

**MINUTES FROM THE  
NWCG WILDLAND URBAN INTERFACE WORKING TEAM MEETING**  
Lexington, Kentucky  
October 21-23, 2003

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**MINUTES FROM THE  
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Lexington, Kentucky  
October 21-23, 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  
*Virginia Desautels* (Federal Emergency Management Agency)  
*Alan Dozier* (National Association of State Foresters – Southern Area)

*Brian Johnson* (International Association of Fire Chiefs)  
*S. Olin Phillips* (National Association of State Foresters – Eastern Area)  
*Jim Shell* (USDA Forest Service)  
*Jim Smalley* (National Fire Protection Association)

**Guests:**

*Cheryl Blake* – Firewise Communities Program, NFPA  
*Leslie Chapman-Henderson* – Federal Alliance for Safe Homes (FLASH)  
*Judith Leraas Cook* – Firewise Communities program, Leraas Cook & Associates  
*Pat Durland* (US DOI/Bureau of Land Management)  
*Ken Fields* - Fleishman-Hillard, Inc.

*Sarah Gracey* – Kentucky Div. of Forestry, Urban Forestry Coordinator  
*Kelly Hawk* – Bureau of Land Management/National Interagency Fire Center  
*Leah MacSwords* – State Forester, Kentucky Division of Forestry  
*Amy Schneider* - Fleishman-Hillard, Inc.  
*Jennifer Turner* – Kentucky Division of Forestry, Firewise Coordinator  
*Joan O’Hara Wehner* - National Association of State Foresters

**Facilitator:**

*Barbara Kennedy* -- USDA Forest Service

**Recorder:**

*Michele Steinberg* - National Fire Protection Association

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**Opening**

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

Kentucky State Forester Leah MacSwords welcomed the Working Team and presented information about the state’s wildfire issues. Of the approximately 24 million acres in Kentucky, half is forest land. State forestry deals with roughly 2,000 fires annually, 90% of which are human caused – approximately 50-55% are arson. The state held a summit on arson last year to try to get community groups formed to tackle the problem. The state loses about \$6.7 million in forest resources each year (dollar loss does not include habitat, water quality or erosion losses). The cost to the state for fire protection resources is a minimum of \$2 million annually. The worst fire year in the last decade was 2001, with over 2,000 fires burning over 78,000 acres. While the state does not experience large acreage fires, they do lose homes and buildings to fire in the interface. Ms. MacSwords identified land use conversions from forest to urban uses as a significant factor in recent losses.

The state has been working on Firewise programs. Over the last six months, the eastern counties of the states have been targeted with workshops. State forestry staff have come to recognize that Firewise can help them deal with wildland/urban interface fire issues.

### **Review of past meeting minutes**

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

### **Update – Old Business**

#### **NASF Membership Status**

Colorado State Forester Jim Hubbard joined the meeting via conference call to provide an update on NASF's participation in the Working Team. He is the Chair of the NASF Fire Committee, replacing Texas State Forester Jim Hull. NASF's representation to NWCG has also changed. Florida State Forester Mike Long will take over as the Eastern Region representative for NWCG. Mr. Hubbard stated that NASF is committed to having representation on the WUI Working Team, as the wildland/urban interface fire issue is a priority for many states. Olin Phillips, Alan Dozier, and Joe Stam are the official representatives from NASF on the WUI Working Team.

Mr. Hubbard also discussed several issues currently before the NASF Fire Committee:

- equivalency of training and qualifications among federal, state and local fire responders.
- cost of large fires driven by the presence of homes in wildland areas (a major topic of a recent meeting of the Wildland Fire Leadership Council (WFLC) in Arizona).
- WFLC is also looking at whether the "LandFire" model will be a good investment to help foresters strategically place treatment in the landscape.
- NASF's continuing work with on National Fire Plan priorities is important to protecting communities and watersheds.

Despite budget cuts in states, the wildland/urban interface remains a priority. Firewise is equally important in getting the word out on personal responsibility. Social research is also very important. Dave Halstead thanked Jim Hubbard and offered to have the Working Team report to NASF's Fire Committee if desired. Jim agreed it would be good to schedule Dave Halstead to report at the next fire committee meeting.

#### **Strategic Plan for the WUI Working Team**

At the June meeting, the Working Team discussed the need for a strategic plan for the overall program. NFPA staff reviewed options for assistance with this task and solicited proposals. Michele Steinberg presented a proposal from ECONorthwest, an economic, finance and planning consulting firm with experience in strategic planning. The Working Team agreed unanimously to have NFPA contract with ECONorthwest as soon as possible to begin the process. They further agreed to participate in two strategic planning workshops as proposed, the first on February 11 in Tucson, Arizona (prior to the Working Team meeting) and the second on March 23-24 (starting and ending at mid-day) with a suggested location of Las Vegas or Denver.

Brian Johnson indicated that some time should be built into or ahead of the next Working Team meeting to brief new members who are filling current vacancies (DOI and USFA). The Working Team also agreed to spend some time on a conference call or web-assisted meeting in late January to cover normal business items in order to streamline the next meeting.

## **2003 Additions to Workplan**

Jim Smalley reviewed the following proposed additions to the 2003 Workplan based on funding modifications occurring late in the fiscal year:

- Social Research
- Conversion of Workshop Data
- Creation of Mapping Display
- Communications Plan for NWCG Fire Education Working Team

Jim reviewed the sources of funding and the proposed items. The US Fire Administration has traditionally contributed \$75,000 to the overall program, but the funds were received very late this year. He proposed that the funds be used for two tasks: conversion of the Firewise workshop “Falls County” data to ArcReader, a format that can be used on the web; and the creation of a mapping display for use in demonstrating how communities are using technology to improve fire planning and Firewise activities.

The next source of funding is approximately \$400,000 that the US DOI needed to obligate at year-end. The requirement is that the projects on which the funds are spent be obligated during the 2003 calendar year. Jim Shell explained that this funding is going through the same cooperative agreement that the USDA Forest Service has with NFPA, and that because of the urgency to obligate funds there had not been time for discussion about how the funds should be spent. The Social Research item proposed above is a general idea based on the kind of things that have been discussed as possibilities under the 2004 work plan. There has been no definitive action on this topic yet. Participants noted it would be important to review ideas with the NWCG’s Social Science Task Group and with other research groups. The WT members indicated a need for more information about deliverables from this task.

The other activity proposed under the additional DOI funds is a Communications Plan for the NWCG Wildland Fire Education Working Team (WFEWT). This would help clarify and coordinate messages between this team and the WUI Working Team. The project is proposed at a funding level of \$80,000. It would essentially be a pass-through of funds so that the WFEWT can access help from Fleishman-Hillard and coordinate their planning. The remainder of the new funding for 2003 would be used as the DOI’s annual contribution to the 2004 work plan.

