Fire Safe COUNCIL
Santa Monica Mountains

FIREWISE IN ACTION TRAINING



ACTION AND EDUCATION

IT TAKES COMMUNITY TO CREATE CHANGE...





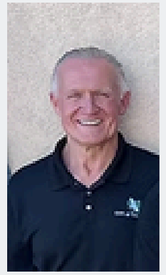




YOUR REGIONAL FIREWISE COORDINATORS

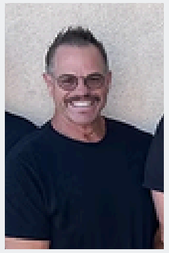
MIKE DYER

City of Calabasas



BRADLEY YOCUM

City of Malibu



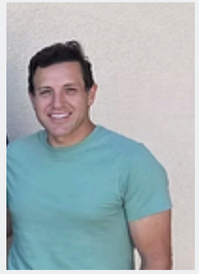
PETER FEHLER

Agoura Hills FSC



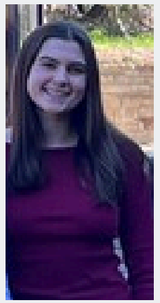
GABE ALBARIAN

Westlake Village



JOJO CACCIATO

SMM FSC



PAULINE ALLEN

SMM FSC



MIKE DYER
City of Calabasas



OVERVIEW: INTRO

WHO IS IN THE ROOM TODAY?

Seasoned Firewise leaders, new Firewise leaders, residents who are Firewise-curious

WHERE ARE WE COMING FROM TODAY?

from Calabasas, Agoura Hills, Malibu, Topanga, Pacific Palisades, Westlake Village...

NFPA®

FIREWISE USA®
Residents Reducing Wildfire Risks

OVERVIEW: WHAT IS FIREWISE?

The Firewise USA® program is a voluntary, grass-roots initiative administered by the National Fire Protection Association (NFPA) that helps neighbors in wildfire-prone areas organize, plan, and take action to reduce local wildfire risks and protect homes from ignition.



Photo: NFPA Firewise

OVERVIEW: WHAT IS THE ROLE OF RESIDENT LEADERS?

Resident leaders act as the core drivers of a Firewise community.

Their key responsibilities include:

- *Program Point of Contact:*
- *Organization & Recruitment:*
- *Risk Assessment & Action Planning:*
- *Motivation & Oversight:*
- *Portal Management:*



