

**MINUTES FROM THE
NWCG WILDLAND URBAN INTERFACE WORKING TEAM MEETING**
Charleston, South Carolina
June 4-6, 2003

ITEM	PAGE
<u>Attendance Roster</u>	1
<u>Update – Old Business</u>	2
<u>2003 Projects – Brief Updates</u>	2
<u>Firewise Communities/USA update</u>	3
<u>Status Report from Fleishman-Hillard</u>	4
<u>Keeper of the Flame video update*</u>	5
<u>New Business</u>	7
<u>Presentation of Interactive Educational Products in Florida</u>	7
<u>Firewise Interactive DVD Proposal*</u>	8
<u>Position Paper – Firewise in relation to environmental issues</u>	8
<u>Firewise Communities/USA rescheduled training session</u>	8
<u>Performance Evaluation Information – Report from APA</u>	9
<u>Review of NASF CFFP Video/Print/Radio Piece</u>	10
<u>Review of Colorado State University video</u>	10
<u>NWCG Glossary Definitions*</u>	10
<u>NASF representation status</u>	11
<u>Amendments to Working Team book/protocol*</u>	11
<u>Strategy and Planning Discussion</u>	11
<u>2004 Workplan Development</u>	12
<u>New Products</u>	12
<u>2003 Ongoing Projects/Continuation of Product Development</u>	13
<u>Other New Business/Decision Items/Discussion</u>	15
<u>Agenda/Location for Next Meeting</u>	15
<u>2004 Draft Workplan Items/Budget Estimates*</u>	16

**Items upon which WUIWT voted or allotted funds*

NWCG WILDLAND URBAN INTERFACE WORKING TEAM MEETING

Charleston, South Carolina

June 4-6, 2003

ATTENDANCE ROSTER

Working Team Members and Alternates:

Dave Halstead (National Emergency Managers Association) - Chair

Sam Scranton (US DOI/Bureau of Indian Affairs) – Vice-Chair

John Cochran (FEMA/US Fire Administration)

Jack Cohen (USDA Forest Service)

Alan Dozier (National Association of State Foresters – Alternate for Fred Allen)

Pat Durland (US DOI/Bureau of Land Management)

S. Olin Phillips (National Association of State Foresters – Alternate for Mike Carroll)

Jim Shell (USDA Forest Service – Alternate for Janet Anderson-Tyler)

Jim Smalley (National Fire Protection Association)

Arlene Weber-Sword (National Association of State Foresters – Alternate for Joe Stam)

Guests:

Calvin Bailey—South Carolina Forestry Commission

Dan Bailey – USDA Forest Service-Coordinator, National WUI Fire Program

Cheryl Blake – Firewise Communities Program, NFPA

Ken Fields - Fleishman-Hillard, Inc.

Jim Harrell – Florida Division of Forestry

Judith Leraas Cook – Firewise Communities program, Leraas Cook & Associates

Jennie Morris – South Carolina Forestry Commission

Amy Schneider - Fleishman-Hillard, Inc.

Bob Schowalter—State Forester, South Carolina Forestry Commission

Jim Schwab – American Planning Association

Joan O’Hara Wehner - National Association of State Forester

Facilitator:

Barbara Kennedy -- USDA Forest Service

Recorder:

Michele Steinberg - National Fire Protection Association

Opening

Chairman Dave Halstead called the meeting to order at 9:00 a.m.

South Carolina State Forester Bob Schowalter welcomed the Working Team and presented information about the state’s wildfire issues, focusing on land ownership and land use trends. Approximately three-quarters of the state’s wildland urban interface is in private ownership; in 2000 and 2001, 160 homes were lost to wildfire. A recent assessment of southern forest resources indicates the urbanization presents the greatest, most permanent impact to forests in the south. Mr. Schowalter pointed out that urban sprawl tends to occur along interstate corridors (the “Linear Urban Interface” or LUI). Sixty-eight percent of timberland that has been converted to other land uses between 1993 and 2001 was converted to urban uses. This means that smoke and fire will increasingly affect more communities and highways in South Carolina.

South Carolina's National Fire Plan projects include the identification and risk assessment of twelve fire prone areas; planning of Firewise home landscaping demonstration areas; and fuels reduction projects which are underway. The state has begun a Firewise education campaign including one-day Firewise workshops; radio campaigns; educational videos, DVD, Powerpoint programs; *Living with Fire*; tabletop exhibits; postcards to communities affected by wildfire; and a locally customized Firewise checklist.

Review of past meeting minutes

The Working Team reviewed the minutes from the February 2003 meeting and accepted them unanimously.

Update – Old Business

2003 Project Updates

Jim Smalley referred the group to the first-quarter report that was sent to each member a few weeks prior to the meeting. He noted that many of the tasks were “on hold” due to the wait for release of funding for the year. Now that funds are available, projects can begin. Jim reported on several projects that were in progress at the time of the last meeting.

Firewise: Where We Live. How We Live photo book

This product is now complete and being distributed. The concept started with a challenge by an insurance company representative wanting to know what Firewise looks like. State Farm is interested in reprinting the book; there has also been interest from Lowe's and Home Depot. State Farm wants to show the book to people doing risk assessments in the interface. We are thinking about using the book's photos in a different way, such as reorganizing them by design issues to create PowerPoint presentations and put onto the web. Recent data from our website shows that the top keyword people use to find information on the web in relation to Firewise is “landscaping”.

Firefighter Safety video series

This product (in VHS and DVD formats) is now complete and replaces products developed a decade ago. It updates the references for pertinent NWCG courses and may be adopted for use in S215. DOI's Bureau of Land Management has distributed 1,800 copies of the video version of the packet; the National Volunteer Fire Council is distributing another 1,400 packets. We are sending one to each state forester. The IAFC is going to provide a list of fire departments for distribution. The intent is to avoid duplicating mailing – one copy per address. A distribution map will be available in the next quarterly report. We also want to send one to each state training director. The packets cost about \$12 to reproduce and about \$2.50 to ship. We are already hearing from some people (Montana state forestry, BIA) about using them to train others and obtaining positive feedback. Jim pointed out that this product is not intended so much for federal employees as it is for small rural fire departments that may not have access to much formalized training.

