

RMCG Information & Education Committee Meeting
Meeting Notes
November 2 & 3, 2011

Present: Lynn Barclay, Ralph Bella, David Eaker, Shannon Gurney, Jason Hartman, Linda Hecker, Larry Helmerick, Steve Ipswitch, Patti Maguire, Sheryl Page, David Peters, GayLene Rossiter, Dawn Sanchez, Katherine Timm

Wednesday, November 2, 2011

Old Business

Review Charter – David Peters has an addition for the charter. Add Kansas BIA. Katherine Time made motion, Patti seconded.

New chair – Katherine Timm, Colorado State Forest Service

Vice chair – David Eaker, National Park Service

Fire Prevention Teams – A proposal was submitted to RMCG regarding the process for nominations/applications. Lynn will send out in minutes when we hear back from RMCG. They did require that a succession plan be developed and it was (Sheryl, Dave and Jason developed).

Sheryl – application process is similar to other geographic areas. Per request of RMCG, we developed a succession plan. There was no succession model, so we had to start from scratch.

Nationally, we are trying to set up a rotation schedule. Next week, there will be a brief conference call with PT coordinators for each geographic area to discuss schedule. Once set up, it will go in the national mobilization guide. They also set up a working team to look at things that need improvement – marketing teams, preseason webinar similar to what PIOs do, so we can take care of any issues early.

Progress on Website – GayLene has provided a link to the draft home page on the RMWFI website. We purchased the domain name wildfireprev.info, as well as wildfireprev.net, wildfireprev.com and wildfireprev.org. You can't yet get to the site using these addresses. The draft page is done and includes the five-state map; to view it, go to http://rockymountainwildlandfire.info/main_draft.htm. When the map was created, we included the dispatch centers. May not need to include them; would like feedback. We may change the colors of the map. Have not yet hot-linked each state's websites to the map. Logo has been changed and we would like feedback. Navigation has been changed slightly. Changed the partner page to reflect the members of the committee, and that part is live. Lynn likes the appearance of the site. Masthead will be changed as soon as we have all the photos. Artist will provide a couple of different options for us to look at. Need content to keep the site current – could be new training, products and can be prevention, mitigation. Need to discuss marketing and identify ways to get the word out about the website. Bookmarks were used to promote the site in the past; it's an effective way to promote the site, easy to take them to meetings. Sheryl suggested including downloadable promotional items on the site so we can run them out as needed. CSFS will revise the brochure; Lynn will revamp the bookmarks. Sheryl suggested using the new logo and other existing materials to create an ad/flyer. Linda and Patti will help with ad/flyer, but we need to identify our audiences and be consistent in our messaging. Do we need to set up a separate call to discuss? Yes, Patti, Linda and Katherine will get together to discuss production of collateral materials. The cropped edges on the logo and the hard lines on the masthead don't work well together. It's important to note that

they're being revised and are not yet finalized. Resource page looks good and is easy to navigate. Ready, Set, Go grants are available; application information is on the website. GayLene will provide a link to the information on the NFPA site. Would like to develop a rotation list so that each agency is responsible for submitting information for the website on a monthly basis; it doesn't need to be newly generated material. We will re-send the process for submitting materials for the website. Lynn will develop a schedule for submitting articles for the website. Katherine will check with Janelle Ray to get a list of our fire cooperators so Larry can encourage them to submit information to post on the website.

New Business

RMCG Update – Lynn provided an update from Rich Homann on changes to the RMCG Committee. (RMCG has a new Business Manager, Brooke Malcolm; she can be reached at 303-445-4306. Brooke will be the point of contact for posting info on the RMCG website and keeper of RMCG records. RMCG focus the past several months has been IMT oversight, succession planning, and IC/IMT selection.)

We'll submit the updated charter and our mission statement. Lynn will ask them to link to our website. Applications are out for Incident Management Teams; links to information and applications are available on the RMCG website. We have not yet heard back from the RMCG on prevention team applications/nominations. Sheryl will resend the application out to our committee. Lynn suggested that interested folks fill out the application for both IMTs and Prevention Teams. There are FMOs ordering Fire Prevention Teams, but it's difficult to get trainees because we don't have a current list. Sheryl asked committee members to send names and contact information of those interested in serving on FPTs and will update/distribute the list.

The question arose about investigations and whether we should have some of that information on our website. Fire Prevention Team members need to have access to information about investigations to help craft messages. Those interested in qualifying for investigative positions must now take FI-110, so the numbers in those classes could increase dramatically. Sheryl suggested that a sub-group could be formed to address issues/information for fire investigators. Maybe a white paper could be developed and submitted to the RMCG? A third of BIA prevention teams have dual responsibilities for investigation.

