



AGENDA

August 5, 2011

Yates Building, McArdle Room (1st floor)
 USDA Forest Service Headquarters
 1400 Independence Ave. SW
 Washington, DC 20250

10:00 – 12:00 AM – Eastern Time

Reminder: Agendas, Notes and Handouts are available at myfirecommunity.net – WFEC Neighborhood

Time	#		Topic	Presenter
1000 – 1005	1		Welcome/Introductions	Roy Johnson
1005 – 1010	2	<input checked="" type="checkbox"/> Information <input checked="" type="checkbox"/> Discussion <input type="checkbox"/> Decision	Meeting Objectives & Expectations <u>Description:</u> Outline the objectives and expectations of this meeting <u>Outcome:</u> 1. Understanding what we need to accomplish <u>Reference Material:</u> 1. Final Agenda	Tom Harbour
1010 – 1030	3	<input checked="" type="checkbox"/> Information <input checked="" type="checkbox"/> Discussion <input type="checkbox"/> Decision	CS Sub-Committee reports <u>Description:</u> Sub-Committees will report on the following: 1. Identify actions, milestones and deliverables that were to be accomplished between the July 15 WFEC meeting and now. 2. Report on actual accomplishments during that time period. 3. Identify actions, milestones and deliverables planned to be completed between now and the Aug. 19 WFEC meeting. 4. Identify any issues or barriers that need to be resolved. 5. Identify what, if anything is needed from WFEC. <u>Outcome:</u> 1. Understanding of the activities of each sub-committee. 2. Agreement on any modifications to deliverables or timelines 3. Identify of next steps to resolve any pending issues and/or barriers <u>Reference Material:</u> 1. Sub-Committee Status Reports	Kirk Rowdabaugh (CSSC) Douglas MacDonald (RSC – West) Tom Harbour (RSC – Northeast) Jim Karels (RSC – Southeast)
1030 – 1045	4	<input type="checkbox"/> Information <input checked="" type="checkbox"/> Discussion <input checked="" type="checkbox"/> Decision	Regional Strategy Report Format <u>Description:</u> During the July 15 meeting WFEC was presented with the proposed format that the Regional Strategy Committees will use for their Cohesive	CSSC

<i>Time</i>	<i>#</i>		<i>Topic</i>	<i>Presenter</i>
			<p>Strategy Phase 2 deliverables. Review comments from the Subcommittees and NSAT will be discussed.</p> <p><u>Outcome:</u> Agreement on Phase 2 deliverable format</p> <p><u>Reference Material:</u></p> <ol style="list-style-type: none"> 1. Regional Strategy Report Format 2. Proposal for acceptance of the format 	
1045 – 1100	5	<input checked="" type="checkbox"/> Information <input type="checkbox"/> Discussion <input type="checkbox"/> Decision	<p>Cohesive Strategy Communication Support</p> <p><u>Description:</u> Introduction to the Communication Strategy Group and discussion on priorities and next steps.</p> <p><u>Outcome:</u></p> <ol style="list-style-type: none"> 1. Gain a common understanding of the priorities and next steps. <p><u>Reference Material:</u></p> <ol style="list-style-type: none"> 1. Communication Strategy Briefing Paper 	Roy Johnson/ Roberta D'Amico
1100 - 1115	6	<input checked="" type="checkbox"/> Information <input type="checkbox"/> Discussion <input type="checkbox"/> Decision	<p>Round Table Discussion</p> <p><u>Description:</u> WFEC members have the opportunity to share information with the committee and identify issues that may result in potential future agenda items.</p> <p><u>Outcome:</u></p> <ol style="list-style-type: none"> 1. Understanding of activities within the members' organizations. <p><u>Reference Material:</u></p> <ol style="list-style-type: none"> 1. Each member prepare a paragraph or two to addressing their organization's relevant activities, issues, etc 	WFEC Members
1115 – 1130	7	<input checked="" type="checkbox"/> Information <input type="checkbox"/> Discussion <input type="checkbox"/> Decision	<p>Public Comments</p> <p><u>Description:</u> Time for WFEC to hear from the public. Specific topics to be determined</p> <p><u>Outcome:</u></p> <ol style="list-style-type: none"> 2. Awareness of public opinions related to WFEC activities <p><u>Reference Material:</u></p> <ol style="list-style-type: none"> 2. TBD 	Public
1130 – 1140	8	<input type="checkbox"/> Information <input checked="" type="checkbox"/> Discussion <input checked="" type="checkbox"/> Decision	<p>Closeout</p> <p><u>Description:</u></p> <ol style="list-style-type: none"> 1. Review the outcomes of this meeting 2. Review decision and actions 3. Identify potential agenda items for July 15 <p><u>Outcome:</u></p> <ol style="list-style-type: none"> 1. Agreement on decisions and actions 2. Agreement on focus for next meeting 	Tom Harbour
1140	9		ADJOURN	

