Fire Adapted Communities Neighborhood Ambassador Approach Increasing Preparedness through Volunteers



April 2018

Wildfire Adapted Partnership (formerly FireWise of Southwest Colorado) developed this toolkit, and the program it is based on. The Fire Adapted Communities Learning Network funded development of the toolkit. The lessons and tools contained here represent the work of dedicated staff and resident leaders in Archuleta, Montezuma and La Plata counties in Colorado. We hope this model will assist other communities in their fire adaptation and community resilience work.

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Fire Adapted Communities Neighborhood Ambassador Approach Overview

A fire adapted communities (FAC) neighborhood ambassador approach is a mechanism for reaching out to and engaging with neighborhoods to help them understand their wildfire risk and encourage and motivate residents to take action to reduce that risk. The very nature of the approach builds community and promotes taking personal responsibility for where you live—regardless of whether you live within or outside of the wildland-urban interface. Within this approach, offerings can be tailored to the needs and context of a community while still meeting the overarching purpose of engaging residents in fulfilling their role in living with fire.

As a nation, we have been moving toward a different way of managing wildfire. This approach is called the Cohesive Wildland Fire Strategy and includes three interconnected goals:

- Creating fire resilient landscapes
- Creating fire adapted communities
- Providing for safe and effective fire response

Implementing a neighborhood ambassador program in your community will support these national goals while providing local benefits.

Your neighborhood ambassador approach will initially bring together a local coordinating group comprised of your organization; local, state and federal land and fire management agencies including local fire departments; and residents to work collaboratively on wildfire preparedness, and ideally, you will all begin to promote and support each other's efforts towards wildfire preparedness. Over time, your group will likely include other community partners like resource conservation districts, state wildlife agencies, tribal entities, local businesses, and other non-profit organizations, like The Nature Conservancy.

Neighborhood Ambassadors Provide Numerous Benefits

- Multiplying your efforts in targeted high wildfire risk neighborhoods
- Accomplishing actions like improved access and egress, reflective signage, home hardening and evacuation preparedness projects in addition to fuels reduction
- Enhancing relationships with fire departments and other local partners
- Building a network of residents who can share their experiences and help other residents as they begin their efforts
- Creating opportunities for crossboundary projects by encouraging the U.S. Forest Service to undertake Good Neighbor Authority projects
- Leveraging volunteer hours as soft match on most grants
- Building a network of supporters who can encourage and support county wildfire policies and codes
- Increasing community capacity through the purchase of equipment

This coordinating group approach helps promote the "all lands, all hands" concept, organizing priorities and projects at multiple scales and helping people understand that we must all work together to create prepared residents and resilient communities.

When you are approaching neighborhood scale wildfire preparedness with neighborhood ambassadors, the benefits are numerous. Some benefits, like tracking volunteer hours, are very tangible and can help partners and funders see the utility of your efforts, while other benefits, like building community cohesion are less tangible, but extremely important, and will ultimately provide for the sustainability of your efforts.

With the neighborhood ambassador approach, you are recruiting residents to serve as volunteers to help engage and motivate their neighbors. Experience and research has shown that most people want to do something—they often just don't know how or where to start. Research also shows they are more likely to connect and make choices based on the advice or behavior of family, friends or neighbors.

The advice and experiences shared in this toolkit come from an approach utilized by Wildfire Adapted Partnership, which began their neighborhood ambassador approach as FireWise of Southwest Colorado in 2004 with 11 participants. Their program has grown significantly over the years, currently supporting from 125-170 neighborhood ambassadors.

The Southwest Colorado Experience

- Over 50 of our current 126 neighborhood ambassadors have been with the program for more than five years, and 13 have been with us for more than 10 years!
- All 11 communities that started with us in 2004 are still onboard, though the neighborhood ambassador has changed in most cases.
- About 80 to 85 percent of our ambassadors find replacements when they are ready to step down. (We set that as an expectation.)
- Ambassadors report 18,000 to 25,000 hours annually on our online database for work they and their neighbors complete.
- An average of 750 to 1,000 acres are mitigated annually.
- Neighborhood ambassadors have written 50 percent of our 24 communitylevel CWPPs.
- A third of our communities have received a kickstart grant (up to \$7,500) for a community project.

