

# ***CAL FIRE*** STRATEGIC PLAN 2024-

*TRANSFORMING TOMORROW*



*Presented by Phyllis Banducci – July 2023*



# TIMELINE:

**JANUARY 2023** Branded the 2024 strategic plan, analyzed survey feedback, reviewed and updated mission, and vision

**FEBRUARY-AUGUST 2023** Internal and external outreach continuing, surveys, stakeholder meetings and interviews. Develop Values and associated behaviors

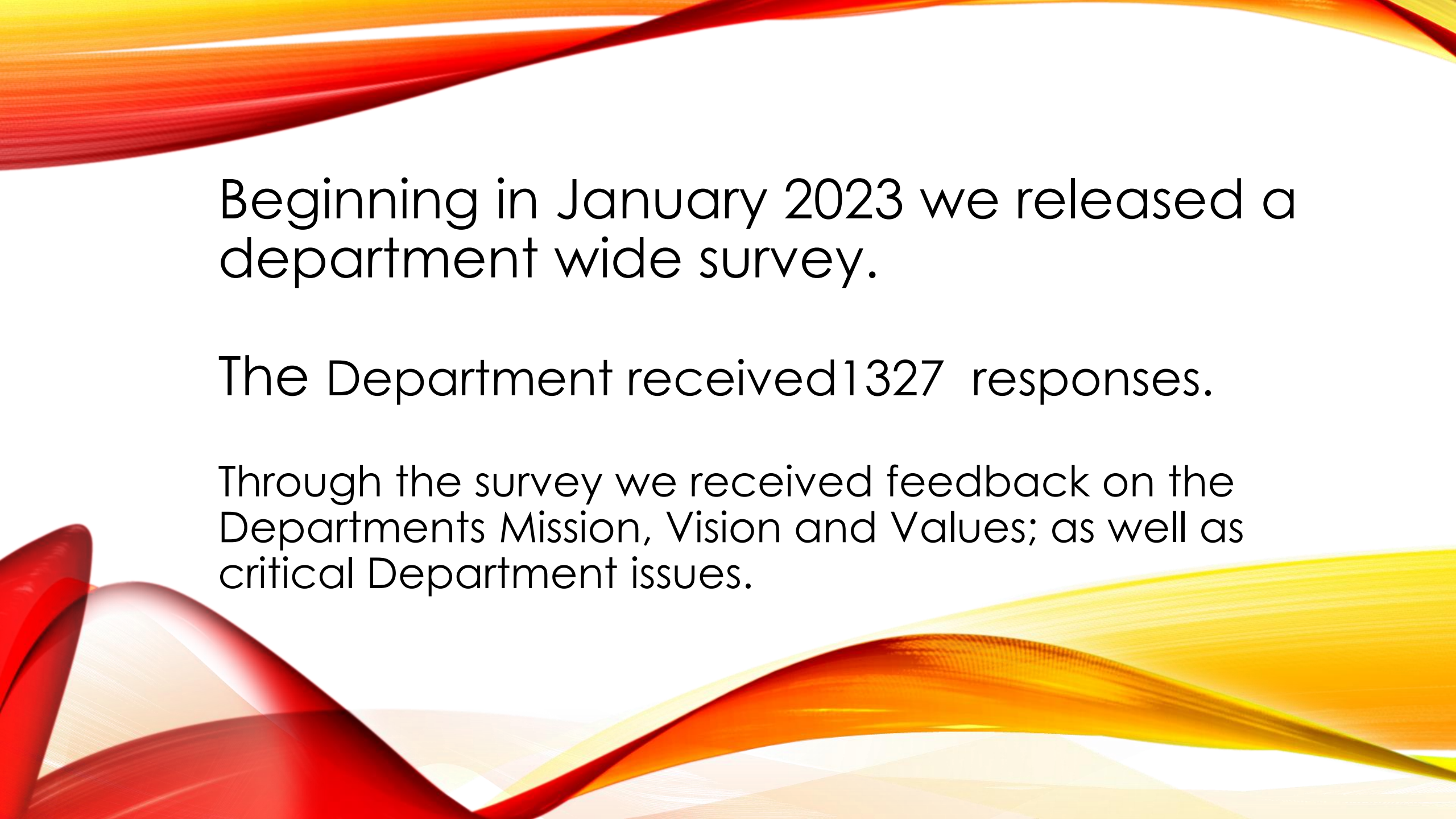
**SEPTEMBER-NOVEMBER 2023** Working group to begin development of goals and objectives

**DECEMBER 2023** begin to compile the plan

**JANUARY-MARCH 2024** Complete draft plan, review and feedback on draft plan

**APRIL - JUNE 2024** Draft plan to publishing contractor

**FINAL PLAN ROLLOUT – JULY 2024**



Beginning in January 2023 we released a department wide survey.