Wildfire News & Notes

The latest issue came out at the end of March, both as a print edition and on the web.

NAPS Articles

A new article focusing on preventing home ignition was drafted and submitted to the North American Precip Syndicate (NAPS) for distribution. The article is in both English and Spanish. Last year's article focusing on gardening/landscaping reached a readership of 42 million.

MOSI Disaster Education Center

Pat Durland reported on the Museum of Science and Industry in Tampa, Florida – they are working on a \$3 million-dollar exhibit called “Disasterville” that will portray various natural hazards interactively on

one whole floor in their building. The WUIWT supported their efforts with initial funding of \$100,000 and participation on a task group with the Florida Division of Forestry and the Institute for Business & Home Safety. MOSI recently received approval for their request to the National Science Foundation \$1.7 million for the project. It will be a permanent exhibit at the Tampa facility, but MOSI will make the WUI part of the plans available to other science museums. Part of the project will include a prescribed burn on the museum's lands by the Florida Div. of Forestry, that will be documented and used in future as part of the interpretive trail system on their property.

Firewise Communities/USA Update

Judith Leraas Cook provided an overview of the Firewise Communities/USA recognition program chronology to reemphasize the purpose and goal of the program. The concept began with the idea of bringing the Firewise Communities Workshops concepts into communities to implement in reality. A beta test was conducted during 2001 and 2002. In the fall of 2002, a Memorandum of Understanding was produced among NASF, NFPA and the USDA Forest Service. In January 2003, Working Team members and staff began training state forestry staff and some others on how to help implement the concept and work with communities.

The findings from the beta test of the program in 2001 included the following: communities seek factual, written information about wildfire; the test sites approved the Firewise process; common issues included green waste disposal, residential covenant language, ingress/egress concerns and access to grant funding. More findings from 2002 concluded that: citizen activists ensure community buy-in; fire agency participation contributes to program success; staging an event serves as a community catalyst; recent experience with a wildfire provides a sense of urgency.

As the program has been implemented, we are also finding that citizen empowerment has insured success; there is an excellent return on staff time invested; the program imposes modest requirements on both budget and participating fire staff; there has been enthusiastic adoption by homeowners.

The WUIWT supported the beta test stage in many ways, including Jack Cohen's time for 10 three-day assessments in the pilot communities; Dave Halstead's contribution to three assessments and 15 community meetings; and Pat Durland's work on two assessments. They provided the needed expertise at the beginning of the program, which is what we are seeking to replicate by training state forestry staff as ambassadors for the program. During the test phase, many others participated in the process, including representatives of more than a dozen local agencies – forestry, fire, natural resources, councils, and municipalities. At the end of 2002, Firewise granted recognition status to 12 communities around the country. Nine were from the pool of original beta test sites; two were communities that had been working with Firewise concepts via the Firewise/ArcView software award (Perry Park and Genesee, Colorado), and one was a community being newly built Firewise (River Bluff Ranch, Washington). In all cases, recognized communities had: empowered the homeowners; integrated current research; provided mitigation choices; used available technical support; and experienced an excellent return on their investment.

The training of state forestry staff began in January 2003. Its goals were to provide students with a thorough understanding of home/community ignitability and to familiarize students with the FWC/USA recognition process. To date, 35 states have trained at least one staff member, which exceeds original program expectations. The WUIWT also supported the training sessions by serving as instructors and as students. To date, 15 states have designated an official point of contact for the program (NOTE – as of July 1, this number has increased to 24 states). These points of contact will receive direct e-mail correspondence from communities visiting the Firewise Communities/USA home page. Since January, staff have had 74 requests for information on the program from communities. The highest numbers of requests are coming from the states of Washington, Arizona, New Mexico, Colorado and Florida.

The Working Team discussed next steps for the program (see Firewise Communities/USA under New Business).

Fleishman-Hillard Report

Amy Schneider and Ken Fields are with Fleishman-Hillard, a communications firm with whom the Working Team contracted in mid-2002 to help the program with development of clear and consistent messages. Amy and Ken provided a review of communications objectives and the protocol for approving new items. Communications activities are directed by Jim Smalley and Michele Steinberg. A Communications Task Group of the Working Team then reviews new items. This Task Group consists of Jim Shell, Sam Scranton, and Fred Allen (note: it was agreed that Alan Dozier will serve as Fred Allen's alternate in this role until someone else is chosen permanently). As appropriate, new materials are also reviewed by designated project managers, including Dan Bailey, Judith Leraas Cook, Joan O'Hara Wehner and Cheryl Blake, as well as affected agency and stakeholder contacts. All materials that are approved are then shared with the WUIWT and Firewise staff, as well as relevant stakeholders, geographic coordinators, trade and news media.

Amy and Ken reviewed the communications approach that was presented at the last meeting and noted some changes to key messages based on feedback from the WUIWT. They described a homeowner focus group series which they conducted in six markets. They recruited homeowners from areas at risk and tested messages with homeowners to obtain feedback. They will incorporate these learnings into program outreach. Preliminary findings included the following:

- Safety Concerns
 - wildfires are among homeowners' top safety concerns
 - confidence in firefighter response is mixed
 - some markets pay close attention during fire season
- Awareness
 - consumers are aware of basic steps to protect property
 - awareness of Firewise by name is low, but messages seem to be getting across
 - some take mitigation steps for reasons other than fire (e.g., vents to keep birds out); this indicates homeowners may be more likely to implement Firewise tactics for multiple objectives
- Motivation
 - safety is important, but so are aesthetics and cost
 - enthusiastic about financial incentives but concerned about higher taxes if property value increases
 - freedom is key: homeowners agree local government should play a role in protecting area and educating residents, but want to avoid mandatory maintenance/building codes
- Firewise Messages
 - overall, homeowners found the messages to be motivating
 - most persuasive with recommended modification: (see slide).
- Firewise Materials
 - homeowners found them useful but would prefer regionalized materials with localized info and illustrations
 - homeowners perceive retrofit guide and brochure as designed for them
 - they believe checklists are intended for contractors, homebuilders, landscapers, media
- Firewise Communities/USA
 - They understand general concepts but have questions
 - They assume "community" means entire municipality
 - concerned about who funds the project (\$2 per capita)

The preliminary findings suggest that in order to reach homeowners, the program should work to regionalize materials; distribute materials at home improvement shows/retailers; provide Firewise information booths at local fairs/festivals; conduct training programs for residents; and communicate through thought leaders (fire service, neighborhood associations). The findings also indicate that homeowners see much of the informational material as pertaining to new construction only, which suggests a need to separate some of our information to direct some to existing home issues and some to retrofit (e.g. “when it’s time to replace your roof”). Fleishman-Hillard will be completing the research analysis and incorporating its findings into the communications program.