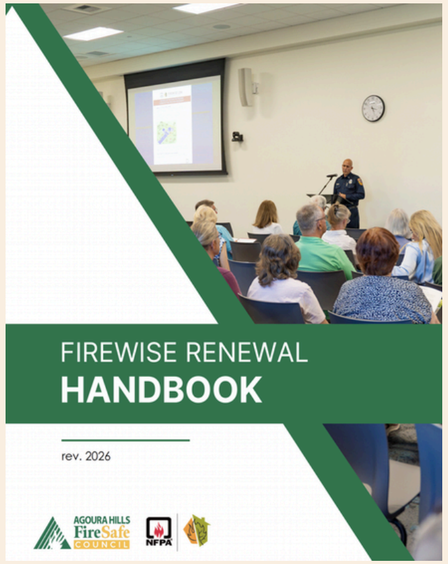
FIREWISE ANNUAL RENEWALS

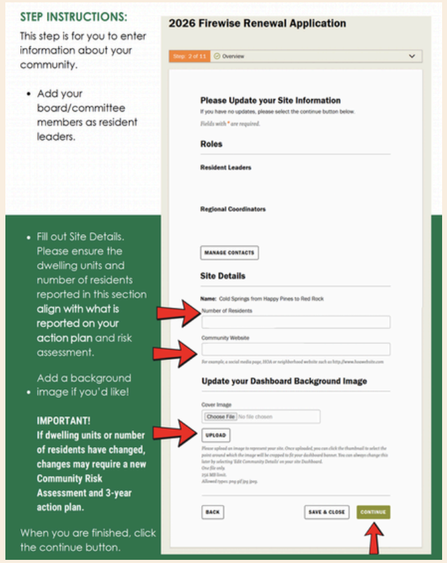
PETER FEHLER
Agoura Hills FSC

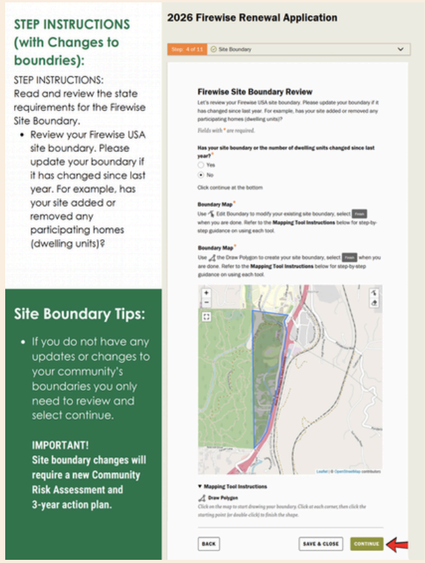


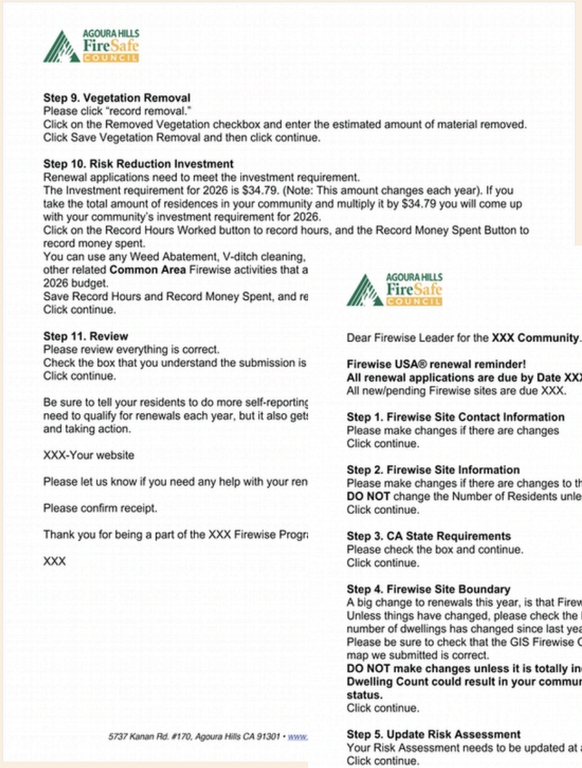
All Firewise Communities are required to renew each year.

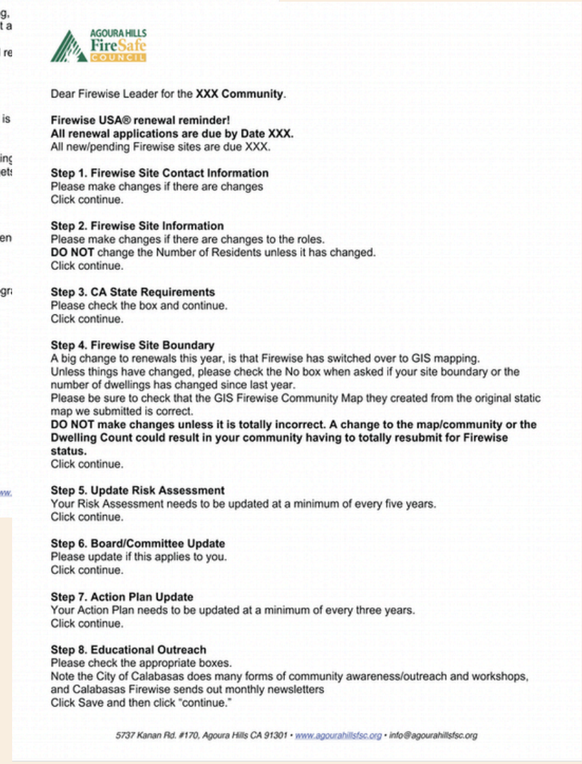
- *Changes for 2026 renewals: GIS Mapping*
- *Site changes will require a whole new application*
- *3-year Action Plans must be renewed every 3 years*
- *CWRA must be renewed every 5 years*
- *Toolkit - 11 Step email reminder to Firewise Leaders*
- *Toolkit - Renewal Workbook*