2012 Plan of Work – Form a sub-team to discuss role of investigation in prevention teams (David Peters, Patti Maguire, Dawn Sanchez and Larry Helmerick agreed to serve on sub-committee) and whether it's something our committee should tackle. Do we need someone from the Wildfire Academy to participate? Lynn will check. After further discussion, committee members determined that no further action is required at this time, other than to consider what information, if any, related to investigations should be posted on the website. David, Patti, Dawn and Larry will pursue.

Smokey Bear 70-75th Birthday – Shannon and Linda – Celebration will start with Smokey's birthplace and end in Washington, D.C. Will get items from national forest library; still need to determine where the traveling exhibit will go. IT will cost approximately \$1.5 million to implement celebration plan, which includes a 5-year position and traveling exhibit. Where would the materials live at the conclusion of the program? Who is the audience? If younger audience, need to focus on social media. May work with Ad Council to integrate our existing Smokey campaign with Twitter, Facebook, etc. Not sure a traveling exhibit can be funded, given the current economic climate. Would like to hear other ideas if you have them. There is great energy around this celebration. How do the folks on this committee feel about it? Has anyone looked at having activities around Smokey's birthday? Do you know of partners we can tie in with? Lynn – what about scheduling Smokey hot air balloon at the Steamboat Springs balloon festival? Is there a contact for the balloon? How far ahead do we need to schedule the balloon? Google Smokey Bear hot air balloon. It's managed by a private company.

They're looking to replace the balloon at some point during the anniversary celebration period. Region 3 works with the contractor that rents out the balloon. What about a regional Smokey campaign tied to the Broncos (for the region)? Is this something we want to promote nationally? Could a trunk be developed that highlights the historical aspects of the Smokey program? It's economical and would be relatively easy to produce. The trunk could be used in the five-state area. Highlight Smokey's role in fire prevention and popular culture. What about an additional PowerPoint leading up to the anniversary? Perhaps have Dave Steinke assemble something. If something occurs nationally, Shannon would like to piggyback on that effort regionally. Grassroots-driven efforts tend to work better than going from the top down. Do we want to form a subcommittee to work on this effort? We have two years to plan so we can launch the effort during Smokey's 70th birthday. What other groups are working on this effort? Perhaps Karen Bergethon could be our liaison since she's tied in with other groups who are working on this? Could regional prevention teams work on it? National-level activities are focusing on Macy's Thanksgiving Day parade, Super Bowl and other big-ticket items that will occur the year of Smokey's 75th birthday. Lynn and Linda would be interested in working on it if someone else wants to be the lead; Shannon will take the lead; Patti wants to be in the loop; Karen is on board for some hours, so we may be able to bring her on board; Ralph will participate.

Awards – Colorado Springs Sky Sox received national Smokey recognition for their outstanding public service work in Colorado. It's a 17-year partnership that is worth recognizing. Linda – Smokey Bear Awards – letter was just sent. David - BIA Prevention Awards Program is currently being developed; David will share the criteria and other details with the group when it has been approved, which will probably take six months.

Suggestions for Future Face-to-Face Meeting Date: What about the end of September or first week in October? What about mid-October? October 17-18 or 24-25 was proposed. Need feedback on these dates from the rest of the committee. Committee members will identify scheduling conflicts for the face-to-face meeting and be ready to discuss on the January call.

Fire-adapted Community Presentation – Sheryl presented PowerPoint. Congress mandated development of the National Cohesive Wildland Fire Management Strategy, which is the umbrella for fire-adapted communities (FACs). Sheryl thinks it would be great for our committee to promote FACs; congress and others want to see that level of communication. Is it a good fit for us? We can be proactive and develop our own approach; can use the information and partnerships that we already have, we just need to determine how to pull it together and support local efforts. There isn't a checklist like the Firewise program has. Much of the information Sheryl presented came from the USFS Washington Office, which is taking a programmatic approach to FACs. Many groups are involved in the effort – National Association of State Foresters, National Association of Fire Chiefs, National Fire Protection Association, etc. They see benefit in this combined effort. Some of the info also came from USFS Region 5, which developed basic talking points. The FAC is coming our way and we can either take a cohesive approach or a shotgun approach. Sheryl doesn't know how the various agencies will receive direction regarding the cohesive strategy and the FAC. Frame FACs as a condition rather than a program. The committee could use some of the materials in the mitigation portion of our efforts and post some of the materials on our website.