Enabling Conditions for a FAC Neighborhood Ambassador Approach

In developing this toolkit, we start with some key elements and questions for you to ask yourself and your partners before you start a neighborhood ambassador program. It is important to consider whether the capacity—in terms of both personnel and funding exists, or can be developed, before you launch your neighborhood ambassador approach. You can start a program without all the elements below in place, but it would be wise to have considered these elements and have a plan in mind for getting them in place.

Know Your Community

Sometimes you don't know if something will work until you try it, but having a sense of your community is helpful before starting with neighborhood ambassadors.

- Do residents volunteer for many activities or organizations?
- Have residents shown an interest in land stewardship?
- Do many of your communities have an organizing body such as a homeowner or property owner association (HOA or POA)?
- How engaged in fire issues have people been historically?
- What experience, particularly recent, has your community had with wildfire? For example, have there been recent fires in the area? Were homes lost? Were there evacuations, serious smoke impacts or other factors that you should consider?

Ambassador Coordination

- The neighborhood ambassador approach requires a lead organization or coordinator.
- Do you have someone that the neighborhood ambassadors can turn to with questions on a day-to-day basis, by phone or face-to-face, in addition to electronic communications?

Growing a Volunteer Program Over Time in Southwest Colorado

Wildfire Adapted Partnership, which covers a five-county region, launched its neighborhood ambassador approach as FireWise of Southwest Colorado in 2004 with just \$22,000 to support a part-time (35 hours a month) coordinator to support 11 neighborhood ambassadors across the five counties.

As of October 2018, the organization has a full-time executive director, a part-time administrative coordinator, and full-time neighborhood ambassador program coordinators in three counties supporting over 90 high wildfire risk neighborhoods.



Wildfire Adapted Partnership's 2018 team includes neighborhood ambassador volunteer coordinators working in five counties.

- Does this coordinator or organization have the ability to bring key partners to the table?
- Does this coordinator or organization have the capacity to host regular meetings and maintain regular communications with volunteers and partners?
- Do you have funding to cover the cost of coordination, developing training materials, and providing ongoing support for volunteers?
- How will you share the activities and successes with local fire departments, county commissioners, public land managers and funders?

A sample coordinator job description is included in the Helpful Resources section.

Engaged Partners

The concept of fire adapted communities is that everyone has a role to play in reducing wildfire risk and increasing community resilience. While you may be the leader or facilitator of an organization intent on getting residents to take action, your success will be greater with engaged, supportive partners.

Gaining local government support from the beginning is critical for several reasons:

- Your local elected officials (county commissioners, city council members, etc.) like to be aware of what is happening in the community, especially when that effort helps protect resources they are responsible for.
- Local government could be a potential funding source.
- Local government may be able to offer additional resource help you need, like GIS support.

In addition to local government:

- Do you have at least two or three agency partners—state forestry, department of natural resources, fire department(s), BLM, U.S.
 Forest Service, or other land or fire management agencies—on board with a proposal to engage neighborhood ambassadors?
- Do your partners have a history of working together?
- Do your partners understand what you will need from them?
- Do you know what your partners' expectations are of you and your local neighborhood ambassador approach?

How Can Partners Help?

Lots of ways! Partners are key to creating a successful program. In addition to their technical expertise for upfront and ongoing training for your ambassadors, ways that your partners might contribute include:

- Planning support for Community Wildfire Protection Plans and/or community assessments
- Home wildfire risk assessments
- Meeting space
- Financial support
- Communication support

Communications

Maintaining communications with your ambassadors and partners is key to your success. We strongly recommend a regular meeting and newsletter/communications schedule. Lack of communication is the quickest way to lose volunteer and partner interest.

Written Communications: Regular email messages can work well to get you started sharing information with your agency partners and ambassadors.

- Do you have access to an email marketing service (e.g., Constant Contact, Mail Chimp) that you can use as your program grows?
- Do you have the capacity to get out a monthly or quarterly newsletter?

What other forms of communication (e.g., a website, Facebook, Twitter, etc.) do you use and have the capacity to support?

Meetings: As your program grows it will be imperative to have a regular meeting time and location.

- Do you or one of your partners have adequate meeting space?
- Is there a charge? Can someone in your partnership cover the fee or get it waived?
- Will the space accommodate a growing group? (If not, find a different space.)
- Who will facilitate the meeting?