Fleishman-Hillard is also working to incorporate the key messages into all new materials, including the Firewise Fact Sheet, press releases, advisories, etc. They are currently developing versions of talking points and a Q&A sheet so that one version can be used internally for the WUIW, and other versions can be provided for use by stakeholders, geographic coordinators, state foresters and others. They are developing a newspaper insert currently and plan to put it on CD-Rom to allow users to interchange photos and regionalize it. There was some discussion of how newspapers would pick this up, and how it might compare or conflict with the *Living with Fire* inserts that have been done by the USDA Forest Service for many states. Amy and Ken noted that they have started to have success with trade media picking up stories (including the National Volunteer Fire Council *Dispatch* newsletter and the *Natural Hazards Observer*). WT members were pleased with the new weekly news monitor that Fleishman-Hillard is providing. Fleishman-Hillard is also initiating dialogue with news media who cover wildfires and home safety issues. A toolkit of materials will be developed for the Firewise Communities/USA recognition program, including a template for local news releases. Alan Dozier mentioned the Public Entity Risk Institute (PERI) newsletter as a potential place to promote Firewise. Jim Smalley noted that WUIWT members had contributed to an electronic symposium on Wildfire that PERI had done that is still available online (<http://www.riskinstitute.org/ptrdocs/Wildland-UrbanInterfaceFires.pdf>).

The group discussed the proposal to develop Firewise spokespersons. A core team of spokespersons would be the national voice on general topics to represent Firewise and include an expert spokesperson on technical issues. Regional spokespersons would cover regional issues for top tier news outlets. There was some discussion on who ought to be approached as regional contacts – there was concern expressed that unless the person understands the wildland/urban interface and home ignition zone concepts, there could be mixed messages. Among possible groups to target are the people who have served as Firewise workshop geographic coordinators (some state employees, some federal, some private (insurance)); the designated Firewise Communities/USA points of contact in participating states; USDA Forest Service fire prevention staff.

Ken and Amy reviewed the concept of a database of Firewise advocates or influentials. The Firewise staff are developing a web-based contact list using existing databases developed over the last several years, which will help mobilize existing advocates for the program. Besides mobilizing known advocates, the program needs to reaching out to new potential advocates from a diverse set of groups. One way to do this is through a grassroots outreach campaign, which the WUIWT was asked to consider for inclusion in the 2004 workplan. The preliminary findings from the homeowner focus groups indicate that residents will respond well to this level of outreach. Grassroots organizers would work closely with existing advocates; motivate action among thought leaders and key audiences; support the Firewise Communities/USA program; and leverage a network of community organizers in selected markets. This could also include identifying key advocates in each state; leveraging relationships to broaden awareness at the state and local levels; and lending state and local perspective to communications outreach.

Keeper of the Flame

Dave Halstead reminded the WUIWT that the production of this film had been put on hold at the last meeting, pending decisions at this meeting. Dan Bailey presented an update on the project. Since the

February meeting, he has worked with a Task Group of the WUIWT to make the changes that the team had suggested. Dan conducted focus groups about the film in California, Florida, Connecticut, Oregon, Georgia, Colorado and Minnesota, some of which were participants at Firewise Communities Workshops. These groups all looked at original uncut 93-minute version of the film. All volunteered to participate, and were asked to fill out a questionnaire, based on film industry protocol. The focus groups included a total of 200 participants, with anywhere from 12 to 100 in each group. Participants ranged from 22 to 70 years of age, with 60% male and 40% female participation. Four industry reviews were also completed, with: Dick Guttman; Michael Donaldson of the International Documentary Film Association; Jamie Haines, VP of national productions/promotions at WGBH; and the WT task group.

The summary results from the focus groups were that the story was easy to follow; the information was easy to understand; the information was new and/or interesting; the information was important. Ten percent of participants provided varied comments – the other 90% had no recommendations for changes. Most thought the creative presentation was good and that Ellerbee, Brimley and Pyne were good. The majority indicated this was the best film they'd seen about wildland fire. A lot of people like the four segments in the original with the idea that they could be used separately.

WGBH has agreed to air the film pending approval from the WUIWT. Deep Image has identified all the corrections to be made, has obtained new footage to be included, and is finalizing a few items. Dan noted they are holding off making changes based on what the airing network may want. WGBH has agreed to a 60-minute program with an October 2003 air date (a possible tie to Fire Prevention Week). Various promotional activities and campaigns would need to be developed. Dan mentioned that *Fire Wars* will be re-run in August.

Dan estimated that 50-60 million people will see the film, and described plans for pre-airing events including satellite tours for radio and television, news releases, and magazine features. He made the following recommendations to the WUIWT:

1. Approve moving forward with KOF project based on WGBH airing in October 2003.
2. Get final 60 minute version copy to WT in late July.
3. Approve re-activating of KOF Marketing Plan.
4. Establish an Implementation Task Group. (Suggested Pat Durland, Don Smith, Mary Corso, Maureen Brooks (or other from the Fire Education Working Team), Bodie Shaw, Dan Bailey, and a FEMA representative).

