



CWPP Outreach and Engagement Workbook





Acknowledgments

The California CWPP Toolkit was co-developed by CAL FIRE's Community Wildfire Preparedness and Mitigation Division, Community Wildfire Planning Center, Fire Adapted Communities Learning Network, and California Fire Safe Council. This resource is part of the California CWPP Toolkit, a free online resource that contains a comprehensive guide, customizable template, best practices, and additional resources to help communities develop and implement CWPPs.

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Introduction

This resource provides a framework and tools for designing community outreach and engagement to meet the unique needs of the community and the Community Wildfire Protection Plan (CWPP) planning process. This resource is part of the California CWPP Toolkit, which provides a suite of tools including a CWPP Guide, an optional CWPP template, best practices based on community examples from across California, additional resources for public outreach and engagement, funding opportunities, and more. Consult the CWPP Guide for a full list of CWPP minimum requirements and recommendations.

Why Community Outreach and Engagement?

Every community is different; designing a community outreach and engagement process that takes the unique needs and assets of the community into account is the key to an effective process. A few social media posts or one radio segment are a good start, but it's important to have intention behind the engagement, and a plan to make it more than just a one-way transfer of information. Community engagement that is tailored to the community's audiences and their interests creates invitations and opportunities for communities to be involved beyond just "being aware."

CWPPs are collaboratively developed and focus on reducing wildfire risk to identified values in a community. To accomplish this, community action, commitment, and collaboration are essential. CWPPs inherently require at least some level of community involvement. CWPPs have real, tangible impacts on communities, and are always better informed with direct engagement from those communities. In this way, it is recommended to consider this workbook at the beginning of the CWPP development process to inform its structure and determine needed resources.

Benefits of Community Outreach and Engagement

Community engagement can catalyze feedback and support for CWPPs, making implementation smoother and more effective. It can uncover needs, wants, and capabilities within communities that may not have been apparent before. When communities are brought into the process, partnerships and relationships (the very foundation of resilience) are forged and strengthened. Power is acknowledged and shared within the community and is leveraged for the betterment of the community. A CWPP process that is representative of, and informed by, the community can lead to other wildfire mitigation and adaptation work—growing the base of informed residents, expanding volunteer rosters, and identifying community needs and priorities to guide future actions.

Workbook Audience

The following resources and worksheets are useful tools for CWPP working group members. The workbook is meant to result in a comprehensive outreach and engagement plan that guides actions taken by the working group in the CWPP process.



Community Outreach and Engagement Workbook

This resource and associated worksheets, samples, and activities can be used to design a community outreach and engagement process that is customized to a community and its related CWPP. The materials in this workbook are designed to help implement the engagement plan. While the resources and worksheets are intentionally related to certain outreach and engagement strategies, users should see these resources as flexible to their needs and audiences.

Step 1: Purpose of Engagement

The adage "form follows function" encapsulates a fundamental principle in process design: that the purpose of an initiative should dictate its process. This approach emphasizes the importance of clarity and alignment between goals and methods, ensuring that all efforts are meaningfully contributing to the purpose and intended outcomes. To align a community outreach and engagement plan with its purpose, it is important to start by answering these questions and using them to guide the rest of the engagement plan. The answers to these questions can be considered a "north star" that guides the efforts.



WORKSHEET 1: PURPOSE STATEMENT



Community Engagement Purpose Statement

Start by brainstorming ideas related to the questions in boxes 1-4 below. Then, review your notes and create a single statement for each question. Finish the worksheet by combining your completed statements into one paragraph: a Draft Purpose Statement. Your understanding of the community's perspectives may change over the course of the planning process. You can update this worksheet at any time.

1. What outcomes will community engagement help achieve in the CWPP planning or update process?

2. What value will engaging in the process provide to community members?

3. What do people in the community care about? What outcomes or impacts are they most interested in?



WORKSHEET 1: PURPOSE STATEMENT



Community Engagement Purpose Statement

4. What relationship to wildfire does the community have? What relationship does the community want?

Create a paragraph that describes: the outcomes this engagement process will achieve; the value of the process to community members; why this is relevant to this specific community/aligned with things they care about; and what bigger picture this process could contribute to.

Draft Community Outreach and Draft Purpose Statement



Outreach and Engagement

Step 2: Community Analysis

Community analysis is the next step in understanding the interests, perspectives, and influence of individuals, groups, and organizations that make up a community. By identifying the diverse array of people and organizations that might be interested in engaging in the CWPP process—those who will benefit from it, those who have vested interests in the process (planners, Authorities Having Jurisdiction (AHJ), etc.), and those who may be negatively impacted—the process will be tailored to the unique needs, assets and other local factors that make up the community.

Conducting stakeholder analysis inclusively will improve the CWPP by daylighting additional perspectives, experiences and assets to leverage in wildfire preparedness work. In this context, inclusivity means acknowledging and involving people from various backgrounds, experiences, and viewpoints.



WORKSHEET 2: COMMUNITY ANALYSIS



Community Analysis

Start the community analysis process by considering the following questions. Brainstorm answers for each of the questions on this page, and take notes in the spaces provided. Then move to the next portion of the community analysis process.

Who is impacted by wildfire issues in the community?

Who might be impacted by the CWPP?

Who are the leaders in the community?