Tracking Success

Your partners will be engaged to varying degrees, so it's good to have a way to communicate to them what's actually happening in the neighborhood ambassadors' communities—both in terms of actions your neighborhood ambassadors' communities are undertaking, and, ultimately, your programs that support those efforts.

- Have you set objectives* for what you hope to see happen? This could be numbers of communities engaged, acres treated, new homes with defensible space, funding received, etc.
- Have you thought about how you will share neighborhood ambassador successes with key partners over time?
- Do you have a way to track volunteer hours contributed by both your ambassadors and your partners? An electronic form that all can access is recommended.

"This is not something you can just download and implement! Evaluate your expectations. What are your goals in wanting to start engage volunteer neighborhood ambassadors?"

*Examples of program ideas can be found in the Building Your Programs section.

Funding Your Coordinator Position and Programs

It's not imperative to have funding to start your neighborhood ambassador approach especially if you are starting with primarily education efforts—but at some point you will find that you will want to start some incentive programs to continue the momentum of your ambassadors. There will be some issues like slash disposal that they can't deal with on their own, and in most communities there is a segment of the population that needs financial assistance to undertake mitigation work if it's going to happen.

If your county includes any national forest lands they may receive annual funding through the Secure Rural Schools Act (SRS). This act has three different titles (or sections), and each title has very distinct ways in which the money can be spent. Title III includes funding for activities related to Firewise USA®, development and implementation of CWPPs, and training exercises and equipment with the 2018 re-authorization. Details on this funding source can be found on the USDA Forest Service Secure Rural Schools webpage (https:// www.fs.usda.gov/main/pts/home).

In the past, counties were limited to contributing just 7 percent of their total SRS funding into Title III, and it is also important to note that the SRS must be renewed; sometimes a renewal is for five years and sometimes just one year. SRS was renewed for two years in the March 2018 Omnibus spending bill and the 7 percent cap was removed for counties with populations below 100,000 residents.

If you build a good program and have built good support with community partners, your county may be willing to help with some funding even if they don't elect to use Title III funding.



As you decide to add chipping programs, cost-share programs or other incentives, you can generally find funding through your state forestry program, FEMA Fire Prevention & Safety grants, and even through your local U.S. Forest Service or BLM Community Assistance grants. If you are fortunate enough to receive funding from the Forest Service or BLM, you should try to set up a five-year agreement with them so if they have funding available in future years, they can just do an amendment to your agreement. Match requirements and reporting requirements vary between agencies so it's important to work with them to understand their expectations and requirements.

So, How Does the Neighborhood Ambassador Approach Work?

Here are a few examples to get you started on what the neighborhood ambassador does and how the coordinator can offer support to the effort.

Activity	Ambassador Responsibility	Coordinator Responsibility/ Support
Community Meeting	Finds meeting location Advertises meeting to neighbors	Arrange for wildfire or mitigation specialists to talk or make a presentation
Community Chipping Day	Gets HOA buy-in and maybe financial support	May provide some funding support, if available
	Picks date and advertises project to neighbors	
	Works out project logistics	
Community Wildfire Protection Plan or Community Wildfire Risk Assessment	Recruits two or more residents	Schedules partner participation
	to participate in the assessment	Supports CWPP writing (or
	Compiles background information on the community, wildfire history and wildfire preparedness efforts	writes a simpler assessment for smaller communities)
		Coordinates draft reviews
	Works with HOA to get support for proposed recommendations	Presents final report to the community
	Works with HOA to establish a budget line item for mitigation activities (or match on grants)	Follows up with neighborhood ambassador on action items
Mitigation Projects	Projects Serves as the project coordinator by securing HOA support, soliciting bids, and selecting contractor and overseeing project completion	Write scope of work for neighborhood ambassador to use in getting bids
		Provide contractor list
	overseeing project completion	Inspect project upon completion

Depending on who your partners are and what their availability is, they may also undertake some of the coordinator responsibilities listed above, especially tasks like writing a scope of work or a prescription for a fuels treatment project. However, due to the sometimes frequent personnel changes in government agencies and fire departments, it is good to have a coordinator with the skills that can undertake as many of the tasks as possible.

Getting Started with the Fire Adapted Communities Neighborhood Ambassador Approach

Once you have determined that you have residents who are willing to volunteer their time and energy, the capacity for volunteer coordination, and partners who are willing to support the effort, you are ready to start using an ambassador approach.

