

2014

Transition Plan FPET1 to FPET2



National Fire Prevention & Education
Team 2014-1 (PNW)
Portland, OR
6/30/2014



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EXECUTIVE SUMMARY

The National Wildfire Prevention and Education Team (NFPET) was tasked by the Pacific Northwest Wildfire Coordinating Group (PNWCG) to align and leverage a Pacific Northwest (PNW) collective interagency campaign effort throughout Oregon and Washington, communicating prevention messaging through the Northwest Coordination Center (NWCC).

The Team was ordered by the USDA Forest Service and DOI Bureau of Land Management and arrived on June 15, 2014. Drought conditions in the PNW ranging from high to very high and increased fire danger warranted the need for a NFPET. The area has already experienced large wildfires exhibiting mid-to-late summer behavior, such as in the recent Two Bulls fire near Bend, OR.

The Team was tasked to address the issue of centralized messaging. After inventorying existing messaging, the Team determined, the best course of action was to centralize messaging through a blog portal. The blog portal will facilitate networking between cooperators and connect the public with local resources. It will also serve as a viable tool to communicate current conditions, raising public awareness regarding severe drought conditions, critical fuel moisture indices, high fire potential and the their role in the prevention of human-caused fires.

The Team developed short and long-term capacity building strategic plans to assist the Pacific Northwest for use in 2014 and beyond. The plans outline how local prevention work can be accomplished while training and qualifying individuals for prevention team deployment.

A second NFPET will continue the prevention effort through field assists to prioritized areas of Washington and Oregon. The second team, composed of PNW members, will transition in on June 30 for a two-week period.



Prevention Team Methodology

The initial approach to address the Delegation of Authority (Appendix A) was to list each objective, describe an initial strategy, and list actions to achieve the strategy. The Team collected and analyzed data to support direction of the assignment and adjusted the operation strategy. Objectives were accomplished through a process of inventorying existing resources, messaging and programing, analyzing content and developing planning components. Appendix B outlines the Team's methodology. Objectives were accomplished and/or modified based on the results of the inventory process.

Addressing Information Objectives

The delegation focused on ensuring prevention messaging raised public awareness about the severe drought conditions, critical fuel moisture indices, high fire potential and the public's role in the prevention of human-caused fires. Further, the delegation asked that media markets and contacts be identified.

Methodology for the inventory included in-person and phone interviews, a program-based messaging matrix, website visits, and review of media outreach. It also included discussion with Predictive Services highlighting linkages to well displayed weather and fuels information.

Upon completion of the inventory and analysis, which focused on objectives and outcomes as opposed to titles and programs, it was determined that PNW is effectively reaching many of their sub-geographic areas with fire-adapted community messaging that meets PNWCG objectives. As a result, the decision was made not to create a new campaign, but instead to create a "bucket" that yarded up all existing programming and provided 'one-stop shopping' for the public.

Consistent Messaging Objectives

The same process was used to collect existing messaging. A matrix was used to examine materials being used by different agencies/organizations in the PNW. The process revealed messaging fell within the same range of values with all the cooperators using messaging consistent with Firewise mitigation principles and prevention of wildfires consistent with Smokey Bear's messaging.

A key finding during the inventory process was the pre-season talking points, dated May 9, 2014 sent out by NWCC to cooperating Public Affairs staff. These talking points accomplished PNWCG objective to speak with one voice regarding this year's conditions (see Appendix E for NWCC and Central Oregon's Talking Points).

As a result, the Team did not produce press releases and news articles. Public Affairs Officers within PNW have already been effectively communicating 2014 talking points with their local communities and media outlets. Duplication of efforts was not necessary and had the potential to create confusion. Therefore, the prevention team focused on providing linkages between the sources of information and users.

After reviewing options the Team settled on a blog spot. The blog spot will become the central point for PNW fire prevention, education and mitigation information distribution. A unifying brand was designed to signify the PNW effort to work within the umbrella (bucket) of Fire-Adapted Communities (FAC). The symbol on the website/blog spot will serve as the entry portal to prevention information for the PNW and provide linkages to existing local programs.



PACIFIC NORTHWEST FIRE-ADAPTED COMMUNITIES

Building PNW Prevention Capacity

The delegation directed the Team to use PNW resources to supplement team actions, helping to build area capacity. Opportunities to train and mentor PNW prevention and information employees are to be used. Building prevention capacity is considered an immediate need and an opportunity for action to strengthen prevention efforts in the PNW. The Team has received requests for prevention assistance from both Washington and Oregon. At the time of this writing, eight severity requests have been approved for increasing the response capacity in southern Oregon. The ability to deploy trained local prevention teams is a benefit to the PNW.

Training on Current Assignment

Training tasks are welcomed in prevention teams. The Team composition allowed for getting task books signed off on this assignment. It was particularly important to emphasize the training aspects to get individuals qualified to build prevention capacity. Two Team Leader and three Team Member task books were completed and recommended for agency certification.

Addressing Prevention Capacity

There is a need to build the long-term prevention capacity of the PNW. Two distinct elements are identified to address this objective. A review and analysis of existing prevention positions and use is needed. A progressive training and experience program to solve local problems with qualified personnel needs implementation.