## **Update on Firewise Communities/USA Recognition Program**

Judith Leraas Cook provided information on activity in this program. The state of Arkansas has created 30 Firewise boards and expects to have many formal recognition sites underway into 2004. Judith participated in Florida’s second annual statewide meeting covering the program and expects to see two more new applications from Florida. Alabama is preparing to submit its first community (English Trace in the City of Clay). Alabama does not have a formal Point of Contact at the state level but state forestry and federal agencies are working with local contact Joe Lynch. More new communities are expected from New Mexico, South Dakota, and Washington. Renewals are also expected to come in during this quarter.

Judith reviewed the chronology of the program. As of October 2003, program staff in cooperation with WUIWT members completed five training sessions around the country, and 16 communities have achieved recognition status. Judith acknowledged and thanked WUIWT members who assisted in the training and during the test period of the program. In the five training sessions, we reached 168 students from 42 states. The training goals were to provide a thorough understanding of home/community vulnerability and to familiarize students with the FWC/USA recognition process. As of October, there were formal state liaisons in 25 states. The low number is partly due to the need to follow up with representatives of the 7 new states that were trained at the Toms River, NJ, session in early October. To date, there have been over 100 community requests for assistance with the program.

The next steps are to work with state liaisons to learn what they need and how we can be more effective. Staff will provide regular communication and technical support, as well as encourage the efforts of recognized communities. Program opportunities include providing needed assistance concerning eliciting community participation and addressing common issues such as how to get rid of green waste. Staff also want to build bridges to new audiences, including tribal nations, emergency managers and others.

Team members discussed tribal nations' involvement in the training. There was representation at several training sessions from tribal members from New Mexico and Minnesota (Fond du Lac). One current issue is the request to make the entire Fond du Lac reservation a recognized community. Judith plans to make a site visit with them next week. Sam Scranton pointed out that in some locations, the tribe builds all homes and will thus operate as a single entity. Olin Phillips noted that Fond du Lac is geographically distinct and shouldn't be divided up. Team members noted that BIA sent some of its staff as well as tribal members to training sessions. Another issue may be the comfort level of tribes working via state liaisons in some locations.

A current concern is what the process should be for communities in states that have not appointed an official liaison. Joan Wehner recommended contacting the state forester in this case. Olin Phillips and Alan Dozier recommended that NASF be alerted if there is no state liaison so that we can pursue a partner agency to serve as liaison. The concern is that communities in states without liaisons are not receiving assistance in the assessment phase of the program. The Team agreed to revisit the issue in February, as it is expected that many more states will appoint liaisons by that time.

Alan Dozier indicated that he would like to see the Team partner with staffs of national refuges and national forests on the FWC/USA program. He feels they don't know very much about Firewise or FWC/USA and asked how we can make inroads there. Jim Shell noted that within the USDA Forest Service, Dan Bailey and Nancy Porter are working on a schedule to visit each region's national forests to present information about Firewise. Joan Wehner asked that after the first of the year, a letter be sent to State Foresters to inform them about these Forest Service presentations.

#### **Update on 2003 Communications Plan**

Amy Schneider and Ken Fields with Fleishman-Hillard, Inc., described the year's activities, which focused on message development and testing, including a series of homeowner focus groups. Materials were developed including a Firewise fact sheet, several news releases on new products, a newspaper insert, and a FWC/USA media toolkit. F-H also reviewed other materials to ensure consistency of messaging. They identified appropriate media and agency contacts.

Key learnings in 2003 validated that consistent, controlled and understandable messaging should continue to be a core strategy for Firewise. F-H recommends that branded materials and programs directed by national offices involved in the WUIWT should take into consideration the key messages approved by the WUIWT. It is critical that consistency continue – this is why the Working Team's Communication Task Group was formed.

Brian Johnson asked about the "Firewise in 5 Minutes" notebook that was sent out and whether it was developed by the WUIWT. It was developed through separate funding from NASF in cooperation with the USDA Forest Service and the National Volunteer Fire Council and was created by the Ad Council. Amy Schneider noted that F-H did work on it to make sure its message was consistent with the WUIWT Communications Plan. The document is available for download via the Firewise Resource Library section of the website and from NASF.

More key learnings included that agency Public Information Officers and education staff should be a key audience. F-H is working on a process for communicating with PIOs and public education staff to serve

as a resource for Firewise tips and information. In addition, F-H learned that homeowners would respond well to peer-to-peer communication in their communities. Homeowners are most interested in Firewise messages during or immediately following a wildfire event.

Dave Halstead asked if that means that we will develop a rapid response plan for areas with fires. Amy noted that a challenge to doing this is that PIOs have their own media contacts and plans. Another challenge is that the media tend not to be receptive to mitigation message while a fire is happening. Jim Shell stated that there are opportunities within agencies when there are national/regional education or communication workshops. These individuals need to stay in the communication loop. Training opportunities are available for fire prevention teams yearly, as well as for FEMA staff and other responders.

### **Firewise Kiosks**

Olin asked whether an existing kiosk could be placed in the Northeast. Jim Smalley said he thinks there is one available. The feedback from them has been positive. Dave asked where Olin had in mind to place it. Olin said the Minnesota State Fair facility could house a kiosk but it should also be used elsewhere in the Northeast. He would like to borrow one to use at the state fair. Jim Smalley said there is a two-piece portable one with a kiosk stand available.

### **Keeper of the Flame**

Dave asked for a status report on this film. Jim Smalley reported that the changes specified during the WT meeting in February have been made. The length of the film has been reduced from 90 to 59 minutes. He offered to create duplicates for team members to review. Boston area PBS station WGBH has been contacted and has indicated there are other problems with the film that haven't been resolved. Dan Bailey is working with Dick Guttman to talk with Discovery Channel and HGTV. It is not clear whether the film would meet the technical standards of Discovery or the primary theme (home and garden) of HGTV. The issue for PBS is that they would want to own the rights to the film, while the WUIWT would want to assert its right to keep it in the public domain.

Jim Smalley sees a possible option via the Executive Committee of the Wildland Fire Management Section of NFPA. They have been interested in doing a project with FETN, which is a subscription service with fire stations around the country. To provide the film to FETN would mean no additional cost, the station is non-commercial, and it would get the information out to fire stations. Another idea is to use CSPAN, which has 28 million viewers weekly. In talking with CSPAN, they would want to have something "newsy" to introduce it, such as a press conference with the Secretaries (of Agriculture and Interior). A third option, that could be done alone or in conjunction with either of the other options, is to put the master tape in the Firewise Resource Library and/or the publications catalog. Dan Bailey had indicated there should be a decision from Discovery or HGTV in October.

The group discussed the options and asked whether there was more opportunity to make changes. Jim Smalley indicated we have a master tape. Others stated they did not want to spend more money on the project. Ginny felt that the CSPAN interest in adding a press conference with the agency Secretaries would be problematic. Barbara agreed. Ken suggested the film is probably most useful for a science teacher audience but noted that the group did not seem to want to use it in that way. The group agreed to wait to hear from Jim Smalley about the outcome with the two networks before making a decision on what to do with the film. They also asked to each be given a copy to review.