He further recommended moving forward with the following:

1. Activate www.keeperoftheflame.org
2. Blockbuster/Hollywood Video Program for 33,000 outlets (resume discussions)
3. State Farm Insurance distribution to 37,000 High School and College Libraries (resume discussions)
4. NVFC distribution to 30,000 Volunteer Fire Departments
5. NASF and Agency distribution

Depending on the air date, a satellite tour with Linda Ellerbee, a state forester and a federal representative would take place just ahead of the first airing, in different regions of the country. The targets are morning news shows, radio talks shows and news rooms in key markets. On the day of the broadcast there would also be a 3-hour Workshop broadcast in several regions, with Ellerbee and an NASF representative to talk about Firewise, including a Q&A format covering various aspects of the program.

WUIWT members asked questions about editing, technical advice, legal review and copyright issues. Some work would be completed prior to WGBH making edits. There were concerns that at least the Task Group would see the edits prior to airing. There was also discussion about the cost of edits and whether it

would be more efficient to have WGBH handle all edits. The two items in question are the cost for editing (estimated at \$25,000) and the cost of reactivating the marketing plan (\$125,000). The WUIWT discussed which options were preferable, with primary concerns including costs and control over the final product.

Olin Phillips moved that the WUIWT budget \$25,000 to support working with WGBH to develop production of the film by October 2003. The motion was seconded. Discussion ensued, with a counterproposal from Jack Cohen to give the work directly to WGBH. Dan pointed out that discussions with WGBH have assumed that they are getting an edited piece. More discussion involved whether WGBH would own the rights to the title and film; it appears the WT can keep some limited rights, but would need to consult with legal counsel (Dennis Berry, NFPA). Sam Scranton amended the motion to include a cap on the dollar amount budgeted for edits, as follows:

Moved – that the WUIWT budgets an amount of \$25,000 to have Deep Image make edits to the Keeper of the Flame film in cooperation with WGBH and the WUIWT Implementation Task Group to develop this film by October 2003. Motion was seconded and passed unanimously.

Dave Halstead asked for names for participation in the Implementation Task Group. Bodie Shaw is representing BIA; Jim Hull will appoint someone for NASF immediately; John Cochran will represent FEMA. Dan Bailey will serve as the coordinator for the group.

Dave Halstead asked for a motion on the Keeper of the Flame marketing plan at a cost of \$125,000. Jack Cohen moved that the WUIWT authorize marketing for the Keeper of the Flame with no funding and with oversight of the Implementation Task Group. Sam Scranton seconded the motion. Discussion: Barbara Kennedy noted that if the marketing plan identifies cost items, the Task Group must bring it back to the WUIWT for approval. A Fleishman-Hillard representative noted that some of the outstanding items (products underway) do have costs associated with them, including production of information packets and mailing costs. The motion passed unanimously.

New Business

Florida Interactive DVD

Jim Harrell presented “Living on the Edge in Florida” – an interactive DVD program developed to address requests for Florida-specific information about fire in the wildland/urban interface. The target audiences include homeowner’s associations, high school students (grades 11-12) and professionals. Emphasized items of importance in Florida including prescribed burning information and the Firewise Communities/USA recognition program. Jim explained that the program is nearly complete and provided a demonstration. The DVD can be projected or used on a computer screen. The main menu includes an overview; Hazard and Risk Assessment; Home Defense; Firewise Exercises; Community Voices. The visuals can be used in training and can be paused. It also links to an internet site for updates. The exercises are very similar to what’s in the Firewise workshops, but use a modified Florida hazard assessment form. Users can build a Firewise community using layers. The section on home defense includes “why homes burn”, Firewise landscaping, the Firewise home, Mitigation, and Firewise Communities/USA. The exercise of modifying an existing subdivision helps users look at solutions based on cost, social acceptance and fire safety. The DVD was developed using National Fire Plan funds. Plans are to create an initial 5,000 copies of the DVD. A separate piece is a CD on “How to Have a Firewise Home” – for the homeowner audience. Florida is also developing a teacher’s guide for schools. Florida has contracted with Interactive Training Media for all three items (DVD, CD, teacher’s guide) at a cost of \$90,000. The final product should be available within six weeks.

Firewise Interactive DVD Proposal

Dan asked the WUIWT to review the written proposal he provided, including the information on budget developed by the Task Group (\$150,000). The concept is to continue to tell the story about Firewise, sustain commitment by maintaining public awareness and education.

Discussion included questions about the audience, the connection between Keeper of the Flame and the DVD, the utility of the DVD to be able to be used in different states. There were concerns about how much it might duplicate the product Florida is working on, and whether the funds would be best spent on something different.

Jim Shell moved that the WUIWT table the discussion until there is more information about what the states and agencies are developing and what level of interest there is in this piece. Olin Phillips seconded the motion. Dave Halstead asked that NFPA staff do the research by contacting 35 states and the federal agencies on their activity and talking to contractor Interactive Training Media, and bring back the information at the next WUIWT meeting in October. The WUIWT will leave a “placeholder” in the budget of \$125,000 pending a decision in October. The motion passed unanimously.

Position Paper – Firewise in relation to environmental issues

Jim Smalley explained that this is something he drafted in reaction to the statements by environmental groups that Firewise activities around homes preclude the need for landscape-scale management (i.e., thinning or logging of forests). His idea is to put it on the website to pre-empt misconceptions of Firewise principles.

Barbara Kennedy suggested that it be edited and re-sent to task group as a decision item for the October meeting. Dave Halstead brought up an issue he has been working on with representatives of the vinyl siding industry regarding the relative safety of the material and installation issues in the interface. He wanted to know if this should also become a discussion item for the next meeting. Extensive discussion ensued on the role of the WUIWT relative to building code criteria, influencing industry, and whether the WUIWT should hold official “positions” on such issues. There was concern expressed that any position paper would imply that each agency involved in the WUIWT agrees with that position. An opposing view was that a position paper by the WUIWT would be an application of expertise in an issuance of finding, rather than a statement of policy. Jack Cohen felt it was important to state a position in this case in order to prevent exaggerated reaction or out-of-context reaction to the vinyl siding issue. Others suggested the WUIWT discuss ways to weave the issue into our other information and materials. Barbara Kennedy suggested that an edited draft of the original position paper be submitted to the WUIWT by September 1 in order to have time to review it prior to the October meeting.