Who can offer connections to different groups/voices and experiences?



WORKSHEET 3: COMMUNITY ANALYSIS



Contacts

Brainstorm contacts for each of the groups/organizations/agencies listed below (note that these suggested groups may vary from the “CWPP Working Group Members and Stakeholders” as described in the CWPP Guide). After you’ve listed contacts for the entities in your community, put a check mark in the column “Active in Wildfire” for entities who are currently engaged in wildfire issues. Take note of the forums and channels actively engaged people and organizations are connecting through. For groups not actively engaged, brainstorm potential participation forums and communication channels.

Table with 5 columns: Entity, Contact, Active in Wildfire, Current Participation Forums/Channels, Potential Participation Forums. Rows include Fire Safe Councils, Fire Departments, Local CAL FIRE Unit, Homeowners' Associations (HOAs), Firewise Communities or Other Neighborhood Groups, Neighborhood Associations, Local Volunteer Organizations, Property Management Companies and Real Estate Agencies, Local Government Representatives (i.e.) City or County Planners, Utility Companies.



WORKSHEET 3: COMMUNITY ANALYSIS

Entity	Contact	Active in Wildfire	Current Participation Forums/Channels	Potential Participation Forums
Municipal Water Districts				
Local Tribes and Indigenous Groups				
Senior Care Centers				
Commercial Farms or Ranches				
School Representatives				
Land Management Agencies (if applicable)				
Resource Conservation Districts				
Chamber of Commerce Offices				
Local Business Owners				
Emergency Management Offices				
Local Timber Companies				
Local Law Enforcement				
Animal Rescue Groups				
Prescribed Burn Associations				



WORKSHEET 3: COMMUNITY ANALYSIS

Entity	Contact	Active in Wildfire	Current Participation Forums/Channels	Potential Participation Forums
Local Organizations Providing Access and Functional Needs (AFN) Support				
Insurance Companies				
Community Service Organizations				
Construction and/or Development Companies				
Environmental Conservation Groups				
Community Centers and Organizations				



WORKSHEET 4: COMMUNITY ANALYSIS



Other Entities

Add other entities engaged in wildfire issues in your community. Add as many pages as necessary to fully inventory relevant entities. After you've listed contacts for the entities in your community, put a check mark in the column "Active in Wildfire" for entities who are currently engaged in wildfire issues.

Entity	Contact	Active in Wildfire	Current Participation Forums/Channels	Potential Participation Forums



WORKSHEET 5: COMMUNITY ANALYSIS



Contacts Engaged in Wildfire Issues

Review the list of contacts created in the community analysis. Select five people who are currently engaged in wildfire issues that you want to connect with via your community outreach and engagement process. List the entity, individual, who they engage with, and how you will connect with them. Next, list five people who are not currently engaged in wildfire issues who can help you reach other segments of your community whose involvement would benefit the CWPP, and complete the table. This contact list represents the top 10 people you will outreach to about your CWPP community outreach and engagement process.

Entity	Contact	Who They Can Help Reach	How I Will Connect With Them



Step 3: Aligning Process with Purpose

Based on the purpose described in Step 1 and insights gained from the community analysis in Step 2, what level of engagement is needed to achieve the purpose? In this step, the Spectrum of Engagement will be introduced to identify activities that will help achieve the intended purpose.

The Spectrum of Engagement: Intentionally Designing a Community Outreach and Engagement Process

A useful tool to represent various levels of community outreach is the “Spectrum of Engagement” from the *International Association of Public Participation* (IAP2). The Spectrum is organized into different levels of influence that a community has on decision-making, enabled by the strategies and intentions of the engagement planners. Each level has messaging, activities, and goals to consider.

IAP2 Spectrum of Public Participation

IAP2’s Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public’s role in any public participation process. The Spectrum is used internationally, and is found in public participation plans around the world.



	Inform	Consult	Involve	Collaborate	Empower
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.



The Spectrum has five levels: *Inform*, *Consult*, *Involve*, *Collaborate*, and *Empower*.

- The *Inform* level is meant to encourage general awareness of and provide updates on a topic or issue. It's typically a one-way delivery of information, without the opportunity for direct feedback or changes.
- The *Consult* level gives the public the opportunity to provide feedback, often on something that has already been designed or is being implemented.
- The *Involve* level brings the community into planning and strategy design, with a special focus on making sure community member's needs are acknowledged.
- The *Collaborate* level is partnering with the public to address the community's needs, with an emphasis on leadership and direct representation from the community.
- The *Empower* level puts final decision-making into the hands of the community, enabling community-based governance.

Note: the Spectrum is not meant to be construed as a hierarchy or used as a sequence from left to right. Each level has a unique value depending on the purpose of the engagement.

Considerations when Using the Spectrum of Engagement

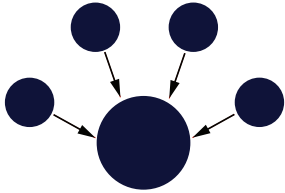
While a widely celebrated and effective framework, the Spectrum of Engagement has some limitations. It assumes that an organization or agency is in charge of initiating, and ultimately influencing, which level is chosen to use as an engagement framework. Communities themselves can (and should) often be initiators of engagement with decision makers and are ultimately decision makers themselves in many instances as well. The Spectrum is organized from the “decision maker’s” point of view, which can easily create a sense of separation between “community” and “decision maker.”

