



# Santa Clara County FireSafe Council

*Mobilizing the people of Santa Clara County to protect their homes, communities and environment from wildfires*

2053 Lincoln Ave., Suite B, San Jose, CA 95125 • Phone (408) 975-9591 • [www.SCCFireSafe.org](http://www.SCCFireSafe.org)

## Request For Proposals

### Communications and Outreach Specialist for Non-profit Organization

The Santa Clara County FireSafe Council has an open need for assistance with improving and expanding its communications program. We are seeking proposals from qualified consultants who can help us be more effective in motivating and educating residents and key decision makers about how to prepare for wildfire.

Although not specifically required, the ideal candidate will have some knowledge about or experience with wildfire and an innate understanding of the purpose as well as finer details of our messaging.

SCCFSC does not have a physical office. The consultant will provide services from their own office. Phone, email, and online shared files and will be the primary modes of collaboration. Attendance at various public outreach events and periodic in-person meetings with FireSafe team members at convenient locations in Santa Clara County will be required, typically once a week on average. Local residence is not required. Consultants provide their own tools, equipment, and supplies.

The work load for the above position is variable but is not expected to reach more than 20 hours per week on average unless significant increases in funding and program expansion are found.

### Scope of work

The consultant will assist our team members in developing, implementing, and maintaining a new communications program that will be integrated with and support our other programs and fundraising. Specific deliverables in the scope of work include:

#### Website

Review and make recommendations for website update or overhaul, including cleaning up and simplifying the look, feel, and usability of the website.

Perform the overhaul or source a provider to do this.

Improve website for SEO for the public to find and act on our information.

Link to websites of our partners in wildfire prevention & preparation.

Convert content stored in pdf files to text where feasible.

Remove obsolete content; update graphics and photos.

Improve the function of forms.

Improve security of personal information obtained through forms.

Implement a membership and donations page

Implement a blog section for easy posting of editorial or news content

Work with team members to train them and document how to upload new content

Develop system for periodic fresh content on website

### Board of Directors

**Gary Sanchez**

State Farm Insurance  
President

**Eugene Zambetti**

Saratoga Fire District  
Vice President

**Carla Ruigh**

South County FireSafe Council  
Treasurer

**Derek Neumann**

Santa Clara Valley Open  
Space Authority  
Secretary

**Arlen Summers**

San Jose Fire Department

**Chris Hughes**

Pacific Gas and  
Electric Company

**Chris del Pilar**

Chrisbooks Accounting

**Dede Smullen**

Saratoga Area FireSafe Council

**Jerry Serpa**

Spring Valley Volunteer  
Fire Department

**Jim Wollbrinck**

San Jose Water Company

**Patty Ciesla**

Executive Director

### Board of Advisors

**John Justice**

Santa Clara County  
Fire Department

**Edgar Orre**

CAL FIRE  
Santa Clara Unit

**James Henrikson**

Palo Alto Fire Department

**Michael Jurich**

Midpeninsula Regional  
Open Space District

**Jared Bond**

Santa Clara County Parks

**Crystal Bothelio**

City of Saratoga

**Alan Bicho**

Jackson Oaks Association

**Brad Hartzell**

Chemeketa Park Mutual  
Water Company

**Jeff Bates**

Redwood Estates Services  
Association

### Printed media

Manage layout and design, and place orders for:

Large format signage, banners, and posters.

Booklets, handouts, brochures.

Forms for property assessments, permissions, liability waivers, etc.

### Social media

Post regular updates for timely original content on facebook, linking to our website.

Develop minimum presence on major social media sites.

Grow readership of social media.

### Email newsletters

Develop templates for push email newsletters for both computer and mobile device screens.

Train team members how to create and send engaging newsletters.

Work with team to schedule content; develop plan to grow email newsletter recipient list.

### Education program assistance

Provide technical guidance for improving our education program materials and their delivery to residents of the wildland-urban interface zones.

Develop and test a webinar format for our evacuation preparation workshop.

Assist in developing evacuation planning workshops and evacuation drills.