Firewise Communities/USA Next Steps – Rescheduled Training Session

The WUIWT discussed several next steps for the Firewise Communities/USA recognition program, including planning a final training session for state forestry staff, identifying more communities like Storey, Wyoming (a potential new recognition community), streamline communications channels between state liaisons and interested communities, and plan to help with media work once a community has been recognized. Judith Leraas Cook also indicated that many other entities have approached staff about recognition (cities, counties, communities still in the planning stages) and the WUIWT will need to discuss how to handle these requests that do not fit in the model we are applying.

The fifth training session is being suggested for the Northeast part of the country. The WUIWT agreed to have Judith Leraas Cook approach the state of New Jersey about hosting it either October 1-3 or October

15-17 in a location accessible to homes in the interface for the field visit. It was noted that the training sessions have been documented on video so that a “virtual” training can be designed and provided to states, federal agency staff and any others interested in participating.

Joan O’Hara Wehner indicated her approval of the application and renewal forms to be placed on the Firewise Communities/USA website. She indicated that NASF will send out a letter to clarify status and interest in states that have not yet taken advantage of the training opportunity. Firewise will begin using the official contacts (now 24) from the states to pass on requests for information from communities who have been querying the website about the program.

Firewise Workshop Evaluation/Assessment Project

This project was developed to obtain a systematic evaluation of the outcomes of the Firewise Communities Workshops – specifically whether and to what extent participants had taken action following the workshops. It was contracted to the American Planning Association’s (APA) Research Division in fall of 2002. A final report will be available at the end of July 2003. Jim Schwab from APA provided a progress report on the study.

The first part of the project was a web-based survey of all participants of national Firewise Communities Workshops through May 2002 who had current email addresses. This was conducted April 28-May 12, 2003, by Readex. APA obtained 281 usable responses from 689 recipients (41%). The survey asked questions about what activities participants undertook and when (how long from the date of the workshop).

The second part of the project was a series of focus groups in five regional locations (AZ, FL, MN, OR, CO). The meetings started with an interview with the geographic coordinator who had hosted a Firewise workshop in the region, then involved group sessions with invited participants. The focus of this part of the project was on qualitative comparisons of state programs in different regions. Invitees were all from the workshop that had been held in that location.

A chart showed responses to the survey. Participation by discipline showed that firefighter or fire marshals, foresters, and planning or code officials made up the majority of participants. The analysis of the responses used groupings to look at results. Action groupings were created for the types of activities participants engaged in following the workshop, including Information Dissemination; Planning Activities; Programmatic Activities. 90% of survey respondents said that making wildfire risk areas safer was the reason they attended the workshop. 75% of respondents said that they reaped benefits from the workshop they attended. More than 90% of those stated that the main benefit was being able to integrate wildfire concerns into their current work.

In regard to the kinds of actions taken by respondents, 65% had undertaken programmatic activities, 79% had done planning activities and 83% had done information dissemination. Of those identified as foresters, 93% said they conducted information dissemination activities, while nearly half met with planners regarding site plans and 43% met with planners regarding comprehensive plans.

The survey looked at how long it took for participants to take action post-workshop. This can help Firewise understand what to expect in the aftermath of a workshop in regards to when assistance might be needed and to schedule timely interventions. Participants indicated a strong use of support services with 58% visiting the Firewise website; 34% requesting print or audiovisual materials; 31% contacting staff for technical assistance; and 15% inquiring about the Firewise Communities/USA program. After the workshops, more than half of all discipline groups maintained a contact they had made with a person they met for the first time at the workshop.

The goals of the focus groups were to explore the institutional history of Firewise at state and regional levels; to learn how people are applying Firewise lessons in local communities; to gain insights into regional differences by using sites around the country; and to gather quality ideas for improving the success factor of Firewise principles in action. APA's final report will include a Florida case study developed by Continental Shelf Associates, a subcontractor on the project. The intent is to examine the development of a state-level program following a Firewise workshop. It considers state workshops and outreach and lessons learned. Preliminary findings include that: state agency leadership is needed; the program must have advocates; there is a need to designate a primary agency; success requires partnerships; the use of national Firewise products helps to avoid reinventing the wheel; need to tell the story to sustain public education.

The product includes a final report due July 31; the survey results report from Readex; a prototype survey follow-up design; edited transcripts of geographic coordinators and focus group interviews and the composite of those questionnaires from general groups.

There was some discussion about the details of the survey and focus groups. Jim Schwab noted a few of the built-in biases that affected the results, including self-selection of the respondents and that focus groups tend to draw more active individuals. He emphasized that the study was limited to tracking and evaluating post-workshop activity by participants, not activity in the communities overall. There was interest in comparing the results of the survey and focus groups with the evaluations and reports that were gathered from each workshop. Alan Dozier noted that this kind of evaluation work helps to validate the results of the program and should be part of all of our future activity. There was also interest expressed in creating a way to survey by state for local workshops being conducted.

Review of NASF Cooperative Forest Fire Protection Video/Print/Radio Piece

Joan O'Hara Wehner explained that at the 2001 NASF annual meeting, state foresters expressed an interest in promoting fire prevention through an educational piece other than Smokey Bear, using National Fire Plan funds. Working with Janet Anderson-Tyler and others, NASF Fire Committee asked the Cooperative Forest Fire Protection (CFFP) Committee to develop a piece that would support the Firewise Communities/USA program with volunteer fire departments. The first part of this is a booklet, "Firewise in Five Minutes" being distributed to volunteer fire departments. The other part of the project is public service announcements created by the AdCouncil and Foote Cone and Belding. There were television pieces developed for newsrooms that got good coverage, featuring Jim Smalley, Jim Hull, Dale Bosworth and WUI resident Sally Butler. They are also working with live talk radio for call-ins to fire experts. Seven stations did such a call-in with Jim Hubbard – 11 western states picked it up. There were also two radio PSAs developed, and a computer banner for homepages advertising the Firewise website.