The Department received 1327 responses.

Through the survey we received feedback on the Departments Mission, Vision and Values; as well as critical Department issues.





**Branding CAL FIRE's Strategic Plan:**

**CAL FIRE Strategic Plan 2024- *Transforming tomorrow***



No change from 2019 strategic plan

**MISSION:**

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



# VISION:

2019

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

2024


At CAL FIRE we lead a dedicated, diverse, and inclusive workforce through partnerships to create a safer and more resilient California.



**UPDATES TO VALUES IN 2024:** We are in the process of developing values, defining them and then adding behaviors.

The department has sought input from the Executive Team, Program Managers, Unit Chiefs and Contract County Chiefs.

We are in the process of developing Value definitions and behaviors.



**DRAFT VALUES AND DEFINITIONS:** THE GROUP AGREED ON INTEGRITY, SERVICE AND EXCELLENCE AS THE TOP THREE STRATEGIC PLAN VALUES.

**INTEGRITY:**

**SERVICE:**

**INTEGRITY, PROFESSIONALISM OR EXCELLENCE:**

**PARTNERING, PARTNERSHIPS OR COOPERATION:**

**COMMUNITY:**

Diversity, Partnering and Cooperation also rose to the top but were not finalized as a strategic value. It was decided that leadership could be infused into the behaviors of the other chosen values.



**Top issue identified to date:**

1. Hiring and retaining CAL FIRE's next generation.
2. Reflecting California's Population, Demographics and Diverse Perspectives.
3. Embracing and Understanding all aspects of a Complex Organization.
4. Supporting our People and the Basic Employee Services they need to be successful:
5. Strengthening Critical Department Infrastructure and Core Services

# **EXTERNAL SURVEY AND WEBPAGE**

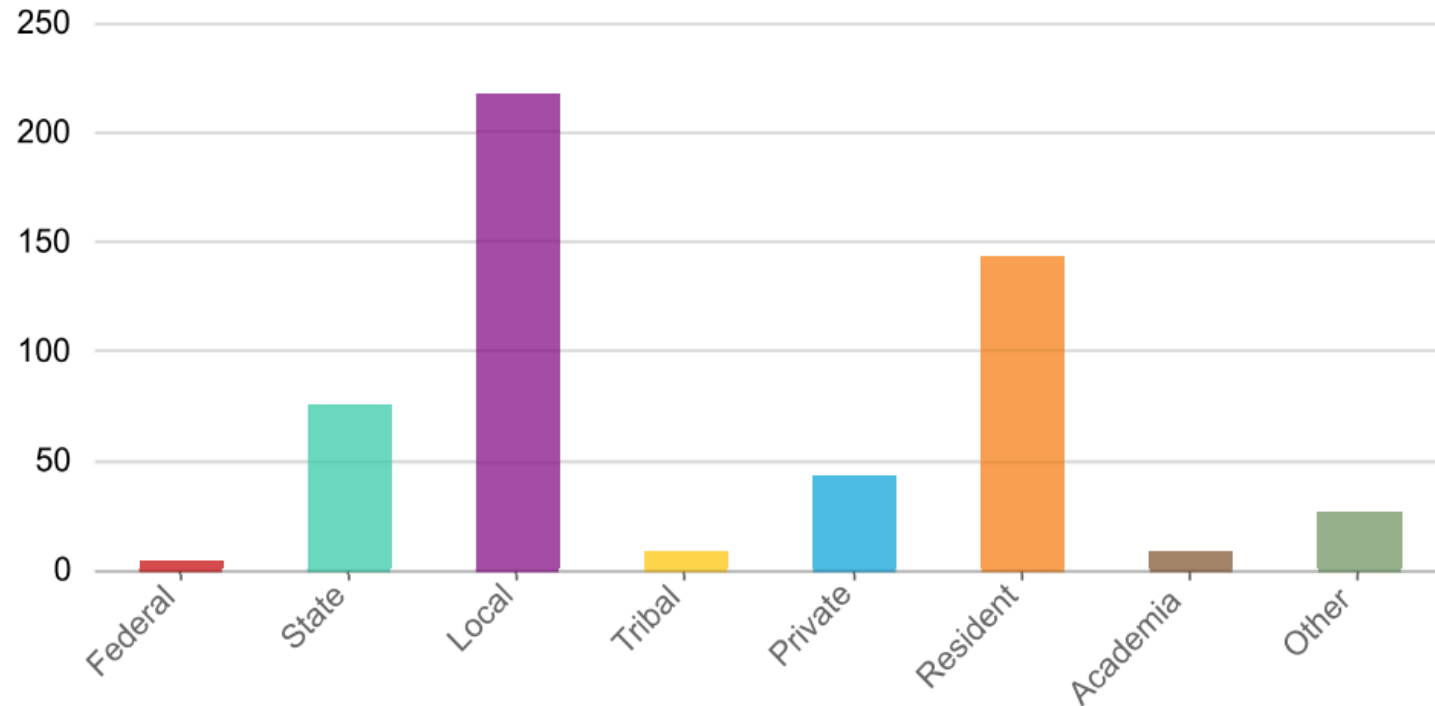
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CAL FIRE EXTERNAL STAKEHOLDER STRATEGIC PLAN  
SURVEY (ARCGIS.COM)

534 RESPONSES AS OF JULY 10.

## CAL FIRE External Stakeholder Strategic Plan Survey

o Which of the Stakeholder Groups would you most closely associate with?



