

The background features abstract green geometric shapes. On the left, a solid green trapezoid points upwards. On the right, a complex arrangement of overlapping translucent green triangles and polygons creates a layered, crystalline effect. The colors range from a vibrant lime green to a muted sage green.

Guy Gifford

Washington State DNR
Community Resilience
Assistant Division Manager



Wildfire Ready Neighbors



Point Protection Program



Colin Mulvany - The Spokesman-Review

Goal

When bad things happen to you.

Your recovery back to normal
will be quicker because of the
actions you have taken.



State Wide Brand



WILDFIRE



Wildfire Ready Neighbors Goals built on the 10 Year Wildfire Strategic plan and 20-Year Forest Health Plan

- 01** Drive people in high-risk areas to take action to become wildfire-ready.
- 02** Assess land! Drive awareness and interest around Wildfire Ready Home Visits and Forest Health Consultation(FHCs) and conduct these services.
- 03** Build a simple and replicable program framework and brand that can be easily adopted in communities across Washington.
- 04** Continue to grow and deepen community relationships around issues of wildfire and resiliency.



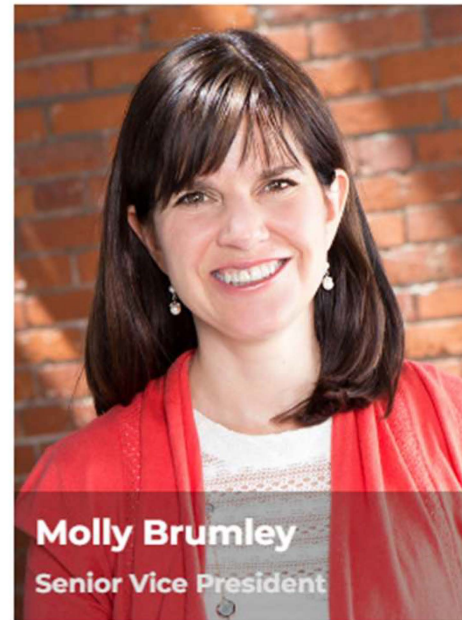
Social Marketing

- Social marketing is an approach used to develop activities aimed at changing or maintaining people's behavior for the benefit of individuals and society as a whole.
- Combining ideas from commercial marketing and the social sciences, social marketing is a proven tool for influencing behavior in a sustainable and cost-effective way.
- It helps you to decide:
 - Which people to work with
 - What behavior to influence
 - How to go about it
 - How to measure it

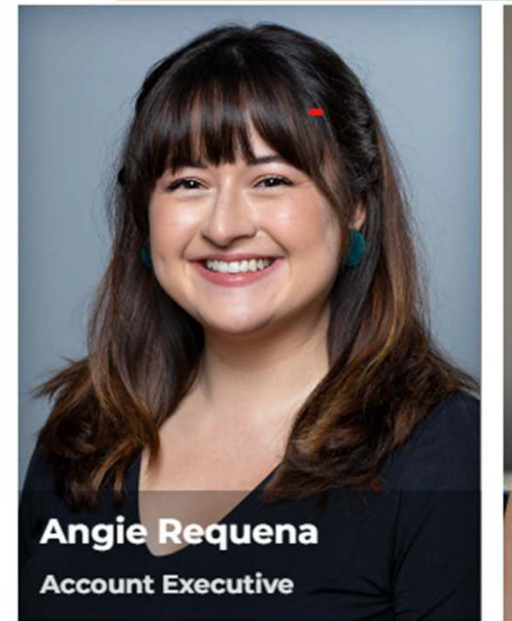




C+C | ALL ABOUT THE GOOD



Molly Brumley
Senior Vice President



Angie Requena
Account Executive

What is the Wildfire Ready Neighbors program?



- WRN provides lift for existing programs and community efforts
 - FireWise USA sites
 - Fire Adapted Communities
 - Ready Set Go
 - May Wildfire Awareness Month, wood chipping events, etc.)
 - ??????
- While also reaching new communities using WRN branding.

Marketing - The Surge



Marketing

- ▶ Media Event / Community Event
- ▶ Direct Mailing
- ▶ Social Marketing ads
 - ▶ Google
 - ▶ Facebook
- ▶ Radio ads
- ▶ Print Ads
- ▶ TV ads
- ▶ 4 - 6 - Week Campaign - The Surge
- ▶ **\$20,000 - \$30,000**





HOME

ESPAÑOL

ARE YOU WILDFIRE READY?

GET YOUR FREE WILDFIRE READY PLAN TODAY!

Wildfire is a fact of life. But when we come together as neighbors, we can reduce the risk wildfire poses to our properties, homes, and community.

By working together, everyone benefits. Sign up today to get your free Wildfire Ready Plan and schedule a consultation from our local wildfire experts.