Internal Resource Inventory

The first element is for agencies to analyze the current daily prevention capacity in the PNW. The analysis helps provide management with information to make decisions.

Training and Experience

The second element increases prevention capacity by training and utilizing personnel as team leaders and members for prevention team deployment. These individuals are not necessarily prevention personnel in their daily jobs, yet are trained to assist units in the PNW. Team Member (P-310), Team Leader (P-410), and Fire Prevention Education 2 (P-301) training is needed to encourage individuals to the prevention effort.

The strategic plan developed, will help guild this effort. Individuals are used in productive area assignments to reinforce their classroom training. This accomplishes experience through application, working in a prevention team environment, and getting prevention projects done. Task books are completed and the number of team leaders and members available for deployment are increased.



Strategies to Build Long-Term Capacity

A second prevention and education team was ordered from the national rotation to follow the first team, transitioning on June 30. The second team, which is from PNW, will assist field operations in wildfire issues, identifying and prioritizing targets to address in 2014, and expanding partnering resources to help accomplish the mission. The Team is to utilize opportunities to include Team Members or trainees at the local level where possible.

2014 Prevention Capacity Building Strategy

The targets established at this planning level will become the responsibility of local resources once the prevention team leaves. Success is achieved through agency and public cooperation when focused on well-defined issues of concern. Refer to Appendix C for a detailed report "Strategy to Implement Prevention Team Use – 2014."

Prevention Team Capacity Building Strategy – Four-Year Plan

There is a pool of Leaders and Members with past training and experience within the region whose qualifications have lapsed. Currently there are six team leads, six team members and six team member trainees showing in Ross. Discussions are ongoing to determine the level of experience, interest, and availability of the qualified team leaders and members identified. For a detailed report on the four year strategy to improve the prevention capacity in the PNW, refer to Appendix D, "Prevention Team Strategy – The Four-Year Plan."

Support of Fire Restrictions Website

The intent of this objective is to provide information and suggestions to all state and federal agencies. Encourage support and participation in the interagency fire restrictions website (firerestrictions.us)

The website had its origin at the University of Montana. Approved users enter information concerning restrictions, burn bans, and closures. Extensive contact with Jim Edmonds, USFS Systems Administrator revealed the potential uses and limitations of the website. The Team identifies the following:

- The value of the site is dependent on user-generated information, and timely submission and removal of postings. The interactive national map's ability to zoom down to the county level is very useful. The site is searchable for content applicable to a specific area.
- The initial rollout of the site was limited (soft rollout) and not well advertised. There was no training offered at that time.
- Buy-in by agencies is limited and some that were initially involved are no longer participating.
- If the site is to gain more credibility, agencies have to see the value. A recommendation is to get the site ready for a widely advertised rollout demonstrating the uses to the public and agency. The look needs updating, and some of the definitions outlined, such as
 - o IFPL
 - o NFDRS (some agencies have 4 levels, some have 5)
 - o Restrictions
 - o Closures
 - o Burn Bans
- A PNW decision to support the effort and provide a link to the website can be done through the NWCC prevention portal and/or a comprehensive PAO and webmaster contact list. A recorded tutorial for users could be included on this site as well.
- One good marketing scheme for this website could include "one-stop shopping" for front-liners from all agencies. If the website is included in after-hours recorded messages, and on forest websites more information could reach the public with less effort.
- A recommendation for curtailing outdated information is to provide monthly or bi-weekly notifications to users concerning postings with no definite end date. (There are outdated postings from 2013 on the site)

Other Initiatives of the Assignment

GIS products were produced to represent fire-cause information by agency and sub-region. The information was gleaned from existing databases maintained in the National Interagency Fire Management Integrated Database. These products are captured electronically and printed as part of Team documentation.

Products were developed in the inventory processes that do not appear in this report. The products are captured electronically and in hard-copy as part of Team documentation.

- Prevention capacity Analysis
- Program Information Matrix
- Weather/Fuels Forecasts
- Fire-cause analysis spreadsheets
- Field visit summaries
- Phone and in-person contact results
- Graphics and developed products

Administration

Administration is an important element of team operation and requires the Team to maintain administrative tasks to provide daily budget information, work in a safe and efficient manner, and maintain documentation of the assignment. Additionally, the team must adhere to local, state, and federal laws, including anti-harassment guidelines. The Team did the following:

- Maintained a daily budget spreadsheet of salary, hotel, per diem, vehicle, supply, transportation, production, and miscellaneous costs.
- Provided the host with periodic snapshots of expenditures in a summary or detailed format.
- Held daily safety briefings and practiced the varied topics resulting in an accident free assignment.
- Team signed off on a Job Hazard Analysis.
- Maintained an aggressive work schedule ensuring completion of objectives while allowing for team freedom to reduce stress and maximize productivity.
- Professional attitudes and interactions with individuals were maintained.
- Documentation of the assignment is recorded electronically and given to the host on a USB drive, as well as a documentation box of paper files and miscellaneous items.





Recommendations:

NWCC Public Affairs Officer

It became clear early in the process that in order to have coordinated geographic area-wide messages and programs, there needs to be a single point of contact responsible for developing seasonal messaging and distributing to partners and cooperators. The position needs to be a full-time employee in the PNW in order to develop and maintain needed relationships and stay abreast of emerging PNW issues and needs. It also became clear that there is a need to advance the NWCC's social media outreach, which requires someone to update information, foster relationships and respond to public and media inquiries beyond the high-fire activity summer months.

