, F-H/the National WUI Program and the contractor wanted to do. There was also difficulty in obtaining feedback from the state and the contractor.

In New Mexico, work has not yet started due to a lengthy process of trying to hire the Community Organizer. They intend to start outreach this spring.

Discussion: One concern was the length of time that it took for the Forest Service to get the funds through the regions to each state, which was unanticipated in the project planning. Another part of the discussion focused on the pros and cons of having the management come from Fleishman-Hillard in cooperation with the states. Some team members felt that it was critical for states to have a part in self-selecting via the RFP process, and in managing the Community Organizer in

partnership with F-H, even though in the case of at least one state during this pilot, the co-management seems to be working less effectively, as the Community Organizer has not cooperated with management by Fleishman-Hillard. Since results are not yet available from this pilot due to the management issues and to the delay in receipt of funding by the states, Amy asked if there was a desire to create a plan to implement a second stage of this outreach in 2006. Lew said that he would confer with Janet Anderson to find out if there was funding set aside for this purpose this year, stating it would have to be obligated by September 2005. Amy suggested that a second round of funding include some parameters or assurances on streamlining getting funding to the states, or at least a plan to delay implementation until funds are received.

More discussion ensued on simplifying the process, but a main concern is that the states continue to receive the funding and have a role in managing the project to maintain their buy-in.

Pending Lew's discussion with Janet, Fleishman-Hillard will prepare a proposal for 2006-2007 grassroots outreach activity. Regarding the Alabama situation, Amy will be in contact with the state forestry staff and with Forest Service regional manager Bill Sweet and will keep Alan Dozier in the loop on any progress.

## Appendix C – P-110 Course Revision Discussion

Jim Smalley described the draft revision given to WUIWT members for review. It includes information from NFPA 1051 *Standards for Wildland Fire Fighter Professional Qualifications* and information about structure ignition based on Jack Cohen's research. The original section dealing with "documenting the assessment" is being edited to cover the purpose of the assessment and what such an assessment would mean to residents and community action related to the Firewise Communities/USA recognition program, as well as local incident command.

Sam Scranton expressed concern about the length of the NWCG process, saying he has been told it would take two years for the course revision to become part of NWCG's updates because of the review and approval process. Sam wanted to know how the National WUI Fire Program can go about using the course or some version of it outside the NWCG system, since many members of the Program's target audience are outside the federal system (in particular, rural or volunteer fire departments).

Other WUIWT members raised issues about deploying hazard assessment courses, including questions about who is qualified to teach such courses and who would ultimately deliver the courses. Some suggestions included Fire Safe Council leaders who could train community members, running a course through FEMA/USFA's Emergency Management Institute, or involving the new FireCorps volunteer program. In terms of qualifications, the only existing standard for mitigation specialists is within NFPA 1051. Jim noted that we have already been providing training in hazard assessment outside the NWCG system (the five 2003 training courses for state forestry staffs and two more in 2004). Alan Dozier asked whether such courses anticipated having trainees go forward to write up assessments and present them to communities. Jim felt that was the case, at least for some who would take such a course, and that the P-110 revision would be too simplistic to enable trainees to be able to do this. In terms of course delivery, Jim is interested in creating self-study modules as well.

Sam brought the discussion back to whether the NWCG Fire Cache is the right place for the course, considering who the audience is. Jim pointed out that previous courses the Program has produced (like Fire Fighter Safety in the WUI) have been adopted into existing NWCG courses such as S-215. He feels that an entry-level hazard assessment course we create could become part of other NWCG training and be useful. Sam asked for recommendations to provide to the TWT in March on whether a higher level course would be needed. Lew Southard expressed concerns about trying to create a new course that may not be permitted by NWCG. He also asked about accreditation of courses outside the NWCG system. Kim Zagaris pointed out that the WUI fire problem goes beyond federal employees and that others have and can continue to create courses that serve their needs. Sam noted that non-NWCG courses are taught by the Prevention & Education Teams and are very popular. Lew said it took three years for accreditation of those courses.