Review of Colorado State University video

The WUIWT reviewed a 17-minute video produced by Colorado State University. The developers of the video had asked if the WT wanted to adopt it as part of our educational material. The video touched on wildfire history and forest and fire ecology, values at risk, and the wildland/urban interface fire problem. The main part of the video was a "how-to" on forest restoration projects, with much time devoted to demonstration of different methods and equipment. The WUIWT felt that the piece was too regional and too dated to use as a national piece. There was also discomfort expressed with the idea of endorsing any of the many vendors and product manufacturers featured in the video.

NWCG Definitions

Michele Steinberg reviewed the status of these definitions for the group. At the last meeting, the WUIWT re-defined "wildland/urban interface"; added "wildland/urban fire" and "home/structure ignition zone". The remaining definitions assigned to the WUIWT for decision include "greenbelt", "I-zone", "rural" and

“urban”. Pat Durland suggested we review several definitions assigned to NWCG’s Fire Use Working Team: “defensible space”, “risk” and “relative risk”.

Decisions:

- Greenbelt – the group voted to remove the word “irrigated” and submit the change.
- I-Zone – the group decided to change this to be synonymous with the new definition for “wildland/urban interface”.

The group asked Michele Steinberg to work with Jim Shell to check on definitions existing throughout USDA, particularly for “urban” and “rural”. There was concern expressed that the Fire Use Working Team had recommended deleting the definition of wildfire. There was a great deal of discussion regarding the importance of defining “defensible space”, “survivable space” and relating them to the home ignition zone. The group agreed to have a small group work on a definition for “defensible space” and return the draft to the WUIWT by July 15. The group assigned included Joe Stam, Olin Phillips and John Cochran.

NASF Representation Status

Joan O’Hara Wehner reviewed discussion from a recent meeting of the NASF Fire Committee regarding NASF representation on the WUIWT. The Fire Committee plans to create a subcommittee led by a State Forester on the Fire Committee along with three representatives from among chiefs, managers and supervisors, as well as Joan herself as an organizational representative. The three representatives and Joan would attend the Working Team meetings. This subcommittee will be formed during a September meeting at which there is expected to be a change in leadership of the NASF Fire Committee. Until that time, Alan Dozier, Olin Phillips, Joe Stam and Joan will continue to be the points of contact, along with official representative Mike Carroll.

Amendments to Working Team Book

Pat Durland presented two amendments. The first is proposed new language under “Working Agreements”, in regard to project management/task groups. The language differentiates between a Project Management Team and a Task Group – the former is for ongoing projects and the latter has a definitive end date. Sam Scranton moved to accept the new language as presented. Olin Phillips seconded. The motion passed unanimously. Jim Smalley asked Pat to send it to him electronically so he could amend the book.

The second item addresses absent members and alternates in an attempt to deal with the issues of getting members to show up at meetings and to communicate information back to their respective agencies. It also covers voting rights and proxies. The proposed role of alternate members is to be solely information exchange. Sam Scranton moved to accept the new language as presented. Jack Cohen seconded the motion. The motion passed unanimously.

Strategy and Planning Discussion

Jim Shell asked the group to think more about how the WUIWT can better promote coordination with state agencies and prevention staff in delivering the Firewise message. There was a lot of discussion about the appropriate role of the WUIWT in reaching homeowners and other audiences. Some pointed out that while the WUIWT should be doing more to communicate and work with state foresters, there are many other avenues and cooperators to help deliver Firewise messages and activities. Jim Shell called for a focused strategic plan to be developed for the WUIWT, along with monitoring and measurement, and strengthening links with people in the field. There was discussion about the decision-making process used by the WUIWT and the involvement of state foresters. Some pointed out the difficulty in including state foresters because of their erratic attendance at WUIWT meetings and a lack of communication amongst their own leadership. It was agreed that the WUIWT should focus on how to deliver products to target audiences and constituencies in the most efficient way.

2004 Workplan Development

New Products

Jim Smalley presented the ideas for new products/projects to be included in the WUI Program Workplan for 2004.

1. **Operation Water** – The idea for updating the video and workbook was initially proposed at the September 2002 WUIWT meeting. The existing document is over 10 years old. Jim Smalley had sent out the existing video and workbook for WUIWT review. When it was discussed at the February 2003 meeting, the feeling was that it should be revised and updated. At the same time, Jack Cohen had proposed an idea for a new product dealing with the use of water for sprinklers, focusing on the most efficient use of water in a wildland/urban interface fire situation. This would expand the original focus of Operation Water to address the operational choices for efficient guidelines for use of water in WUI firefighting situations with multiple houses exposed to fire. The piece would tie in with the structural operations segment of the *Firefighter Safety* video series as well as a pending document on planning for alternative water supplies in rural setting (being done by USFA and the Insurance Services Office). This product would be for use by firefighters. If approved, the piece could be completed by December 2004 and distributed by spring 2005. The WUIWT agreed to include this in the workplan draft.
2. **World Forestry Center Exhibit** – The World Forestry Center in Portland, OR, submitted a proposal to the WUIWT for a permanent exhibit on wildfire. They have just opened a temporary exhibit, “Fire: A Force of Nature”. There was concern expressed over setting a precedent for many such site-specific proposals. Most felt this was not a priority for education because of the limited audience. It was suggested we could refer the proposal to the Fire Education Working Team.
3. **Education video proposal** – This proposal came from a group called Images in Motion. The WUIWT did not accept it.
4. **Three Forests Interpretive stage performance** – The proposal is for a fire history and ecology theater performance for 10 weeks at a total cost of \$50,000. The WUIWT felt this did not apply to the mission and did not accept it. The WUIWT agreed to forward the proposal to the Fire Education Working Team.
5. **Communities at Risk/Hazard Assessment Methodology** – Jim Smalley noted that the inventory of Wildland Fire Hazard and Risk Assessment guides are down to 1,400 copies, while two documents being developed by DOI and NASF will reference the document – meaning that it will be in greater demand. He asked if the WUIWT want to revise or reprint the document. Any update should help unite the DOI and NASF assessment pieces, as well as make it more useful to homeowners and others. Jim Smalley’s concern in doing reprints is cost, since the fold-out page in the current book makes reprinting more expensive than usual. It was generally agreed that the document should be updated, but WUIWT members were undecided on whether to go forward with a reprint yet. Jim Smalley will provide costs to reprint in different quantities.
6. **Firewise**
 - a. **Firewise Communities Website expansion** – The proposal is to expend additional funds beyond general maintenance of the site to create more of a showcase for community activity and models, provide more resources, contacts, solutions, and success stories. This proposal was submitted for 2003 but has now shifted to 2004.
 - b. **Online Learning Center/Firewise University** – The proposal is to develop an online curriculum that would bring the Firewise Communities Workshop into a virtual format and would add Firewise Landscaping and Firewise Construction/Retrofit elements, as well as live training opportunities for such items as GIS training and mapping. Jack Cohen asked about including the Firewise Communities/USA coordinator training (which will be complete as its own module at the end of 2003) to these offerings. Jim Smalley indicated it could easily be adapted to be used online.