Glenn A. Gaines
Deputy Fire Administrator
U. S. Fire Administration
July 20, 2011
Summary Report Wildland Fire Command and Control Orientation
July 5, 2011 Through July 7, 2011

On July 5, 2011, I traveled to a major wildfire in northern New Mexico to enhance my knowledge of command and control operations and interact with state and local fire authorities, local citizens and political leaders during major wildland fires encroaching on the wildland-urban interface. I arrived in Albuquerque, New Mexico, and met with Sam Whitted, Santa Fe Area Command Liaison Officer for the Las Conchas Fire, Los Alamos County, New Mexico, to establish an itinerary for the day's orientation.

By the day of my arrival the Las Conchas fire had consumed 148,790 acres, and was only 30 percent contained. The fire had threatened 410 residences, 45 commercial properties, and 110 outbuildings. Sixty-three residences and 44 outbuildings had been destroyed. This was the largest wildfire in New Mexico history.

July 6, 2011

The Las Conchas fire was of such a magnitude that three Type One Incident Management Teams (IMTs) were deployed, each managing approximately one third of the geographic area involved and threatened by this fire. The three Incident Management Teams were coordinated by the Area Command Team stationed in Bernalillo, NM, approximately 15 miles south of the fire. On Wednesday, July 6, 2011, I visited the Santa Fe Area Command staff for a briefing on their operations and responsibilities.

Notes: Area command staff members were very experienced; for example, the incident commander (IC) for Area Command serves as Chief of Fire and Aviation for the Grand Canyon National Park and has served as IC for several major wildland fires.

As I found in virtually all of the IMTs, Area Command included several local fire personnel. The IC for the North Zone IMT estimated that approximately twenty-five percent of the personnel filling roles in the Type One IMTs were local fire personnel.

A benefit of having so many local fire chiefs, chief officers and company level supervisors in the IMTs is the confidence that comes from knowing that the large number of local assets (engines, personnel and equipment) from across the region will be accommodated, understood and supported.

I was interested in learning how Federal response leadership interacted with local fire and EMS organizations that were not part of the wildland response

complement, especially during the early planning stages of such a large wildland fire that was encroaching on a local community or city.

I learned that weather forecasting and geo-mapping technology, along with air reconnaissance, were used to predict fire growth and helped to bring local political and professional staff from the most at-risk communities into the planning process.

At around noon I visited our host, the Corrales Fire Department, where I met with local fire chiefs and command officers from the Albuquerque Fire Department and the State of New Mexico Forest Rangers. The primary questions I was interested in seeking answers to were the following:

- How do they interact with the Federal response?
- Were communications technology issues handled appropriately?
- Are local fire departments included in the planning process in cases where wildland fires are approaching their communities?
- Do local fire departments have sufficient access to training and information to provide them with the necessary skills and knowledge to be prepared for a wildland-urban interface fire?
- Do they have the necessary equipment and apparatus to combat a potential wildland-urban interface fire?

In the late afternoon of day one we visited with the Southwest Coordinating Center and the regional forester. I was briefed on the bottom up process used by local officials and state foresters to access Federal assets when a major wildland fire is experienced. The day ended with an overview of the mapping systems (both infrared and digital) used to provide command personnel with current fire conditions, fire spread and fire intensity.

July 7, 2011

Sam Whitted and I traveled up to the South Zone IMT Base Camp at 5:00 a.m. I wanted to attend the morning operational period brief that occurred at 6:00 a.m. At that point in the operation the fire was only twenty-five percent contained and weather condition predictions included thunderstorms with accompanying winds that could possibly spur rapid fire spread on the leeward side of the fire.

The operational period brief was organized and presented as taught in our command and control classes with a few add-on elements such as a human resource piece that focused on leadership and maintaining crew integrity. At 10:00 a.m. the staff and command staff met to discuss next day objectives and to address any concerns, problems or shifts in strategic objectives. After the staff and command meeting I was allowed to accompany the chief of operations for the South IMT on a reconnaissance helicopter flight over the entire fire area. While in flight, we were asked to view a fire growth area where a hot shot crew was requesting air attack operations. Air attack expressed a concern in regard to visibility in the area. After viewing the area in question the decision was made to go forward with air attack and we returned to the heliport.