PNW-FAC Blog Spot

After evaluating the pros and cons of website vs. blog the decision was made to recommend a blog for the Pacific Northwest Fire-Adapted Community information and coordination. Team one completed the conceptual design. Team two is tasked with the design development and implementation. PNWCG needs to determine where the blog will reside and who will maintain it.

Development of an Evaluation/Feedback Mechanism

One of the primary findings of the interview process was the lack of a feedback mechanism. It was clear there are many programs being implemented throughout the PNW, but there aren't any set measurements to gauge success and social change. It is this team's recommendation to work with Pacific Northwest Research social scientists to develop an evaluation/feedback mechanism to measure success and social change.

Coordinated Messaging

The Team discovered conflicting messages concerning fire restrictions and timing of implementation. Problems for public users arise when differing legal jurisdictions are adjacent or in proximity to each other. The Team recommends the Communication, Prevention, and Investigating Working Group (CPI) review the issue and report to the PNWCG.

Recommendations for Websites

In the process of research and exploration of the problem of social media, the team embarked on an exploration of fire prevention-related websites in Oregon and Washington. We discovered that messages given on various sites, federal, state and private, and organizational are not conflicting, and largely support each other. On the regional webpage, we discovered that Col Peterson has primary responsibility for all Region 6 website external-facing pages. He would appreciate any specific information on broken links, or outdated information on the fire and aviation page. The site had not been changed since 2011. The team recommends posting the Denver Post video *The Fireline: Wildfires in Colorado* to the main Fire and Aviation page as fresh and impacting content. The link to Northwest Fire Prevention and Education should be a link to the new blogspot NWCC is creating. We identified a gap in responsibility for website content. The flow of information on these public facing sites must be clear, concise and regular. This habit will also be useful when agencies more universally embrace other forms of social media such as Twitter and Facebook.

Webmasters (identified in the webmaster and PAO contact lists) should be encouraged to check on their keyword lists, to ensure the major websites come up first and on the first page for specific search strings. Keep Oregon Green has not come up first on any search we tried.

Jeri Chase, primary webmaster for the Oregon.gov website informed us that the state now has a Twitter feed, and will be introducing a Facebook page. The state can be an effective partner in getting out timely information to other media sources quickly and efficiently.

Follow-up Items

Contact Bob Schumacher, Community Firewise Coordinator – 541 450-6205 – Not available until after July 15.

Appendix A

United States Department of Agriculture	Forest Service	R-6	United States Department of the Interior	Bureau of Land Management	OR/WA
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Reply Refer To: 1230 (FS) / 1203 (BLM)

Date: June 16, 2014

Memorandum

To: Jim Funk
National Fire Prevention and Education Team Leader

From: Director and Branch Chief for Fire, Fuels and Aviation Management

Subject: Delegation of Authority

Many areas in the Pacific Northwest (PNW) are experiencing high to very high drought conditions, with some portions of the southern half of Oregon already at extreme levels. Large wildfires are already occurring in the Northwest with fuel conditions well ahead of historical trends, and observed fire behavior mirroring mid-to-late summer activity. The Northwest Coordination Center's (NWCC) Predictive Services indicates these conditions will extend throughout the summer and likely into the fall.

Through the Pacific Northwest Wildfire Coordinating Group (PNWCG), agencies collaborate year-round on wildland fire protection, response and prevention issues. Given the current indices, ongoing drought conditions and wildfire potential, all agencies are already at work on their 2014 fire prevention campaigns. In light of current conditions, the PNW State Office/Regional Office tasks the National Fire Prevention and Education Team (NFPET) to align and leverage our collective interagency campaign efforts throughout Oregon and Washington. Communicating prevention messaging through the NWCC would help us meet this goal.

As designated team leader, you will work for the Bureau of Land Management Oregon/Washington State Office and the U.S. Forest Service Pacific Northwest Regional Office.

- Your primary contact will be Lauren Maloney, lmaloney@blm.gov (503) 808-6587. Requests or questions regarding procurement and other financial issues should be directed to Lauren.
- Karen Curtiss, kcurtiss@fs.fed.us (541) 480-8246 will work with your team as a PETL(t).

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- All publications and media releases shall be reviewed by:
 - Lauren Maloney, Bureau of Land Management/US Forest Service
lmaloney@blm.gov (503) 808-6587
 - Kristin Babbs, Keep Oregon Green (KOG)
kristin.a.babbs@state.or.us (503) 945-7499
 - Tom Fields, Oregon Department of Forestry (ODF)
tom.fields@state.or.us (503) 945-7440
 - Steve Fraidenberg, Washington Department of Natural Resources (DNR)
Steve.Fraidenberg@dnr.wa.gov (360) 902-1114
 - Tom Knappenberger, U.S. Forest Service, Public Affairs
tknappenberger@fs.fed.us (503) 808-2241
 - Maria Thi Mai, Bureau of Land Management, Public Affairs
mthimai@blm.gov (503) 808-6003
 - Claire McGrew, Office of the Oregon State Fire Marshall
claire.mcgreg@state.or.us (503) 934-8236