There was extensive discussion on the desired outcome of hazard assessment courses and the various levels that might be needed. Pam Jakes asked whether the desired outcome is to have more assessments completed and who would be the best type of trainer in that case. She also emphasized the need for delineation of "what makes a good assessment".

Alan Dozier pointed out that NWCG courses are very difficult to access for local fire departments and that to make it useful, the course should be available at places fire departments already go for training (USFA Fire Academy, Emergency Management Institute, American Red Cross). He felt that a number of different host training entities should be pursued in addition to NWCG, and

suggested we list all of our target audience members and find out where they usually go for training.

More discussion focused on what other entities or delivery mechanisms the Program might tap into. Michele Steinberg suggested development of a multi-year plan to bring the Program's training objectives to these other groups, noting that the process of new course development and acceptance could take several years. Kim suggested meeting with the state fire training officers who gather at USFA regularly and to speak with Mike Doherty, the USFA representative at the National Interagency Fire Center. State Fire Academies might be another likely candidate, as long as the course represents useful skills for their participants. Jim noted the need for train-the-trainer versions to cope with the high turnover in volunteer fire departments, and suggested that instructor qualifications might not be overly complex. Kim suggested contacting the National Volunteer Fire Council and the International Association of Fire Chiefs. Alan felt emergency managers would also be interested in this course.

Jim expressed his thoughts on the P110 revision becoming the sort of entry-level hazard assessment course. More technical courses would involve reviewing site specific issues to think about the context of the assessment and recommendations for mitigation. Jim noted we are already ahead of the curve in that the 2003 and 2004 courses were much more technical than the P-110 revision will be, and that a CD version of the course is already in place. Plans are in the works to put the CD version onto the Firewise website as a teaching module. He said we also need to have a train-the-trainer course and to look how assessments can be used, including in mapping, incident command, the Firewise Communities/USA recognition program, Community Wildfire Protection Plans, etc.

Sam asked the WUIWT for a recommendation to bring to the TWT on whether we should ask about doing both the P-110 revision and taking it outside NWCG. Wayne Ching advised that Sam should emphasize how diverse the audience is for this training; it has nothing to do with whether we like the NWCG process.

## Appendix D – Email Letter to Stakeholders

February 3, 2005

TO: Firewise Stakeholders  
FROM: Sam Scranton, Chair Wildland Urban Interface Working Team

SUBJECT: 20/20 Meeting

As Chair of the NWCG Wildland/Urban Interface Working Team (WUIWT), I would like to make a clarification about the 20/20 meeting being held on February 9 in Washington, D.C. We have received several questions from our stakeholders about this meeting.

The WUIWT team members would like to make clear that the February 9 meeting in Washington is not an official Firewise Communities meeting. WUIWT members and Firewise program staff have not been asked to attend, or provide updates, content, or materials.

We appreciate the interest and enthusiasm demonstrated by our stakeholders in promoting safety in the wildland/urban interface, and we encourage anyone who has been connected with Firewise to participate in such discussions whenever possible. We certainly hope the February 9 meeting is very productive for all who attend. We simply felt obligated to make sure that you are aware that the WUIWT members and Firewise program staff will not be in attendance.

We look forward to continuing our relationship with Firewise stakeholders through collaborative efforts to reach your constituents with information and materials that meet their needs.

If you have any questions, please feel free to give me a call.

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## **Appendix E – Presentation and Discussion on National Arbor Day Foundation’s Building With Trees Program**

John Rosenow, NADF executive director, explained that with the Tree Cities program, NADF relies on state foresters to support towns and cities to do a good job of managing their trees, and how that program has helped institutionalize the notion of management of trees. He said that through the “Building With Trees” program and the support from sponsors, NADF has been able to proactively communicate Firewise concepts a different set of stakeholders.

