



Community Resilience



November 21, 2024

AGENDA

MEETING OBJECTIVES

- Results
- Goals (2024-2026)
- Opportunities
- Challenges
- Successes



Staffing

- Whatcom County - Kirk Troberg
 - Thurston - Jesse Duvall
 - Okanogan - Will Knowlton
 - Chelan - Jake Hardt
 - Kittitas - Rose Beaton
 - Yakima - Marc Titus
 - Klickitat - Charlie Landsman
 - Spokane - Robby Boles
-
- ADM - Guy Gifford
 - CR 2 - Vacant



Support Team

- Agreements
 - Kiana
- Federal Grants
 - Bella
 - Nick



RESULTS TO-DATE

PROGRAM GROWTH

Statewide have officially launched WRN with an additional **8 counties** are open for signups on some level of activity.

the state, and spurred discussions about similar programs including Oregon and Colorado.

2023	2024	2025
Mason Pierce Thurston Douglas	San Juan Walla Walla Columbia Ferry Grant Grays Harbor Skamania	Jefferson Pend Oreille Asotin King Clark

2024, 11 counties statewide have officially launched WRN with partners and press events. An additional **8 counties** are open for signups on the website and have some level of activity.

Signups come from all over the state, and spurred discussions about similar programs with other states including Oregon and Colorado.

2021

Chelan
Okanogan
Spokane
Stevens

2022

Kittitas
Klickitat
Yakima

2023

Mason
Pierce
Thurston
Douglas

2024

San Juan
Walla Walla
Columbia
Ferry
Grant
Grays Harbor
Skamania

2025

Jefferson
Pend Oreille
Asotin
King
Clark

SIGNUP ACQUISITION

YEAR OVER YEAR

- Signups fluctuated but maintained **at least 1,000 signups/year**.
- Pilot in 2021 had the most signups in a single year. This was a big win since it was a new program launching on the heels of the pandemic.