2014 Pacific Northwest Fire Season Prevention & Education Objectives

As the team leader, you will have authority and responsibility to provide a written plan and implement a course of action by July 1, 2014 as follows:

- Develop a Pacific Northwest Communication Strategy with messages to raise public awareness of the severe drought conditions, critical fuel moisture indices, high fire potential, and their role in the prevention of human-caused fires. Specifically, the strategy should:
 - Include a preliminary analysis and review of PNW fire-cause data
 - Stress the importance of preventing human-caused fires
 - Identify and prioritize sub-geographic areas in need of heightened prevention, mitigation or fire education assistance.
- Coordinate existing Public Service Announcements (PSAs) and other available fire prevention campaign materials to facilitate effective use of fire prevention education resources for messaging during the 2014, season such as:
 - Keep Oregon Green/Oregon Department of Forestry's spring campaign tool box
 - Washington Department of Natural Resources' prevention and awareness messaging
 - "Ready, Set, Go" campaign
 - Smokey Bear's 70th Birthday celebration tool box
 - "One Less Spark One Less Wildfire" campaign
 - www.preventwildfireca.org/OneLessSpark
 - <http://www.wildlandfire.az.gov/>
 - FireAdapted.org and Firewise.org
- Develop a statewide media campaign making contacts with local media markets to run stories about the drought and the high wildfire potential.

- Coordinate team efforts with fire prevention employees from all agencies within the PNW.
- Use PNW resources to supplement team actions to help build regional capacity. Seek opportunities to train and mentor PNW prevention and information employees.
- Encourage support and participation in the interagency fire restrictions website (firerestrictions.us).
- Provide information and suggestions to all state and federal agencies.
- Establish a record-keeping process to provide an account of the team's activities, including: contacts made, information developed and distributed, projects completed, recommendations for further action, lessons learned, and expenditure documentation.
- The team's work shall be conducted efficiently and effectively, with an emphasis on team safety. Work/rest guidelines will be strictly adhered to in accordance with agency policy.
- The team will adhere to all federal, state and local laws, regulations and ordinances. These laws include, but are not limited to: state motor vehicle operations regulations, cultural and archaeological protection laws, health and welfare regulations, and environmental protection and hazardous materials laws.
- The team will provide for a harassment-free work environment that treats all team members and contacts with respect.

You are authorized to incur expenses for travel, per diem and salary for your team up to \$50,000 charged to S61111, override 0627. An additional \$25,000 has been budgeted for messaging, publications and development of media of any kind to contact the general public and will be charged to a fire severity code provided for you at your in-briefing in Portland, Oregon on Monday, June 16, 2014.



DAVID SUMMER
Director, Fire, Fuels and Aviation
USDA Forest Service



JEFF FEDRIZZI
Branch Chief, Fire, Fuels and Aviation
USDI Bureau of Land Management

cc:
Fred Hernandez
Jeff Fedrizzi
David Summer
Denise Blankenship
Dan O'Brien
Carol Connolly
Lauren Maloney
Karen Curtiss

Appendix B

Team Methodology – June 2014

Fire Prevention and Education Team 2014-1 (PNW)

There are three primary elements of the team's methodology to complete the objective of the assignment. Inventory of information feeds the process to develop needed products and deliverables. The analysis segment identifies and uses networks and delivery systems to get the messages to intended audiences. The Planning component is the development of the one-year prevention plan and the longer plan to span the next three to five years. The planning component further demonstrates the connection of the efforts in the Pacific Northwest to the Cohesive Strategy.

Inventory:

- Agency capacity – What prevention team resources are trained and available for use to handle local and area prevention missions?
 - Gap analysis of prevention capacity – What is needed in prevention resources to accomplish the long-term vision to manage risk from wildfire in the PNW?
- Programs and contacts – What are the programs/campaigns being used in PNW with associated primary contacts?
 - Examine the messages and delivery mechanisms used by programs.
 - Develop an information matrix to compare messages and delivery.
- Field input – Contact agency cooperators and others to reach out and get needs, input and suggestions.
- Fire-cause analysis at sub-regional level – Attain and analyze more localized fire-cause data and represent the information graphically.
- Field visits – Physically visit selected areas to meet with ground personnel. Build information into the discovery process.

Analysis:

- Develop a list of networks and websites
- Gather current media outreach to look at content and approach to prevention messaging
- Build the story line of weather, fuels, situation
- Develop a composite of information links to be used where appropriate
- Define approval and distribution process for media from prevention teams
- Explore opportunities to use a central site for messaging, useful linkages, and information pages, to include blog spots
- Discuss measurements for tracking prevention trends
- Develop graphic image support including central identifying image and graphics to display drought, weather and fire risk. Provide other support to NWCC and PNWCG as needed

Planning:

- The planning scopes are immediate, 2014, and a three to five year view
- Prevention resources available and strategy to build the area capacity
- Present professional case showing how PNW prevention strategies are directly in line with the Cohesive Strategy objectives
- Present a 2014 prevention strategy for the PNW
- Present a three to five year prevention strategy for the PNW
- Identify and develop additional partnerships

Appendix C

Strategy to Implement Prevention Team Use – 2014

The initial Fire Prevention and Education Team (FPET) is tasked to develop a strategic-level plan to raise wildfire risk awareness, build agency prevention capacity and a synergy of PNW efforts resulting in area approaches to the Fire-Adapted Community concept. The effort is to directly address the objectives of the Cohesive Strategy.

