



Santa Clara County
FireSafe
COUNCIL

2020 - 2025 Strategic Plan

Adopted
July 21, 2020



Our Mission

Mobilizing the people of Santa Clara County to protect their homes, community and environment from wildfire.



Goal 1: Build Organizational Structure to Drive Vision

Ensure long-term success for the organization through a strong leadership team aligned to Goals, driven by a capable workforce and efficient systems, with sufficient baseline funding to deliver on-going core operations and support new growth initiatives.

1. Build Leadership Team

- Develop and Conduct Board Orientation and Training
- Identify Organization Leadership Requirements
- Align Board Strengths to Vision and Goals

2. Develop Capable and Competent Workforce

- Establish Common Goals and Expectations
- Develop Core Competencies through Training (New Hire, On-going)

3. Optimize Operational Capabilities

- Identify Operational Requirements
- Create Organization Resource Plan
- Monitor and Align Resources to Address Gaps

4. Establish Sustainable Funding

- Identify Baseline Funding and In-Kind Needs
- Prioritize Funding Opportunities
- Publish 5-year Financial Forecast to Meet Vision
- Ensure Adequate Staffing and Board Commitment to Meet Funding Goals

Goal 2: Develop Resilient Neighborhoods



Educate and facilitate engaged communities to improve neighborhood fire resiliency through fuel reduction initiatives, services and partner collaborations. Expand support for FireWise certifications across County.

1. Expand Community Outreach

- Expand Our Volunteer Corps
- Leverage Social Media, Website with Mobile-Friendly Communications
- Develop Content with Consistent Terms and Language, Multi-lingual
- Develop SCCFSC Owned Outreach Programs and Events

2. Identify, Nurture and Enable Key Community Leaders to Maximize our Reach

- Identify Community Needs and Near-Term Actions
- Develop Content to Enable Local Neighborhood Initiatives
- Expand FireWise communities

3. Expand Effective Neighborhood Fuel Reduction Programs

- Accelerate HIZ Programs
- Broaden Chipping Programs
- Facilitate Neighbor to Neighbor Programs

Goal 3: Collaborate on County and Regional Wildfire Preparation Programs

Drive large-scale fuel reduction and forest health initiatives with the support of partners and sponsors, often funded by local, State and Federal grants. Champion the CWPP as the Countywide strategy for executing priority projects.

1. Implement Landscape Scale Fuel Reduction Projects

- Promote the Forest Health initiative
- Create (WUI) Fire Breaks and Shaded Fuel Breaks

2. Promote Adoption and Implementation of CWPP

- Adopt the SCCFSC Annex of CWPP
- Promote Adoption and Updating of All CWPP Annexes, Including Mapping
- Reconvene Stakeholders to Execute CWPP Projects

3. Collaborate with Partners

- Identify Potential Partnerships and Collaborations
- Create and Promote Service Offerings Aligned with Partner Needs

Goal 4: Prepare for the Future



Look 5 years forward and explore highly innovative solutions to reduce our growing fire threat, including advanced technologies and state-of-art fire protection capabilities. Explore strategic alliances across industry and State/Federal Legislature for long-term and substantial impact.

1. Perform Industrywide Assessment of New Processes and Technologies

- Explore Industry Best Practices, Technologies, and Potential Alliance Partners
- Construct 5-Year Vision and Strategic Roadmap

2. Develop Industry Collaborations to Drive Vision

- Identify Sponsors and Partners
- Build Shared Vision and Common Goals, Identify Long-Term Objectives
- Collaborate with Partners for Funding, Resources, and Technologies

3. Understand Legislative Changes and Trends Impacting Programs

- Identify any Legislative or Environmental Changes
- Develop Solutions to Reduce Risks

4. Establish County – State – Federal Advocacy programs

- Create Strong, Unified Voice to Advocate Policy and Funding Reform
- Establish External Champions to Amplify Influence
- Form Alliances to Enhance Delivery of our Mission



ACKNOWLEDGEMENTS

We would like to thank all staff, Board of Directors and Board of Advisors, partners and friends who participated in our workshops, and contributed to and helped develop the 2020-2025 Strategic Plan. We especially would like to acknowledge the tremendous leadership of **Board Member Paul Hansen** who spearheaded and facilitated our efforts.

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PRESIDENT'S MESSAGE

This Santa Clara County FireSafe Council 2020-2025 Strategic Plan was developed over the past 6 Months, at in-person and Zoom workshops. During this time frame, because of the worldwide Covid-19 pandemic, every aspect of how we do our job changed. Our successful pivot during the past six months demonstrates the FireSafe Council's resiliency and ability to fulfill our mission to mobilize the people of Santa Clara County to protect their homes, communities and environment from wildfires, regardless of the circumstances. The pandemic has made clear that a successful strategic plan is one that can evolve and grow to accommodate the unexpected. This document provides that framework, but our success depends on the continued participation and support from our Board of Directors, our Staff, our Board of Advisors, and community partners. Thanks in Advance for helping implement this Strategic Plan! Lets get to work!

Dede Smullen, President SCCFSC