SIGN UP



WILDFIRE READINESS BY THE NUMBERS:

6,839

WILDFIRE READY NEIGHBORS SIGNED UP

3,820

REQUESTS FOR IN-PERSON HOME VISITS OR FOREST HEALTH CONSULTATIONS

34,920

ACTIONS PARTICIPANTS COMMITTED TO TAKE ON THEIR PROPERTIES



Wildfire Ready Home Visit



Zone 1 - Immediate Zone 0 - 5 feet Be Ember Aware

- ▶ Clean roofs and gutters of dead leaves, debris and pine needles that could catch embers.
- ▶ Replace or repair any loose or missing shingles or roof tiles to prevent ember penetration.
- ▶ Reduce embers that could pass through vents in the eaves by installing 1/8 inch metal mesh screening.
- ▶ Clean debris from exterior attic vents and install 1/8 inch metal mesh screening to reduce embers.
- ▶ Repair or replace damaged or loose window screens and any broken windows. Screen or box-in areas below patios and decks with wire mesh to prevent debris and combustible materials from accumulating.
- ▶ Move any flammable material away from wall exteriors - mulch, flammable plants, leaves and needles, firewood piles - anything that can burn. Remove anything stored underneath decks or porches.



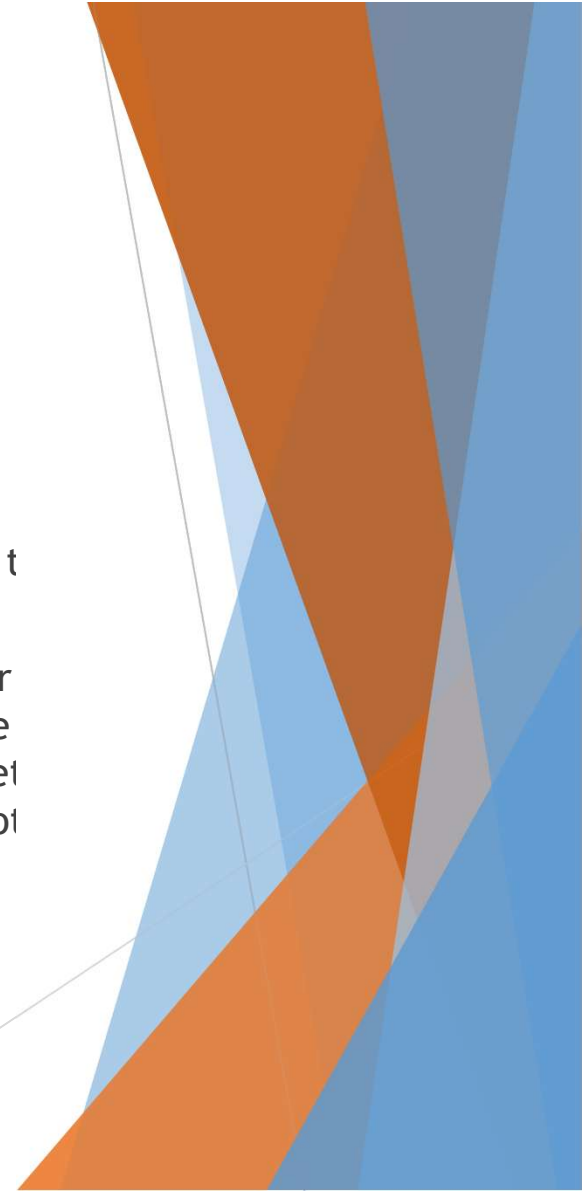
Zone 2 - Intermediate Zone 5 - 30 feet Lean, Clean and Green

- ▶ Clear vegetation from under large stationary propane tanks.
- ▶ Create fuel breaks with driveways, walkways/paths, patios, and decks.
- ▶ Keep lawns and native grasses mowed to a height of four inches.
- ▶ Remove ladder fuels (vegetation under trees) so a surface fire cannot reach the crowns. Prune trees up to six to ten feet from the ground; for shorter trees do not exceed 1/3 of the overall tree height.
- ▶ Space trees to have a minimum of eighteen feet between crowns with the distance increasing with the percentage of slope.
- ▶ Tree placement should be planned to ensure the mature canopy is no closer than ten feet to the edge of the structure.
- ▶ Tree and shrubs in this zone should be limited to small clusters of a few each to break up the continuity of the vegetation across the landscape.



Zone 3 - Extended Zone 30 - 100 feet (out to 200 feet) Reduce the Energy

- ▶ Clear vegetation from under large stationary propane tanks.
- ▶ Create fuel breaks with driveways, walkways/paths, patios, and decks.
- ▶ Keep lawns and native grasses mowed to a height of four inches.
- ▶ Remove ladder fuels (vegetation under trees) so a surface fire cannot reach the crowns. Prune trees up to six to ten feet from the ground; for shorter trees do not exceed $\frac{1}{3}$ of the overall tree height.



Washington State Guidelines



FIREWISE USA®
Residents reducing wildfire risks



FIREWISE USA™
RESIDENTS REDUCING WILDFIRE RISKS



Your Home Can Survive a Wildfire

Dr. Jack Cohen, Fire Science Researcher with the USDA Forest Service, explains current research about how homes ignite during wildfires, and the actions that homeowners can take to help their home survive the impacts of flames and embers.