### **Performance Measures**

There is money set aside in the 2003 budget for performance measures without a specific plan of how to spend it. Recent efforts to measure success and performance have included the APA survey for evaluation of actions taken after the Firewise workshops, and the Fleishman-Hillard homeowner focus groups.

Discussion ranged from using it to track FWC/USA communities to reviewing activities and measuring success of Communities at Risk, quantifying how many communities are taking Firewise actions, how many are implementing plans. The group felt it would be important to work out the needs for performance measurement through strategic planning. Pat suggested that performance measures tie in with the national ten-year comprehensive strategy. Michele noted that in June the group had discussed repeating the APA email survey of workshop participants to include participants from the latter half of 2002 and from 2003. The group agreed this would be important to complete.

The group discussed at length how to determine what elements should be measured and evaluated and how to incorporate that into the strategic plan. The group needs to review the WUI measures under the ten-year comprehensive strategy as well as any specific agency performance measures related to the WUI prior to the February strategic planning session. Jim Smalley felt the measurements should relate to how behavior has changed and how risk has been reviewed.

## **New Business**

### **2004 Communications Plan**

Amy Schneider and Ken Fields reviewed the proposed 2004 objectives with the Working Team. They noted that these are virtually the same as for 2003, with similar strategies but some shift of focus for different audiences. The work in 2004 will build on the groundwork laid this year and will expand Firewise outreach to broaden awareness and action.

The 2004 plan incorporates some decisions the WT made about messages, including titles and names such as “Firewise Communities program”. The issue of “wildfire” vs. “wildland fire” was resolved for use with consumers (wildfire is the word for consumers).

For 2004, it is proposed to reach out to agency Public Affairs and Public Information Officers as well as public education staff. F-H will identify contacts and assess needs; develop a Firewise Communications Guide; initiate regular communication; and participate in regional conferences. Jim Shell asked whether any of this could be incorporated into the NWCG Fire Information Officer training course. Sam Scranton suggested a guide could become a packet or tool for use in this course. Other items for 2004 include:

- Mobilize new and existing advocates in fire service – workshop participants, stakeholder groups, agency fire staff.
- Initiate regular communication with fire service and general public via news releases; Wildfire News & Notes; supplemental mailings with Firewise tips; success stories on website; local spokespersons; bylined articles; letters to local officials, etc.
- Engage home-related industry professionals; initiate regular communication; participate in industry meetings; get information into industry newsletters.

Jim Shell questioned the need to reach out to these other audiences, stating that we need to explain this at a national level, of how WUIWT goals fit with what these groups are doing and why the WUIWT messages are relevant to other audiences. He stated that the national group of PIOs is going to need to know who the WUIWT is, and who F-H is. Dave Halstead added that the WUIWT needs help in reaching State Hazard Mitigation Officers and educating them about wildfire mitigation. Ginny Desautels noted that this effort started with an all-hazards workshop in June to help FEMA regional staff start talking to their counterparts.

Additional proposed actions include reaching out to government officials via targeted organizations (National Governors Association, US Conference of Mayors, NACO, League of Cities, Association of County Commissioners, etc.). Activities would include distributing annual Firewise Communities update letter; encouraging use of Firewise information in constituent newsletters and websites; copying officials

on congratulatory letters to new FWC/USA communities. Judith noted this approach would be of interest based on experience in Wedgefield (FWC/USA community in Orange County, Florida). A local mailer from the community's U.S. representative had cited the FWC/USA in his district as one of his efforts. Brian Johnson asked what the group thought about yearly briefings to Congressional staff, using the Congressional Fire Services Institute staff briefing as a venue. Pat Durland noted that the program has a faithful supporter in Idaho congressman Mike Simpson, who has done local Firewise PSAs. Brian noted that May 5 is the date of the annual CFSI dinner.

Joan Wehner asked whether, when communities are recognized under FWC/USA, if there has been any indication that members of Congress wanted to be part of the ceremony. Judith indicated that it is currently at the discretion of the state, but the outreach package we have developed could show communities how to contact their congressmen. Brian added that with Fire Act grant money, representatives and senators have wanted to deliver the check to communities.

Dave Halstead stated that Congress does not seem to be aware that there is a group working together on wildland/urban interface fire issues. Better communication with Congress could help dispel what NAPA is telling them. Olin agreed, saying the message to Congress should include the overall activities of the team, not just Firewise. Barbara Kennedy noted that this kind of communication would fit well into strategic planning.

The 2004 communications plan also covers outreach to trade and news media. Some of the proposed tactics include the planned National Firewise Conference; a Satellite Media Tour (national spokesperson will be interviewed by local TV stations via satellite; the focus is on actions homeowners can take, FWC/USA); national media outreach; trade media, agency newsletters. Additional activities include general support for FWC/USA; news you can use, tip sheets, NAPS releases; News Monitor; and a Firewise Homeowner Publicity Survey. This last item would quantify the lack of awareness/action on the part of the public and establish the need for news media to communicate Firewise messages.

Alan Dozier asked about the budget for the 2004 Communications Plan. Ken Fields explained that the bulk of the budget is flat funding to continue the basics from 2003, with additional line items for the Community Organizer proposal, the Homeowner Survey and the Satellite Tour.

Brian Johnson expressed concern about the upcoming National Academy of Public Administration (NAPA) report on wildfire mitigation measures and recommendations to Congress. He asked if the Team could strategize about how to get our message out to Congress and inform them of our work. Dave Halstead asked if the group wanted to respond. The report is due out in early 2004, and while many feel we should respond, some agencies have to be careful politically. Jim Shell felt the group needs help telling its own story. Joan Wehner indicated that NASF was concerned about NAPA's activities, as they did not hold workshops in the Northeast. Dave Halstead asked Ginny Desautels to get the report to the WT members when it comes out, so we can develop a consistent response. Michele Steinberg will send F-H the letters we have already sent to NAPA.

#### *Targeted Grassroots Outreach*

The concept of this proposal is that a local community organizer will conduct targeted communication with local audiences during relevant moments. The Community Organizer or CO would work closely with the Firewise state liaison and other wildland fire staff to complement local efforts. They would encourage mitigation and community planning and help drive participation in the Firewise Communities/USA recognition program. Amy gave the example of Sam Corsino, a local organizer in Prescott, Arizona. The proposed 2004 pilot could focus on three states. Proposed deliverables for each state include: 30 presentations to homeowner groups; participation in 3-5 high profile events; meet with 75 home-related industry professionals; brief 15 local safety officials; provide support and direction for

FWC/USA applicants; gather testimonials; assist with local media outreach. These activities would require some participation from other technical program staff.

Jim Shell asked who the COs would work for. Ken Fields proposed the model F-H has used in which clients use F-H as the manager, but in this case, COs could be managed by the NFPA staff. Dave Halstead stated that individuals with experience would be important. Jim Shell stated that this strategy is uncomfortable as others are already doing this activity. He felt the effort should not come from the national level. Alan Dozier stated that state agencies should be involved, but homeowners provide a better impression. Judith Leraas Cook concurred that a homeowner-to-homeowner communication is important for the FWC/USA program.