SIGNUPS TO-DATE – OVERALL

- **6,115** unique signups*

SIGNUPS – YTD 2024

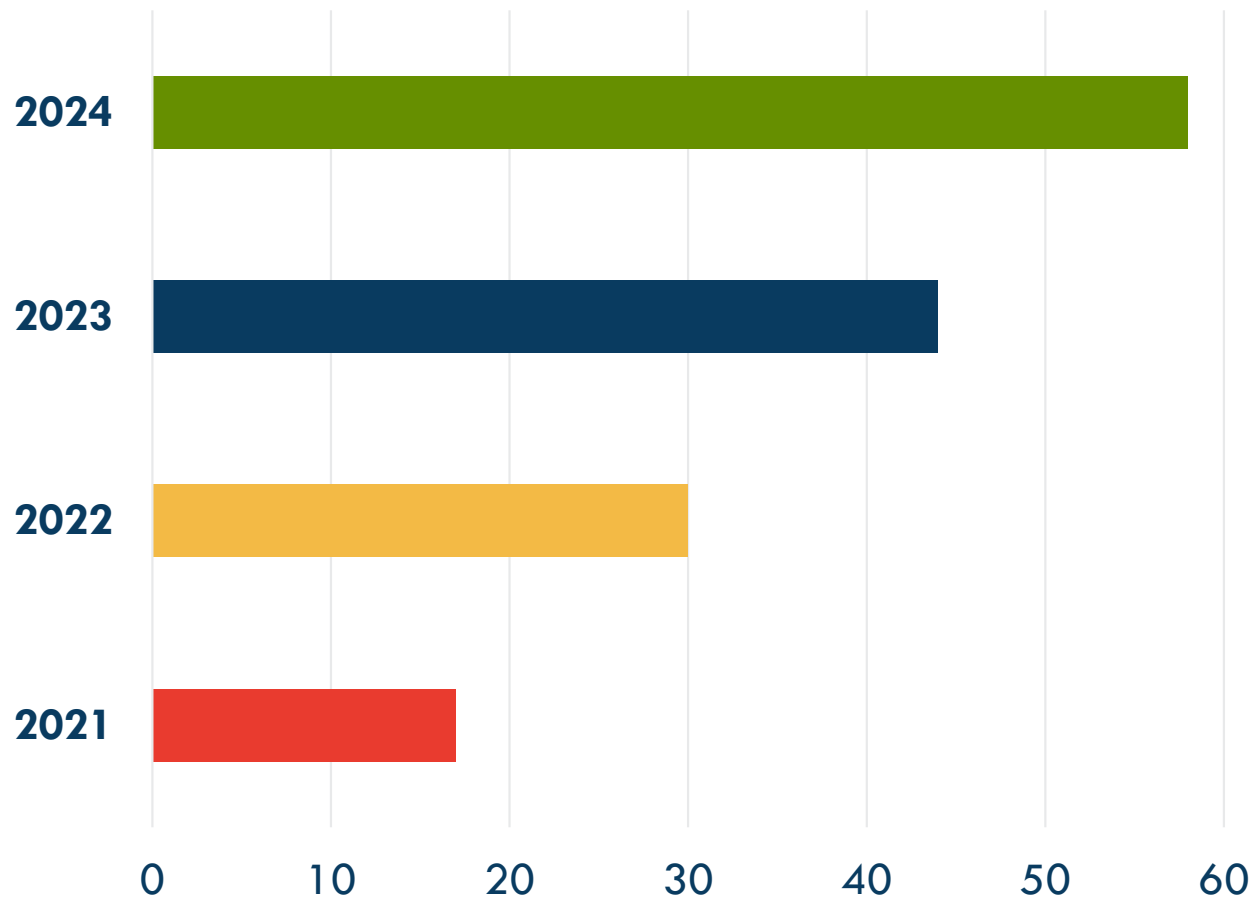
- **1,270** unique signups* through October 21, 2024.
- This total **exceeds** the total signups from 2023!

**This does not capture all signups done through local partners.*



PARTNER GROWTH

NUMBER OF PARTNERS



58 total partners across 19 counties including fire districts, CBOs, conservation districts, local elected officials



Firewise and Microgrants 2024

- 131 Firewise USA Sites
- 112 Awards
- \$499,054 awards
- \$472,614 paid
- Average award \$4,220



CWDG - Community Wildfire Defense Grant

Year	Amount Awarded	Fuel treatment acres	CWPP's	Community events	Home assessments
2023	\$20,307,161	8,288	3	40	650
2024	\$35,699,592	7,500	4	20	150
Total	\$56,006,753	15,788	7	60	800



Trained Leaders

- WAFAC - LN annual meeting
- Trained Leaders - 92
- Trained Leaders DEI - 207



Community Events

- 343 Community Events
 - 40 DEI



Community Wildfire Protection Plans (CWPP)

- 2024 - 4 completions
- 2025 - 7 expected
- TBD - 15



December 2023

Yakima County
Community Wildfire
Protection Plan

THANK YOU, PARTNERS!



SUCCESSSES

BIG WINS

- **Community Resilience Coordinators.** Increased ownership of the program locally and engagement with partners and community members.
- **Partner adoption.** WRN is now a recognized brand in 19 counties with 58 local partners, playing a bigger role in executing campaign.
- **Resident ownership/interest.** Globally, 2024 events saw record attendance, highlighting growing community interest and engagement
- **Outreach**
 - **Social media ads** continue to be one of the strongest drivers of signups.
 - **Press coverage** has yielded more impressions than paid ads. Because ads are usually the top driver of impressions, this indicates that our press efforts have had significant impact on reaching our target audience.