Notes: In the early stages of this fire, fire spread was extremely fast. In the first twenty-four hours the fire had spread to approximately 48,000 acres. Rapid fire spread in this case was due to two factors – a drought condition that is more severe than any experienced since 1881, and a recent and still-occurring beetle infestation. During the helicopter flyover it was noted that the forest, which was made up of mostly very mature Ponderosa Pine, was completely consumed in most areas. The land was completely barren. Deploying firefighting crews into this area was not an option.

All command staff I met and interacted with universally expressed the same long term concerns regarding erosion and flash flooding down the valleys below the fire areas, including the Los Alamos County region.

I attended a 1:00 p.m. meeting held for all citizens and community leaders, including the Native American tribal leaders. Tribal representation was critical, as the fire spread into several reservations, or Pueblos as they are called locally. Much of the land consumed by the fire was considered to be sacred land by the inhabitants of the Pueblos. I was very impressed with the sensitivity the command staff exhibited to the tribal leaders regarding tribal property, especially the concern for erosion and flood potential that could result from the approaching rainy season.

In the late afternoon we traveled out to the North Zone IMT where fire growth and spread continued and much of the focus of operations had centered. As we neared the base camp, one of the thunderstorms predicted earlier in the day entered the area, bringing significant wind and little rain. Once we arrived at North Zone base camp we were directed to operations. Here I had the opportunity to observe how operations made use of both air reconnaissance and verbal radio reports in order to deploy and request resources. Much of the success in protecting the Los Alamos Laboratory goes to the leadership and determination of Fire Chief Doug Tucker and his staff, along with the cooperation and support of the Federal firefighters and command staff.

Future

Concern is now focused on mitigating erosion and flooding of the down slope areas, including Los Alamos County and the region around the Los Alamos Laboratory. All resources will now begin to work in areas where the fire has been controlled to mitigate the potential flood hazard. A major concern is that the rainy season is approaching and will continue for some time.

This orientation was very enlightening for me in many ways and will greatly assist me in my role as the Department of Homeland Security representative to all Federal wildland committees and working groups.

Chief of Operations Buck Wickham



Helicopter view of the south fire spread



Area Command Staff





Status Report

Date: August 2, 2011

Subcommittee: Cohesive Strategy Subcommittee (CSSC)

Accomplishments Since Last Report:

- Podcast – Rather than a webinar, it was decided that a podcast would be the most useful tool to reach individuals who are interested in knowing about the Cohesive Strategy and where they can get more information. The podcast will be posted on the CS website, forestsandrangelands.gov
- Communications and Messaging – CSSC continues to work on communications and messaging products including: a brochure, fact sheet, display, new website pages, and enhanced website features to allow for comments and feedback. They are also working on developing an overall Communications Strategy for the CS.
- Roles/Responsibilities - The CSSC is working to refine their roles and responsibilities for the remainder of Phase II and into Phase III. Once they have a draft, this will be submitted to WFEC for approval.

Planned Activities for Next Reporting Period:

- Record the podcast
- Continue work on the Communications Strategy
- Begin reviewing preliminary information coming in from the regions.
- Finalize a draft roles and responsibilities document and submit it to WFEC before the next meeting.

Issues Identified:

None

WFEC Decisions/Approvals Needed:

References:

<http://www.forestsandrangelands.gov/strategy/index.shtml>

Contact Information:

Kirk Rowdabaugh, Director, Office of Wildland Fire Coordination
WFEC liaison to the CSSC
202-606-3447



Status Report

Date: July 28, 2011

Subcommittee: Western RSC and Working Group

Accomplishments Since Last Report:

Since the last report we have conducted a face-to-face forum in California, virtual forums for the Southwest, Rocky Mountain, Great Basin, PNW (including Alaska), and Northern Rockies Geographic Areas with both good participation and significant substantive comments for consideration. The Western web site will continue to be available for comments through 7/29/11. The Western Work Group has completed the work in CRAFT and is now providing feedback and input to the Regional Template provided by WFEC. We have secured the services of a meeting facilitator for the RSC/WG meeting in Denver. The Work Group has conference call weekly @ 0900 PDT and the Western RSC has conference calls every two weeks and that schedule will remain thru August, the purpose is to provide continual updates and resolve any issues that arise.