Jim Shell expressed concern about how the three pilot states would be chosen and how to explain why some states will not get this resource, as well as concern about the states who are chosen avoiding their responsibility to conduct similar activities. Alan suggested presenting this proposal as a test and choose one state in each of the three (NASF) regions, then use the results as a template. Olin Phillips added that this issue is a sore point with state foresters based upon the Hawaii example, as states have clear direction from NASF to be doing the same kind of activity through state forestry agencies under the National Fire Plan. Joan Wehner added that state foresters agree not to support earmarked funding out of Congress and that the Hawaii position has the appearance of an earmark. She stated that NASF's Fire Committee understands that the Hawaii position is a test, but that it has to stop. Dave Halstead explained that the funds for this activity are not "off the top" and that it is part of a shared cooperative agreement into which all the agencies are paying. Olin disagreed, stating that state foresters could refuse to contribute to the program. He expressed frustration as an NASF member that in his state, he has pursued National Fire Plan funding to establish four full-time positions for Firewise activity, yet the CO proposal appears to "give" selected states these resources.

Alan Dozier suggested creating a set of criteria and letting states compete for the resource. Team members discussed pros and cons, including concerns about local control, whether state priorities match the concepts in the proposal, and the value of a beta test. Barbara Kennedy asked for consensus for a solution beyond the general agreement about the concept. The issue is delivery of the resources to pre-designated states. Olin concurred with the idea of a grant proposal and package that could be chosen by states wishing to compete, but did not like the idea of paid staff (suggested volunteer). Judith noted that we could ask a volunteer to do a certain number of meetings with good will, but we need to some way control it and reimburse them for their time. Amy added that if we were to go with a competition among states, we would want to test it in three markets.

The proposed budget for the activity was \$120,000, with most of the funds split among three states and some used for administration and oversight. Jim Shell felt that a competitive program could work if it were very well described and if it clearly showed how F-H fits in. Such a program would need to be granted to states directly from USDA Forest Service (this would take money away from body of the cooperative agreement with NFPA). Amy added that once this project ends and F-H has information about the outcomes and key learnings, the Team could make recommendations for how a state could do it on their own. Alan agreed this would be a good opportunity for future National Fire Plan funding.

The Team agreed to maintain the general concept of the proposal, but the delivery and funding mechanism will change. Ken Fields said F-H would work with staff to write up the proposal in a way that will let states compete for grants in a beta test.

### **Federal Alliance for Safe Homes (FLASH) Presentation**

Leslie Chapman-Henderson, the executive director of FLASH, provided a presentation on the organization's activities in disaster mitigation including wildfire, with the purpose of informing the

Working Team about how FLASH might help get the Firewise message to consumers. The organization was formed initially as insurance industry initiative looking at the building/construction cycle in Florida and where disaster mitigation could be achieved. The goal is to help equip the marketplace to respond to consumer demand for safer homes. Leslie noted the distinction between home safety and a comparable industry push for highway safety, saying that in home safety, there needs to be significant assistance and involvement from experts in a variety of disciplines. As FLASH worked on the home safety issue, best practices evolved and a feedback loop was designed to improve programs. FLASH was urged to offer tools to other states. Leslie reviewed the organization's mission – to reduce the impacts of natural and manmade disasters on every individual - and core values – innovation, integrity and collaboration -- and showed some of the consumer products the group has developed, including “FLASH cards” on disaster safety. The group's funding is split 50/50 between private and public sources, including insurers. The organization does not focus on legal or regulatory issues. It emphasizes direct communication to homeowners and recognizes that behavior change is a cycle that requires the use of drivers or incentives. An all-hazards approach is key, but consumers do not want to hear all of it at once, so FLASH times messages seasonally.

FLASH was recently involved in mitigation training for Florida Community Emergency Response Teams (CERTs) in which an arborist showed how to reduce vegetative and other material around the home to minimize the impacts of wind-borne debris and wildfire. FLASH is planning to segment its website for different regions. Currently there are two websites – one for consumers ([www.flash.org](http://www.flash.org)), the other for home builders and design professionals ([www.blueprintforsafety.org](http://www.blueprintforsafety.org)). Blueprint for Safety was developed to help teach builders, contractors, architects and inspectors. There will be a Blueprint for Safety training session in Texas on November 2. FLASH is seeking help with training builders on the wildfire elements of safe home design.

Dave Halstead asked the group to consider including FLASH as a stakeholder, to have FLASH link on the Firewise website, and to have Fleishman-Hillard discuss more with Leslie how FLASH can help get the Firewise message to consumers. He also suggested that at the next training that FLASH partner directly with the state foresters in the area. Joan Wehner asked if Leslie would present to the NASF Fire Committee. There was a motion to include FLASH as a stakeholder, which was seconded. Discussion ensued regarding the level of partnership. Dave felt the WUIWT should be a partner with FLASH but that a separate discussion would be needed with NFPA to secure that partnership specifically. Leslie noted that the FLASH board meets twice a year and that details could be worked out at the next meeting. The motion was amended to include FLASH as a stakeholder and to have WUIWT become a partner of FLASH. The amended motion was seconded and approved unanimously.

### **Joint Meeting with the NWCG Wildfire Education Working Team**

Participants included: (from WUI Working Team: Barbara Kennedy, Michele Steinberg, Jim Smalley, Cheryl Blake; Ginny Desautels; Dave Halstead; Amy Schneider; Ken Fields; Alan Dozier; Jim Shell; Sam Scranton; Kelly Hawk; Joan O'Hara Wehner; Pat Durland; Brian Johnson; Olin Phillips; from WFE Working Team: Rick Gibson (Oregon State Forestry); Robin Hanford (The Nature Conservancy), Roberta D'Amico (National Park Service/NIFC); Bernie Anderson (Fire Mgmt Chief, Kentucky DOF); Maureen Brooks (Maryland Forest Service and Chair of the WFE Working Team); Jeannette Hartog (UT state BLM); Sarah Gracey (Urban Forestry KY); Lew Southard (USFS); Wilma Strohmeyer (Interwest Associates – facilitator for WFE Working Team); Punky McClelland (National Fire Prevention Teams Coordinator); Dennis Dupuis (BIA); Ed Brunson, (The Nature Conservancy); Sue Vap (NWCG liaison)).

Maureen Brooks thanked the WUIWT for taking time for a joint meeting. The WFEWT makes a practice to meet with NWCG and other teams. Dave Halstead pointed out that the WUIWT has some non-wildland fire folks, including representation from IAFC, NEMA, FEMA, USFA, NASFM. The Team is

trying to look at the interface issue a little differently and try different approaches with different partners. While Firewise is a major focus, Team activities also cover firefighter safety and other issues.

