



# **FIREWISE USA<sup>®</sup>**

**RESIDENTS REDUCING WILDFIRE RISKS**

## Firewise USA Recognition Program

### *Community Wildfire Action Plan*

#### **Year 1 (2020)**

##### Education Program

- Follow-through on legislation aimed at banning Waze and other algorithm-directed traffic apps from routing traffic that interferes with wildfire evacuation routes – secure CalFire support!
- Conduct four Kick-off meetings to educate homeowners and gain broadened support for active participation as a Firewise Neighborhood expanding from the core group
- Create digital newsletter to formally introduce the Firewise Neighborhood program and invite all homeowners to respond to online survey questionnaire regarding their property, and to capture data on their interest to take recommended fire safety actions.
- Print and physically distribute Firewise Neighborhood information to each homeowner's mailbox as message reinforcement to digital outreach.
- Goal of 50% of homeowners answering questionnaire regarding their property in 1<sup>st</sup> year.
- Make in-person door-to-door visits to deliver educational materials and invite active neighbor participation.
- Send email follow up to Neighborhood group emphasizing the impact of the homes lost from prior years area wildfires – using photos and newspaper clippings to drum home the reality of the situation here.
- Conduct home hazard assessments, conducted by Jeff Siegel and five other core members
- Create and distribute active neighbor participation mailbox stickers to promote commitment to the program – goal of 30%+ earning their stickers in year 1

##### Fuel Reduction/Structural Ignitability Reduction Effort

- Drive adoption of Mills Act for Firewise Safety funding to accelerate implementation of fuel reduction/structural ignitability reduction plans
- Encourage residents to cut trees back at least 10' away from the roof line and 10' above the ground; work towards 20% completion in year 1.
- Encourage residents to hardscape and remove flammable materials 0 to 5 feet from the home; work towards 20% compliance in year 1.
- Encourage residents to remove highly flammable species; work toward 30% compliance year 1.
- Encourage residents with highly flammable wood-shingled roofs to replace with fire-hardened materials – 30% compliance in year 1
- Work with town staff to remove two long rows of 150-foot tall eucalyptus trees on Roads
- Encourage residents to replace attic vents with fine-mesh screens to limit ember ingress into historic homes – 30% compliance in year 1
- Retrofit/Rebuild rotted front porches with more fire-hardened materials – 2 porches in year 1



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Firewise USA Recognition Program

*Community Wildfire Action Plan –*

**Year 2 (2021)**

Education Program

- Conduct periodic Firewise meetings and use digital newsletter and website to update homeowners on action plan milestones and community assessment.
- Celebrate individual homeowner successes through digital newsletter and website – use recognition to maintain heightened awareness and to encourage others to act!
- Make in-person door-to-door visits to non-active neighborhood members to invite active neighbor participation
- Conduct home hazard assessments. Year 2 target is 75% of all community properties.
- Conduct neighbor meetings prior to fire season (mid-summer) to re-energize and focus participants, educate new homeowner participants, and remind all to clear and maintain immediate ignition zone and roofs.
- Send bi-weekly email reminders via digital newsletter to all Firewise participants during fire season with a specific list of action items and area wildfire updates.
- Create and distribute active neighbor participation mailbox stickers to promote commitment to the program – goal of 50%+ earning their stickers in year 2
- Encourage residents to replace attic vents with fine-mesh screens to limit ember ingress into historic homes – 70% compliance in year 2
- Request town government to create visible street signage indicating this is a Firewise Neighborhood

Fuel Reduction Effort

- Encourage residents to cut trees back at least 10' away from the roof line and 10' above the ground; work towards 45% completion the year 2.
- Encourage residents to hardscape and remove flammable materials 0 to 5 feet from the home; work towards 45% compliance in year 2.
- Encourage residents to remove highly flammable species; work toward 80% compliance year 2.
- Encourage residents with highly flammable wood-shingled roofs to replace with fire-hardened materials – 70% compliance in year 2
- Retrofit/Rebuild old rotted front porches with more fire-hardened materials – 6 in year 2
- Encourage residents to remove oil-based exterior siding paint and replace with fire-resistant paint – 5 in year 2.
- Encourage residents to replace attic vents with fine-mesh screens to limit ember ingress into historic homes – 50% compliance in year 2



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## *Community Wildfire Action Plan –*

### **Year 3 (2023)**

#### Education Program

- Conduct periodic Firewise meetings to update homeowners on action plan milestones and community assessment.
- Make in person door-to-door visits to deliver educational materials and invite active neighbor participation
- Conduct home hazard assessments. Year 3 target is 100% of all XX Drive properties.
- Conduct neighbor meeting prior to fire season (mid-summer) to re-energize and focus participants, educate new homeowner participants, and remind all to clear and maintain immediate ignition zone and roofs.
- Send email reminder via Google groups to all Firewise participants during fire season with a specific list of action items and update on area wildfires.
- Expand promotion of Firewise program to adjacent neighborhood

#### Fuel Reduction Effort

- Encourage residents to cut trees back at least 10' away from the roof line and 10' above the ground; work towards 90% completion the year 3.
- Encourage residents to hardscape and remove flammable materials 0 to 5 feet from the home; work towards 90% compliance in year 3.
- Encourage residents to remove highly flammable species; work toward 85% compliance year 3.
- Encourage residents with highly flammable wood-shingled roofs to replace with fire-hardened materials – 100% compliance in year 3
- Retrofit/Rebuild old rotted front porches with more fire-hardened materials – 10 porches year 3
- Encourage residents to remove oil-based exterior siding paint and replace with fire-resistant paint – 15 in year 3.
- Encourage residents to replace attic vents with fine-mesh screens to limit ember ingress into historic homes – 80% compliance in year 3