Planned Activities for Next Reporting Period:

During the first week of August the METI Group will be conducting content analysis on the comments and inputs we have received. The WG will continue providing input to the Regional Template, and the writer editor along with chairs of the WG and RSC, will facilitate this process. The second week of August, a small sub-group will perform the edits necessary to have a clean template to work with for the August 15-19 meeting in Denver for both the WG and RSC.

Issues Identified:

Due to travel restrictions several federal agency people will be unable to travel to the Denver meeting, we'll do our best with virtual meeting capabilities. **Key issue:** The Western RSC and WG have spent many hours working toward our deliverables and many times we have discussed "life after Phase II" and what we perceive as a fatal flaw in the overall effort; A comprehensive communication and implementation plan for the CS effort. We've had scores of comments from all interest groups asking for continued feedback opportunities in the following areas:

- Folks want to see the product from Phase II and see how their input was considered.
- They also want to see some progress reports in Phase III and how everything is coming together.
- They want to have a look with feedback opportunities before the "Strategy" is approved.
- They want to have updates for the first 5 years of the strategy and track implementation.
- They want to stay involved, continue to collaborate, continue to provide feedback and in fact be part of the effort when we revise the CS.



Status Report

We can give you dozens of reasons why we need to do this and frankly can't think of one good reason why this should not happen. We appreciate the efforts of the WFEC to have a communications group formed to work under WFEC and begin the effort but I submit there are three flaws with the current thinking:

- Every one of these folks has day jobs and if this is so important why are we asking folks to do both?
- We know the folks on the communications group and although all are great folks, I suspect that a communications strategy plan is within their capabilities but having a plan that comes from the very agencies that is creating the CS will probably leave many with some skepticism, the fox guarding the hen house.
- I (Joe Stutler) suspect that this group by the nature of their title will be focused on communications only and the implementation strategy will likely get dropped. My grandfather's favorite statement was, "don't tell me how hard you been working, tell me what you got done."

The suggestion we have is to go out and find a private company that excel in these tasks and contract out the work and have the communications team facilitate and administer the contract. My other idea is for this not to be a federal contract but approach the agencies represented in WFLC/WFEC for funding and run the contract through a non-governmental entity to expedite the contractual opportunity, make the this a 5 year contract through the life of the Cohesive Strategy and utilize a grant process for funding to a NGO. I'm certain, based on our success with METI contractors with the West that we had an idea what we wanted in communications plan but those folks have the skills to both develop "with us" and the skills and dedicated time to pull it off along with content

WFEC Decisions/Approvals Needed:

References:

Contact Information:

Joe Stutler, Joe Freeland and Alan Quan



Status Report

Date: 07/28/2011

Subcommittee: NERSC

Accomplishments Since Last Report:

- Began outreach on Friday, July 22.
- Outreach includes four virtual forums, a web survey, and the opportunity to review and comment on the full draft regional strategies and assessments document.

Planned Activities for Next Reporting Period:

- Virtual Forums on August 1, August 9, and August 12.
- Continued outreach by NERSC.
- Compilation of material from focus groups delivered to NERSC by August 16.
- Coordination with Karin Lichtenstein, Danny Lee, and Steve Norman and representatives from the two other regions to evaluate objectives hierarchy with regard to similarities between regions.

Issues Identified:

None

WFEC Decisions/Approvals Needed:

None

References:

None

Contact Information:

Matt Rollins
605.838.8812
mrollins@usgs.gov



Status Report

Date: August 2, 2011

Subcommittee: Southeast Regional Strategy Committee

Accomplishments Since Last Report:

- The outreach efforts in the Southeast were a success. Between the two focus groups and the website, more than 400 comments were submitted from a diverse group including, federal, state, local, private landowner and forest industry people.
- The Working Group is continuing to work hard to pull together a draft Regional Assessment. They met on August 3 – 4 in Atlanta to begin finalizing the draft Regional Assessment Report and spent much of their time working on the Objectives Hierarchy section.
- A content analysis is also currently being done to group and summarize all of the comments, which the working group will take into consideration as they draft the Regional Assessment.

Planned Activities for Next Reporting Period:

- The Working Group will be holding conference calls/webinars every week through the end of August to finish the Regional Assessment and provide a draft to the SE RSC on August 26.
- The RSC will begin looking at early drafts of the Regional Assessment and providing feedback to the Working Group.