Region 2 Strategic Fire Prevention Plan – Sheryl and Shannon presented. USFS Region 2 developed a regional strategic prevention plan. Karen Bergethon and Shannon Gurney revamped it. BLM is also putting together plans. USFS has discussed the option of making it an interagency strategy, rather than just a USFS strategy. Is there interest in an interagency strategy, and is this the group to do it? If there is interest, how do we proceed? Sheryl will send the plan to the committee for review and discussion. Shannon is working with a graduate student to assemble data to assess the impact of fire prevention programs. A similar effort was done in Florida and the results regarding the impacts were impressive. Sheryl, Katherine, Lynn are interested in participating. Include the item on the agenda for the next meeting and encourage participation. Lynn will

discuss at a BLM meeting in December to see gauge interest. Should the prevention plan effort be linked to the FAC effort?

David E. suggested that we get feedback from above about the committee's direction for 2012. Describe the feedback we received from others in the field and ask whether these are areas where we should be spending our time. Perhaps committee members can rank the items that we all think are most important for us to tackle as a group in 2012.

Thursday, November 3, 2011

Present: Lynn Barclay, Gaylene Rossiter, Katherine Timm, Traci Weaver, David Eaker, Larry Helmerick, Patti Maguire, Laura McConnell, Jason Hartman, Sheryl Page, David Peters, Dawn Sanchez, Steve Segin

National PIO Notes – Lynn gave an update on 420/520; open enrollment for IMT applications for three-year rotation – one Type 1 team and two Type 2 teams in Rocky Mountain area. RMCG accepted the prevention team proposals as presented; the succession plan is the only outstanding item. Rich Homann said to proceed with submitting the application documents to Brooke for the website. Prevention Team subcommittee can decide about whether to adhere to the Nov. 15 deadline. Suggestion was made to go with the Nov. 15 deadline and extend if needed. Will Ops Committee honor a later deadline? Committee agreed to move ahead with the Nov. 15 deadline.

420/520 – Kim was going to clarify timelines and send a revision. There are two applicants for 420 (Chris Wehrli and Brett Haberstick). Field 420 classes are held during an incident. Other regions are hosting 420; Kim doesn't plan to host a 420 class in the Rocky Mountain area. Steve Segin was planning to contact Chris, who is an employee in USFS Region 2. No one has yet worked with him and it would be beneficial to visit with him. Brett went out to Crystal Fire. Selection committee is comprised of the leads for the teams. Brenda Bowen, USFS Region 2, is going to 520 in February. There was a national PIO call a few days ago. Traci provided highlights of the call – discussion of AAR from the season. Southwest did an AAR with their PIOs. Lessons learned about social media and getting things up and rolling during a large incident. Did an AAR with a trial process lead by Chris Erickson; had six people posting information – she wrote messages and they pushed them on social media. Jennifer Jones, USFS/NIFC, captured it as a need for a webinar topic this year. Teams are also looking at other email options such as Send Word Now. Texas will be right back in fire season soon, need flexibility to work with that. Figure out a way for PIOs and PAOs to work more closely together during the off season (webinar topic). Will do chair election via online voting. Don't expect each assignment to be the same as the last – things are constantly changing. Trying to get 403 revised, but it's low on the NWCG priority list. Social media is an ongoing issue and there's no national guidance on it. Hopefully the details will be ironed out over the winter. Lynn visited with Steve Segin earlier this week and he said that the consensus from the Fourmile Canyon Fire study indicated that the public still trusts information from traditional sources, rather than new media. Laura McConnell said the Boulder County area is so saturated with social media that people are discounting it and turning to more traditional communication sources. Still need to use all the tools available to us for communication. There was discussion about having a social media specialist designation on Red Cards so resources can be ordered specifically for those skills. When Lynn was in Texas, the challenge was to figure out where to place the PIOs. Needed people who were highly motivated and had some ingenuity; needed to know how fire works; good communication skills. Those skills were essential because they were out there basically unsupervised. It was imperative that we could name request. Dispatcher called Lynn and confirmed that it was important to have certain people out there. Dispatcher went to her supervisor to plead the case and succeeded. Next team did not. As a result, a lot of problems were encountered. Dawn Sanchez said the lack of ability/knowledge on the part of some PIOs to use information technology is a problem we'll

continue to encounter, so we need to be able to continue to name request in certain situations. Lynn said the PIO community needs to look at opportunities to train PIOs because many are not trained PAOs in their day-to-day jobs. Many don't regularly work with governors, congressional reps, so it's important to recognize areas that need further training and improvement. On the flip side, if PAOs have been to the 203 class, it doesn't mean they fully understand the challenges of working in a field environment. Need to create opportunities to get PAOs out on incidents so they can get direct experience and foster greater understanding. Use PIO bulletin board to post specific talking points regarding questions that come up every year (for example, aviation resources). Lynn talked to Jennifer Jones and Don Smurthwaite, BLM/NIFC about NIFC drafting talking points and posting them on the bulletin board. David E. cautioned about addressing issues that are outside the prevue of the incident. NIFC is working on an expanded toolbox for fires involving fatalities. When done, it will be posted on the PIO bulletin board.

