



**Napa Communities Firewise Foundation
-NCFF-
BUSINESS PLAN**

Reviewed & Updated: September, 2015

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I - Executive Summary

The Napa Communities Firewise Foundation developed a long-term strategic plan in 2006. The Board conducts a planning meeting in the first quarter of each year to review the Foundation objectives and the strategies which are intended to be used to achieve those goals. As the times change, objectives may change and the plan is then updated. This is the business plan for 2015 -2016.

Napa Firewise is a community-based fire awareness program designed by city and county fire professionals to provide the residents of Napa County with:

- Information on the dangers that wildland fire poses to them and their community.
- A better understanding of fire ecology in their community in ways that predict the risk while respecting and considering the natural evolution of fire in wildland settings.
- The program also provides specific steps each person can take to protect themselves, their family and their neighbors in the event a wildland fire occurs.
- Community grants expressly for mitigation projects

It is a program based on empowering individuals and communities to act.

Napa Firewise currently operates under the guidance of a management board of volunteer Napa residents and trained fire prevention professionals. 2015 marks the program's tenth consecutive year of operation.

As in the rest of California and most of the U.S., fire suppression and control have been a priority in Napa County for many years. Due to these programs, nature has not been allowed to take its normal course, and as a result a considerable buildup of vegetation in high-risk areas such as the east, west and northern boundaries of the county has occurred. In addition, population growth has caused communities to move further into higher-risk wildlands. Neighborhoods like Berryessa Estates, Atlas Peak, Soda Canyon, and Circle Oaks are prime examples of the migration outward from urban centers into what we call wildland urban interface areas or WUI. As a result, wildland fire now has a path into the very heart of our communities.

For the Program to succeed in the future, the program must be sustainable, and several changes must occur:

- New sources of funding must be identified and tapped. Napa Firewise is currently funded through local government, federal grants and donations. Long-term funding will also have to come from the private sector. Napa Firewise holds 501(c)(3)-non-profit status.
- Foster and maintain a strong relationship with the Napa County government and federal and state agencies which may provide fire safety grant funding.
- A transition from a fire agency-led to a citizen-led, management structure.
- It must change the way the community thinks and acts about wildland fire, with the role of fire prevention and protection being viewed as a shared responsibility and an essential community priority.

A broader history of the program is given in Appendix A.

Our Vision:

As a mature program in the future, Napa Firewise will be a self funded, community action program built around sustainable Firewise practices where personal safety and property survival are automatically factored into construction practices, landscape choices, and everyday living.

Napa Communities Firewise Foundation

It will be a time when fire can once again occur in the environment and be considered part of the natural landscape with much reduced impact to lives and property.

Napa will have the distinction of being the first County in California to be 100% Firewise, with a safer community overall and potentially lower insurance rates.

Our Mission:

To empower the residents and businesses of Napa County with the information, knowledge, and support they need to survive a wildland fire.

Goals and Objectives:

- **Raise Awareness** - Make people aware of their environment and the natural and manmade risks that wildland fire poses to them, their family, their property, and/or their business.
- **Create Action** - Provide the communities of Napa County with help to establish Fire Safe Councils with specific steps they can take to protect their families, property, and/or business in the event of a wildland fire. Educate citizens on the key aspects of fire behavior and how “fire-hardened” homes and buildings can survive, through defensible space planning and proper mitigation techniques.
- **Sustain Action** - Encourage defensible space practices as part of an ongoing fire prevention program. Include annual chipping program and a mitigation grant program as an important community collaboration activity.

Our Philosophy: To create an atmosphere of sustained, shared responsibility helping the community help itself.

NCCFF has divided Napa County into 16 “communities”. It is our objective to enable all of our communities until the entire County has become “Firewise”.