Issues Identified:

None

WFEC Decisions/Approvals Needed:

None

References:

None

Contact Information:

Mike Zupko - sgsfexec@zup-co-inc.com; Kevin Fitzgerald – 865.436.1202; Sandy Cantler – 202.205.1512

**A National Cohesive Wildland Fire Strategy:
INSERT REGION NAME Regional Assessment**

Executive Summary

Provide a one-page summary of the report with key recommendations.

Background

(questions 1 – 4)

This section's content will be provided to for each region and will briefly summarize the Cohesive Strategy effort.

Context – The XXX Region

(questions 5-6)*Provide some context for the Region. You may want to summarize the discussion and responses to Guidelines (question 5) and conflicts in guidance (question 6). You should also provide some context and a general (brief) characterization of the region (ie. what is the 'lay-of-the-land, what is fire management like in the region, what makes the region unique).*

Include a map of the region. You may also want to include references to any other maps that are included in the Appendix.

Planning Process

Provide a description of the process used to develop the assessment.

Who was involved? How were meetings conducted? Was there outreach (how was that conducted)? How was stakeholder input received? How was input included? Etc.

Values

(questions 7-10)

Identify common and dominant values shared by stakeholders in the region. If there are dominant or conflicting values, identify here and explain.

Identify other broad societal and environmental values have been associated with fire in this region. This may be in bullet or list format.

For some values, it may be helpful to briefly characterize how they relate to fire.

Trends and Uncertainties

(questions 11-13)

Identify societal or environmental changes or trends could affect wildland fire in the region.

Identify challenges in wildland fire management are created or compounded by lack of knowledge or understanding?

National Goals Regional Objectives

Restore and Maintain Landscapes

Landscapes across all jurisdictions are resilient to fire-related disturbances in accordance with management objectives.

National Outcome-based Performance Measure:

- Risk to landscapes is diminished

Identify Regional Goal(s) for the National Goal and Objective(s).

Regional Goal 1:

Objective 1.1:

Objective 1.2:

Objective 1.3:

Regional Goal 2:

Objective 2.1:

Objective 2.2:

Objective 2.3:

Etc...

Identify the actions and activities for each objective (i.e. Full Objectives Hierarchy). When possible, identify who will do what, when and where for each action.

Regional Goal 1:

Objective 1.1:

Action/Activity 1.1.1:

Action/Activity 1.1.2:

Action/Activity 1.1.3:

Etc....

Regional Goal 2:

Objective 2.1:

Action/Activity 2.1.1:

Action/Activity 2.1.2:

Action/Activity 2.1.3:
Etc.....

Fire Adapted Communities

Human populations and infrastructure can withstand a wildfire without loss of life and property

National Outcome-based Performance Measures:

- Risk of wildfire impacts to communities is diminished
- Individuals and communities accept and act upon their responsibility to prepare their properties for wildfire.
- Jurisdictions assess level of risk and establish roles and responsibilities for mitigating both the threat and the consequences of wildfire.
- Effectiveness of mitigation activities is monitored, collected and shared.

Identify Regional Goal(s) for the National Goal and Objective(s).

Regional Goal 1:

Objective 1.1:

Objective 1.2:

Objective 1.3:

Regional Goal 2:

Objective 2.1:

Objective 2.2:

Objective 2.3:

Etc.....

Identify the actions and activities for each objective (i.e. Full Objectives Hierarchy). When possible, identify who will do what, when and where for each action.

Regional Goal 1:

Objective 1.1:

Action/Activity 1.1.1:

Action/Activity 1.1.2:

Action/Activity 1.1.3:

Etc.....

Regional Goal 1:

Objective 1.2:

Action/Activity 1.2.1:

Action/Activity 1.2.2:

Action/Activity 1.2.3:

Regional Goal 2:

Objective 2.1:

Action/Activity 2.1.1:

Action/Activity 2.1.2:

Action/Activity 2.1.3:

Etc.....

Wildfire Response

All jurisdictions participate in making and implementing safe, effective, efficient risk-based wildfire management decisions.

National Outcome-based Performance Measures:

- Injuries and loss of life to the public and firefighters are diminished
- Response to shared-jurisdiction wildfire is efficient and effective.
- Pre-fire multi-jurisdictional planning occurs

Identify Regional Goal(s) for the National Goal and Objective(s).