- c. ***Protecting Your Home from Wildfire video update*** – Jack Cohen proposes this video be updated and improved, as the original was unscripted and created for the emergency period of the Bitterroot fires to communicate what people could do in 24 hours to protect their homes. Jim Smalley felt it could be improved by focusing on a specific audience and organizing it by teaching points. Jack indicated that to get it updated in the next year, he and any camera crews would need the formal ability to visit post-fire sites and get logistics worked out ahead of time with incident teams. Jim will get the WUIWT a better idea of the costs and timeline.
 - d. **Geographic Technical Support** – This was a discussion about the possibility of expanding some pilot tests with liaisons in different states to help move Firewise from concepts to action. While there was not a specific proposal put forward, WUIWT members discussed how the pilot test of a Firewise liaison has been working (in Hawaii) and how other states might get assistance if needed. Pat Durland noted the specific need to address the demand from many places for specific technical assistance (e.g., the constant requests that Jack Cohen present to various audiences). There was concern that the WUIWT be able to identify where specific skills were needed prior to placing or contracting with a liaison staff, and to ensure that the right skills are applied to the right places. Some felt this would be helpful for a limited period to get states started with the Firewise Communities/USA program. There was general agreement that more technical assistance is needed both for general organization around the country and for specific events needing support.
7. **Grassroots Outreach** – Ken Fields indicated that the grassroots outreach concept described in the Communications Plan is being proposed for 2004. This would be a research and development program of three to five months duration that would allow us to work with a few states on getting the Firewise message out. We would work with people with skills in communications, community organizing, local politics. This would be separate from but linked to a proposed communications plan. It is different than establishing geographic liaisons for technical support, since it is focused on communicating Firewise messages and generating interest and awareness. The WUIWT members are looking for more details than exist in the current proposal before making a decision about going forward. Some concerns include how acceptable this approach would be to states; how to reach tribal organizations; which states would serve as pilots. A revised proposal will be provided to WUIWT prior to the October meeting.

2003 Ongoing Projects/Continuation of Product Development

1. **2004 conference** – Jim Smalley noted that we have funds in the budget for 2003 to plan this conference to take place in 2004. As the program has developed, we targeted specific audiences – planners, builders, insurers, landscapers – and developed programs for them. We then brought the diverse groups together in the workshop series. Now the groups are asking for more training, education and networking opportunities. A conference setting could provide specific types of training, presentations on techniques, and solutions from communities. The basic idea is a 3-day conference with multiple tracks (5-10 concurrent sessions), with an estimated 500 people attending. The expected outcomes are to introduce new communities to Firewise and to build capacity among communities and advocate groups to reach goals in community organization, sustaining Firewise activity, finding funding and exchanging information. A task group would be needed to work out many more details. The goal is for a late October or early November event. The initial names for the task group include Pat Durland, Jim Shell, Cheryl Blake, Judith Leraas Cook, Michele Steinberg and Joan O’Hara Wehner.
2. **Reprint/Distribution Budget** – There was some discussion of concern about costs and demand for publications now that they are available on the Firewise website. WUIWT members were undecided on issues of whether to charge for publications and/or postage (currently the program pays for both, other than rush ordering). Dave Halstead asked that the staff provide more information on demands and costs in the fall and to make a specific proposal.

3. **Community Support** - Jim Smalley said that some of these costs are reflected in the current budget. Most of the funding covers travel and payroll/consultant fees for technical people including Mike Price, Ron Montague and Judith Leraas Cook, as well as costs to cover the Firewise Communities/USA technical support and travel and costs for speakers such as Sally Butler, other spokespeople or trainers. This allows the program opportunities for flexibility in training and assisting communities.
4. **Wildfire News & Notes** – This ongoing project consists of a newsletter 4 times annually – two are internet-only issues, two are print and electronic.
5. **Firewise website** – This is an ongoing project - costs pay for server time, resource library.
6. **Fleishman-Hillard contract** – the expectation is that Fleishman-Hillard will continue to contract for the program to complete and help implement a communications plan and extend staff services by developing and distributing press releases, writing articles, conducting media outreach and monitoring news stories.
7. **Performance Measures** -- Jim Smalley noted that we have funds set aside for conducting some kind of performance measures this year, but we want to wait for the results of the Firewise Workshop Evaluation being conducted by APA (due late July). WUIWT needs more details and costs to make a decision in October.
8. **Preventing WUI Disasters** – This is a currently funded project for 2003 that needs a task group for implementation. Recommended task group members include: Jack Cohen, Joe Stam, Brian Johnson and John Cochran. The essence of the task is to institutionalize better operational and tactical approaches to multiple-exposure wildland/urban interface fires. Part of the task will be to adapt the Firewise Communities Workshop exercises for use with fire officers. The first workshop could be folded into the planned 2004 conference.
9. **Firewise Challenge Exhibits** – These were discussed in detail at the last WUIWT meeting. A task group is needed.
10. **Kiosks** – Five of the seven planned kiosks have been created and placed in strategic locations, including the USDA Forest Service office in Washington, DC; the World Forestry Center in Portland, Oregon, the Walter Anderson Nursery in Poway, California; the Home Depot in Missoula, Montana; and the Lowe's in Ormond Beach, Florida. Two more are to be placed at the Museum of Science and Industry in Tampa, Florida, and at an Ace Hardware in a location to be determined.
11. **Roles and Responsibilities for Small Community Fire Departments** – This task is an update of the “Cooperative Approach” document and video. A task group needs to be formed. Dave Halstead suggested at least a state forester and a structural person.
12. **National Arbor Day Foundation Building WITH Trees** – The sponsorship of this program continues through June 2004. Several seminars are planned for spring 2004 and Firewise is prominent on the program tracks for the annual conference in fall 2003.
13. **Firewise Communities Planning Textbook** – Staff is moving forward on this task, beginning with discussions with Jim Schwab of the American Planning Association.
14. **Perspectives book** – Staff is currently developing a list of stakeholders to interview. The book's format is to be determined.
15. **Statistics project** – The cost of this project was reduced to \$75,000. Staff is waiting for the Insurance Services Office to scope the format of the project, which will be a revision of the previous publication on wildland/urban interface fire loss statistics.
16. **Plant lists** – This is currently being coordinated. Dave Halstead suggested we provide photos of homes that have done landscaping with appropriate plants.
17. **Reprints** – We recently reprinted an article (“Wildfire Awareness”) from *Science Scope*, a publication of the National Science Teachers Association.
18. **Firewise Distance Learning project** – The cost of this project has been reduced to \$37,000. Joe Stam has recommended basing this on activity Alaska has done. WUIWT members suggested looking at the Project Learning Tree model.
19. **Messages for Youth** – This was completed via the Natural Inquirer at the beginning of the year.