II - Management and Organization

The Program has transitioned from, an agency-based model to a more citizen-led Board of Directors. The model is still evolving, but representatives from the following disciplines have been identified or will be sought:

Done:

- ✓ Citizens with Fire Safe Council Experience
- ✓ Forestry and Arborist Expertise
- ✓ The California Fire Alliance and the California Fire Safe Council Clearinghouse for grant applications, funding and management.
- ✓ The Fire Protection Services
- ✓ The Insurance Industry

To do:

- The Napa Agriculture Industry
- The Napa Hospitality Industry
- Napa Realtors
- Conservation and watershed organizations

The Current Board of Directors:

President:	Stephen Gort, Citizen Volunteer
Vice President	Tim Streblov, Citizen Volunteer
Secretary, Treasurer	Rick Thornberry, Citizen Volunteer
Director	Alicia Amaro, Citizen Volunteer
Director	Brooke Dunton, Citizen Volunteer
Director	Tom Vreeland, Citizen Volunteer
Director	Darren Drake, Napa City Fire Marshal
Director	Joe Petersen, Napa County Fire Marshal

Professional Advisors:

Carol Rice Forestry, Defensible Space – *“Wildland Resource Management”*

Community Fire Safe Leaders

- John Hallman Berryessa Estates
- Evan Kilkus, Susan Sedillo Berryessa Highlands
- Tom Vreeland Atlas Peak
- Greg Holquist Mt. Veeder
- Rick Thornberry Soda Canyon
- Pat Howard Gordon Valley
- Stephen Gort Circle Oaks Homes Association
- Roger Lutz Deer Park
- (forming) Angwin

Insurance Agent:

MALLOY, IMRIE & VASCONI INSURANCE SERVICES LLC

Insurance Carrier:

Chubb & Son

CPA

Mark Mumm, CPA

III - General Description of the Program.

The Napa Firewise program is patterned after the national *“Firewise Communities Program”* that has its roots in a national fire prevention effort begun in the early '90s by the National Fire Protection Association(NFPA). Additional information on the National Firewise program is available in Appendix B.

What makes Napa Firewise exceptional is the fact that every one of the unincorporated areas in the county are now participating. Other unique program features are:

- The use of GIS/satellite-based computer modeling for training and risk assessment.
- The program is providing a free chipping service for county residents to remove unwanted brush.
- Napa Firewise is acting as a local in-County help agency, closer to communities than federal or state programs.

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The foundation uses a template with each community to progressively become informed, educated, supported and funded. How we do it:

1. Hold a "*Home Ignition Zone*" Seminar
2. At the Seminar, solicit a list of citizens, Ready, Willing, Able
3. Form a Community Fire Safe Council
4. Evaluate the community's risks
5. Identify likely mitigation projects
6. Develop community maps & Google Earth projections
7. Establish priorities for these projects
8. Develop a "*Community Wildfire Protection Plan*" (CWPP)
9. Provide hands-on FSC management training
10. Perform a highly visible Demonstration Project
11. Begin wider community awareness - Communications
12. Teach how, and help apply for a first fire safety grant
13. Receive a first grant award
14. Complete a first mitigation project with NCFE assistance
15. The community becomes a recognized "*Firewise Community*"
16. Enable a funding process for future projects
17. Use the CWPP to protect families & property into the future

IV - Description of Services Provided:

Napa Firewise provides the following resources to the residents of Napa County:

- Fire Safe Council organization & management
 - CAL FIRE expertise
 - Defensible Space Consulting
 - Mapping Assistance
 - Planning (CWPP) Consulting
 - Communications Consulting
 - Vendor Lists
 - Project Management Consulting
 - Project Management Assistance
 - Financial Consulting
 - Grant Writing & Administration Consulting
 - Fiscal Sponsorship
 - Directed Giving
 - Help get Firewise Certification
-
- **Chipping Program:** Napa Firewise provides residents throughout the county with a free chipping program designed to augment ongoing vegetation management efforts.

In 2014, thanks to the Napa County Fire Department, a new chipper for the Napa Firewise Program was purchased. This combined with a labor agreement with the County of Napa Corrections Department to provide free inmate labor, will allow future chipping programs to be self sufficient and provide expanded service to the entire community.

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- **Neighborhood Action:** In addition to providing education, Napa Firewise will provide individual communities in Napa County with the assistance they need to obtain grant funding for local projects and consulting and management assistance for the creation and operation of their own Firewise Community Organization.

Resources:

The resources necessary for the sustainability of the Napa Firewise program will come from a combination of paid services and volunteer participation.