The Team recommends a second FPET follow directly behind the initial team with the team lead arriving one day ahead of the other members. The recommendation is to have the team leader arrive on June 28 in Portland and report for first shift at 0700 June 29. Team overlap will allow the opportunity to shadow for clear delineation of tasks, logistics, and mission. Transition can be completed in one meeting at the closeout/in-briefing on June 30, 2014. The Transition Plan will contain the products, accomplishments, and recommendations of Team 1 and the suggested outline for the assignment of Team 2.

The recommendation for the focus of Team 2 is to assist selected field sub-regions to provide local planning analysis and develop an implementation component.

- Identify two to four prioritized sub-regions in each state (Washington and Oregon).
- Involve as many agency cooperators and local prevention programs as possible.
- Work through the risk/hazard/value analysis on a 'coarse scale' to identify specific needs, target accomplishments, and available resources. More detailed analysis can be done as time permits or needs are indicated.
- Recognize the differences in perceptions and assignment of values for each agency, cooperator, and program.
- Identify existing prevention personnel resource capacity and need for additional resources.
- Formulate a prevention plan to address the most urgent issues.
- Define the prevention messages most effective for each objective and identify the availability of materials for distribution.
- Focus on fire-cause analysis and opportunities to manage risk.
- Solicit participation of other local resources to assist in delivery of actions for each objective. Community participation leverages the resources and builds relationships.
- Use local efforts to build agency prevention capacity by giving interested people the opportunity to participate in the process and contribute their talents.
- Explore the opportunity of including the resources of the Citizen Fire Academy, a current community effort in Southwest OR.

- Document the successes and challenges for each sub-region project with the intent of building a good working model to use local prevention teams solving specific issues in future assignments.
- Identify long-term projects where additional prevention will reduce wildfire risk.

Team 2 is to utilize their full team and work with Southwest OR first. A goal is to then develop the working model to determine actions and deliverables. The process can be taken to other locations for implementation. The Team will judge the opportunity to conduct similar operations with two-to-three person teams that respond to priority requests.

Past the assignment of Team 2, local resources will implement the results of the sub-regional planning. Efforts will be aimed at clear and targeted objectives using an expanded prevention resource in a unified assault. A person or team may be needed to coordinate and assist the local units with logistical support and agency coordination.

Appendix D

Prevention Team Capacity Building Strategy The Four-Year Plan

The Pacific Northwest has identified the need to build internal prevention capacity through increasing the number of qualified prevention team leaders (PETL) and members (PETM). Both training opportunities and assignment experience are needed to build the prevention capacity.

The increased prevention resource has the potential to address local issues, address specific fire causes, and assist agencies and programs with implementing actions to manage wildfire risk. The plan for 2014 focuses effort on assisting prioritized sub-regions to implement plans targeted at specific issues.

Following is a plan for the next three years that incorporates training and prevention team use to build the capacity of PNW resources to address future needs:

2015

Conduct P-301 (Fire Prevention Education 2) training regionally in January or February. If the timelines prohibit, offer the P-301 course in Fall 2015. Place people in the training that are interested in pursuing a prevention path. There would be a benefit to include students from each sub-region. The course is designed to develop solutions for specific local issues. A broad variety of prevention challenges helps identify the depth. Changing social behavior, community engagement, and measuring outcomes are the three main topics of the course. Issue solutions are the outcomes of the course. The training order may be altered based on agency interest and commitment of individuals

From the course, identify and prioritize issues that the PNWCG through its Communication, Prevention and Investigation working team, deems the most relevant and beneficial to address. In the spring following the course offering, assign teams to work on the identified projects. Develop and demonstrate measurements of prevention efforts.

Results for this stage are for individuals to gain skills in prevention approaches and to demonstrate putting the training into action. An intended result is to add professionalism to the prevention structure; encouraging individual participation and program support from administrators.

2016

Conduct P-410 (Prevention Education Team Leader) training in January or February. The course is designed to train existing team members as leaders. Additional leader capacity is needed to manage teams in local and area assignments.

Develop and use the mini-team assignment concept. Local teams on local assignments give trainees experience and confidence being part of a team and accomplishing beneficial objectives. Focus can be on current or emerging issues. If needed, the teams can support ongoing efforts. Building prevention success stories helps establish the credibility of the prevention program and helps draw in addition partners that see the value of managing wildfire risk.

2017

Conduct a P-310 (Prevention Education Team Member) training in January or February. The course is designed to train interested individuals as prevention team members. As prevention efforts are demonstrated to be more effective, more people will be interested in looking at the prevention track. Individuals are encouraged to attain crossover skills of prevention, suppression, and law enforcement. Team member composition draws on specific skill sets to address specific issues. A law enforcement person can be added to a team. If there is additional knowledge of how a team functions, the skill set is enhanced.