Finding the Right People

The best FAC neighborhood ambassadors are concerned about their neighborhood's wildfire risk and passionate about building community. The most successful ambassadors can engage with their neighbors without being overly pushy or critical. Your ambassadors need to understand that they don't have to take on all the tasks by themselves. They can have a co-ambassador, or pull in neighbors by asking for specific help, like taking photos or tracking volunteer hours. Many residents are more than willing to help if there is a leader to take charge. Our experience has been that a large percentage of ambassadors are retirees—they generally have some free time on their hands, are in a financial position to take action, and have experience serving in leadership roles.

Working with Residents and Communities Without an HOA

Many communities, especially more rural communities, may not have a formal governance structure like an HOA or metro district, but that doesn't mean you can't help them—it may just take a little more work. Once you find the resident or residents who have an interest, you can work with them to define their community boundaries. It may be everyone along one mile of their road or all residents on both sides of a canyon—it can be an area as large or small as the ambassador is willing to deal with. Wildfire Adapted Partnership has been able to successfully engage many such self-defined communities and has completed Community Wildfire Protection Plans for several, as well as implementing mitigation projects.

One thing to keep in mind when working with self-defined communities is that you may need to make some accommodations in your incentive programs. For example, Wildfire Adapted Partnership started a mini-grant fund to provide funds for bulk mailings, to purchase of reflective signage, and for other small items that a community without an HOA may not have funding for. These communities may also need your organization to pay a

mitigation contractor for a community project since they don't have a source of funding to draw upon.

Whether it is the development of a fire-resistant garden, providing wildfire-related lessons to local youth, doing wildfire mitigation for someone who cannot take care of it themselves, staffing a booth, or building a float for the big parade, many FAC neighborhood ambassadors will show an interest in supporting wildfire efforts in their community at large.



Recruitment

Ways to recruit Ambassadors include:

- Home wildfire risk assessments
- Homeowner association or neighborhood gatherings
- Community presentations or fire council meetings
- Workshops (mitigation, home ignition zone, chainsaw, grant writing, etc.)
- Communications lists
- Tiered participation levels (someone who joins your mailing list as an individual in search of knowledge may move on to become a FAC neighborhood ambassador)

Rack cards and an Internet presence can, but do not usually, lead directly to volunteering. Usually a face-to-face opportunity is required.

Draw on the personal connections of your organization's staff. Your next neighborhood ambassador might be the woman in the front row of your exercise class, the person sitting a few chairs down at church, or your local mail carrier. Be creative in considering who you and your staff know and can talk with about this opportunity.

Turning Resources into Opportunities

Compile materials and programs for your FAC neighborhood ambassadors into a notebook, beginning with materials you already have. There are many materials* available to provide background for your volunteers and for them to share with their neighbors.

Initial Orientation Training

Use your compiled resources and local wildfire experts to provide a solid foundation of knowledge and resources for your new volunteers. Be sure the outline of your program, organizational structure

Helpful Hints

- Suggest that your ambassadors write a letter to neighbors informing them they now have a neighborhood ambassador for wildfire preparedness.
- Encourage ambassadors to start collecting e-mail addresses for neighbors so they can share information.
- Create a schedule of topics that are seasonally relevant to base ongoing education on.
- Bring in local fire personnel to share information on ongoing fire(s), and managed or prescribed fires—it will build support for you and your partners' efforts.
- Have ambassadors share their successes and lessons learned with each other.
- Scale learning opportunities to be of value for both novice and very experienced ambassadors.
- Bring in FAC partners as teachers, early and often, to build their connection with residents.

*Some of these materials may be found in the Helpful Resources section.

and ambassadors' expectations are clear, in addition to providing a foundation of understanding regarding wildland-urban interface issues, wildfire behavior and forest health. You may do this through:

- Ambassador resource notebook (an outline is included in the Helpful Resources section)
- Group orientation
- Individual training session(s)

• Online library

Masters classes

It's important to let your neighborhood ambassadors know that your goal is to provide them with enough resources to get them started, and that your organization and/or your partners are there to assist and provide technical support. You don't expect them to become experts in wildland fire behavior or insects and disease; you want them to know enough to start engaging their neighbors in wildfire preparedness. And most of all, you don't want them to get crossways with a contrary neighbor who doesn't want to take action.

