



**NWCG – Wildland Urban Interface  
Working Team**

## **Minutes: Feb 4, 2009 Conference Call**

### Members attending:

Will May –International Association of Fire Chiefs (chair)

Pam Leschak- U.S. Forest Service, Fire (vice chair)

Kate Dargan - CalFire

Mark Gray – NASF, Washington

Phyllis Kreitz – U.S. Fire Administration

Pam Jakes – U.S. Forest Service, Research

Sam Scranton – DOI Bureau of Indian Affairs

Jim Smalley – NFPA

Maris Gablis – NASF, New Jersey

Alan Dozier – NASF, Georgia

Barbara Maskell- NFPA

### Members absent:

Kelly Hawk – DOI, Bureau of Land Management

KimZagaris – California Dept of Emergency Services

Barbara Kennedy – DOI/FS

### **1. Minutes of Nov. WUI-WT meeting in Tampa:**

- a. Motion was made by Sam Scranton and seconded by Pam Jakes to approve the minutes as edited. Here is the edit from Will May: 2<sup>nd</sup> paragraph: edit to read: “This IAFC paper is a “Guideline” and is provided to Fire Chiefs and other AHJ’s to assist them in managing what has become in many instances a situation dangerous to the insurance company contractors and the independent operators seeking business within the Incident Management Area of any wildland and/or WUI fire. It does not prohibit insurance company contractors from providing protective services to insured properties. It does provide

information to both insurance companies and their contractors, and independent contractors for how to coordinate with the Fire Command or Fire Authority with Jurisdiction to assure the safety of residents, firefighters, and contract crews.

## **2. Discussion of Firewise 2009 Work Plan**

- a. **NASF Comments on the 2009 Firewise Work Plan:** Mark Gray presented the report which suggested:
  - i. limiting funding to the website and communication strategy to 20% of the total budget for each activity with the 10% that is freed up to be reallocated to state liaison support.
  - ii. analysis of the Firewise Communities program to show which parts of our total program are contributing most to this success and which parts are not as effective; a review of all projects to determine which should cease and which should be increased
  - iii. analysis of the communications strategy and the \$431,000 funding level
  - iv. a more comprehensive presentation and discussion of the work plan in 2010

Comments: The website is a good and useful tool but some questioned the total cost. Where is communication strategy leading us and what's it doing for us? Need to see things more clearly documented. Is it too late in the 09 Work Plan process to make changes this year; we should make those changes in 2010. Others felt changes could still be made.

Jim Smalley said the Communication's Strategy provided the program with consistent messaging, articles in the New York Times, 3 NPR stories, listing of weekly Firewise hits in the media, etc.

There was discussion of determining value of various parts of the program; not micromanaging the Firewise program but giving direction to Jim and NFPA to shape the program.

Jim Smalley asked that the team tell him what they want and what they don't want.

Sam Scranton said he didn't think an intelligent decision on what to cut or add could be made on a short conference call.

Alan Dozier said he'd gathered from other state foresters that liaisons are not as familiar with the Firewise program as we thought they were. He agreed to provide NFPA with ideas on how to improve liaison support.

Pam Leschak suggested that Jim Smalley do a brief cost benefit analysis regarding usage/usefulness/cost of the blog and chat sessions.

**b. Revised 2009 Work Plan with budget:** Since all members of the WUI-WT did not have Phase 1 of the 09 Work Plan and none had Phase 2 of the 09 Work Plan it was decided that trying to discuss it at this point would be difficult.

Chair Will May asked Jim Smalley to distribute both Phase 1 and Phase 2 of the 09 Work Plan to all members of the WUI-WT who are charged with reviewing it and sharing comments or questions with all team members by Feb 13. If there is need for a meeting to discuss those issues, one will be scheduled for the following week (Feb 16).

**3. Update from the Firewise Activity Task Group (Alan, Maris, Mark) on measuring state activity:** Mark Gray said there is a lot of activity by communities on the way to becoming Firewise that isn't captured. Need to know that because it predicts the growth pattern of Firewise and tell us where we are. The group, with Michele Steinberg's help, developed a survey template and spreadsheet. Alan shared it with SGSF. They may use NASF to distribute the survey to states. Mark will send the Working Team copies of the survey.

**Other:** Kate Dargan said that California would synchronize their fire messages in 2010 to reflect the 100th anniversary of the 1910 fires. Conference call adjourned 1415 eastern time.

Submitted: Feb 4, 2009/Pam Leschak, acting minutes taker