Sheryl briefly summarized the Fire Prevention Team application process for those who weren't on the call yesterday. Sheryl will send the FPT applications out to the committee. We're looking for some strong PIOs to participate on regional FPTs. Goal is to have two teams available for the on-call schedule.

Is there a national list of who is working on social media? There is not a formal list. It's a very subjective process and different people have different social media skills. Perhaps we could develop a regional list.

Laura McConnell said the PIOs monitored social media activity during the Crystal Fire. The team simply re-tweeted all the information developed by the agencies/local jurisdictions. Steve Segin said the USFS has a social media policy and has loosened up a bit on its use.

Annual Projects – Ideas or Focus for 2012 Work Plan/Conference Call/Meeting Schedule – continue working on website; consider providing information on about how to tie in with fire investigators; Smokey Bear 70-75th birthday; FAC strategy (wait to see where it goes nationally and see where we can play a role in it); develop an interagency fire prevention plan; the FPT subcommittee will assess and continue to refine the recruitment and application processes. Those on the call think this is an ambitious enough list and they don't recommend taking on any additional tasks. Need to submit the list to the RMCG for approval/support. Having sub-workgroups work on some of the tasks will be helpful, but we all need to participate in all projects to achieve the desired outcome. Larry offered to assist with FPTs. Sheryl encouraged everyone to get the word out about the FPT applications and encouraged PIOs to take prevention courses and participate on teams.

Round Robin – Program Updates, Accomplishments from Committee Members – David Peters: 17 CWPPs have been developed in his region so everyone is now covered, except for one small reservation due to funding; Youth Fire Prevention Program is being developed and promoted; working on Native Fire Safe program modeled after Montana Fire Safe program; doing more Fire Works Trunks training in June; doing college recruitment to encourage them to work with us; we have a new PD that we hope will be approved this year, which will require teacher training to qualify; promote investigation coordination between law enforcement and courts; new program in Fort Peck; hoping to get a new professional series position in Pineridge.

Jason Hartman: Business as usual, nothing new or exciting.

Lynn Barclay: The last CWPP has been completed for the Northwest Colorado Fire Management Unit, which covers five counties; will now start doing county level revisions to see what has been completed and what progress is being made; BLM has financially supported every CWPP in the Northwest Colorado Fire Management Unit, probably the only agency to do so. BLM was able to give several thousand dollars to some of the counties; Lynn was able to come up with \$66,000 to help with projects in Grand County, which has the

highest number of standing dead trees. Winter Park Highland subdivision received \$45,000 from BLM for a water tank, which will be available for fire response. Funding cuts have resulted in restricted travel and reduced operating funds. RFA grants are used primarily for equipment and PPE. Ready Reserve grants are separate from RFA and are used to support the Wildfire Academy and other training.

Sheryl Page: Some folks went out on a team; busy all around as far as national prevention teams are concerned; Region 2 signed the FPT strategic plan; regional Smokey events; starting to build on partnerships; big national push on marketing FPTs and Smokey's birthday.

Katherine Timm: 184 CWPPs have been completed in Colorado and are in various stages of implementation; over the past three years, 27 pieces of forestry-related legislation have been passed in Colorado, including HB09-1199, which provides funding through severance funds for pass-through grants to implement CWPPs, a temporary CWPP coordinator, and a temporary web manager; CSFS provided weekly and, when necessary, daily fire updates, which were sent to the Governor's Office, CSU officials, and others to update them on fire activity in the state; the CSFS has been involved in the Fourmile Canyon Fire Assessment being conducted by the USFS – RMRS; CSFS district personnel are heavily involved in wildfire training; the CSFS Outreach Division continues to be involved in human dimensions of natural resources research; the CSFS continues to support and provide leadership to forestry collaboratives throughout the state.

Larry Helmerick: Busy year, but nothing specific to report.

Dawn Sanchez: Lot of fires this year, so very busy. Switching gears from fire to education.

Patti: David Peters covered it well.

Bin Items –Lynn will submit our committee's 2011 report to the RMCG. Katherine will submit our plan of work for the coming year to the RMCG. We'll post information regarding FPT applications/process on the RMACC website. We'll revise the charter and get it posted on the RMCG webpage.

RMA Info/Ed Conference Call Schedule

January 25, 2012

April 25, 2012

July 27, 2012

Face-to-face Meeting – TBD on Jan. conference call