Ongoing Education

It is important to provide ongoing education opportunities to your FAC ambassadors to keep them engaged and provide them with information to share with their neighbors or HOA boards. These opportunities come in many forms, including:

- Local fire council meetings that offer in-service trainings (e.g., on fire ecology, fire behavior, insurance panels, fire-resistant landscaping)
- Workshops (e.g., on home ignition zone, grant writing, scopes of work/contract development, mitigation 101, Community Wildfire Protection Plans, chainsaw safety and use)
- Sharing articles of interest through all communications strategies •
- Firewise USA®; Ready, Set, Go! and FAC webinars and online courses
- Ride-along opportunities with fire department triage exercises or professional wildfire risk assessments

Communication

Your ambassadors will need someone to turn to when they have questions about living with wildfire. It is important to have a variety of communication methods that will reach different people and be appropriate for sharing different messages. These may include:

- telephone / emails / texts
 - website

- pub talks

- newsletters
- regular meetings
 social networks
 annual celebrations
 - site visits
- e-newsletters • coffee breaks

Communication is critical to building knowledge, sharing opportunities and sustaining interest among your volunteers. However, the more knowledge, resources and connections you have empowered them with, the less individual guidance this usually requires.

Support

Ongoing support is the most important service you can provide your volunteer FAC ambassadors. This may be in the form of advice on ways to engage difficult neighbors, help planning a community workday, or serving as a fiscal agent for a community project (if your organization has the capacity and interest to do this).

Building Your Programs

Once your ambassadors are equipped with the knowledge and resources they need to make their communities more resilient, you will begin to see the gaps in programmatic support or barriers to success that they are encountering. If you don't, they will. Listen!

Here are some demand-driven programs that Wildfire Adapted Partnership developed to support community risk-reduction efforts.

Mini Grants

Non-mitigation projects (up to \$500) might include installing reflective signage or a community bulletin board, or holding a community BBQ. You might also need a mitigation mini grant (up to \$1,000) to help with removal of beetle-infested trees or to help someone whose insurance is about to be cancelled.

Kickstart Grants

Create a grant program to enable a small project with community benefit that makes an early success of community efforts. At Wildfire Adapted Partnership, we offer up to \$7,500 (with a 25 percent match) for a community project such as reducing fuels in common space or creating a shaded fuel break along the community's main access route. In over 75 percent of the kickstart grants, either the HOA or residents have hired the contractor to complete additional mitigation work. Depending on your funding source, it's nice to provide funds for Community Wildfire Protection Plan development and other non-acres types of capacity building.

Slash Disposal Programs

Ambassadors will quickly run into issues of what to do with the material created through vegetation management. Examples of disposal programs include:

- Slash depots
- Chipper rental rebates
- County / community chipping
 program
- Agency-led chipper days
- Air curtain burner rental
- Pile burning education
- Biomass-heated facilities



Cost-Share Fuels Reduction Program

Many residents may be able and motivated to undertake fuels reduction projects on their own, but this can be a great program to assist residents who need financial assistance.

Community Wildfire Protection Plan (CWPP) or Community Wildfire Risk Assessment

Offering some level of planning support can be very helpful in both getting communities started on mitigation and other wildfire preparedness activities, and also in keeping them engaged over time.

Serve as a Fiscal Agent for Community Projects

If you choose to have your organization serve as a fiscal agent for community projects, it will be helpful to share with motivated ambassadors the types of information you will need from them.

Helpful Hints

- Train your neighborhood ambassadors to know and use your existing programs before you launch new ones. Evaluate your programs on an annual basis.
- There is no one-size-fits-all program. Design programs based on the specific needs of your communities.
- Test programs on a smaller scale and refine and grow them over time.
- Find opportunities for ambassadors to showcase their wildfire preparedness knowledge and actions.

Fact sheets on sample programs are included in the Helpful Resources section.



Finally, Celebrate Success!

Sustained participation will require frequent communication and recognition for the contributions that a volunteer has made. Recognition can be as simple as a thank-you, and does not have to be formal. Recognition in the presence of peers and partners goes a long way towards retaining volunteers.

- A call, a card, a hearty handshake or a hug can go a long way ... especially coming from Smokey Bear!
- Branded gear—shirts, hats, bags, water bottles from your local wildfire program will make them feel a part of something bigger.
- Provide a round-robin opportunity for volunteers to share their accomplishments at a local meeting.
- Occasionally provide a special meal.