When applying this framework to a CWPP, it is important to understand and account for multiple layers of jurisdictional authority and responsibility as well as community outreach and engagement. These complexities can be supported by a well-designed community outreach and engagement process that is equitable and as community-forward as possible.

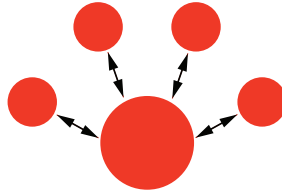
Applying the Spectrum to this Workbook

Using the Spectrum as a framework, the tools and resources in Step 3 are organized under three levels: *Consult*, *Involve*, and *Co-Create*. While the term “Collaborate” is used as a level of engagement in the Spectrum diagram, for the purposes of this workbook, the term “Co-Create” will be used instead to avoid confusion with the requirement for collaboration outlined in the CWPP Guide. Collaboration among representatives from the local government, local fire authority, and CAL FIRE is a requirement for CWPP development.

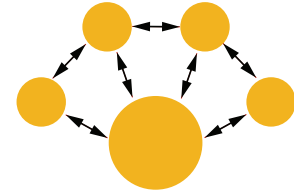
These three levels (*Consult*, *Involve*, and *Co-Create*) represent the most relevant and active engagement strategies for CWPP outreach. *Inform* is not explored in depth since it should occur throughout the CWPP process (i.e. keeping the community aware, updated, and notified). Also, because CWPPs require a specific set of decision-making parties to sign off on the final plans, *Empower* is not included in detail. However, the spirit of community-based governance and decision-making integrity is woven into the other levels.



Consult



Involve



Co-Create

The following sections of Step 3: *Consult*, *Involve*, and *Co-Create*, contain descriptions of the purpose of the approach, audiences to consider, tools to facilitate this level of engagement, and general tips to make outreach efforts effective and beneficial. Complete the Spectrum of Engagement quiz below to decide which level of engagement (or combination) would work best for the community and the CWPP planning process.



WORKSHEET 6: LEVEL OF ENGAGEMENT



Quiz: Identifying Level of Engagement Strategy

The 10 questions below are designed to help determine which level of engagement fits best with your community and the purpose of engagement for this CWPP process. Choose one answer for each question. While there may be multiple applicable answers, choose one that reflects your primary driver to help the quiz work as a calibration tool. If you don't know the answer, select option D. After completing the quiz, if most of the questions are answered with D, additional work may be required to gather background information or partnerships needed in guiding the level of engagement for this CWPP process.

1. How aware of local wildfire history and risk are community members?

- A Low awareness
- B Medium awareness
- C High awareness
- D Don't know

2. How much activity is being undertaken to address wildfire issues in the community?

- A Significant activity
- B Medium level of activity
- C Limited activity
- D Don't know

3. How much have wildfires impacted community members?

- A Minimally impacted
- B Somewhat impacted
- C Severely impacted
- D Don't know

4. How much might the CWPP impact community members?

- A Limited impact
- B Medium impact
- C High impact
- D Don't know



WORKSHEET 6: LEVEL OF ENGAGEMENT



Quiz: Identifying Level of Engagement Strategy

5. How aligned are community members about what will improve fire outcomes and preparedness in the community?

- A Very aligned
- B Somewhat aligned
- C Not aligned
- D Don't know

6. How much is the community changing? (i.e., major population changes, land use changes, or other shifts)

- A Staying relatively the same
- B Some changes
- C Major changes
- D Don't know

7. What is the status of the CWPP project ideas for future action?

- A There is a list of priority projects that have not been implemented.
- B There are some project ideas, but we need additional input (more project ideas or prioritization).
- C We want to generate more project ideas and/or prioritize projects.
- D Don't know

8. What role can the community play in defining the vision for the CWPP?

- A There is an established purpose and vision for community wildfire protection that has support and is being actively pursued in our community. There is a shared vision and we are successfully working towards it.
- B There is a vision for the CWPP that has some support. That vision could be strengthened to make it more actionable, increase support or better align with outcomes and assets.
- C The vision for our CWPP needs to be created or significantly revised to make it actionable, compelling and engage community members.
- D Don't know



WORKSHEET 6: LEVEL OF ENGAGEMENT



Quiz: Identifying Level of Engagement Strategy

9. Select the answer that best aligns with the intent for community engagement in the CWPP process.

- A Community engagement will increase buy-in for the plan
- B Community engagement will provide us with ideas that influence the plan
- C Community engagement is what will drive our plan
- D Don't know

10. Select the statement that best represents the intent related to relationships as a result of the CWPP process.

- A Developing relationships among participants is not a goal for our CWPP process
- B Participants in the CWPP process will have more exposure to other individuals and groups engaged in wildfire issues as a result of their participation
- C Participants will develop or deepen connections, increase understanding of other viewpoints and/or develop partnerships as a result of engagement in the process
- D Don't know

After completing the quiz, tally the total number of times each letter was chosen as the answer. If A, B, or C were answered the majority of the time, review the snapshot on the next page and reference that portion of the outreach guide for example activities and quick guides.

RESULTS

_____ # of **A** responses

_____ # of **B** responses

_____ # of **C** responses

_____ # of **D** responses

List the total number of "A" answers in the line to the left. List the total number of "B" answers, and so forth.