We have hundreds of write in response with valuable feed back from employees, the public and other fire agencies

We have over a hundred respondents that say they would like to be contacted to provide feedback

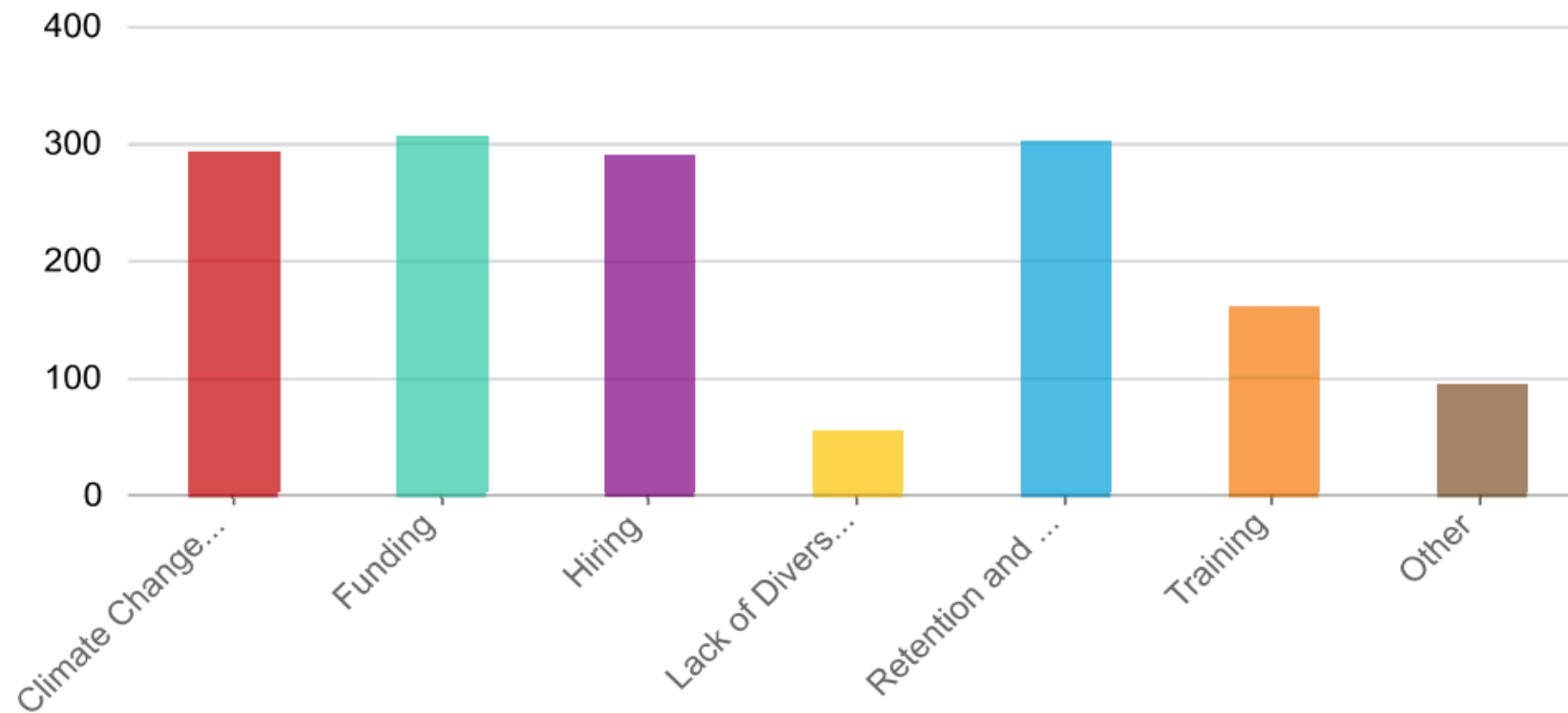
We have gathered valuable information on how we communicate and what communications are preferred.

We have in part, validated our key issues.....






What do you believe are the top internal and external challenges that CAL FIRE will face in the next five years?







***CAL FIRE needs your input, please complete the departments external survey or send an email with comments and concerns.***