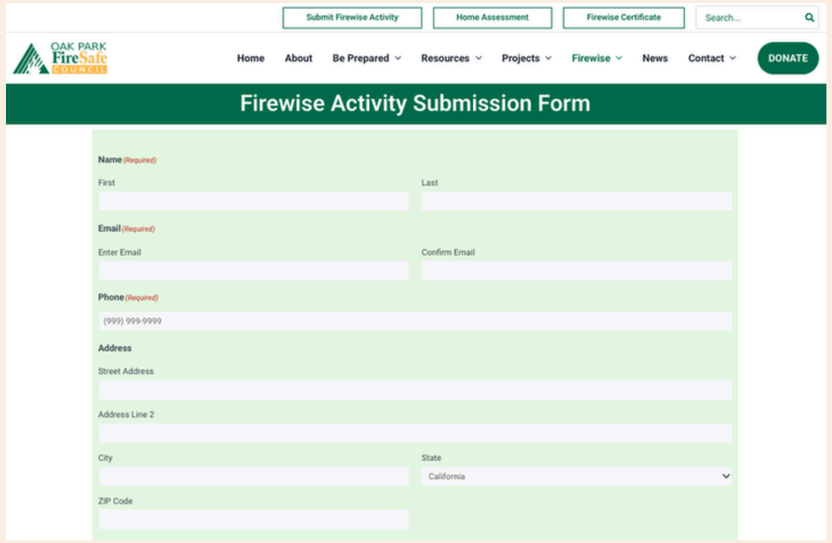


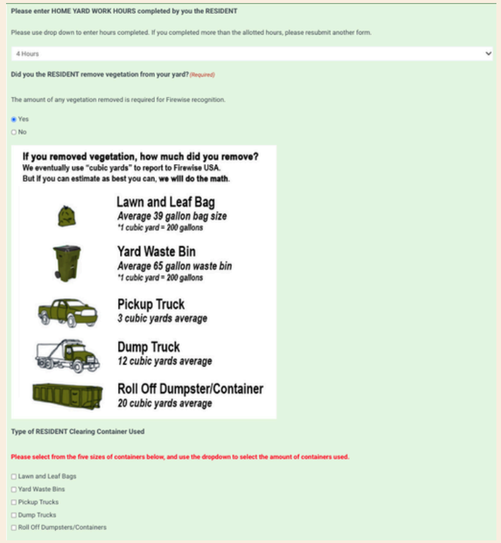


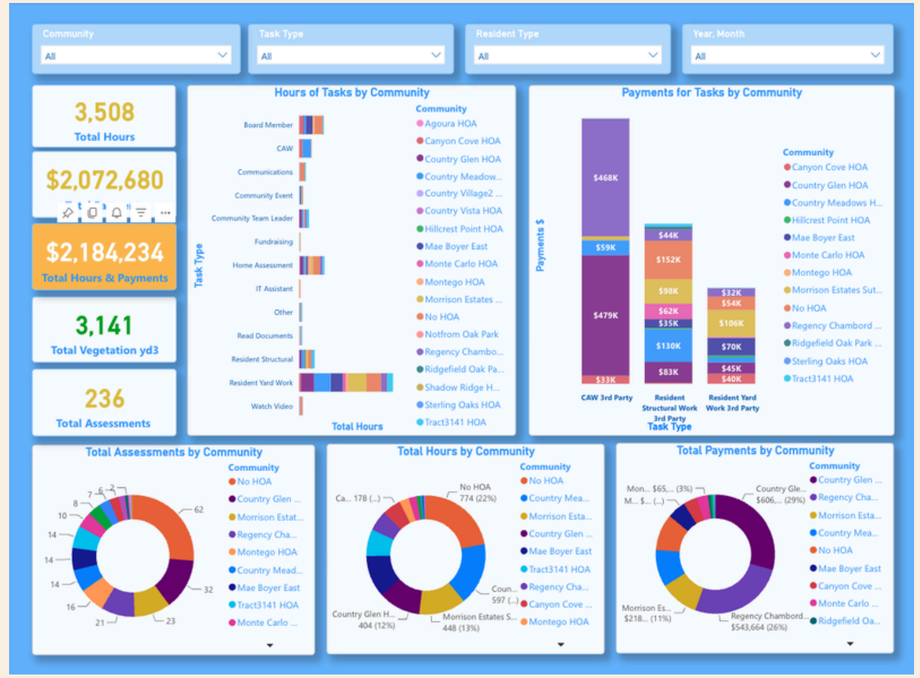
FIREWISE ACTIVITIES TRACKING

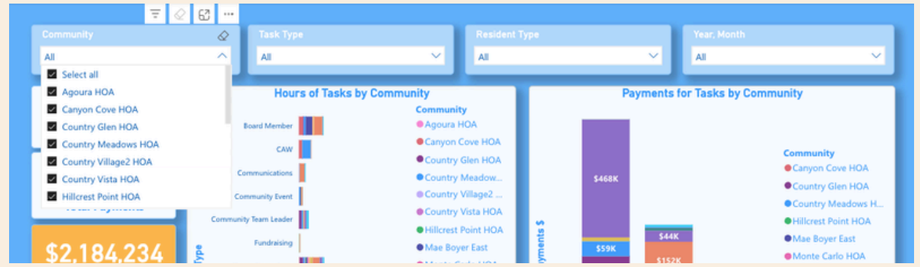
Resident Management System™

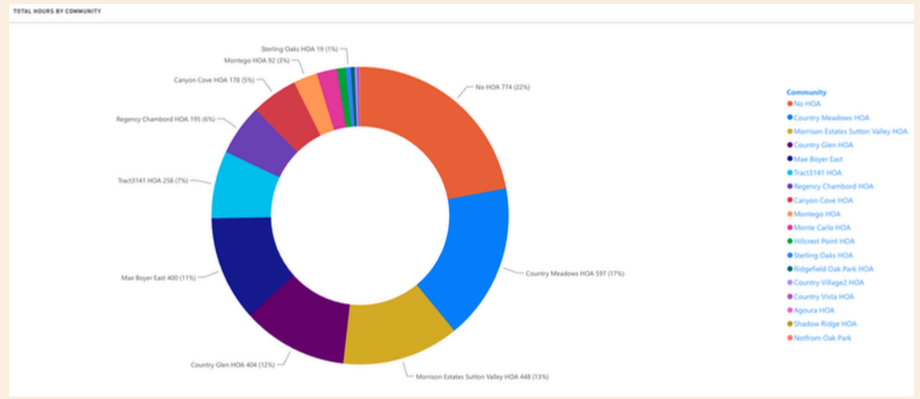
- *Engage, Manage, and Track resident Firewise Activities*
- *Resident self-reporting of Firewise Activities*
- *Creates pride and ownership of mitigation work*
- *View Resident/Firewise community activities & progress*
- *Reports show what is working and what needs work*
- *Revise educational campaigns to respond to reports*
- *Makes annual renewals a breeze*