If answers are split evenly, review each of the options; activities can be mixed and matched from any part of the spectrum to create an engagement plan.

If "D" was the most frequent answer, go back to Steps 1 and 2 (purpose of engagement and community analysis) and consider what other information is needed and/or who should be partnered with to gain a deeper understanding of the community and their relationship with wildfire before proceeding.

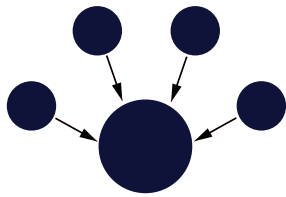


WORKSHEET 6: LEVEL OF ENGAGEMENT



Quiz: Identifying Level of Engagement Review

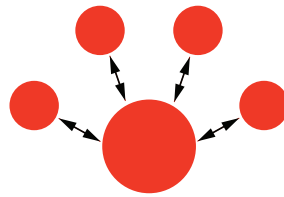
Review the level of engagement snapshot that corresponds to your quiz result. Does this accurately characterize your engagement needs? If so, proceed to the portion of the engagement guide that provides more detail about that level (including activities and quick guides). If not, review the other levels and select the one that best meets your needs.



A. Consult

“We want the community to **know about** and act on aspects of the CWPP that we’ve drafted (or updated). **What do you think?**”

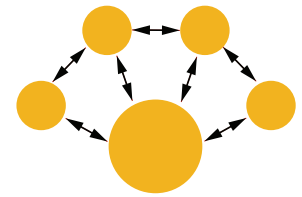
Consult focuses on outreach to inform community members and collect one-way feedback. Organizers are able to receive input from community members and facilitate opportunities for asking questions. This feedback is used to improve outreach materials and other programmatic content, but community input is not shaping the options or dictating the final decisions.



B. Involve

“We need (to update) a community wildfire protection plan. What project ideas would you like to see included? **Help us prioritize the CWPP action plan.**”

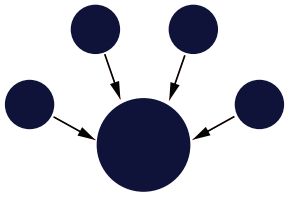
Involve engages interested and impacted parties in contributing to the content, rather than simply responding to it. With this method, opportunities are available for communities to ideate and contribute to options, weigh-in on prioritization and have two-way exchange about the planning process.



C. Co-Create

“We need to better understand community visions for our fire future, how we can work together, and what solutions we could co-create. **We need community participation in the visioning, project ideation, and prioritization processes.**”

Co-Create is a deliberative process, creating spaces where community members generate ideas, discuss the merits of options, and participate in decision-making. This method is the most time intensive for community members and offers them the most influence and decision-making power of the three options in this guide.



Consult

Engagement Goal

“We want the community to know about and act on aspects of the CWPP that we’ve drafted (or updated). What do you think?”

Purpose of Approach

The *Consult* level of engagement ensures that outreach materials are landing with the intended audiences and creating open channels of communication. Organizers are able to receive input from community members, and facilitate opportunities for asking questions. This feedback is used to improve outreach materials and other programmatic content. *Important:* Those conducting community outreach should prioritize follow through and building trust by updating audiences when improvements based on feedback have been implemented.

Example Activities

- Interactive social media campaigns (dialogues, town halls, etc.)
- Listening sessions
- Surveys
- Focus groups
- Public comment opportunities
- Interviews

Audience Considerations

- Communities are multi-dimensional, encompassing a diverse range of perspectives, backgrounds, and interests. At the *Consult* level of community outreach and engagement, it is important to consider who has had the opportunity to view the outreach materials. If outreach has primarily relied on online platforms, it may be missing audiences that do not have reliable access to the internet. Additionally, if outreach materials have only been distributed in English, creating multilingual materials can help reach a broader audience that also needs the information. Laying the groundwork to ensure that all community members feel invited to participate will enhance overall community outreach and engagement.
- It is essential to make it easy for community members to provide feedback. Tracking and responding to social media and online engagement from audiences is crucial. Furthermore, contact information should be clearly listed in outreach materials, including email addresses, phone numbers, and mailing addresses.

Typical Outcomes From This Kind of Engagement

- Improvement of outreach materials based on feedback from audiences.
- Better understanding of what audiences care about and what motivates them to engage.

Tips/Considerations

- The tools and guides introduced here can be used at multiple levels of engagement. Outreach materials, social media, and surveys are relevant strategies for engagement beyond the *Consult* level.
- Make sure to let the audience know when improvements have been made based on their feedback. Follow through and follow up build trust and increase the likelihood of the audience engaging again.
- The spirit of *Inform* and *Empower* should be present at each level. Keeping the public aware and invited to participate is important.

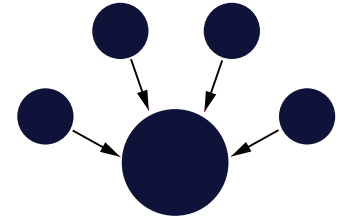


QUICK GUIDE

Designing Effective Outreach Materials

Outreach materials can come in a variety of formats depending on the intended audience and outreach purpose. Some examples of outreach materials for CWPPs might include:

- Flyers
- Mail inserts
- News articles
- Postcards
- Posters
- Social media posts
- Websites



Consult

To create engaging, relevant, and accessible materials for the community, the following tips should be considered:



Understand the Audience

Identify who is being targeted—this could include homeowners, renters, local businesses, or community groups.