Incorporate demonstrated FPET value into risk reduction and fire suppression strategies where applicable. Broaden the team use to be involved in all-hazard assignments, strategic planning, and community support.

Appendix E

2014 PNW Fire Season Talking Points, May 9

Drought could signal early, serve fire season

Much of Texas, portions of the Southwest, large parts of the southern plains and Great Basin, and virtually all of Oregon are experiencing moderate to severe droughts this year. Most of California is in an extreme drought. February precipitation provided some improvement, but the drought remains. Without additional rain and snow, these areas could face a severe and earlier-than-normal fire season.

Some relief in Northwest, but large fuels remain dry

For Oregon and Washington, October and November 2013 were warmer and drier than average, delaying the onset of snow accumulation. December was also drier than normal, but much cooler. Snowpack remains well below average over much of Oregon. NE Oregon and most of Washington are at or near average snowpack.

The December 2013 cold snap caused widespread frost-kill that may provide additional dead/dry vegetation to carry wildfire during the summer. Shrubs like Ceanothus may readily ignite and burn at a time of year when they should be flush with spring moisture.

Cooler spring temperatures and much-needed precipitation have brought some relief to the NW, but large fuels remain dry at their core. As summer-like conditions occur, large fuels that are normally slow to dry will rapidly lose their moisture and be ready to burn earlier in the year.

Now is the time to prepare

Weather in the months ahead will ultimately determine the severity of the approaching fire season. Under current conditions, any ignition on a normal, summer-like day- lightning or human-cause-could rapidly become a large, damaging wildfire.

It is not a matter of if, but when, a fire will start in a given location. Preparation is essential to keeping you, your family and firefighters safe. It is critically important that landowners and communities recognize the dangers of living in fire-prone areas. Landowners should act now to make their property defensible, and to make conditions as safe as possible for firefighters who would be called on to protect it.

This means clearing excess brush, trees and grass that fuel high-intensity fires. Deprived of these fuels, fires burn at a lower intensity, are easier and safer for firefighters to contain, and are much less likely to cause damage.

Fire Information Central Oregon 2014 Emerging Incidents

A typical scenario for an emerging incident in Central Oregon is that initial public information will be done through the media desk at Central Oregon Interagency Dispatch Center (541-416-6811). A rotating group of Duty Officers for the media desk will either be at the desk or will coordinate coverage of the desk throughout the fire season (late May – late September).

If an incident is gathering media interest and media would like to go to the incident the person at the media desk will coordinate media escorts if possible, either through available PIOs or through the IC on the fire. If the person is unable to coordinate an escort, the IC or designee will direct media to the best vantage points possible for the fire.

During an emerging incident, the media desk will provide information updates through the Twitter account @CentralORFire and send out press releases as needed.

General Advice for PIOs

- Full Personal Protective Equipment (PPE) is required on the fireline for you and for news media. This includes fire shelter, nomex shirt and pants, leather gloves, hard hat, and 8 inch high, lace type exterior leather boots with melt-resistant soles. Before media comes to meet you on a fire, remind them that they need the PPE if they want to get near the fire. If they don't have any and there is time, there are media kits available. However, boots cannot be provided. Coordinate with the Agency PAOs for these media kits.
- Media interviews at the fire often will be your responsibility. Keep in close touch with the Incident Commander to provide accurate information. If the IC or their designee has the time, try to make them available for interviews. However, make sure that the reporter has time to wait for the IC. Often they are on very tight deadlines.
- Wear a uniform or complete Nomex outfit in interviews. Be professional and remember that you are the first line representative of the Forest Service, BLM and the whole firefighting organization. The public's impression of you may well be their impression of the competence of our firefighting efforts.
- Try to weave a fire prevention message into interviews, if possible.
- Try to point out the property and resource values that are being saved by the firefighters, rather than getting hung up on the resources lost.
- Be sure to coordinate with any ODF forces at the fire. They may assign an information person in some cases but, when dealing with the media, be sure to mention ODF involvement.
- Understand the needs of the reporter or photographer. It is important to ask them what they want and if you cannot get it for them try to provide options. Remember they have a job to do and maintaining good media relationships is

- important for the agencies.
- Don't address policy issues on the fireline. It is the responsibility of the agencies to address questions about firefighting budgets, agency budgets, resources, or any other policy issues through their leadership. As a PIO, you are responsible for addressing questions about the fire.
- Remember, we are a team. Keep the Agency PAOs, frontliners, and COIDC media desk informed as much as possible, as often as possible. Try to avoid yo-yoing acreage figures or discrepancies of information between the Incident and Information Centers. If news media is having a problem with access, please inform your agency PAO (Nelson-Dean, Lair, or Clark) and the PAO will work with them.

2014 National Fire Season Themes (NIFC)

The national themes are designed to be broad in scope so communicators can tailor the message to meet the needs of the local situation.