Maureen presented a Powerpoint on the WFE Working Team including its history (chartered by NWCG since 1976; rechartered in 1992 as the Prevention Education and Communications Working Team; in 1997, became the Wildland Fire Education Working Team). Maureen passed out a printed history of the team's projects and meetings that covered team membership and products. Membership consists of representatives from each of the DOI agencies; a new member from Fish & Wildlife (Karen Gleason); USFS; three reps from states; and two members from The Nature Conservancy. USFA has an open invitation to provide member to group and are kept informed of activities. The team has discussed adding a fourth state member to represent the Southwest, but will hold off for budget for a couple more years.

The team's products include a lot of educational items, for example the *Communicator's Guide to Wildland Fire* and a recent *Weekly Reader* insert that was published in November 2002 and distributed to 791,000 fourth graders and their teachers at a cost of \$85,000. In general, the WFEWT has had a challenge with contracting issues and getting products done. They were able to complete the *Weekly Reader* project by working with the National WUI Program.. The newest product will soon be out, a brochure titled "Wildland Fire in the United States".

The team uses NWCG's Publications Management System for product distribution. This system is intended for training materials for the internal agency audience. However, WFEWT products are for a wider audience – the WT had to look for other opportunities. Symbols.gov has been very helpful, as has the NWCG web page. One of the products there is the Electronic Bibliography, which includes hundreds of internet links organized by topic area.

Maureen reviewed the team's mission and goals, and described the WFWET Strategic Plan, which is organized as follows:

1. Goal 1 – The team has all the resources it needs to function in an effective manner.
  - a. Meeting Structure
  - b. Team Handbook – created 2 subtask groups on team
  - c. Identifying Partners
2. Goal 2 – The public is aware of the role of fire in ecosystems
  - a. Internal and external audience
  - b. Task Group formed
  - c. NFPA assistance in fund transfer
  - d. Messaging plan – Fleishman-Hillard agreement
  - e. Revision of Communicators Guide
3. Goal 3 – The National Fire Prevention and Education Teams are fully integrated in the fire organization
  - a. Three year strategic plan being implemented
  - b. Contract coordinator hired
4. Goal 4 – Team products and services are timely, effective and used
  - a. Two new products at the cache
  - b. Revision of Communicators Guide
  - c. Prevention training needs assessment
5. Goal 5 – Develop and implement a comprehensive system to measure the effectiveness of our mission accomplishment
  - a. Evaluative tool to be developed with all new products

Jim Smalley presented basic information on the WUIWT program history (started in 1985 in recognition that fire in the interface is not just a western states problem; NFPA and USFS brought people together to

discuss the problem, out of which grew the initiative that produced several publications and videos in the late 1980s with basic target audiences of firefighters and homeowners; in 1992-3 the initiative became an NWCG Advisory Group, then became an NWCG Working Team in 1994, as well as a “program”). Jim described the Team’s charter, purpose and scope. He noted that the program initially addressed fire personnel and homeowners, but that in the early 90s, the group added landscapers as target audience, then started to talk to insurers, planners, builders. Out of this grouping emerged the Firewise Communities Workshops. He further described the Firewise program, including its vision of a future in which wildland fires can occur without the loss of homes and structures.

The WUIWT’s program tasks are split between public/professional information and education (Task 1) and training, support, participation (Task 2). Under Task 1, current projects include Preventing WUI Disasters, Firewise Challenge Exhibits, *Wildfire News & Notes*, Roles and Responsibilities for Rural & Small Community Fire Departments in the WUI; National Arbor Day *Building with Trees* coordination; and the *Planning for Wildfires* report. . Under Task 2, projects include Firewise workshops, an Emergency Management Institute course, web-based training, Firewise University, and community support of local and regional efforts. Task 2 also covers WUI Program support, including a comprehensive communications plan; printing, distribution, and translation of materials; workshop and conference participation; and performance measures for program activities.

Jim further described some of the key projects and programs, including the Firewise Community Workshop series, that has served to disseminate Firewise concepts and helped establish a framework for local decision-making, including issues around planning, building codes, landscaping and insurance. The Firewise Communities/USA Recognition Program was established to recognize successes at the smallest organizational level; to provide sustaining resources and information; to encourage a “me too” attitude; and to engage fire agencies in assisting locals and connecting with constituents. Several projects have focused on fire protection in the interface, covering personal safety, cooperative agreements, hazard assessment and fire behavior. For the future, Jim indicated that the program will have closer ties with partners and consistent, clear, and coordinated messages. It will also work on more visibility for local communities and their activities.

The two Working Teams then held general discussion. Topics included the concept of “prevention” – the WFEWT wants to convey that there is a role for fire in the ecosystem, but not in every ecosystem, which is where prevention comes in. From the WUIWT perspective, the “prevention” message is not that fire can be prevented, but structure ignition can be. While part of the message is that fire is part of natural environment, the key message is that home ignition can be prevented by doing certain things. Team members discussed how/whether the Smokey Bear message was supporting various goals, noting that the messages do not have to compete. Fleishman-Hillard is working with the WFEWT (task group includes Roberta D’Amico, Dennis Dupuis and Robin Hanford) on key messages and coordination with others. The messages are national in scope but the Team wants to provide tools to people in the field to regionalize or tailor the messages as needed. This combined approach has been working well for Firewise.

Other issues regarding messages included separating fire use vs. wildfire, and dealing with arson as a separate issue. Team members generally agreed that working with a common contractor (Fleishman-Hillard) was beneficial for maintaining consistency, minimizing confusion about the messages and motivating behavior change. The impact of the Healthy Forests Initiative on these messages needs to be considered, to minimize confusion regarding how fire and fuels management connect with the healthy forests concept. At the state level, it may be easier to have a seamless message than at the federal level among agencies/disciplines with competing goals.

Dave Halstead noted that the WUIWT owes much of its success in implementing projects and programs to NFPA's assistance in managing contracts and keeping activities on track. Maureen Brooks stated that contracting is generally an issue for NWCG and other Working Teams. The WFEWT has not had the benefit of having a contracting officer in any of the agencies that has the capacity to take on more work.

Maureen asked about how much (if at all) Firewise messages deal with recreation and tourism – it seems that those topics haven't been covered much. This could be a shared topic with WFEWT. Dave suggested that promoting the work and efforts non-agency professionals (consulting and industry foresters) would be important as well as the professional efforts of agency fire management staff.

Olin asked the WFEWT where they thought the WUIWT should be involved in educational efforts, in light of the range of products being developed, including videos, brochures and the Firewise University on-line learning center. Team members agreed that they need to review one another's work plans as they are being developed to integrate and coordinate more effectively. Sue Vap said that when NWCG gets the work plans from the Teams, they review them generally but not in detail, and assume the Teams are communicating and working together. The Teams agreed to include each other's members in sharing relevant communication and meeting minutes, as well as draft work plans. Dave noted that the June meeting is when the WUIWT begins developing the following year's work plan, and finalize it at the fall meeting (September or October). Maureen said that the WFEWT work plan is complete for 2004, and they will start their plan for 2005-2007 this fall. The WFEWT meets in January, May and October. They could provide the WUIWT the 2004 plan immediately and the three-year plan in December when it is submitted to the NWCG. Barbara noted that the WUIWT is conducting strategic planning in February and could review the WFEWT's plan then.

