

# *CAL FIRE*

## Strategic Plan 2024

*Presentation to: Wildfire Mitigation Advisory Committee*



Phyllis Banducci, April 18, 2023

# Objectives for Today

1. Describe the strategic planning process
2. Accomplishments to date
3. Internal feedback to date
4. What is CAL FIRE looking for, from you?
5. Means to gather External feedback
6. Surveys and web pages

# Timeline:

**January 2023** Brand the 2024 Strategic Plan, utilize department wide survey - develop strategy for addressing Diversity, Equity, and Inclusion (DEI)

**January-March 2023** Continued Development of Internal and External Stakeholders, focus group meetings and interviews

**February-June 2023** Stakeholder Meetings

**July-October 2023** Working Group to Develop Goals and Objectives

**October-November 2023** Compile and Design Plan

**December 2023** Feedback on Draft from CAL FIRE Leadership

**March 2024** Draft Plan to Publisher

**Final Plan Rollout - July 2024**

CAL FIRE is planning for its future and mapping what the coming years should look like and prioritize.

To do this, the Department is in the process of developing a new 2024 Strategic Plan, building on the previous strategic plan iteration from 2019, and would like to hear from **YOU**—our collaborators, partners, stakeholders, and many others who help us protect California’s people, property and natural resources each and every day.

# So Why is a Strategic Plan Needed?

*The plan identifies CAL FIRE's Mission, Vision and Values.*

- ▶ Our mission statement is our declaration and commitment to *CAL FIRE's* core purpose and focus. ***This is what we do!***
- ▶ Our vision statement is the pronouncement of our identity and the definition of our direction. ***This is who we are and where we are going!***
- ▶ And, our values reflect the culture of *CAL FIRE* and ***how we perform our public service duties.***

► **Plan Organization/Structure:**

Steering Committee: Chief Tyler, Chief Anthony, Chief Fulcher, Deputy Director Scott Gregory, Deputy Director Tony Andersen, and Deputy Director Windy Bouldin

Facilitator/Organizer: Phyllis Banducci

E-Team and Strategic Plan Working Group: Goal and Objective Development

Department and External stakeholders: Input and Feedback

# Strategic Plan Working Group

## Who

- ❑ The Strategic Plan Working Group is made up of members of the Department Leadership Team, members include:  
John Messina, Jackie Williams, Myra Romero, Ben Rogers, Andrew Henning, Matt Sully, Christy White, John Melvin and Jake Hess.
- ❑ A mix of staff from North and South Region, Sacramento HQ, uniform and non-uniform employees, and EEO/DEI staff.

## What

- ❑ Review outcomes from 2019 Strategic Plan to determine if objectives that were not accomplished or are on going, need to be carried over.
- ❑ Develop external stakeholder discussion items, validate and distribute external/public survey
- ❑ Develop and validate goals and develop measurable objectives

## When

- ❑ Beginning April 2023

# Means to Gather: External Stakeholder and Public Outreach

- ✓ External Stakeholder Survey
- ✓ Public Survey
- ✓ Focused presentations at Committee Meetings
- ✓ Focus group meetings
- ✓ Webpage Internal and External
- ✓ Comment and question email for external use
- ✓ Social Media and e-newsletters
- ✓ Brownbag/panel discussions/webinars
- ✓ Director messages



# Department-wide survey:

1327 responses as of Jan 30, 2023

Average time 51 minutes

## Survey

So what did CAL FIRE get out of the Survey?

# Add a theme or tagline such as:

CAL FIRE Strategic Plan 2024- *Transforming tomorrow*

CAL FIRE Strategic Plan 2024- *A blueprint for tomorrow*

CAL FIRE Strategic Plan 2024- *A Plan for Growth*

CAL FIRE Strategic Plan 2024 - *A Strategic Plan for Collaboration*

CAL FIRE Strategic Plan 2024 - *Planning to Protect*

CAL FIRE Strategic Plan 2024 - *Planning to Protect the State*

CAL FIRE Strategic Plan 2024 -*Protecting California in the new reality*

*“Ensuring that everyone can live in California without fear of wildfire or natural hazards, no matter the changes and challenges we face.”*

## **Mission:**

The California Department of Forestry and Fire Protection serves and safeguards the people and protects the property and resources of California.

# Vision

## Existing Vision 2019:

To be the leader in providing fire prevention and protection, emergency response, and enhancement of natural resources systems.

## Draft Visions for 2024:

1. At CAL FIRE we seek to lead with a dedicated, diverse, and inclusive workforce through partnerships to create a safer and resilient California.
2. To lead California with dedicated and diverse people working through partnerships to provide fire prevention, fire protection, all hazards emergency response, and stewardship of natural resources.
3. CAL FIRE is known for its diverse workforce, as a leader in all hazards emergency management and its stewardship of California's natural resources.
4. As CAL FIRE we lead a dedicated workforce in a diverse and inclusive culture, working through partnerships to create a safer California.

# Values

Guiding principals are under development, the department is looking to develop values with associated behaviors.

For Example, a 2019 CAL FIRE Values is:

Cooperation -We care about each other and our service to others, including cooperators, governing bodies, and the public. We build and maintain cooperative relationships across the State and beyond to benefit the public we serve. We afford every employee of the Department a voice within a chain of command structure.

In the 2024 Plan the behavior associated with the value might read:

Cooperation: We will work and act together for common or mutual benefits, we will be agreeable in our relations with other people.

## Common themes from Department-wide Survey

### **Hiring and retaining CAL FIRE's next generation:**

Recruiting and retaining talent now and in the future

### **Embracing and Understanding all aspects of a Complex Organization:**

Bridging the gap and telling the story of Fire, Resource Management (Forestry), Emergency Response and Unit operations as one important entity.