Maintain a Clear Message

Keep the information simple and straightforward. Explain the risk of wildfires in the area and how the CWPP serves as a proactive tool to support community preparedness.

Use Visuals



Incorporate maps, diagrams, and images that illustrate plans within the CWPP. Visuals can create more engaging content than text alone. There are many user-friendly and beginner-friendly software options available online, often with free versions, for creating posters, flyers, infographics, and social media content with visuals.



Include Actionable Information

Outreach about the CWPP should provide information that is valuable and helps audiences understand their community’s relationship to fire. Content could include resources for creating defensible space around homes and evacuation routes.



Design Multiple Formats, Tailored to the Community

Develop flyers, brochures, social media posts, and other printed materials as needed to reach the intended audiences. Allocate time and funding to translate the materials for non-English speaking audiences. Ensure that graphics are easy to read and that common language is used instead of jargon.



Get Support from Partners

Ask local fire departments, community leaders, homeowners' associations, and other organizations to spread the word by sharing content on their distribution platforms.



Encourage Feedback Follow Up

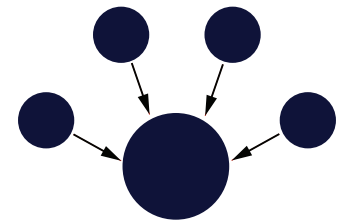
Encourage feedback from the community to enhance materials and outreach efforts.



QUICK GUIDE

Using Social Media for Community Engagement

Posting on social media has the potential to reach large audiences and build momentum for community outreach and engagement. It's an easy way to point interested community members towards an online cache of content related to the CWPP and complements a website presence.



Consult

It is important to see posting on social media as one of many in a suite of community outreach and engagement approaches. Posting important information only on social media assumes that individuals within the community have reliable access to the internet, use social media, and follow the accounts that are being posted on. Social media should not be the only communication method deployed but used to complement the overall engagement strategy.

How to Leverage Social Media to Get Outreach and Engagement

- Include maps, diagrams, and photos to create visual interest.
- Use polling features to get quick gauges on a topic or question.
- Respond to comments to encourage conversation and idea exchanges.
- Connect with other similar accounts and ask them to reshare content

Common Social Media Platforms



Facebook

Great for advertising events and in-person opportunities



LinkedIn

Professional networking and job opportunities



Instagram

Focused on photos and visuals

Tips to Remember

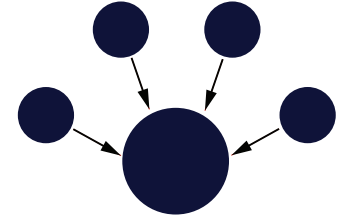
- Posting regularly will increase the likelihood of followers seeing the content.
- Dedicate time for social media management.
- Use common language—avoid jargon/acronyms.
- Remember to use social media as a complement to other outreach strategies.



QUICK GUIDE

Understanding Impact Through Engagement Surveys

One way to assess how the community understands the CWPP is through an engagement survey. Surveys can be conducted online and/or in person. When developing a community outreach and engagement survey, the following considerations should be taken into account:



Consult



Define Goals

It is important to determine what information is desired from the survey. Are feedback and insights being sought regarding the existing CWPP, or is there an opportunity for respondents to present new ideas?



Identify the Audience

The key audience or respondent base for the survey should be established. This may include residents in the area covered by the CWPP, local businesses, or community organizations.



Put Intention Into the Questions

Questions should be written to be clear and relevant to the survey goals. A variety of question types, such as multiple-choice questions, rating scales, and open-ended questions, should be included as appropriate. Keeping the survey to 10 questions or fewer will increase the likelihood of respondents completing it in its entirety. Examples of potential questions include:

- How familiar are you with this area’s wildfire risk?
- What is most important to you regarding wildfire preparedness for our community?
- What information would help you feel more confident in our community’s wildfire preparedness?



Choose a Survey Format and Platform

Popular platforms for designing, creating, and distributing online surveys include Google Forms and SurveyMonkey. For in-person surveys, options such as tabling at local events or collaborating with community organizations to set up an in-person location that is frequently visited can be considered.



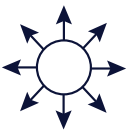
QUICK GUIDE

Understanding Impact through Engagement Surveys



Test the Survey

A small group, such as a focus group, should test the survey prior to distribution to a larger audience to ensure that the questions are clear and that the survey functions correctly on the selected platform.



Distribute the Survey

The survey link should be shared through email, social media, community boards, or local events to maximize outreach to the target respondent base.



Collect and Analyze Responses

Responses should be gathered and analyzed for common themes or significant points. Areas of uncertainty, conflict, or need for further assistance should be identified.



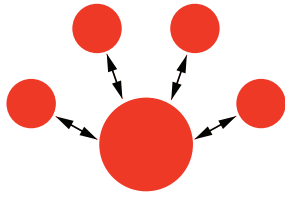
Follow Up With Findings

The results should be summarized and shared with the community. Actions taken to gather feedback from the community should be followed up with updates and findings. Hosting a webinar or public meeting to discuss the survey results may also be beneficial.