Bernie Anderson noted that if project proposals don't fit the WFEWT strategic plan, they will not take them on. Jim Shell asked whether the WFEWT has projects on the table that are not being done because of lack of funding. Maureen said there are usually more projects than funds, and the WFEWT has recently gotten less money than requested (\$106,000 per year for three years – in second year of funding cycle now). This funding is solely for implementation of activities by Fire Prevention Teams. There is occasionally separate funding for other projects (such as the \$85,000 from DOI for the F-H contract).

The group then discussed potential new training projects. The WUIWT is interested in getting the Firewise message to target groups and sees opportunity by working with the Fire Prevention Teams and the Incident Information Officers. Maureen indicated that the WFEWT is responsible for five NWCG training courses currently on the shelf. These include P203 and P403 for Information Officers; P301 for fire prevention planning; P101, an introduction to fire prevention; and P110, inspecting fire prone property. Course P151 on fire investigation has been transferred to the Fire Investigation WT who will develop a new update to the course, which will get a new number in the NWCG system.

Maureen noted that there are other fire prevention training courses available that are not NWCG courses. This includes training for Fire Prevention Team leaders. These positions will have qualifications attached to them, with subsequent training required. The Fire Prevention Teams are interested in developing two new courses, one for team members, one for team leaders. There is a desire in the field to have officially recognized fire prevention training. There has been a move away from courses to job aids, guides and "how tos". But with the beginning of "Mitigation University," people are asking about courses. Punky McClelland explained that when the National Fire Plan was implemented, there were more technical positions created, so a "Mitigation University" was developed to bridge gaps in experience among prevention team members. It has been conducted three times, and will be held again in Oklahoma City in January 2004. Jeannette Hartog asked whether WUIWT members have seen the WFEWT questionnaire asking for comments on the existing courses. She distributed some at the meeting.

Punky added that Sam Scranton has redesigned part of the Mitigation University course to include Firewise concepts and that Jack Cohen will spend a whole day with the group at the next training. Mitigation University deals with P101 but not P301. It includes an overview of RAMS. It is currently geared toward beginner and intermediate levels, but work is being done with BLM on advanced training. As the team leader course is reviewed, there is interest in including more Firewise concepts. Dave asked Punky to send the course information to the WUIWT for review. The information about the entire course would also have to go to the Training WT to integrate with the rest of NWCG's activities.

Pat Durland noted that one of the WFEWT course responsibilities is P110, inspecting fire prone property. He felt this should be one that the WUIWT helps review, as the course is very old. Olin added that the WUIWT has had projects involving Jack Cohen on home assessments and suggested it might be time to work jointly on the P110 course to include findings from current research.

Barbara reviewed decisions including: agreed to work on common messages; agreed to help review the others' work plans; agreed that as P203 Incident Officer course is revised that Firewise information be included; agreed that the WUIWT will review the Team Leader course. She asked what the decision was on P110 and whether the WUIWT should be involved. It was agreed that in the WUIWT's review of its 2004 work plan in the following day and a half, that the P110 issue be discussed.

Pat asked about coordinating use of publications for internal and external audiences and whether the two Teams should review which versions are used with which audiences. Dave suggested a review of publications and that the two Teams form a joint task group for that purpose.

There was some discussion about the use of the term Firewise and who "owns" it – it is a public domain concept and tool. Terminology could be reviewed to reduce confusion among agency staff and the public. Team members noted there is an NWCG glossary pending and how important it is to ensure important definitions make it to that level. Alan felt it was important for the WUIWT to welcome engagement from the WFEWT around common terms. Amy noted the issue of terminology with the struggle to draw a distinction between wildland fire and wildfire. She explained that consumers differentiate between "good" and "bad" fire and use the term wildfire for "unwanted, uncontrolled fire". Ed agreed this definition is a very entrenched problem. Jim Smalley felt that the public does not make a distinction and that the wording is only an internal issue. Dave suggested we should rely more on Fleishman-Hillard for assistance as communication experts.

## **2004 Work Plan**

The WT reviewed and discussed the draft program of work for 2004, beginning with item-by-item review to lead to prioritizing. It was noted that some of the work in 2004 is continuing activity from 2003.

### Ongoing Projects/Programs

#### *Firewise Communities/USA*

This is one of the ongoing projects. The budget is much less than the previous year as the training sessions are complete. Olin felt there should be an annual training for FWC/USA hazard assessment. Jim Smalley indicated that it will be included in the 2004 Conference. Alan and Sam noted that the work plan should show what parts of the projects are ongoing and what is newly proposed. Dave asked Jim Smalley to cover ongoing projects first.

#### *Website continuation and support*

The budget shows \$160,000. Sam asked if that is a fixed cost for running the website yearly. Jim Smalley said that it is. He then presented detailed information about what is included on the website. Team

members expressed interest in having a breakdown of costs for the website as well as much more detail on budget items generally.

#### *Firewise University*

Jim Shell felt that the Firewise University would be a good investment. Sam agreed and noted that website expansion is also important. Joan had questions about privacy issues for students and instructors for this project.

The group agreed unanimously to fund the continuation of the Firewise Website and the development and implementation of Firewise University.

#### *Firewise Website Expansion*

This activity would include adding sections to enhance local workshop delivery, the Firewise Communities/USA program, and planning and technology resources. There was a motion to accept the website expansion into the 2004 work plan. Discussion: a question about how much the expansion and Firewise University add to bottom line for the continuing budget; answer – negligible. The motion was seconded and passed unanimously.

#### *Reprint/distribution of materials*

Jim Smalley showed a map with the distribution of the Firefighter Safety video series. He noted that the online catalog is working very well and has allowed staff to establish thresholds for reprints and reproductions. Brian noted that as a percentage of the total budget, the program's printing costs are lower than they were years ago because so much information has moved to the web. The proposed budget for this activity is about the same as it was in 2003 (2002 was \$30,000 less). A motion to accept the item was approved unanimously.

#### *Community Support*

This activity includes site visits, phone and email support, and contracts for Ron Montague, Mike Price, Judith Leraas Cook and others. Jim Shell noted that the written proposal includes a Community Liaison, which the Team does not want to continue. Olin reiterated that NASF has said it won't support this effort in Hawaii. Jim Smalley agreed to excise this description from the proposal. There was more discussion around needing details on cost, how much funding is actually needed, and how the funding relates to the growth in active communities. Michele explained that although more communities are looking for assistance, program structures such as the Firewise Communities/USA recognition program and the ArcView technology award provide for economies of scale in working with communities. Olin expressed concern about the proposal language regarding establishing a cadre of technical staff and asked if it was an expansion in program staff. Jim Smalley explained that we use existing networks of various individuals including state forestry staff, homeowners and others on an as-needed basis. Olin asked how this proposal was different from the Community Organizer proposal.