You can also recognize your ambassadors publicly:

- Feature their accomplishments in local or regional communications.
- Provide personalized certificates.
- Encourage participation in Firewise USA® or four-star certification; present these signs and plaques locally at a community or neighborhood meeting.
- National Wildfire Mitigation Awards are the highest honor in wildfire preparedness. If someone has really gone above and beyond over an extended period of time, nominate them for this national recognition.

And don't forget that your partners like recognition occasionally also!



Succession

There are no easy answers to make sure that the great work initiated by one ambassador will be maintained or carried forward in a neighborhood. By having clear expectations and regular communications, you will retain the right volunteers longer and notice the changes that may lead to needing a successor. Here are a few ideas for finding a replacement when a volunteer is ready to move on:

- Set the expectation up front that an ambassador will be asked to find a replacement in their neighborhood if they can no longer serve in that capacity.
- Encourage your FAC neighborhood ambassadors to engage a small group within their community to work on wildfire preparedness. In addition to reducing the burden on a single ambassador, diversifying skill sets, and motivating coordinated activities, it will provide a pool of people to pull from when needed. It is perfectly acceptable to have multiple ambassadors in a single neighborhood.
- Establish wildfire preparedness committees in neighborhood associations. Wildfire is sometimes coupled with noxious weeds or forest health committees.
- Build relationships with neighborhood association boards so they will be committed to finding replacements in their neighborhoods.
- Encourage an outgoing ambassador to introduce an interested neighbor at a fire council meeting or workshop.

Summary

Thank you for your interest in a fire adapted communities neighborhood ambassador approach. Hopefully you found the overview helpful in determining whether this approach might be useful in your community or region. Some of the best practices for an ambassador approach that we have discovered through many years of practice are provided here. FAC neighborhood ambassadors can become force multipliers for community wildfire preparedness leaders and experts when the right conditions exist to implement this approach.

To effectively implement this approach, a coordinator and group of partners committed to building their community's culture of living with wildfire can use this guide to outline their own place-based approach to leveraging FAC neighborhood ambassadors. This includes:

- finding the right people;
- providing these volunteers with initial and ongoing training, communication, and support;
- connecting them to existing programs and building new programs to meet their demand;
- celebrating their success; and
- planning for turnover.

An overview of helpful resources follows.

Helpful Resources

Wildfire Adapted Partnership has collected various templates, examples, forms and applications in a google drive folder:

https://drive.google.com/open?id=1x1v-BtfhllUoSidrBommlpikRr5TOo36

We have chosen to provide just a few examples here. Additional templates to support your FAC neighborhood ambassador approach efforts will be added as they are requested or as templates are developed that meet the broad needs of FAC practitioners across the country.

Quick links to some highlights:

Coordinator Job Description

This one happens to be for a county coordinator, but could be scaled up or down to fit your needs.

Volunteer Commitment Form and Liability Waiver

We require all potential ambassadors to sign this commitment form and liability waiver.

50 Ideas for Action

This is one of the resources included in the ambassador resource notebook. Use it or create your own list, but ambassadors find it helpful to have some ideas of how to get started.

Overcoming Barriers to Action

This is available in both a Word document and a PowerPoint presentation. You might have other issues in your community, but these are common barriers cited by many individuals.

Schedule of Topics for Meetings and Newsletters

That monthly newsletter or quarterly meeting can sneak up on you, but having a list of topics can help you find that right speaker or news blurb.

Community Wildfire Risk Assessment Template

This template allows you to enter some basic information about a community's wildfire risk and provide suggestions to reduce that risk. An assessment is a great way to help a community understand their risk and provide some specific recommendations to get started with their wildfire preparedness!

Other resources currently available, or that can be provided, include:

- Introduction letters to neighbors ("Hello, I'm your neighborhood ambassador")
- Neighborhood mitigation permission letter samples
- Lists of available brochures and videos
- CWPP framework
- Description of incentive programs
- Chipper rebate form and tracking spreadsheet
- Kickstart grant application (for community projects)
- Cost-share program information



Contacts

In addition to the resources listed, Wildfire Adapted Partnership is willing to provide ongoing mentorship or support to help a FAC group get going with a FAC neighborhood ambassador approach. This could include any of the following:

- One-on-one calls
- Webinars on specific topics for practitioners
- Coordinated webinars and monthly topics to facilitate efficiency through the Fire Adapted Communities Learning Network

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