Work with our adult and youth education coordinators to ensure content is updated to conform to the latest science on wildfires, and obsolete material is retired.

Develop a localization plan to translate educational materials into languages other than English, as determined by a demographic study of our target populations.

### Outreach program assistance

Work with team members to develop a new interactive exhibit for our booth at public outreach events that is engaging, captivating, and help staff the booth during wildfire season.

Develop outreach plan for regular contact with key decision makers in various public agencies and within our fire departments.

Promote the FireSafe Council's programs and develop its reputation as a leader in wildfire prevention/preparation with various media outlets.

### FireSafe Conference

Assist in the development and implementation of a Bay Area FireSafe Council Conference.

### Annual Awards Dinner

Assist in preparing and implementing an awards program to recognize the good work of our partners in wildfire prevention/preparation.

### Fundraising

Work with team members to improve their grant applications, fundraising proposals and local memberships/donations.

## **Functional Capacities**

SCCFSC, when notified of a need, will provide reasonable accommodations for workers on its programs and projects. The following functional capacities and abilities may be required to perform some of the duties outlined above:

- Comprehend technical information and complex written materials.
- Remember information and track progress of work.
- Analyze, plan, organize and solve complicated problems.
- See and read printed material, and media displayed on a computer monitor or handheld device including text and images.
- Hear and gather information on the telephone, in person, and in a group setting.
- Communicate in English in writing and orally.
- Manipulate items such as pens, markers, paper, posters, projectors, camera, and cell phone.
- Use a computer, printer and other office equipment.

## **Non-discrimination**

SCCFSC meetings are held in public buildings in Santa Clara County and are accessible to persons with disabilities. The SCCFSC is an equal opportunity provider and will consider all qualified applicants. In accordance with Federal law and the U.S. Department of Agriculture (USDA), and SCCFSC policy, we prohibit discrimination against our customers, employees, and applicants for employment or contract opportunities on the bases of race, color, national origin, age, disability, sex, gender identity, religion, reprisal, veteran status, political beliefs, marital status, familial or parental status, sexual orientation, if all or part of an individual's income is derived from any public assistance program, or any protected genetic information.

To file a complaint of discrimination: write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, 1400 Independence Avenue, SW, Washington, D.C, 20250-9410 or call (202) 720-5964 (voice and TDD).

## **To Submit a Proposal**

To submit a proposal for consideration, please email our Executive Director, Patty Ciesla at [pciesla@sccfiresafe.org](mailto:pciesla@sccfiresafe.org) and provide information regarding your qualifications and rates for services. Examples of prior work are welcome. The Communications and Outreach Specialist provides services as an independent contractor, and is not an employee. Proposals are due by November 3rd at 5pm but well-qualified proposals may be considered prior to the closing date.

## **About the SCCFSC**

The SCCFSC is a non-profit organization whose mission is "Mobilizing the people of Santa Clara County to protect their homes, communities and environment from wildfires."

Using volunteer board members and officers, agency partners, executive staff, and independent contractors, we coordinate and manage projects and programs to benefit the wildland-urban interface community. We work with staff and elected officials from public land management and fire protection agencies, private landowners, professional tree contractors and consultants, engaged local volunteers, and others. Our FireSafe team helps us deliver services to homeowners, communities and public land managers in the following forms:

- Free or subsidized chipping of brush and other hazardous fuels cleared by residents to create defensible space around structures.
- Roadside vegetation management including tree trimming and evacuation route clearing.
- Small to large shaded or open fuel breaks in natural environments.
- Defensible space consultations.
- Community risk assessments and project planning.
- Community Wildfire Protection Plans and their updates.
- Environmental review and compliance.
- Educational activities for youth, including Smokey Bear story times.
- Educational and outreach programs for adults such as regular FireSafe Council meetings, general outreach at community events, stakeholder outreach programs, educational workshops, information on our website and in various printed materials, and local signage and media content.

Our programs are funded by federal, state, and local grants, local service agreements, and donations from a variety of entities as well as individuals. Grant writing and grant management, financial management and record keeping, oversight and administration are all important elements to our success and the sustainability of our programs.