

Community Wildfire Protection Plan

January 1, 2018

Goal: Increase public awareness of Wildfire Safety measures, including the new Community Wildfire Protection Plan.

PHASE ONE: What is a Community Wildfire Protection Plan and why do we need it?

Audience: Castle Rock Residents, HOAs, Town Council, Douglas County School District, business owners, Castle Rock Adventist Hospital, insurance companies

Key Messages:

- Castle Rock is beautiful. Our natural surroundings are why many people moved to Castle Rock.
- But this natural vegetation can also be a fire hazard, and maintaining community safety is a team effort.
- Castle Rock Fire and Rescue is our local leader for fire safety. In addition to responding to emergencies, the Department also prioritizes planning for future incidents and educating the community about fire prevention.
- The Community Wildfire Protection Plan is a comprehensive and scientifically based analysis of wildfire-related hazards and risks in our area. CRFD will use the plan to drive education and physical mitigation efforts in the community.

Tactics

Activity	Person	Deadline	Completed?
Research			
Community Survey to evaluate areas for public education	Community Relations <i>**Will be online and at open house</i>	April/May/June	TBD
Various Graphics			
CWPP Cover	Community Relations	February 2018	DONE
News release/Web/Social Media	Community Relations		TBD
Electronic Communications			
Website: CWPP page <ul style="list-style-type: none"> • Background • FAQs • Contact Info • Draft and final docs • How to use this • Maps • Wildfire risk perception survey 	CRFD/Community Relations	April	TBD with confirmed open house from Fire and TM
News release to drive people to the website **Distributed to local media, HOAs, community partners, on the web	Community Relations	April	TBD with confirmed open house from Fire and TM
Email to Fire Department Subscribers	CRFD	April: Open house info and survey link	TBD with confirmed open house from Fire and TM

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January 1, 2018

		**Also include updates when plan is at Town Council	
Share information from County about Wildland conference in April	Community Relations	April/May	TBD with confirmed open house from Fire and TM
Social Media			
Social Media Campaign on Facebook and Twitter <ul style="list-style-type: none"> FAQs from Web on social media one at a time Survey links 	Community Relations	April/May	TBD with confirmed open house from Fire and TM
Open Houses (2) <ul style="list-style-type: none"> Include survey about public perception of wildfire risk in Castle Rock 	CRFD and Community Relations	May 12 May 23	TBD with confirmed open house from Fire and TM
Open House Marketing			
News release Open House Marketing <ul style="list-style-type: none"> News Release Web calendar Social Media posts Facebook event VMS or Banners 		April 2018	TBD with confirmed open house from Fire and TM
Web calendar item		April 2018	TBD
Social Media posts		April 2018	TBD
Facebook events (2)		April 2018	TBD
VMS or banners		May 2018	TBD
Open House logistics			
Display boards and information <ul style="list-style-type: none"> Ready/Set/Go FireWise CWPP info (have draft) Fire trucks Survey 	CRFD		TBD with confirmed open house from Fire and TM
Reserve time, date, place and coordinate staff attendance	CRFD		TBD with confirmed open house from Fire and TM
Other meetings			
Meet with School District emergency planners	CRFD		TBD with confirmed open house from Fire and TM
Attend HOA meetings as plan necessitates	CRFD		TBD with confirmed open house from Fire and TM

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Attend Contractors Luncheon with Development services	CRFD		TBD with confirmed open house from Fire and TM
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Measuring success: Count number of people at open house and survey respondents.

PHASE TWO: Putting the plan into action

Research: Survey results will help us determine audiences, key messages about wildfire safety and communications tactics. Action steps from the finalized CWPP will also be included in key messages during this phase.

Timeframe: Summer/Fall 2018

Audiences: Castle Rock Residents, Homeowners Associations, Town Council, Douglas County School District, business owners, Castle Rock Adventist Hospital, insurance companies

Key Messages:

- Community Safety is a partnership
- Some information about HOA/Town/Homeowner responsibility

Possible Communications Tactics

- Interactive map: search my address to find
 - My hazard zone
 - What that means
 - Ideas for action
- Implementing the FireWise Program with interested communities