- 1. Our top priority is to keep the public and firefighters safe.**
 - No structure, natural resource, or cultural resource, is worth the loss of human life.
 - Reducing risk to firefighters and the public is the first priority in every fire management activity.
- 2. Teamwork, partnerships and cooperation are essential in managing wildfires.**
 - Wildfire knows no boundaries. Local, state, tribal and federal agencies support one another in wildfire response, planning and decision making.
 - Working together keeps our responsiveness up and costs down. Together, we can share limited resources, whether they are firefighters, equipment or other services.
- 3. Wildfires are managed in different ways.**
 - The same fire may have several objectives, which can be modified as the fire moves across the landscape.
 - Fires that threaten life, property and important natural and cultural resources will be put out as safely and quickly as possible.
 - Many landscapes are out of ecological balance. When the conditions are right, fire is one way to help restore ecological balance across the landscape so the area becomes more resilient to threats.
- 4. A community that has adapted to wildfire is a better-protected community.**
 - Citizens, firefighters, homes and other structures are always safer when residents work to protect their own property by clearing brush, trimming trees and removing flammable materials away from their homes and buildings.
 - Firefighters appreciate the help given to them by residents who are willing to do their part on private property to reduce risk prior to a fire incident.

5. **Long term drought, changing fuel conditions and the resulting unpredictable fire behavior, combined with increased human activity suggest that 2014 has the potential to be a busy fire year.**
 - Conditions change; for your safety, stay informed on current and predicted conditions in your community, and when you are enjoying the outdoors.

Questions and Answers Related to the National Fire Season Themes (NIFC)

Why do firefighters and citizens continue to be killed and injured each fire season?

A: Despite sophisticated tools for predicting managing wildland fires. This risk cannot be totally mitigated. Machines break, fire behavior, there is inherent risk in weather changes, and unexpected human factors occur—leading to tragic outcomes. The wildland fire community emphasizes and practices safety in every fire management activity, knowing that even one tragedy is too many.

What are agencies doing this year in response to the numerous firefighter tragedies that happened last year?

A: Federal, state, local, tribal agencies, and other organizations will continue to train firefighters to their highest safety standards, including placing emphasis on understanding and safely responding to the dynamics of highly complex and hazardous situations. Accidents happen when unexpected events occur. As a result, firefighters, fireline leaders, and the public all need to understand and act on signals that point to potential and unexpected risks. When accidents occur, it affects the wildland fire community in deeply personal ways, which inspire individuals to take responsibility for their own actions.

How can the public help reduce the risk to themselves and firefighters?

A: It is critically important for landowners and communities to recognize the dangers of an approaching wildfire.

Before a wildfire even starts, landowners must understand the defensibility of their property and do their part to make it as safe as possible for firefighters if they need to protect it.

Have a plan and know when to act. If a wildfire does occur and you are asked to evacuate, know your life and others will be kept safer by your decisive actions. Develop a plan in case you are asked to leave, which includes where to go, what to take, and what needs to be done quickly to protect your belongings. Do not risk a life for material possessions. If an evacuation is imminent, be ready and leave when recommended.

Why are teamwork, partnerships and cooperation essential in managing wildfires?

A: Large wildfires almost always present a much bigger challenge than a single state, tribal, local or federal agency can address on their own. As wildfires evolve, working together enables partners to share critical information and resources, and meet common objectives. Ultimately, working together keeps people safer and landscapes healthier.

How does working together keep costs down?

A: Each agency and land management entity has its own mission. Working together reduces expensive duplication of services and allows better management of resources. By working together, finite resources can be allocated and shared fairly and to best meet the needs of all partners. No single agency can afford to maintain the number of firefighters, aircraft, equipment and training needed to manage multiple complex wildfires and other natural disasters. That's why fire agencies, departments and tribes share resources.

What is meant by "objectives?" Isn't the objective to put the fire out?

A: Objectives are the broad purposes of a fire management strategy. To determine the strategy, wildland fire managers evaluate and respond to the situation based on what is at risk, potential impacts to the land and communities, and the resources available to them. As wildfires move across landscapes, different areas will have unique and specific response plans adapted to meet the needs of the community and landscape. The goal is to have the right response at the right time for the right reasons.

Are wildfires allowed to burn freely?

A: No, wildfires are always managed, which can include actions ranging from monitoring to putting the fire completely out. Management actions are based upon pre-established fire and land management plans. To remove the natural role of fire is to increase the danger of future wildfires. That is why communities must adapt to wildfire where possible and prepare in advance, in case they are unable to be put out.

A community that has adapted to wildfire is a better-protected community.**What is meant exactly by being "fire adapted?"**

A: Being fire adapted means an individual landowner or a community understands that fire and people can co-exist. Fire happens. It is not "if" but "when" a fire is going to burn in a location. Taking steps to prepare for a wildfire in your community is critical to keeping you, your family and firefighters safe.

How does clearing away brush relate to a community or a single structure being "fire adapted"?

A: Clearing away excess vegetation will deprive the fire of the raw materials it needs to burn at a high intensity.

When brush, small trees, thick grasses and other fuels are thinned, mowed or

removed, the fire has less fuel to burn. Fuel-starved fires burn at a lower intensity, are easier to contain, and are much less likely to cause damage when they burn on the ground.

Will firefighters protect my house?

A: Wildland firefighters are neither trained nor equipped to fight structure fires. Through a risk analysis, wildland firefighter crews determine whether or not they can safely protect any structure from an approaching wildfire. Safety, for wildland firefighters and the public, is always the first and foremost concern.