### **Reflecting California's Population, Demographics and Diverse Perspectives:**

Furthering Diversity, Equity and Inclusion in Meaningful Ways and through an equity lens

### **Supporting our People and the Basic Employee Services they need to be successful:**

Evaluating and Improving HR functions, building in Customer Service metrics

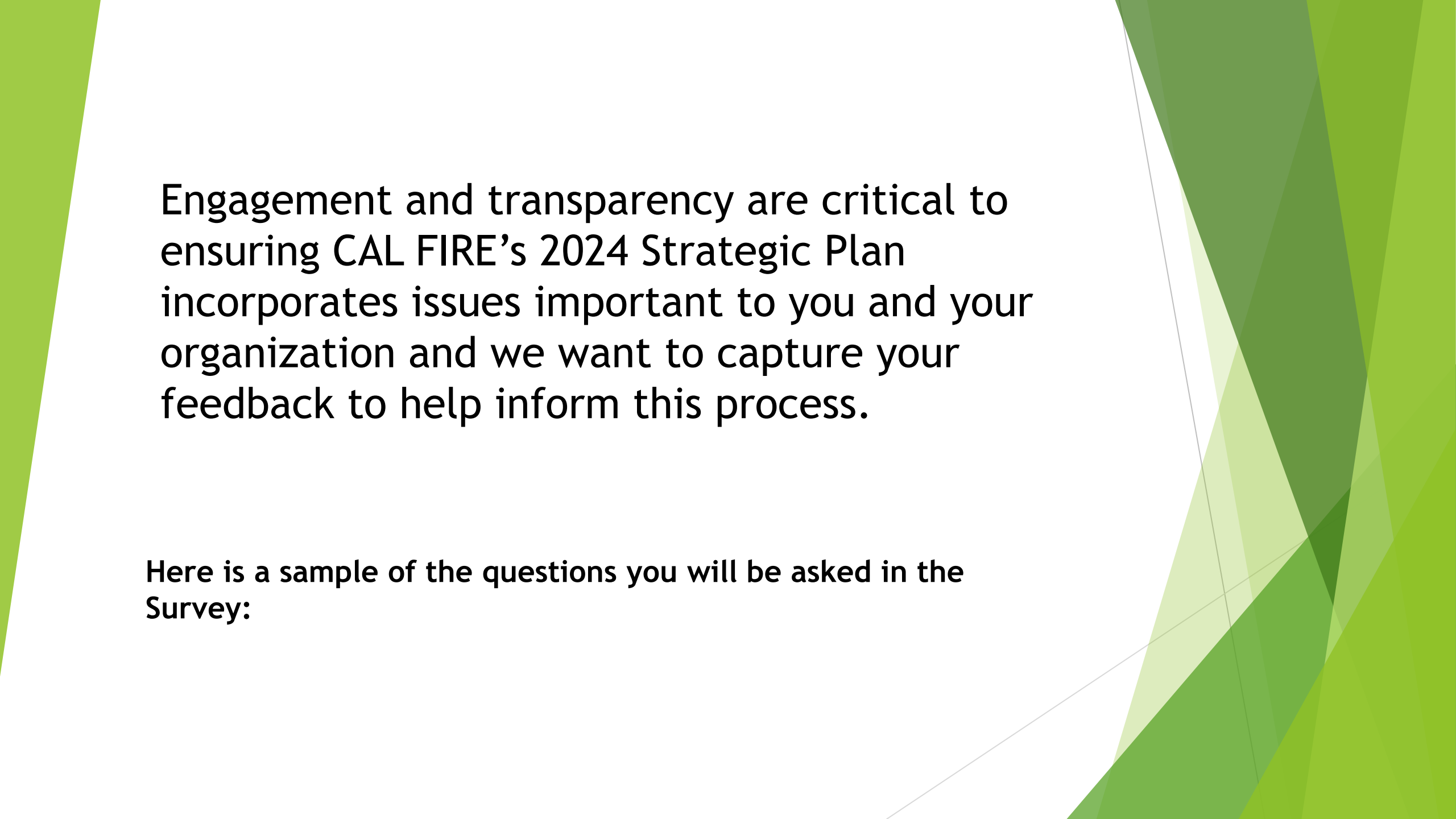
### **Strengthening Critical Department Infrastructure and Core Services:**

Prioritizing Innovation and Technology and modernizing processes in all that we do

# So what do we need from you, our key stakeholders?

► Director Tyler wrote,

“Your voice is one of the most important building blocks for drafting a plan that includes a range of perspectives, experiences, and inputs. Our goal is to create a lasting document that outlines both the realistic hurdles in front of us while introducing—and putting in motion—the many solutions that you bring to the table.”



Engagement and transparency are critical to ensuring CAL FIRE's 2024 Strategic Plan incorporates issues important to you and your organization and we want to capture your feedback to help inform this process.

Here is a sample of the questions you will be asked in the Survey:



- ❑ What do you believe are the top internal and external challenges that CAL FIRE will face in the next five years?
- ❑ Utilizing a scale of 1-5, with 1 being Very Satisfied, please rate how satisfied you are with how the Department communicates or coordinates with you and/or your organization.
- ❑ Utilizing a scale of 1-5, with 1 being Strongly Agree, please rate the following sentence: CAL FIRE engages with external stakeholders and communities and responds to their needs according to its capacity.

*Thank you for your time and be looking  
for the CAL FIRE Survey, email to you  
soon!*

*Contact:*

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