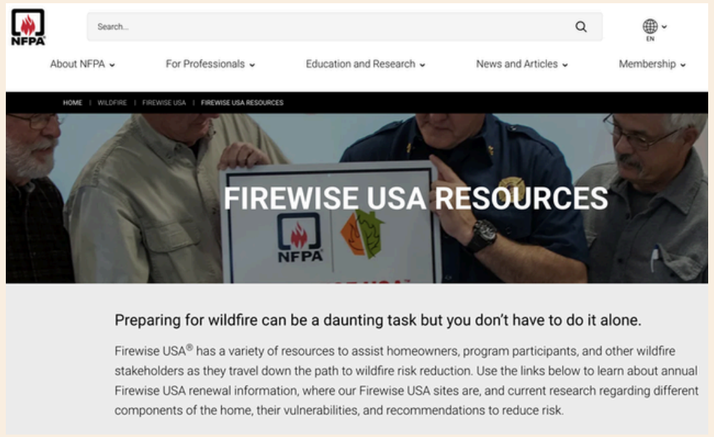




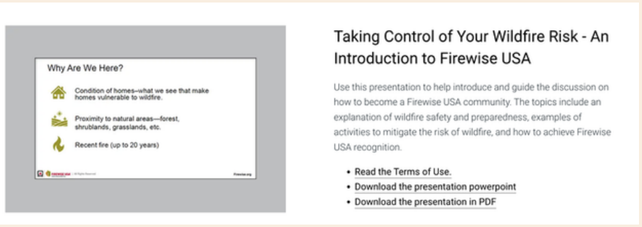
NFPA RESOURCES

One-sheet PDFs available in the Toolkit:

- *Attic and Crawl Space Vents*
- *Coatings*
- *Decks*
- *Fencing*
- *Immediate (Noncombustible) Zone*
- *Roofing Materials*
- *Skylights*
- *Under-Eave Construction*









NFPA.ORG/EDUCATION-AND-RESEARCH/WILDFIRE/FIREWISE-USA

BRADLEY YOCUM
City of Malibu



FIREWISE OUTREACH

Challenge: the same few volunteers often do most of the work
Goal: more households taking small practical steps to reduce wildfire risk

PERSONAL CONNECTIONS GET MORE PEOPLE INVOLVED.

COMMUNICATION LIST

- *Update HOA, road association or neighborhood lists; welcome new owners and residents.*
- *Ask permission and preferences: email, phone, text, newsletter or printed notices.*
- *Recruit block captains: five volunteers could each reach 20 homes.*
- *Use block captains and direct neighborhood outreach to build personal connections.*



YOU CANNOT REACH NEIGHBORS IF YOUR CONTACT LIST IS OUT OF DATE.

FIREWISE OUTREACH

ELEVATOR PITCH & COMMUNITY STORY

- *Explain Firewise in 30 seconds. Lead with the benefits, not annual paperwork.*
- *Sample pitch: “Firewise is neighbors working together to make our homes and community safer from wildfire.”*
- *Share local wildfire experiences and before-and-after photos, with permission.*
- *Recognize practical improvements, not just large projects.*



SHOW WHAT NEIGHBORS HAVE ACCOMPLISHED: AVOID RELYING ON FEAR.

FIREWISE OUTREACH

RECOMMEND HOME IGNITION ZONE ASSESSMENTS

- *Connect residents to a home wildfire or HIZ assessment offered by their own fire agency or local mitigation program.*
- *Assessments identify property-specific home-hardening and defensible-space improvements.*
- *Examples: vegetation near windows, ember-resistant vents, safer windows, decks and siding, Zone 0 and ladder fuels.*
- *Invite a local fire agency or specialist to demonstrate an assessment at a neighborhood gathering.*