2014 is expected to be a busy fire year. It seems the country never has enough firefighters, trucks, aircraft and equipment when fire seasons get really bad. How do agencies and fire departments plan to have adequate resources?

A: Federal fire agencies hire firefighting crews based on appropriated budgets. These budgets are developed over a cycle lasting several years, so the appropriated budgets cannot react rapidly to changing conditions. However, in periods of particularly extreme fire danger, Congress can appropriate extra fire suppression funding on an emergency basis. These funds, called severity funds, are distributed using a process which responds to the greatest immediate need.

Appendix F

Conceptual Design of PNW-FAC Blog Spot

First Page mock-up



Follow by Email:
Email address...
Submit

Tweets
Firewise Communities
This summer, keep your campfire from becoming a wildfire. #FireSafe
13 Retweeted by NWCC
Engage

Ready, Set, Go!

FireFree

Living with Fire

FireWise

Project Wildfire

Oregon Department of Forestry

Keep Oregon Green

Central Oregon Fire Information

PACIFIC NORTHWEST FIRE ADAPTED COMMUNITIES

Click on the map below to find fire prevention programs in your area.



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Second page mock-up



Home

Follow by Email:
Email address...
Submit

Tweets
Firewise Communities
This summer, keep your campfire from becoming a wildfire. #FireSafe
13 Retweeted by NWCC
Engage

Ready, Set, Go!

FireFree

Living with Fire

FireWise

Project Wildfire

PACIFIC NORTHWEST FIRE ADAPTED COMMUNITIES

Bend, Oregon fire prevention information and programs

Ready, Set, Go

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Project Wildfire

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Fire-Adapted Communities

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FireWise Communities

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CAMPAIGN	CONTACT	PHONE	LOCATION
National Cohesive Strategy	Katie Lighthall	541-408-3048	Bend, OR
Fire Adapted Communities (FAC)			
Project Wildfire	Alison Green	541-322-7129	Bend, OR
FireFree	Alison Green	541-322-7129	Bend, OR
Ready-Set-GO			
FireWise			
Keep Oregon Green	Kristen Babbs	503-945-7499	
WA-DNR Outdoor Burning	Janet Pearce	360-902-1122	
Firebusters	Susie Maniscalco, Deputy Fire Marshal, Bend Fire Dept	541-322-6386	

WEBSITE	TARGET MARKET	MAIN MESSAGE(S)	WEBMASTER
www.forestsandrangelands.gov/strategy/			
www.fireadapted.org	Homeowners, Community Leaders	Hazardous fuel reduction, Hardening Structures, Community	
www.projectwildfire.org	Homeowners, Community Leaders	Citizen-based removal of flammable debris, creating defensible space.	
www.firefree.org	Homeowners, At-Risk Subdivisions	Citizen-based removal of flammable debris, creating defensible space.	
	Homeowners, Residents	Defensible Space, Hardening structure, Preparing For Evacuation, Leave Early	
www.firewise.org	Homeowners, County/City Planners, Builders	Defensible space	
www.keeporegongreen.org	Adults	Wildfire Knows No Season, Equipment Use, Defensible Space, Debris Burning, Campfire Safety	
www.dnr.wa.gov	Adults	Debris Yard & Garden, Silvicultural Debris, Campfire/Recreational	
www.bendoregon.gov/fire	Grade Schoolers	Youth program conducted with schools and local television station(s), media	

WEBSITE:	Positives	Problems	Solution	Common Threads
State of Oregon government website www.oregon.gov	Lots of tidy information	Many links and easy to get lost in the site following links.		
General Information source www.wikihow.com	Readily launches	BAD information on sheltering in place	Recommendations to webmaster?	
Northwest Insurance www.nwinsurance.org	Good general info. Willing to post and share prevention information.	Some outdated stats. New should be available	Contact Sandi Henke at nwinsurance.org	
Bureau of Land Management www.blm.gov	Nice interactive map	No direct info. about prevention or defensible space. Must submit ticket to change content on page.		Has defs. of IFPL and NFDRS
Washington State Department of Natural Resources www.dnr.wa.gov	Lots of good info. News releases can be posted.	Broken pic links and		
Washington State Conservation Commission www.scc.wa.gov	Information potential	Not easily found.		
US Forest Service Pacific Northwest Region www.fs.usda.gov/R6	In the National Portal format , more recognizable about people	No clear person who is responsible for web		
Rogue Valley Fire Prevention Cooperative www.rvfpc.com	Very nice, simple, site. A good example for information	Some of the information is outdated, from Memorial Day	Have list of webmasters for the most common sites,	
Keep Oregon Green www.keeporegongreen.org		Doesn't come up on basic searches for prevention in WA or OR.		
Washington Department of Natural Resources www.dnr.wa.gov	Good general info. Lots of links.	Performance varies with web browser/search engine.		
Kitsap County Dept of Emergency Management www.kitsapdem.org	Very good concise tips. Creative materials !			
Washington State Emergency Management www.emd.wa.gov	Good info. Tied to DNR, NIFC and NOAA			Tied to Firewise
National Fire Restrictions www.firerestrictions.us	User interface is relatively easy.	Established framework not applicable or standardized for nation-wide use. Inconsistent participation	Promotion by host agencies for widespread acceptance and appication.	Widespread need!