20. **Firewise Communities/USA** – The last training for state forestry staff will take place in the fall. The cost for recognition materials was reduced to \$71,000. The Firewise Communities/USA task group will begin developing an introductory video for volunteer fire departments about the program.
21. **One-day Firewise Communities Workshop refreshers** – The cost of this task is reduced to \$50,000. This will be held for facilitator trainings as requested in states.
22. **Firewise Communities Workshops** – Twenty-seven national workshops have been completed from 1999 to date; 6 remain in the series.
23. **Geospatial Center** – It was decided not to proceed with this task.
24. **Spanish translation** – Staff are currently working on translation of publications on landscape maintenance and the Firefighter Safety video series.

Other New Business/Discussion/Decisions

Joan O’Hara Wehner asked on behalf of the State Foresters that the program not provide the Firewise Communities/USA training session participants with the briefcase bags due to concerns about costs. She also said that Jim Hull has requested that no plaques go to state foresters for participating in the program, but one plaque to NASF would be acceptable.

Jim Smalley asked that the WUIWT members pay attention to the e-newsletters that Ken Tremblay sends out every six weeks, as they provide detailed project updates.

Pat Durland asked about how to deal with requests for speakers/presenters/exhibitors at various meetings (current concern is the Compact meeting, Sept 15-17, 2003). Jim Smalley asked that we get all requests for such assistance in writing.

Jim Shell reiterated the need for the WUIWT to develop a strategy that looks into the future and develops new partners. Dave Halstead recommended we budget a strategic planning session with a professional facilitator for 2004. John Cochran felt we needed to look not only at strategy but also the scope of work – he sees a need for more research and statistical information.

The group discussed the participation and representation on the WUIWT. Pat Durland asked Joan O’Hara Wehner to let the NASF Fire Committee know that we support continuity of state representation, particularly in recognition of Joe Stam’s contributions. Dave Halstead asked the group what we should do about the lack of participation by the National Association of State Fire Marshals. John Cochran indicated he had contacted their representatives and has gotten no resolution. Dave Halstead will write to NASFM administration to ask if they still want to participate.

Jim Smalley noted that staff is planning to redo the image inside the “Firewise Around Your Home” brochure to show slope, based on reaction from Rocky Mountain states. Staff will do a few regional versions of this artwork and make it available to anyone who wants it. Similarly, the set of Firewise landscaping/construction posters are now available in print, and staff will make a template available with spaces for local photos. Cheryl Blake will send WUIWT members each a set of posters.

Next Working Team Meeting

The next WUIWT meeting will be October 21-23, 2003 in Lexington, Kentucky, in conjunction with the Fire Education Working Team meeting. We will plan to meet on October 21 for a full day; on October 22 with the Fire Education WT; and on October 23 for a half-day to finish WUIWT business. Sam Scranton will be coordinating with the Fire Education WT. Olin Phillips suggested that if we have new members joining us, we should plan a half-day briefing prior to the meeting.

Agenda items include: Position papers (environmental issues; vinyl siding); Spokesperson training for Fire Prevention Team staff; New information on interactive DVD ideas; Review of costs for materials distribution.

Tentative date/location for the first 2004 meeting is February 10-12 in Tucson, Arizona.

Budget Estimates – Draft 2004 Workplan – National WUI Fire Program

(Note: budget year runs January 1 – December 31)

NEW/PROPOSED

1. Operation Water – update of video and guidebook for WUI - \$125,000 (production and duplication of 8,000 to 10,000 copies)
 2. World Forestry Center exhibit – no
 3. Education video (Images in Motion) – no
 4. Three Forests Interpretive stage performance(s) - no
 5. Revision of Wildfire Hazard Assessment Methodology booklet – yes (pending costs TBD)
 6. Firewise Website
 - a. Firewise Communities Website expansion - \$29,500
 - b. Firewise University - \$43,500
 7. Updating “Preventing Your Home from Wildfire” video – cost TBD (estimate for production only \$75,000)
 8. Firewise Geographic Technical Assistance (regional/temporary/research-related) - \$60,000
 9. Grassroots outreach – F-H proposal - \$120,000
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ONGOING

10. 2004 Conference – \$125,000
11. Reprint/Distribution Budget – \$300,000
12. Community Support – \$400,000
13. Wildfire News & Notes -\$40,000
14. Firewise Website - \$160,000
15. Fleishman-Hillard -- Communication Services - \$300,000
16. Performance Measures - \$100,000
17. Strategic Plan - TBD