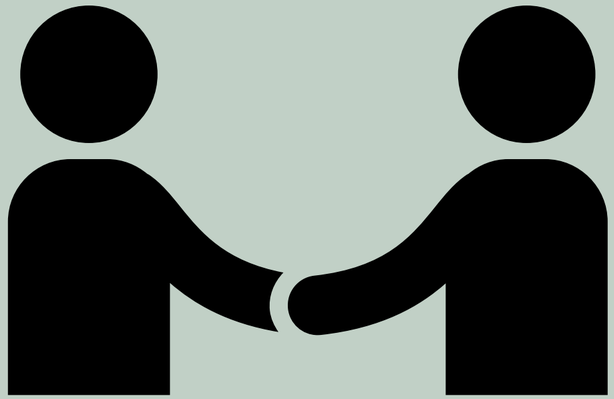
GIVE HOMEOWNERS A CLEAR FIRST STEP THEY CAN TAKE.

FIREWISE OUTREACH

DOOR-TO-DOOR & OTHER OUTREACH

- *Start with one road, street or group of 10–20 homes rather than the entire community.*
- *Introduce yourself as a neighborhood Firewise volunteer; ask whether residents would like information.*
- *Try door hangers, emails, newsletters, a coffee gathering or an HOA meeting.*
- *Ask about barriers: cost, contractors, time or uncertainty about what to do.*
- *Invite neighbors to take part in a shared vegetation management project with a clear, visible goal.*





MAKE PARTICIPATION PERSONAL, USEFUL AND EASY.

FIREWISE OUTREACH

CLOSING CHALLENGE

- *I am challenging each of you as Resident Leaders to reach five neighbors who have not yet participated.*
- *Invite them to one community activity or a local HIZ assessment.*
- *Use nearby fire departments, Fire Safe Councils and regional partners for support.*

YOU DO NOT NEED EVERYONE ON A COMMITTEE—JUST MORE NEIGHBORS TAKING ACTION.



FIREWISE EDUCATION

GABE ALBARIAN
Westlake Village



Fire Safe COUNCIL
Santa Monica Mountains

NFPA® FIREWISE USA®
Residents Reducing Wildfire Risks

COUNTY OF LOS ANGELES FIRE DEPARTMENT

Home Ignition Zone Evaluation

A Home Ignition Zone Evaluation is a free consultation of your property where our evaluators will provide recommendations for **home hardening** and **defensible space**.

Sign Up



Monthly Flyers

FIREWISE EDUCATION







Consider Inviting...

SMMFSC
Fire Department
Insurance Commissioner
Reputable Tradespersons

Planning Ahead is Key!

One Month Ahead (at least!)
BBQ? Pool Party? Safety Dance?
What is your metric for success?

HELPFUL TIPS

FIREWISE ACTION: COMMUNITY WORKDAY

PAULINE ALLEN
SMM FSC



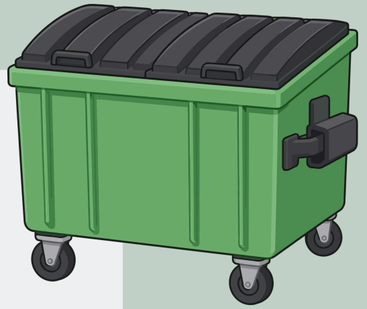
- *A Community Action should be planned in coordination with Education and Outreach, use these to advertise a Community Workday*
- *Work with your local Fire Safe Councils to support you in planning a Community Workday*
- *Have a sign in sheet day-of to record the number of hours, rather than have each resident submit the hours worked during the event, you can submit them for the whole event*

FIREWISE LEADER

- *Outreach! Outreach! Outreach!*
- *make sure every neighbor feels welcome, ie: there are opportunities to support with food if a neighbor is unable to support with physical labor*

FSC SUPPORT

- *communication materials: flyer, event sign up, email drafts*
- *day-of coordination: safety, tools, works teams*
- *1 greenwaste dumpster*



FIREWISE ACTION: COMMUNITY WORKDAY

Neighbors helping neighbors: clearing zone zero and learning to install 1/16in mesh