Take Action

The survey results should be utilized to make changes and improvements to the CWPP.



Involve

Engagement Goal

“We need a community wildfire protection plan (or to update the plan). What project ideas would you like to see included? Help us prioritize the CWPP project list.”

Purpose of Approach

Consult engagement strategies ask audiences to offer feedback; *Involve* goes a step further and includes proactive participation. In this approach, interested and impacted parties can take part in programming and understand it from different levels. Opportunities are available for communities to ideate and contribute to the planning process.

Example Activities

- Public meetings or workshops
- Community mapping exercises
- Solution generating competitions (“hackathons”)
- Field trips/site visits

Audience Considerations

- Who has the time, resources, and accessibility to participate in what is offered? Are these people representative of the whole community?
- Offer a variety of opportunities and modalities for people to be involved (online webinars, in-person workshops, small group discussions, and/or presentations for local organizations like a Rotary Club).

Typical Outcomes From This Kind of Engagement

- Engagement at the *Involve* level will lead to more informed approaches for CWPP implementation. Direct involvement of community members creates active participation in the CWPP, and an increased level of public understanding. Community members have accessible platforms to suggest projects and provide ideas.

Tips/Considerations

- Higher levels of involvement can require significant effort from community members. It is important to carefully consider the design of participation and any barriers that may be created for different members of the community. If participation from a full range of community members is lacking, strategies should be developed to mitigate barriers to participation.
- A common way for community members to engage with CWPP project identification and prioritization is through the use of maps that community members add project ideas to or offer prioritization ideas on.
- Using spaces where the community already gathers, rather than relying on community members to find and attend new meetings and spaces, can help organizers reach a broader cross section of the community.
- Interpretation and translation services should be provided, if needed to support community participation, and funding should be dedicated to creating outreach materials in the languages spoken by members of the community.



QUICK GUIDE

Prioritizing Inclusive Engagement Strategies

Community outreach and engagement falls short when efforts aren't made to include representatives from as many parts of the community as possible. Below are strategies to make engagement more accessible to different audiences. In addition, the CWPP Toolkit Best Practice “Engage Whole Communities Equitably Through Public Participation” is a helpful resource for ensuring that outreach and engagement efforts are developed with all aspects of the community in mind.

Making Engagement Accessible

Ensuring that engagement efforts are accessible to all of your audiences is a critical part of inclusive engagement. All of the work that you've done to identify your audiences and their needs will also help you understand the different types of accessibility support that you can build into your engagement efforts. Some audiences might need technical assistance to engage, such as screen reader friendly websites and surveys. Others might need translation services, child care support, or meetings held close to their place of work or home.

Accessibility is about making participation equitable and achievable for everyone and as easy and welcoming as possible. The more you and your partners know your audiences, the better you'll be able to adapt your process to fully engage them.

Meeting People Where They Are

Efforts to engage the whole community are most effective when you are able to understand and push messaging through communication channels that your audiences trust and use often. This may require finding and accessing different communication channels or meeting locations. Organizers can gather information about their communities through a workshop, public meeting, focus group, or set of interviews; asking how people are getting information and communicating with their neighbors and friends as part of this information gathering can yield critical information for other stages of the engagement. Engagement partners can also identify how community members get their information, where they gather, what organizations or connection points they trust and consult most often.



QUICK GUIDE

Prioritizing Inclusive Engagement Strategies

Share Back

It seems like a simple thing, but sharing back the results of the planning or engagement process to the community members involved is often overlooked. So be sure to plan how you will communicate back to the audiences that you've engaged once the planning process is over. Share how their input was used and how it impacted the final plan. This should align with the messaging provided at the beginning of the engagement process. That way you can continue to build trust and connections with your audiences that will encourage them to continue participating in wildfire resilience efforts.

Sharing back how audience input shaped or contributed to the final CWPP is also a powerful motivator for future action. Being able to see a plan that was shaped by, and clearly points to, community priorities and how individual input can become collective impact is highly influential for future action. Though it may seem like an extra effort to go to, continuing to engage your audiences for the final report out on the plan is a worthwhile endeavor.

Follow Up

Even after you've completed your engagement around CWPP creation or updates, it can be valuable to continue engaging with your audiences. This might look like updating people on how projects are going as they are completed or providing a success story every six months to keep the CWPP in your audience's thoughts. Ideally, you'll be able to use all of the planning and messaging work that you've done to show your audiences how CWPP development or updates are ideally just one inflection point along a continuum of fire adaptation engagement. It can be an entry point, not a destination, for increasing inclusivity in community outreach and engagement, and can create pathways for long term community relationships, trust, and participation in wildfire resilience.



ACTIVITY

Facilitator's Agenda for Half-Day CWPP Meeting

Facilitation Tips

- Clearly explain the objectives, agenda, and expected outcomes at the beginning of the workshop.
- Create a welcoming atmosphere where all participants are valued and given opportunities to learn and share.
- Set group norms and expectations.
- Adapt the agenda as necessary to meet objectives. However, commit to start and end times and breaks. Respect participants' time by managing the group process to cover all agenda items while allowing for meaningful discussion.

Meeting Objectives

- Raise awareness about wildfire history, risks and assets in the community.
- Encourage participants to take wildfire preparedness and mitigation actions.
- Build support and buy-in for the CWPP.
- Connect workshop participants with wildfire groups and professionals.