BIG WINS

- **Collaborations & Coalitions**
 - Kittitas County
 - Spokane County
 - Douglas County
 - Chelan County
 - Yakima County
- **Blitz**
 - Kittitas – 900 WRHV
 - Grant
 - Yakima
- **Latino**
 - New Fire District Volunteers – Yakima County



BIG WINS

- **Agreements**
 - **Staffing increased**
- **Federal Grants**
 - **Staffing increased**

Contract Agreement Template

CONTRACT AGREEMENT

BY-Company Name Here

This Agreement is made on _____/_____/_____

BETWEEN

1. [The First Party Name Here]
2. [The Second Party Name Here]

RECITALS

1. _____
2. _____
3. _____
4. _____

AGREEMENTS

1. Organization Information.

2. Services to be performed.

- 2.1 _____
- 2.2 _____
- 2.3 _____

Wildfire Ambassador Program

- San Juan
- Okanogan

- Train volunteer leaders
 - Firewise USA Sites

- WRCD and DNR



OPPORTUNITIES

OPPORTUNITIES

- Strengthen partnerships including with tribal communities
- CWPP – working groups / transition to Coalitions
- Latino – initiating careers in Emergency Management / Home Visits
- FEMA/HMGP grants



CHALLENGES

CHALLENGES

- Latino - Converting classroom training to boots on the ground work
- Measuring completion of actions pledged by participants when signing up (Outcome)
- Campaign timing (i.e. working with partners' bandwidth and seasonal capacity)
- Diminishing Returns in active counties and new counties not getting the same results as initial launch areas.
- Maintaining service levels
- Tracking WRHV that partners are doing for local sign ups
- Insurance Agreement – NGO
- Biennium funding gap



GOALS

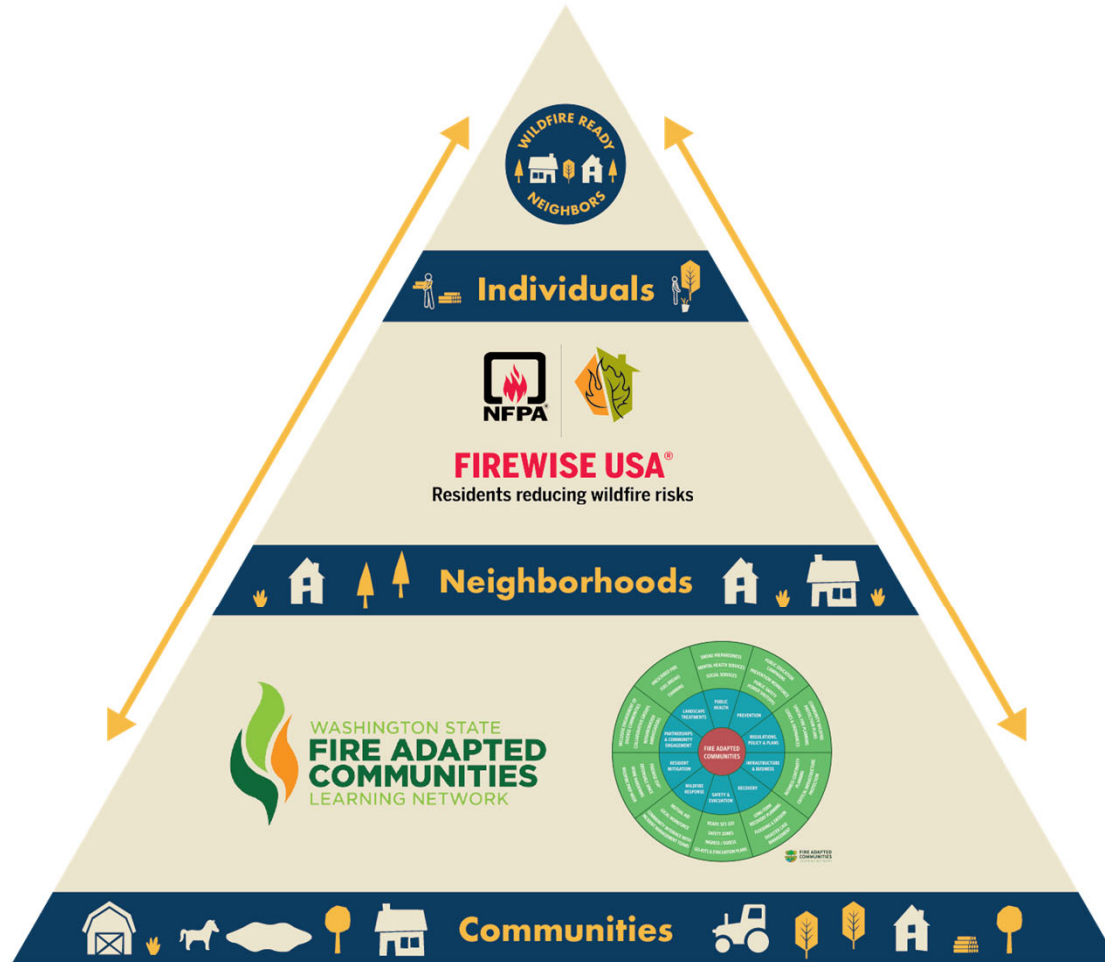
(2024-2026)