FIREWISE ACTION: COMMUNITY WORKDAY

Neighbors helping neighbors: clearing zone one common HOA land





SMMFSC.ORG/WORKDAYINFO

FIREWISE ACTION: COMMUNITY WORKDAY

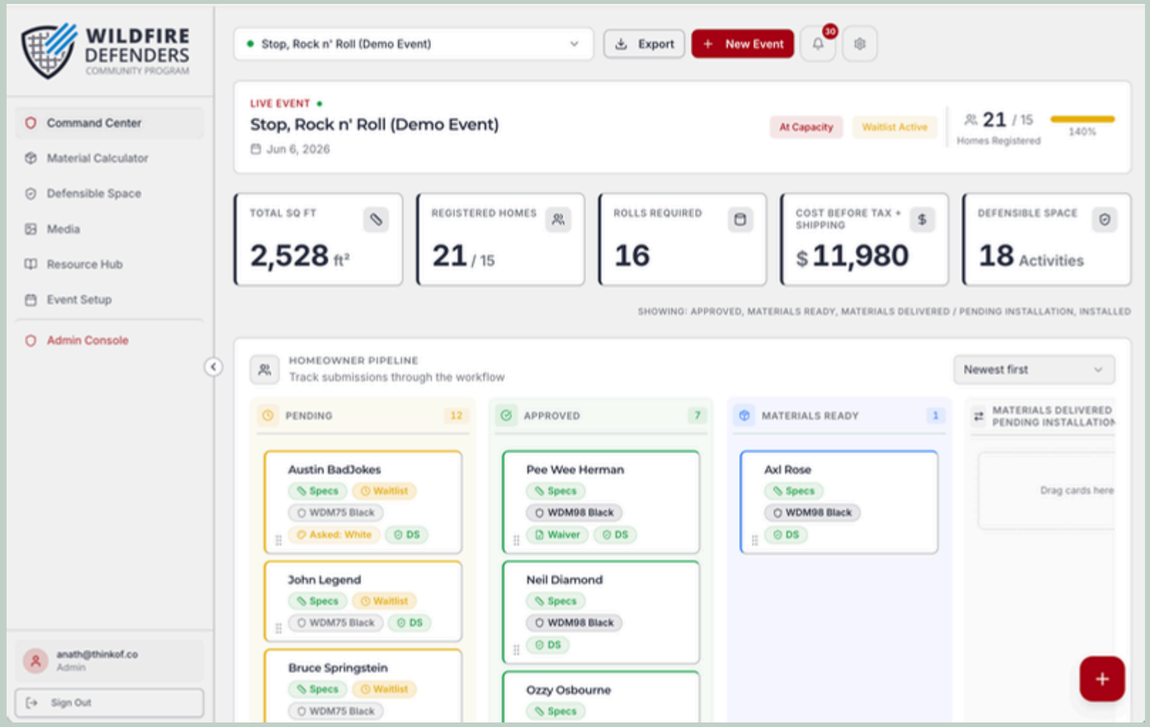
Neighbors helping neighbors: measuring, cutting, & installing MESH!











Wildfire Defenders Platform for program coordination

HOME IGNITION ZONE EVALUATION SIGN-UP

A HIZ is a free consultation of your property where our evaluators will provide recommendations for home hardening and defensible space.







AGOURA HILLS FireSafe COUNCIL

agourahillsfsc.org/wildfire-assessments/

EPIC-FSC
Emergency Preparedness in Calabasas

epic-fsc.com/contact/#home-hardening-assessment-form



BREAKOUT GROUPS

Outreach

- Develop an Outreach Plan
- Practice conversations
- Build your elevator speech
- Get ideas for engaging neighbors

- Support: Brad, Peter

Education

- Plan your next Education Event
- Receive tips and tricks for a successful event
- Get ideas for new topics and creative activities to educate your neighbors

- Support: Gabe, Mike

Action

- Plan your next Community Action
- See a demo of Wildfire Defenders Community Portal

- Support: Pauline, JoJo, & Seychelle from Wildfire Defenders