The Building With Trees program is directed at the development community. John noted that the program has the biggest impact when the messages can get to the design people at the conceptual stage of a variety of projects. NADF holds a national “Building for Greener Communities” conference and grants Building With Trees awards to developers. Since NADF has begun working cooperatively with Firewise Communities, there have been 1,100 people who have attended Building With Trees seminars around the country in which they learn Firewise concepts. The program uses ads in the Wall Street Journal and USA Today once a year that reach millions with information about the program. The overall goal is to institutionalize building and development practices that protect trees and incorporate Firewise concepts.

John noted that the financial support from Firewise Communities sponsorship has been very important to his program in the past and that he hoped it can happen again in future, understanding that the program has had budget cuts. Michele Steinberg noted that the Building With Trees award guidelines now include specific mention of Firewise Communities, wildfire risk assessment and the Firewise Communities/USA Recognition Program. Jim added that the American Planning Association is completing a document this spring on “Planning for Wildfires” that could integrate well into the Building With Trees references. John suggested that such materials could reach millions of readers of the NADF website and users of the Tree Cities USA technical bulletins. The technical bulletins reach 35,000 of “the right people” – elected officials and others participating in Tree Cities USA. He felt that including Firewise information helps NADF support the towns and cities and community leaders when they want to do the right thing regarding wildfire safety.

Alan Dozier asked about how Firewise Communities had supported the Building With Trees program. Jim noted that this partnership is similar to ones we have had with the American Planning Association and the Institute for Business & Home Safety in developing materials and getting the word about Firewise concepts out to much broader audiences. To sponsor the Building With Trees seminars, develop new materials that incorporate Firewise principles, and to assist with the advertising, the program provided about \$100,000 per year for three years. Sam Scranton said the partnership with NADF and the ability to reach broader audiences has been great. Amy Schneider indicated we are developing a strategic relationship letter with NADF. Alan asked how NADF is organized. John explained that the offices and conference center are in Lincoln and Nebraska City, Nebraska. The organization does not have state offices but relies on state forestry agencies to reach constituents. Alan asked about how a particular state could involve NADF in a Firewise project. John indicated NADF is not set up for support state by state but can sometimes make connections with active members in particular locations. NADF provided a copy of the seminar workbook for the Firewise Communities resource library.

## **Appendix F – Firewise Leadership Awards Task Group Report and Discussion**

Alan Dozier developed some draft guidelines for this set of awards which was discussed at the September 2004 meeting. He used the Smokey Bear awards as a starting point. He distributed copies of his draft template to the WT members and asked for discussion. His suggestion is to have awards at national, region, state and community levels. Lew mentioned that deadlines and reminders are important in the process and we might want to avoid conflicting with holidays (perhaps changing the draft November-January timeframe) and consider how to avoid a last-minute rush for applications. Alan said his draft awards would recognize either an organization or a person. Sam asked about tribes. Alan felt that was no problem – tribes could apply for regional or local awards. Sam asked Alan to consider including reference to tribes in the template where appropriate. Alan noted that we wouldn't have to give out all of the possible awards every year. Olin said that the Smokey awards are a good basis, but was concerned about the “gold and bronze” structure that keeps communities from achieving gold (only national/federal entities are given gold awards). He suggested instead that for communities and tribes that we might think of a concept similar to the tree farmer awards, where nominees just move up in competition and the highest award or gold goes to the best of the local activities. Michele asked about how to phrase the descriptions of the awards and eligibility to minimize confusion or conflict if the nominee is involved in Fire Safe, FireFree or some other branded name activity.

During this discussion, Sam alerted the WT members to a request by Arkansas Firewise Liaison David Samuel to make a state park a recognized Firewise Communities/USA site. The question is whether state park could be considered a “community”. Pam Jakes said that it seems there are Firewise properties and Firewise communities – a community has to have some sort of self-governing and has some kind of plan. Alan felt that the program needs to refine its rules and be clearer about such definitions. Lew suggested exploring some kind of “above and beyond” type criteria for such awards with regard to state employees. Jim noted that when we designed the Firewise Communities/USA Recognition Program, we had to focus on places where no federal, state or municipality had jurisdiction to enforce wildfire mitigation. He felt that the beauty of the program is that it gets residents to do the right thing without being told to or forced. Alan said that while he was not necessarily advocating Firewise Communities/USA recognition status for state parks, we do need to make the definitions clear in the guidelines. Olin suggested such projects could be viewed as Firewise demonstration sites and recognized in another way.