OVERALL GOALS

- Increase the number of requests for a Wildfire Ready Home Visit
- Workflow more even flow through out the year
- Strengthening partnerships including with tribal communities
- Increase collaborative partnerships in state
 - Increase Fire Adaptation practices
- Monitor long term behaviors of action items
 - Identify actions residents are taking and identify gaps in actions not taken



Connections - Questions



COUNTY GOALS

*Primary counties in red

ROSE BEATON	ROBBY BOLES	JESSE DUVALL	JAKE HARDT
King Kittitas	Lincoln Pend Oreille Spokane Stevens Whitman	Grays Harbor Jefferson (South) Kitsap Mason Pierce Thurston	Adams Chelan Douglas Grant
WILL KNOWLTON	CHARLIE LANDSMAN	MARC TITUS	KIRK TROBERG
Ferry Okanogan	Asotin Benton Columbia Franklin Garfield Klickitat Skamania Walla Walla	Clark Cowlitz Lewis Pacific Wahkiakum Yakima	Clallam Island Jefferson (North) San Juan Skagit Snohomish Whatcom

AWARDS

'23 SOCIAL MARKETING AWARDS

Won **silver** in **2** categories:

- Best Public Safety
- Motivating Incentives, Monetary and/or Nonmonetary

'22 AND '23 PRSA PUGET SOUND SUMMIT AWARDS

Won in the **Community Relations** category both years

'22 PRSA NAT'L SILVER ANVIL AWARDS

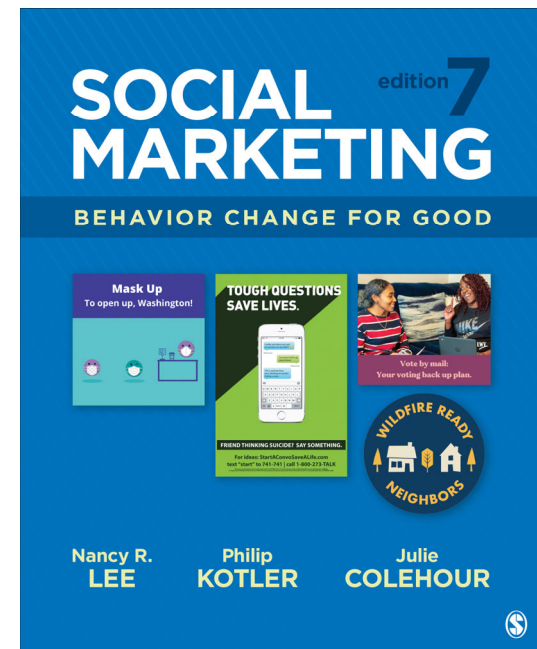
Won in **2** categories:

- Community Relations (Gov't)
- Public Service (Partnerships)



SOCIAL MARKETING TEXTBOOK

Featured case study in '23 edition of textbook for college students



NEXT STEPS