ACTIVITY

Facilitator's Agenda for Half-Day CWPP Meeting

7:45 a.m. - 8:15 a.m.

Light Breakfast and Refreshments

Consider providing a light catered breakfast as a way to build community connections and to show appreciation for the time and energy meeting participants have contributed. Local restaurants or caterers may be willing to offer items at a discount or sponsor the event as a tax-deductible contribution if a non-profit is a partner in hosting.

8:15 a.m. - 8:30 a.m.

Welcome and Introductions

- Overview of meeting objectives and agenda (provide these verbally and on a flipchart or in a written format for participants to refer to).
- Identify and agree on meeting norms (identify working norms that will enable participation).

8:30 a.m. - 9:30 a.m.

Session 1: Understanding Local Wildfire History, Risk and Mitigation Strategies

- Presentations by a wildfire expert (i.e. local CAL FIRE Unit or Fire Department) on local wildfire history, risk, and work.
- Presentation on effective wildfire mitigation and preparedness strategies (e.g., defensible space, structure hardening, evacuation planning, community-based prescribed fire efforts). (Consider asking the local Fire Safe Council or other wildfire group to conduct this presentation).
- Q&A

9:30 a.m. - 9:45 a.m.

Break



ACTIVITY

Facilitator’s Agenda for Half-Day CWPP Meeting

9:45 a.m. - 11:00 a.m.

Session 2, version 1: Community Input and Concerns

Do this activity if the meeting’s purpose is to gather community members’ project ideas.

- **Discussion:** What are the community’s concerns and priorities regarding wildfire preparedness?
- **Activity:** Bring maps of the coverage area for the CWPP and have workshop attendees identify their priority areas of concern with markers or post-it notes. Look for patterns and discuss as a group. What types of projects in what areas should be prioritized?

Session 2, version 2: Project Prioritization

Do this activity if the meeting’s purpose is to prioritize projects that have already been identified.

- Use maps or other visual presentation aids to present a list of potential CWPP projects to participants. Consider using polls—tools like Mentimeter or Poll Everywhere allow groups to provide real-time voting via smart phones—to rank projects or gauge participants’ enthusiasm.

11:00 a.m. - 11:15 a.m.

Session 3: Workshop Closing

- Next steps and commitments (set expectations for how information gathered at the event will be used and how people stay engaged with the CWPP process).
- Appreciation for people’s time and contributions. Include acknowledgements of any event sponsors, partners and speakers.

11:15 a.m. - 12:30 p.m.

Optional Session: Wildfire Resource Fair

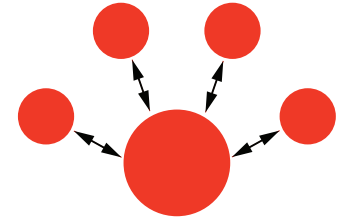
- Invite wildfire groups such as the local Fire Safe Council, Fire Department, neighborhood groups, prescribed fire groups, mitigation contractors, and others working to organize community action to set up demonstrations, tables with information, program sign ups and other opportunities at the facility where the CWPP meeting is held. Attendees can connect with these resources and groups at the conclusion of the meeting.
- A wildfire fair can be simple – a shared table where groups can leave take-ways, sign-up sheets and other literature, or complex—staffed booths with demonstrations, giveaways and other activities for participants. Design this component with partners. Make sure to consider the space and logistics implications of hosting a fair as part of the planning effort.



ACTIVITY

Community Mapping

The term “community mapping” came into heavy use in the early 2000s as geographers recognized that maps did not accurately represent knowledge from the whole community, and increased work to democratize both data collection and map creation. Community mapping processes emphasize knowledge creation by community members, and the visual representation of that community-based knowledge in some form.



Involve

Maps can provide a common visual and data-driven language that helps people work across organizational and geographic boundaries to describe strengths and assets as well as hazards and risks. A community mapping process can be used as part of a CWPP engagement plan to increase trust, community buy-in, and surface data that are not available through other means.

There are many ways to do community mapping. The process should be customized to support the needs and knowledge of community participants. The defining feature is that members of the community are engaged in mapping, and their knowledge, values, and places form the core of the mapping product.

Planning Considerations Include:

- 1. Pre-mapping sessions to clarify goals, to identify viewpoints and populations critical to mapping success, and to build trust and procedures that are accessible for all. Consider the following questions when designing community mapping.**
 - How will community mapping contribute to the CWPP?
 - What are the goals and objectives for the mapping workshop?
 - What is the scope and scale of the mapping planned?
 - Who is needed to participate in the mapping effort?
 - Can an invite list be created based on connections already obtained or is there additional outreach that will need to happen prior to the mapping process?
 - Are the right people in the room to help plan this workshop for the intended audience?
 - Are the resources and facilities needed available?



ACTIVITY

Community Mapping

2. Process Design

- Dedicate enough time for pre-planning with the team/event partners. Pre-planning will offer time to come to clear goals and objectives for the community mapping workshop.
- Make a plan for how the data from the workshop will be analyzed, shared back with participants, and maintained or updated.
- What will be done with the data once it has been collected?