Paid Services:

- Printing of collateral materials
- Event fees
- Accounting-Year end CPA review
- Insurance

Volunteer Participation:

- Program Administrator
- Executive Board
- Community Fire Safe Council Leaders & their Volunteers
- Committee Chairs
- Project Committees

Napa Firewise is endorsed by:

- Napa County Board of Supervisors
- Napa County Fire Chief
- Napa County Fire Marshal
- Napa City Fire Chief
- Local Volunteer Department Companies
- State Fire Marshal
- The National Firewise Communities Program
- Homeowner and neighborhood associations throughout the county

V - Focus Items for the 2015-2016

The operational elements that will keep Napa Firewise focused, include the following activities:

- **Fire Safe Council Development:** We will continue to focus our efforts on creating Fire Safe Councils (Communities) under the Napa Firewise brand. The goal is to provide the incentive for smaller groups to build their own community base of support with our help, especially the more remote areas that have high risk. This year's new community is Angwin.
- **County CWPP:** Undertake the effort to combine all of the individual Community Wildfire Protection Plans as well as County-Level planning into a single County CWPP.
- **Pursue Napa Business:** Develop a campaign to encourage Napa Businesses to participate in the program. This should include both emphasis on making their businesses and facilities firesafe; and to solicit contributions from them to help fund the program.
- **Maintain and Increase High Visibility:** Keep the program in the public eye, with the support it needs to succeed by:
 - Maintaining the support of local politicians and fire service management, the media and private business on an ongoing basis.
 - Making a major effort to extend visibility and attention to the Business Community, especially Agriculture, Insurance and Hospitality.

- Involving elected officials regularly in community recognition awards and special events
- Pitching success stories to local media and trade press
- Inviting media to all community events, including training, drills and workshops
- Being prepared for media inquiries with fact sheets and press releases.
- Maintaining and improving the Firewise Web site.

VI – “Investing” in Napa Firewise:

Who Should Invest ?

- Napa County Residents, Time, energy, and money
- The Fire Services, Expertise
- Napa Businesses, Time and money

Why Contribute ?

- It needs to be done
- No one else will do it.
- State and Government Funding are limited and shrinking.

What Are the Benefits of Investing ?

- A County Community safe from the ravages of wildland fires.
- Possibly lower property insurance
- Preserving the beauty, desirability and sustainability of “The Napa Valley” image and community - for residents and tourists.

VII - Financial Statements: 2014-2015 Actual Income & Expense

November 17, 2015
Cash Basis

**Napa Communities Firewise Foundation
Income & Expense
July 2014 through June 2015**

	Jul '14 - Jun 15
Ordinary Income/Expense	
Income	
Contributions	
Individual	10,043.95
Total Contributions	10,043.95
Grants	
2014-2015 Napa County Grant	94,683.00
Berryessa Estates PG&E Grant	15,000.00
Mt.Veeder Federal Grant	68,516.00
Total Grants	178,199.00
Other Income	
Uncategorized Income	1,111.92
Total Other Income	1,111.92
Total Income	189,354.87
Expense	
ALL EXPENDITURES	
NCCFF COUNTY GRANT EXPENSES	
02-Home Ignition Zone Workshops	
02-HIZ Mailing	2,145.32
02-Rice Consulting	2,850.00
02-Supplies	1,009.00
Total 02-Home Ignition Zone Workshops	6,004.32
03-Monthly Board Meetings	
03-Rice Consulting	2,350.00
Total 03-Monthly Board Meetings	2,350.00
06-Newsletters	
06-Newsletter Postage	2,379.10
06-Newsletter Printing	3,010.64
06-Supplies/Stationary	4,941.43
Total 06-Newsletters	10,331.17
07-Literature Reprints	
07-Rice Consulting	50.00
Total 07-Literature Reprints	50.00
14-Community Start-up	
21-SRA Grant Application	1,100.00
Total 14-Community Start-up	1,100.00
15-Def. Space Assmnts. - Rice	5,000.00
18-CWPP Development - Rice	200.00
19-Mitigation Projects	
19-Atlas Peak	10,980.00
19-Berryessa Estates	10,283.74
19-Berryessa Highlands	5,510.72
19-Circle Oaks	4,050.00
19-Deer Park	3,876.08
19-Gordon Valley	10,379.26
19-Mt.Veeder	9,990.00
19-Soda Canyon	11,000.00
19-Uncategorized other expense	0.00
Total 19-Mitigation Projects	66,069.80
29-Mitigation Equipment	
29-Crew Equipment	1,179.09
29-Equipment trailer	2,587.45
Total 29-Mitigation Equipment	3,766.54
Total NCCFF COUNTY GRANT EXPENSES	94,871.83