Partners

- ▶ Conservation Districts / Conservation Commission
- ▶ Fire Districts
- ▶ NGO's
 - ▶ CAFÉ
 - ▶ Latino Community Fund
 - ▶ Others
- ▶ WRCD - Washington Resource Conservation and Development
 - ▶ WAFAC - Washington Fire Adapted Community Learning Network

Firewise USA Sites

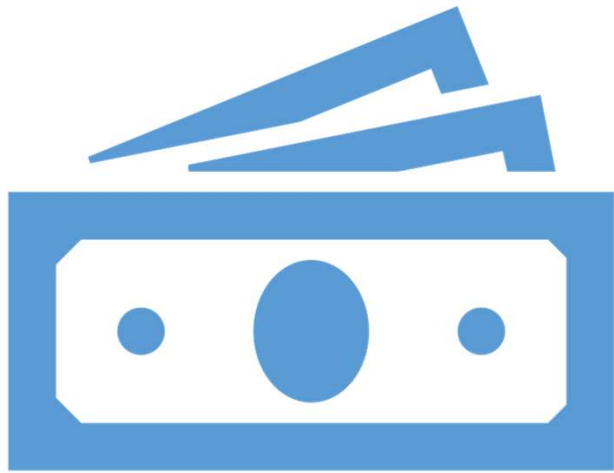


- ▶ Framework for a Community
 - ▶ Steps
- ▶ Assessment
- ▶ Action Plan
- ▶ Take action
- ▶ Reporting



WILDFIRE

Firewise USA Sites



Grants

Firewise USA Sites / Community/Neighborhood Micro - Grants

- ▶ Goal - Engage communities in Wildfire Preparedness
- ▶ Firewise USA sites /community/Neighborhood events
- ▶ \$1,000 - \$4,000 +
- ▶ Firewise USA sites action plan implementation
- ▶ Wildfire Awareness Month (WAM) - May



FIREWISE USA®
RESIDENTS REDUCING WILDFIRE RISKS

Micro-Grants

- ▶ Homes treated
- ▶ Material removed
- ▶ Education
- ▶ Awareness
-
- ▶ **Community Engagement**
- ▶ **Sustainability**



Why Successful

- ▶ Application process goal 10 minute process.
- ▶ Completion paperwork to get paid goal 10 minute process.
- ▶ Actually plan to fund everyone
 - ▶ Ranking
 - ▶ Deadlines
- ▶ Funding amount - low risk
- ▶ YES program
 - ▶ Fill the gap for their event



Community Resiliency – Firewise/Community Micro-Grants

Spring 2025

125 - Firewise USA Sites and Communities participated

► \$511,049.82 Awarded



Town of Malden - Goats



Inverness FW – Clean up



Four Mound FAC – Clean up

Grants

Home Hardening, Zone 1

- ▶ Conservation Districts

- ▶ Funds

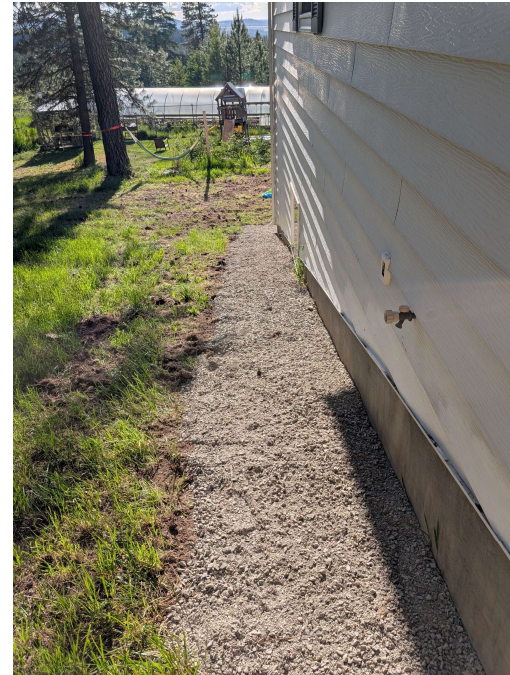
- ▶ DNR

- ▶ State

- ▶ Local

- ▶ Limited areas

- ▶ Limited Funds



Grants

Home Hardening, Zone 1

- ▶ Several Models of grants
 - ▶ Home
 - ▶ Zone 1



Grants - Zone 3 +

- ▶ Healthy Forest
 - ▶ Eastern and Western Washington
- ▶ Wildfire Resilience
- ▶ Washington State DNR - Service Forestry
 - ▶ Forest Resilience Division
- ▶ State and Federal Funds
- ▶ 40 + Years at some level and location
- ▶ Individual to landscape level

Photo's by: Steve DeCook



Grants - Implementation

- ▶ Fire Districts
- ▶ Washington Resource Conservation and Development
- ▶ Conservation Commission
- ▶ NGO's



Grants

Future Funding



Framework