Jim informed the group that the NFPA Wildland Fire Management Section recently developed its own awards program, with awards available in six categories: public education, prevention, risk mitigation, planning, management, and firefighter safety. Jim will email the WUIWT members with the criteria. Anyone is eligible, though the nominations may come only from an NFPA member (not necessarily a Wildland Fire Management Section member) and the nomination form must be endorsed by the respective section regional director (currently Billy Terry, Gary Wood, Jerome Harvey, or Bill Mills). The award recipient will have an opportunity to appear at the NFPA annual meeting and do a presentation on their program/project. The deadline for this year is March 1. Jim noted the Section already has one nomination.

## **Appendix G – NASF Fire Committee – Upcoming Meetings/Partnerships**

The NASF Fire Committee will convene a group of Chiefs, Managers and Supervisors from all 50 states at a meeting in Florida in January 2006 (either January 10-12 or 17-19). Olin asked whether the WUI WT can use that meeting for feedback, input, or presentations. It is a working meeting, not education conference. He suggested we discuss this at the June meeting. Ideas are to have a WUI WT member present (perhaps on the P-110 course revision), or ask this group to commit to a program task. It was suggested that Fleishman-Hillard could make a presentation on the grassroots outreach program or Firewise support for communication issues. It was agreed that the WUI WT should ask the NASF Fire Committee for time on the agenda. Wayne indicated that the next NASF Fire Committee meeting would occur in the second week of June in Chattanooga, and that we could make the request at that time.

Alan noted that the Southern Group of Foresters had a recent meeting and asked for more communication between the Southern WUI Council and the WUI WT and asked Alan to be their liaison. He asked if they could make a presentation at an upcoming WUI WT meeting. There was general agreement that this would be welcome, although the June meeting agenda was probably going to be fairly full. Michele suggested that Fleishman-Hillard could help get communications started with a letter and invitation to an upcoming meeting.

## Appendix H – Discussion - 2006 Conference Proposal

Wayne asked about cost and what would need to be budgeted for a 2006 conference. Jim said the initial budget was about \$125,000 and we cut back on it as the planning progressed. The NFPA Wildland Fire Management Section and other sponsors contributed about \$13,000, which paid for breaks and other items that we would not otherwise have made available. The program collected about \$60,000 income from the 2004 conference, which helped offset costs. Program costs included scholarships for community people, particularly from recognized communities. We got feedback that the registration fee of \$150 was just about right. Discussion indicated that putting it over \$200 would be beyond most small organization's abilities to pay for. Staff will pull together the final report for WUIWT members prior to the next meeting.

There was discussion about trying to get higher-level agency decision makers at the conference. Olin suggested overlapping the conference with the annual National Fire Plan Meeting. There was concern about diluting the content of the WUI conference by trying to meet objectives for two very different meetings. There was also concern about the length of time participants would realistically commit to attend back-to-back meetings. Other ideas for integrating new audiences were to get groups like urban foresters to provide a workshop as part of the WUI conference, or package elements of the WUI conference for use at other groups' meetings. Olin agreed that a strategic time and location for the 2006 WUI conference would help in targeting audiences and connecting with potential partners. Pam suggested that the Society of American Foresters annual meeting would be a good venue to conduct a WUI conference presentation with a focus on working with people/communities. The SAF meeting is in the fall and has just been announced. Pam further suggested that a session on "science you can use" would be good for content, as she found people at the 2004 conference extremely interested in the "how-tos". There is an opportunity for accredited workshops before and after the SAF meeting – could be an opportunity for hazard assessment training. This might be a good idea for the WUI conference as well so that trainees can also attend the rest of the conference. There was also a suggestion on somehow getting the WUI conference information in front of the Western Governors Association at their conference to show community interest in Firewise and wildfire mitigation.