Brian asked about how community support can help with the potential new requirements for community protection plans. Jim Smalley indicated that we have built a growing network of experts that can help. Janet Anderson (joined by conference call) noted that performance measures are already built into the National Fire Plan and that new legislation would reemphasize community planning. She felt that Firewise offers consistency among different efforts to help communities. Joan asked if there is flexibility in the budget to redirect activity to address this need. Jim Smalley indicated that there is flexibility, should Congress come out with new requirements.

There were more concerns expressed about the need for detailed information and budget in this item. Jim Smalley asked that Team members help by providing proposals and details in June. There was a motion to accept the item minus the "Community Liaison" portion. It was seconded and passed unanimously.

### *Wildfire News & Notes*

The proposal is for four editions per year, moving to all-electronic from two print and two internet per year. The costs are almost all for design, editing, and printing and mailing. A motion to accept was approved unanimously.

### New Projects/Programs

#### *Firewise 2004 Conference*

The group reviewed a draft version of the conference program while Jim Smalley explained the objectives of training and reinforcing previous training and messages. The original budget of \$100,000 was a placeholder (current budget under review is \$140,000, which reflects more realistic costs as determined in program development). The conference program tracks were drafted by the Conference Task Group, which also agreed on having sponsors and exhibits, but no commercial vendors. The exhibits would be from the communities. The cost per person is anticipated to be less than half of what a typical Firewise workshop cost. Similar to the workshops, however, the cost is subsidized and any sponsorships or registration fees will help offset the cost of the conference. The budget includes scholarships and fee waivers for speakers and community residents. Target number of participants is between 350-500 people. The target date and location is Nov 4-6, 2004, in Denver, Colorado. The conference is planned for Thursday, Friday and Saturday so we can get homeowners to attend. All of these specific recommendations were developed by the Conference Task Group (Nancy Porter, Dan Bailey, Jim Shell, Joan Wehner, Pat Durland, Michele Steinberg, Cheryl Blake, Judith Leraas Cook, Amy Schneider).

Joan noted that the decision on this will have to be final as this kind of project can't be stopped midstream. Dave felt that a yearly conference is one of the best things the program can do. Olin expressed concern about getting more state liaisons on board and more communities at risk involved and agreed with the value of having another opportunity for FWC/USA hazard assessment training. Alan felt the overall conference material would be good subject matter new or pending state liaisons. Olin expressed concern about getting state and local representatives to attend. He felt that the location would limit the number of people from the Northeast that would be able to attend. Others felt that the timeframe would provide ample time to promote the conference and improve attendance. Approximately \$12,000 of the budget will be dedicated to fee waivers and scholarships.

Olin recommended that the Task Group pursue partnerships, support and cooperation on this project from the Society of American Foresters and members of the WFEWT. The motion to approve the item was passed by majority vote.

#### *Improving Effective Use of Water in Interface Fires*

This project is a complete update and revision of the *Operation Water* video and book. The project is directed at small and volunteer fire departments rather than federal or state agencies. USFA and IAFC are proposed as task group members for this project. USFA and the Insurance Services Office are producing an alternate water supply guide which focuses less on water use techniques but emphasizes how fire departments can use alternate water supplies to improve their ISO ratings. The budget breakdown (\$75,000) is primarily contracting for the video production. The format of the final product will be video and DVD and will include an instructor guide. A motion to accept the item passed unanimously.

#### *Wildfire Hazard Assessment Methodology booklet revision*

Jim Smalley reviewed the history of the original document, which started as a request by the Western Governors Association for the WUIWT to come up with a single national assessment tool. The result was a methodology to let people develop appropriate assessment tools. Currently, BLM and NASF are

working on community assessment tools based on Communities at Risk guidance. Both of those documents reference the “WHAM” book, and it is now out of print. When the WUIWT discussed in June whether to reprint or revise the document, the prevailing opinion seemed to be to revise it.

Team members agreed it is a fundamental piece that needs to be revised. There were concerns expressed about the approach, since so many entities have some version of hazard assessment. Jim Smalley emphasized that the book would provide a methodology, not specifics. Dave cautioned that Jack Cohen’s time to assist will be limited and that we will need to look for others to help. A motion to accept the item passed unanimously.

#### *Update of “Protecting Your Home from Wildfire” video*

At the June meeting, the Team agreed that this video should be updated with a fresh focus on showing fire personnel how to do post-fire investigation on home ignitions. This can add to the local body of knowledge for fire officials to develop their understanding of how fire behaved and how ignition started. The title will change to reflect the audience (not homeowners), and content will change also. Sam felt this product would be useful for a potential update of the P110 property inspection course. Alan felt that the budgeted cost was very expensive. Brian explained that the production value is very high, similar to the Firefighter Safety series, and it will include a similar package (print guide, CD, Video or DVD). Jim Shell asked that a final proposal specify the whole package rather than just “video” for clarity. A motion to accept the item passed unanimously.

#### *Communication Plan and related items*

The Team discussed the details of Fleishman-Hillard’s proposal for the 2004 communication plan and other items. The proposed budget includes \$318,000 to cover the communications plan plus \$60,000 to cover any print or design expenses; \$120,000 for the Community Organizer project; \$35,000 for the Satellite Media Tour; and \$30,000 for a Consumer Survey. They considered each item separately as follows:

Overall Communications Plan – Team discussion showed that members of the Communication Task Group have found the conference calls to be challenging but worthwhile. Alan said the current plan has a lot of merit, and especially favored the strategy of reaching agency PIOs with a consistent message. Olin asked Task Group members if the budget was as expected. Jim Smalley noted it was roughly the same as last year, indicating that as communications get established, the program will need less outside help in the long run. Barbara suggested that as part of the Team’s upcoming strategic plan that participants identify how communications will work and what will be needed. A motion to accept the item passed unanimously.

Community Organizer project – Based on earlier discussion, it was agreed that the funding for this project would remain with the Forest Service to allow states to compete for the resources, with some of the funding going to F-H for supervision/management. F-H would also help refine the criteria and tasks for a grant announcement. The criteria would focus on an area within a given state, and tribes could also be applicants. The group felt that these “beta” states should be places with Firewise experience and commitment to ensure that the schedule for activity is met. Jim Shell will work closely with F-H and NASF on this project. There was a motion to agree to modify this proposal to allow the Forest Service to administer it under Jim Shell’s lead and with the WT’s and F-H’s help to develop criteria. The motion was seconded and passed unanimously.

Satellite media tour - Brian suggested this project be held off until there is agreement on a national spokesperson/people and noted this project is technically difficult to execute because of multiple fire seasons in some places. He further recommended that if we don’t ultimately do the project, we should provide funding to the WFEWT to help them complete the implementation of the Fire Prevention Team

activities as related to WUI issues. Jim Shell agreed that such a project is better done regionally, and that F-H instead could help PIOs and others in region to implement. Alan felt the communications budget should be limited. Jim Shell moved to place this item at low priority. The motion was seconded and approved unanimously.