Napa Communities Firewise Foundation

Napa Communities Firewise Foundation
Income & Expense
 July 2014 through June 2015

November 17, 2015
 Cash Basis

	<u>Jul '14 - Jun 15</u>
NCFE GRANT OPERATIONS	
04-Annual Community Meeting	
04-Meeting Catering	840.00
Total 04-Annual Community Meeting	840.00
11-Public Relations	
11-Rice Consulting	500.00
Total 11-Public Relations	500.00
13-Comm Planning & Management	137.40
Total NCFE GRANT OPERATIONS	1,477.40
NCFE OPERATIONS-ADMIN	
20-Foundation Development	
Pay Pal Fees	26.15
Total 20-Foundation Development	26.15
Berryessa Estates PG&E Project	15,000.00
Insurance Expense	
Crew Equipment Insurance	375.00
Directors & Officers Liability	1,236.00
Equipment Trailer Insurance	196.00
General Liability Insurance	874.00
Total Insurance Expense	2,681.00
Misc. Bank Fees	24.00
Office Equipment	132.86
Office Supplies	135.74
Other Equipment Costs	643.17
Postal & Mailing Costs	
Postage	98.00
Total Postal & Mailing Costs	98.00
Prof. Fees-Administration	
Accountant Fees - CPA	2,225.00
Board Education Fees	75.00
Total Prof. Fees-Administration	2,300.00
Software & Software Upgrades	69.94
Tax Expense	
Cal. Secretary of State	20.00
California Attorney General	50.00
Total Tax Expense	70.00
Travel Expense	106.42
Uncategorized Admin costs	8,770.78
Total NCFE OPERATIONS-ADMIN	30,058.06
NON-MITIGATION Extras	
Soda Canyon	
Addressing Project	1,036.33
Total Soda Canyon	1,036.33
Total NON-MITIGATION Extras	1,036.33
Total ALL EXPENDITURES	127,443.62
Total Expense	127,443.62
Net Ordinary Income	61,911.25
Net Income	61,911.25

VII - Financial Statements: 2015-2016 Budget

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11/17/15

Accrual Basis

Napa Communities Firewise Foundation
Budget Overview
 July 2015 through June 2016

	Jul '15 - Jun 16
Ordinary Income/Expense	
Income	
Contributions	
Individual	10,000.00
Total Contributions	10,000.00
Grants	
2015-2016 Napa County Grant	100,000.00
Total Grants	100,000.00
Total Income	110,000.00
Expense	
ALL EXPENDITURES	
NCCFF COUNTY GRANT EXPENSES	
03-Monthly Board Meetings	
03-Rice Consulting	2,400.00
Total 03-Monthly Board Meetings	2,400.00
06-Newsletters	
06-Layout Work	1,510.00
06-Newsletter Postage	2,590.00
06-Newsletter Printing	4,200.00
06-Rice Consulting	2,000.00
06-Supplies/Stationary	500.00
Total 06-Newsletters	10,800.00
14-Community Start-up	
14-Rice Consulting	2,500.00
14-Supplies	75.00
Total 14-Community Start-up	2,575.00
18-CWPP Development - Rice	1,500.00
19-Mitigation Projects	
19-Angwin	11,000.00
19-Atlas Peak	8,500.00
19-Berryessa Estates	9,200.00
19-Berryessa Highlands	13,000.00
19-Circle Oaks	9,250.00
19-Deer Park	12,000.00
19-Gordon Valley	5,000.00
19-Mt.Veeder	0.00
19-Soda Canyon	13,720.00
Total 19-Mitigation Projects	81,670.00
Total NCCFF COUNTY GRANT EXPENSES	98,945.00
NCCFF GRANT OPERATIONS	
04-Annual Community Meeting	
04-Meeting Catering	1,000.00
04-Rice Consulting	500.00
Total 04-Annual Community Meeting	1,500.00
11-Public Relations	500.00
Total NCCFF GRANT OPERATIONS	2,000.00
NCCFF OPERATIONS-ADMIN	
Insurance Expense	
Crew Equipment Insurance	1,500.00
Directors & Officers Liability	1,300.00
General Liability Insurance	1,542.00
Total Insurance Expense	4,342.00
Misc. Bank Fees	50.00
Office Supplies	200.00
Postal & Mailing Costs	100.00