Regional Goal 1:

Objective 1.1:

Objective 1.2:

Objective 1.3:

Regional Goal 2:

Objective 2.1:

Objective 2.2:

Objective 2.3:

Etc....

Identify the actions and activities for each objective (i.e. Full Objectives Hierarchy). When possible, identify who will do what, when and where for each action.

Regional Goal 1:

Objective 1.1:

Action/Activity 1.1.1:

Action/Activity 1.1.2:

Regional Goal 1:

Objective 1.2:

Action/Activity 1.2.1:

Action/Activity 1.2.2:

Regional Goal 1:

Objective 1.3:

Action/Activity 1.3.1:

Action/Activity 1.3.2:

Action/Activity 1.3.3:

Action/Activity 1.3.4:

Regional Goal 2:

Objective 2.1:

Action/Activity 2.1.1:

Action/Activity 2.1.2:

Action/Activity 2.1.3:

Alternatives

(questions 23-26)

Identify Potential Alternatives that Maximize Achievement of Regional Objectives and National Goals

Measures for Success

(questions 20-21)

Conclusions

This section is not a recap of the report (that was done in the Executive Summary). Instead, it will discuss significant findings and how the regions goals, objectives, actions and activities will reduce fire risk in the region and contribute to achieving the national goals and objectives.

Appendix 1 – Acronym List

Appendix 2: List of CRAFT Questions

Appendix 3 – List of RSC, Working Group and support staff for the region

Appendix 4 – Maps



Proposal

Date: July 12, 2011

Subcommittee: CSSC

Description of Issue or Assignment:

Cohesive Strategy Report Template to be used in each of the regions.

Discussion of Proposed Recommendation(s):

The CSSC recommends that WFEC approve the format of the attached standard report template that will be used by each of the regions as they develop their CS Regional Assessments. The template is designed to allow the regions flexibility to tell their story while also ensuring that all of the necessary information is included from each region. This will facilitate completion of Phase III and make it easier for WFEC to assimilate the three regional assessments into one report.

Identify Considerations:

See Discussion of Proposed Recommendations

Rationale for Recommendation(s):

See Discussion of Proposed Recommendations

Recommendation(s):

The CSSC recommends that WFEC approve the template to be used by each of the regions and in pulling together the final report for Phase II.

Decision Method used:

- Subcommittee Consensus
- Modified Consensus (explain, i.e. majority, super-majority)
- Chair Decision

Contact Information:

Sandy Cantler: 202-205-1512



Proposal

WFEC Decision:

- WFEC Approves
- WFEC Approves with Modifications (not required to resubmit for WFEC approval)
- Need More Information (required to come back to WFEC for approval)
- WFEC Does Not Approve

Roy Johnson, DFO

Date

Notes regarding decision:

The Cohesive Strategy Report Template has not been vetted through the Regional Strategy Committees or through the National Science and Analysis Team.

Some questions were identified that should be addressed as the template is being reviewed:

1. Is the information available that is necessary to create a quality final report?
2. Is the information that will be included sufficient to make Phase 3 successful?
3. Is the information presented in a way that supports the creation of other communication material?
4. Is the information available for our different audiences?

Mary Jacobs has volunteered to participate with the Communications Staff.

The proposed template is not ready for approval by WFEC at this time. The template will be sent to the Regional Strategy Committees and the National Science and Analysis Team for review and comment. The CSSC will make any required modifications to the template and bring the proposal back to the WFEC on August 5, 2011.



Proposal

Date: July 15, 2011

Description of Issue or Assignment:

The National Cohesive Wildland Fire Management Strategy process lacks a communication strategy that provides a clear vision, process, outcome and a plan for how to communicate about the national strategy and engage people in the development of the strategy. The Regional Strategy Committees are proceeding to do public outreach without a common communication strategy or set of key themes. There has been little developed in the way of key, consistent messages for Phase III.

Discussion of Proposed Recommendation(s):

A communication strategy is needed to identify national level key themes that will provide guidance to the three Regional Strategy Committees as they proceed with public outreach in Phase II. The communication strategy will define a clear vision, process, outcome, and use of the communication strategy during Phase II and throughout Phase III.

National messaging for Phase II will address both the process, as well as how internal and external stakeholders and the public can obtain additional information and be involved. The communication strategy will address national-level guidance on engagement, involvement and input from stakeholders and the public. The strategy will identify the key national audiences for Phase II and help to target outreach to these audiences—both internal and external. The communication strategy will identify communications products and plans for the use of the products.

