

Yavapai Firewise Strategic Plan

Goals & Initiatives - Working Document (2021-08-06)

Vision: All Yavapai County communities safely co-exist with wildfire

Mission: Yavapai Firewise works to reduce wildfire risk in Yavapai County communities through education and joint efforts among relevant agencies and neighborhoods

Goal 1: Yavapai Firewise will be fiscally sound with an **annual balanced budget**

- 1A: Utilize past financial reports and estimated costs to create a budget for 2022
- 1B: Utilize strategic planning components to write a business plan for 2022
- 1C: Establish ongoing grant procurement strategies to support all activities (mitigation & other)

Goal 2: Yavapai Firewise will have created and implemented a **strategic marketing plan** to communicate with wildland/urban interface neighborhoods, expand Firewise sites, engage businesses, and recruit Yavapai County residents to engage in initiatives.

- Revise logo, letterhead, business cards, brochures, etc. (consistent vocabulary & phrasing)
- 2A: Identify and prioritizes wildland/urban interface neighborhoods across Yavapai County
 - Identify target audience for marketing plan (GIS analyst data)
 - Provide information to wildland/urban interface neighborhoods
- 2B: Identify needs & wants of existing and potential Firewise sites
 - Study Firewise sites + county-wide not engaged (Catrin/NAU)
 - Utilize survey tools in 2022-2023
- 2C: Craft consistent messages to various audiences (consistent vocabulary & phrasing)
 - Distribute appropriate & targeted messages across Yavapai County
 - Postcards, letters, signs, newspaper, radio spots, etc.
 - Design messages to recruit residents to engage in initiatives
 - Design messages to engage businesses

Goal 3: Yavapai Firewise will have created and implemented effective **Firewise educational programs** focused on reducing wildfire risk for Firewise sites & residents across Yavapai County.

- 3A Provide educational presentation options for wildland/urban interface neighborhoods
- 3B Provide educational presentations for new Firewise sites
 - Access to draft/approved presentations
 - Access to trained presenters (able to adapt existing presentations to neighborhood)
 - Access to appropriate video clips
- 3C: Provide educational events for Yavapai County residents
 - Wildfire Expo, Home & Garden Show, Christmas parade, etc.
- 3D: Provide educational opportunities for school-age audience (via school connection)

Goal 4: Yavapai Firewise is sought after to **provide assistance** to wildland/urban interface neighborhoods, Firewise sites, and mitigation reimbursement grants across Yavapai County.

- 4A: Administer Firewise mitigation reimbursement grants to support Firewise sites
 - Train site leaders on HOW to complete paperwork for Firewise mitigation grant reimbursements
- 4B: Assist neighborhoods in earning Firewise-USA site recognition + support sites
 - Assist with application steps and Firewise-USA portal
 - Train site leader on HOW to complete paperwork/portal relevant to Firewise-USA
 - Establish program for sharing of successes/challenges (annually)
 - Establish mentoring program for Firewise sites
- 4C: Facilitate Firewise assessors (provide and/or train)
 - Train resident(s) to complete assessments within Firewise site (property or lot)
 - Provide experts for mitigation assessments (subdivision or neighborhood)

Goal 5: Yavapai Firewise effectively **communicates county-wide efforts** to reduce wildfire risk.

- 5A: Effectively facilitate interagency work/collaboration.
 - Document plans/actions of agencies
 - Document plans/actions of Firewise sites and WUI neighborhoods
- 5B: Effectively incorporate and communicate concepts from the Yavapai Communities Wildfire Protection Plan (YCWPP) to the public
- 5C: Collect and disseminate data relevant to investment in wildfire risk reduction
 - Craft one database to collect data relevant to goals & initiatives
 - Craft an Annual Report to communicate impact/results