Napa Communities Firewise Foundation

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 11/17/15
 Accrual Basis

Napa Communities Firewise Foundation
Budget Overview
 July 2015 through June 2016

	<u>Jul '15 - Jun 16</u>
Prof. Fees-Administration	
Accountant Fees - CPA	2,255.00
Total Prof. Fees-Administration	2,255.00
Software & Software Upgrades	100.00
Tax Expense	
Cal. Secretary of State	20.00
California Attorney General	50.00
Franchise Tax Board	50.00
Total Tax Expense	120.00
Uncategorized Admin costs	100.00
Total NCCF OPERATIONS-ADMIN	7,267.00
Total ALL EXPENDITURES	108,212.00
Total Expense	108,212.00
Net Ordinary Income	1,788.00
Other Income/Expense	
Other Income	
2014-2015 Carryover	33,800.00
Total Other Income	33,800.00
Net Other Income	33,800.00
Net Income	35,588.00

Appendix A: A short history of Napa Firewise.

To date, funding has come from Federal, State and County grants for wildland fire education and prevention. In the past, the program was also funded in part by a grant from the Federal Wildland Urban Interface (WUI) program as well as private grants from Fireman's Fund Insurance and the Bay Area Air Quality Management District.

Given the unpredictability of sustained, single-source government grant funding, the Napa Firewise management team must develop a long-term funding concept based on a 501(c)(3) non-profit model. The long-term goal of Napa Firewise is to be highly regarded by the community as an essential fire prevention program, and paid for by the community through a combination of dues, non-profit sponsorships and private grant contributions. The long-term management of Napa Firewise should reside in the capable hands of a community non-profit.

During the first two years of operation (2004 to 2006), Napa Firewise has become a vital part of the county's wildland fire education and prevention program. Accomplishments include:

- Needs assessments accomplished and action plans have been implemented.
- Multiple direct mail promotions to all county residents on wildland fire awareness and mitigation
- Presented Napa Firewise educational messages at community events such as Earth Day and at the Napa Solano Home & Garden Show.
- Developed and maintained a Napa Firewise Web site: www.napafirewise.org.
- Conducted free defensible space inspections in the county's high fire risk communities.
- Provided free countywide chipping services to reduce fuel loads and promote defensible space planning. Over 40 tons of fuels removed to date.
- Developed online GIS risk map for county residents to assess their personal fire risk by parcel location, fuel type, topography and response time.
- Firewise fire prevention columns for the Napa Register, St. Helena Star and Weekly Calistogan.
- Developed information brochures and Firewise give-a-ways to promote the Napa Firewise brand.
- Placed a series of Public Service radio announcements on local radio stations.
- Have enabled 10 new Community Fire Safe Councils, 8 of which already have Community Wildfire Protection Plans.

Appendix B: The National Firewise Program.

The National Firewise Communities program (www.firewise.org) is a multi-agency effort designed to reach beyond the fire service by involving homeowners, community leaders, planners, developers, and others in the effort to protect people, property, and natural resources from the risk of wildland fire before a fire starts. The Firewise Communities approach emphasizes community responsibility for planning in the design of a safe community, as well as effective emergency response and individual responsibility for safer home construction and design, landscaping, and maintenance.

The National Firewise Communities program is intended to serve as a resource for agencies, tribes, organizations, fire departments, and communities across the US who are working toward a common goal: to reduce loss of lives, property, and resources to wildland fire by building and maintaining communities in a way that is compatible with our natural surroundings.

National Firewise Member Agencies:

The Firewise Communities Program is part of the National Wildland/Urban Interface Fire Program, which is directed by the National Wildfire Coordinating Group's Wildland/Urban Interface Working Team (WUIWT), a consortium of wildland fire organizations and Federal agencies responsible for wildland fire management in the United States. The WUIWT includes:

Napa Communities Firewise Foundation

- USDA Forest Service
- USDI Bureau of Indian Affairs
- USDI Bureau of Land Management
- USDI Fish & Wildlife Service
- USDI National Park Service
- Federal Emergency Management Agency
- US Fire Administration
- International Association of Fire Chiefs
- National Association of State Fire Marshals
- National Association of State Foresters
- National Emergency Management Association
- National Fire Protection Association