The communication strategy will develop key themes for use during Phase II and Phase III. Lessons learned from Phase II will be used to refine the communication strategy for Phase III.

Proposal:

WFEC will task the following individuals to develop a communication strategy for Phases II and III of the National Wildland Fire Management Cohesive Strategy.

1. Lead Coordinator Roberta D'Amico, Department of the Interior (NPS)
2. Judith Downing, USDA Forest Service
3. Shawn Stokes, International Association of Fire Chiefs (IAFC)
4. Sarah McCreary, National Association of State Foresters (NASF)

Identify Considerations:

The diversity of the groups involved in both Phase II and Phase III of the National Cohesive Wildland Fire Management Strategy process should be considered when identifying the members of the communications team.

As this is a national level communication strategy, developing national level messaging and procedures, WFEC should provide the appropriate oversight and support to ensure implementation of appropriate messaging and processes.

Rationale for Recommendation(s):

Without a national communication strategy, there is a high risk for potential conflicting messages and processes during the outreach period for Phase II and throughout Phase III.

Recommendation(s):

Recommend WFEC task an interagency communications group, with members from the Department of Interior, Forest Service, state and local government, to develop a communication strategy for Phase II and Phase III. The communication strategy will identify national level key themes and define a clear vision, process, outcome, and use for the communication strategy throughout Phase II and Phase III. The communication strategy will be refined as necessary to meet any specific needs of Phase III.

Contact Information:

Roy Johnson, Designated Federal Official, (208) 334-1550 or roy_johnson@ios.doi.gov

WFEC Decision:

- WFEC Approves
- WFEC Approves with Modifications (not required to resubmit for WFEC approval)
- Need More Information (required to come back to WFEC for approval)
- WFEC Does Not Approve

Roy Johnson, DFO

Date

Notes regarding decision:

The Communication staff will provide support directly to WFEC
Mary Jacobs will work with the group
Open to any other staff support
Patti Blankenship (USFA) will participate in providing communication support
Roy will develop a tasking for the communications staff to develop a communication plan/strategy and to develop a proposal for final Phase 2 deliverable editing



Status Report

Date: August 5, 2011

Tasked Committee: Cohesive Strategy Core Communication Committee (CS-CCC)

Accomplishments Since Last Report:

(This report is the initial report for the CS-CCC.)

- On July 15, 2011 the Wildland Fire Leadership Council reviewed and accepted a proposal to develop a strategic communication document to complement the overall Cohesive Strategy process. Roberta D'Amico, Department of the Interior (NPS) was designated as the Lead Coordinator. Roberta will participate in a 120 day detail assignment with an anticipated start date of Monday, August 1, 2011.
- An action item identified at the July 15, 2011 WFEC meeting was to develop a tasking for the communication effort.
 - Tasking memorandum completed for submission on August 5, 2011 meeting.
- During the month of July, D'Amico, who was already familiar with the Cohesive Strategy (CS) initiated a more thorough research and review process of the CS materials, committees and organizations involved, initiated conversations with key participants, (including individuals on the CS-CCC: Judith Downing, US Forest Service (FS), Shawn Stokes, International Association of Fire Chiefs (IAFC), Sarah McCreary, National Association of State Foresters (NASF)) and prepared documentation for the 120 detail. Additionally, D'Amico participated in a sampling of sessions at the Interior Fire Executive Council meeting held in Boise, ID July 26-28. (D'Amico was also on family leave working part time for approximately ten days in July.)

Planned Activities for Next Reporting Period:

- Establish and schedule telephonic meetings for CS-CCC.
 - Initial group call to include introductions, evaluation of skill sets, knowledge of other avenues of support, individual and group expectations, definition of team process and procedures, defining roles and responsibilities, assign tasks and share information gathered from August 5, 2011 WFEC call.
 - Subsequent calls during this time period to include but are not limited to:
 - Overall scope of task
 - Message development
 - Definition of the communication document
 - Address what is measurable for the task
 - Documentation
 - Connections with participants



Status Report

Issues Identified:

- Compressed time frame to meet overall CS strategy objectives and the lack of coordinated and cohesive communication efforts to date.
- Excellent communication and outreach efforts demonstrated by various committees. There is a need to collect the best practices from these efforts to share with others and to include in the overall strategic communication document.

WFEC Decisions/Approvals Needed:

References:

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