Consumer survey – This is intended as a feedback loop to the news media to demonstrate consumer interest in WUI and mitigation reporting. There was a motion to delay decision on funding this item until after the strategic plan has been developed. The motion was seconded and passed unanimously.

#### *Wildfire Education Working Team Collaboration*

This item was discussed at Brian's request. He wanted to clarify whether the WUIWT had agreed to take a project from the WFEWT. He was surprised at the small size of their budget and what they have been able to do. Pat noted that the WFEWT has been underfunded about \$60,000 per year for the past three years, which has limited their ability to create printed materials for the Fire Prevention Teams. Sam stated that the WFEWT is trying to get the Fire Prevention Teams into the NWCG system to help with standardization. Their main goal is to get qualifications established. Brian asked whether there ought to be collaboration in which WUIWT picks up some of their shortfall. Jim Shell reminded the group that its funding needs to focus on interface issues. Brian felt that we may be able to assist in a way that can benefit interface issues and meet the needs of our fire department customers. The WUIWT needs to find out if the shortfall is indeed for printed materials and whether those cover interface issues or not.

Olin asked for more information on the P110 property inspection course to be able to set priorities should the WUIWT consider taking it on. Alan felt the WUIWT should have a proposal from the WFEWT to delineate their needs. Pat felt that Prevention Team members need to have knowledge and materials about the FWC/USA program. Jim Smalley emphasized that there is an abundance of existing material on interface issues available, much of which the WUIWT developed. Brian felt a proposal was unnecessary and asked to speak with them directly. Another question for WFEWT is whether the WUIWT can provide information into the development of the Fire Prevention team leader course.

#### *Inspecting Fire Prone Properties course*

The WUIWT voted unanimously to pursue updating the NWCG P110 course. Team members asked that the WFEWT make a formal request. Jim Smalley will pursue this with Maureen Brooks and develop a rough budget to bring back to the group.

A discussion with WFEWT confirmed that they favored the WUIWT taking on the update of the NWCG P110 course. Jeannette Hartog asked for help in getting hazard assessment tools to help communities at risk. Rick Gibson confirmed that Firewise messages are increasingly incorporated into team training materials. He also noted a need for funding to finish a project that was started on how groups can use Fire Prevention Teams, but said this project is not WUI-related.

#### *Workshop Video*

This proposal consisted of developing a video to conduct presentations with US Forest Service employees. Jim Shell felt that since it was not an interagency application it probably isn't appropriate for funding and should be set aside.

#### *Chamber of Commerce promotional tour*

This proposal consisted of a 50-city tour for National Chamber of Commerce featuring Tom Sullivan. A motion not to accept this item was passed unanimously.

### *Home Depot Tour*

This proposal consisted of a 50-city tour of Home Depots that would deliver 2-hour Firewise Workshops at each location featuring Nicholas Walker and a connected TV spot with Kathy Ireland. Dave noted that FLASH could help us reach out to Home Depot. Sam felt that Walker (professional landscaper) could do this on his own. Ginny felt that this kind of activity would be something we would ask Fleishman-Hillard to do. Michele agreed that niche markets could be better addressed through the overall communications plan and outreach by FLASH. Dave asked for discussion at the time we conduct strategic planning and asked Fleishman-Hillard to review the concept. A motion to put this subject on hold until strategic planning is conducted was passed unanimously.

### *University of Florida WUI Professional Development Program*

Alan provided copies of the proposal to WT members. He said he does not propose we do this now but wanted to see if Team would consider it later. The Southern Group of Foresters postponed the project for lack of a \$100,000 match (total cost of project is \$200,000). The end product would be a training package for WUI employees at the state level. The project is targeted to southern state forestry staff. Alan felt Firewise could benefit in getting its concepts into the training package. Barbara asked about the source of the original funds, noting that we can't match federal funding. Dave suggested that Jim Smalley, Jim Shell, Michele and Alan communicate with the project proponents to see if there's a way to make this more applicable nationally. Alan felt this kind of product would give resource managers some communications skills to talk to the other stakeholders at the local level. Dave asked that the group explore it and discuss with the project proponent for possible future action.

### *2004 Project Prioritization*

The group agreed to the following continuing projects/programs as the basis of the 2004 workplan:

Project Title	Project Type	Estimated Budget
Firewise Website - continuation and support	technical services	\$160,000
Firewise University - Online Learning Center	learning modules	\$43,500
Reprinting/distribution of materials	reprint/distribution	\$400,000
Firewise Community Support (incl. FWC/USA)	technical services	\$400,000
Wildfire News & Notes - continuation	newsletter	\$40,000
Communications program - continuation	communications services	\$378,000

The group prioritized the new proposals in the following order:

	Project Title	Project Type	Est. Cost
1	2004 Firewise Conference	conference/training	\$140,000
2	WUI Hazard Assessment Booklet Revision	booklet	\$65,000
3	Inspecting Fire-Prone Property Course	course	?
4	Firewise Website - expansion	technical services	\$29,500
5	Updating "Protecting Your Home from Wildfire"	video/instruction book	\$95,000
6	Improving the Effective Use of Water in Interface Fires	video/instruction book	\$75,000

Finally, the group rejected or put on hold the following proposals:

Project Title	Disposition	Proposed Cost
Community Organizer project	To be funded and admin. by USFS	\$120,000
Satellite Media Tour	On hold	\$35,000
Consumer Survey	On hold	\$30,000
Video Segments for internal workshops	Rejected	\$28,000

National Chamber of Commerce tour	Rejected	\$100,000
Home Depot tour	Rejected	\$150,000
WUI Professional Development Program	On hold	\$100,000

### **Schedule and Agenda for Next Meeting**

The next WUIWT meeting will take place on February 11-13, 2004 in Tucson, Arizona. The first day would run 9:00 a.m. to 5:00 p.m. and be dedicated to strategic planning activity. This leaves a day and a half to work on Team business. The group noted there will be a change of chairmanship at the meeting and a co-chair will need to be elected. The co-chair serves for two years (2004-2005) and typically becomes the chair for the next two years (2006-2007).

Other agenda items suggested included the topic of community risk assessments; a presentation on a Southern region project with Space Imaging; CERT information on community assessments; review of the program budget status; and guidance on how to submit proposals to the Working Team. Dave indicated he would invite Jim Brenner from Florida to present information about community risk assessments.

The June meeting for the WUIWT was scheduled for June 2-4, 2004, at a location to be determined. This meeting will be where new proposals are submitted and reviewed. Alan asked for more clarification and formalization of the process of soliciting proposals.

The group also agreed that they would establish for each meeting the times when the meeting is open to visitors and the times when the group needs to work without guests present. They also indicated that new members coming on board would need an orientation. Jim Smalley agreed to try to do this by conference call ahead of the February meeting.

The group also agreed on the dates of March 23-24, 2004, for the second part of the strategic planning session and requested that it start at mid-day on March 23 and wrap up by mid-day on March 24. The requested location was Las Vegas, Nevada.