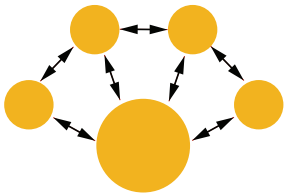
3. Methods for Completing Community Mapping

- Community mapping can be done in a variety of ways
 - At an in-person meeting, provide participants with a basemap of the area the CWPP covers. Divide participants into small groups and have them work to locate assets, resources, or other relevant data on the basemap. This can be done with stickers, markers, pens, pencils, etc.
 - Conduct interviews with key partners that represent subsets of the community.
 - Organize community walks to physically visit areas within the CWPP's coverage and listen to community input and ideas.
 - Use a digital mapping tool like Google Maps or Open Street Map to gather data points from community members.

4. What Will Result From the Community Mapping Workshop?

- Community mapping gives people the opportunity to discuss, describe, and locate the strengths and resources they have access to before and after a hazard event.
- Community members may create social ties and relationships that deepen their collective connection to the place they live.
- CWPP can gain clarification on which projects align with the most interest from the community.

Note: Ensure the mapping process is customized and inclusive. If it is not inclusive or designed to support community members as the mapping experts, the mapping process can reinforce disparities and perpetuate data inequities.



Co-Create

Engagement Goal

“We need to engage with community members to better understand their visions for our fire future, how we can work together, and what solutions we could co-create. We need community participation in the visioning, project ideation, and prioritization processes.”

Purpose of Approach

The *Co-Create* approach is best suited for CWPP processes where community members’ perspectives, local knowledge, and ideas about wildfire resilience are needed to shape the vision for wildfire preparedness and projects that will contribute to mitigation, prevention, and resilience efforts. *Co-Create* is a deliberative process, creating spaces where community members generate ideas, discuss the merits of various options, and participate in prioritization or decision making. In the *Co-Create* method, relationships and connections among participants are fostered. Power and authority are distributed, and shared decision making is facilitated.

Example Activities

- Visioning and co-creation workshops
- Participatory budgeting
- Workgroups
- Memorandums of Understanding
- Collaborative messaging (shared storytelling)

Audience Considerations

In the *Co-Create* method, participants’ knowledge, expertise, and positioning is centered and they are asked to work together as co-creators of the CWPP. This kind of engagement will take more time and energy on the part of participants than *Consult* or *Involve*.

Invest time building relationships and credibility among participants when using this method. Since this approach requires people to co-create, they will need a basis of mutual respect to build from.

Many communities have been working on wildfire issues for decades and have long-standing forums and groups to facilitate work. This can help work flow smoothly, but it can also stagnate, become a closed group, lead to duplicate efforts, or burn out. Aim to strike a balance between getting stuck in process design and working in an echo chamber. This can be done by creating regular intervals for reassessing conditions and changes, community assets, and reviewing who is engaging, and, sometimes more importantly, who is not.



Collaborate

Example Activities

- Visioning and co-creation workshops
- Participatory budgeting
- Workgroups
- Memorandums of Understanding
- Collaborative messaging (shared storytelling)

Typical Outcomes

Creating or updating a CWPP can be an excellent catalyst for established coalitions and groups to refresh their approach, invite additional people into the work, and align to current realities and future trajectories. Groups that conduct co-creative CWPP engagement development processes often leverage the planning process to support implementation. For example, if the community would like to maximize local economic benefit from the CWPP, engaging relevant interests in the design phase can support alignment with implementation capacity. It can also facilitate partnerships, cooperative grant writing opportunities, and other joint funding strategies.

Tips/Considerations

- Many of the activities in the *Consult* and *Involve* methods of engagement can be adapted or combined in a co-creative approach.
- Engagement strategies exist on a spectrum. No matter how the strategy is designed, each individual will participate in their own way. While a primarily co-creative engagement strategy may be designed, creating space for individuals to participate in "consulting" and "involving" activities can enhance the overall strategy and allow people to engage at the level that interests them and fits to their availability.



ACTIVITY

Visioning Exercise

Why Vision?

Why would doing a visioning exercise help advance the CWPP process? When is this kind of activity most helpful? It is easy to make assumptions about what people want their relationship to wildfire to be. Perhaps the community has undergone significant changes in population, land use, or has experienced significant wildfires since the last CWPP was written. To orient the CWPP to community needs, start by working to describe a shared vision. A vision is a positive idea to move toward. For groups that might be stuck in problem identification or solving, visioning can reframe the conversation and help people find common ground. Use the visioning exercise to describe what the community sees as possible and desirable in the future. This vision can anchor the rest of the CWPP planning, and may illuminate alternatives that tactical “problem solving” approaches may miss.

Activity Description

This visualization exercise can be completed in a group setting or asynchronously. It is designed to help participants develop a vision for their CWPP. The exercise will guide participants to describe a scenario five or more years into the future. The exercise is intended to bring to light participant ideas without judgment. Participants will imagine a future in which the CWPP has been successful, without dictating how to get there.

Setup Instructions for Facilitators

Instructions provided here are for when this activity is used in-person in a group setting. The process can be adapted for asynchronous and virtual engagements by turning the script below into a worksheet and designing follow up sense-making sessions with participants. Customize the script provided below.

Provide pens/pencils and pads of sticky notes to participants. Ask them to write legibly (the sticky notes will be collected and organized on to large flip charts around the room.) Have ready (but hide behind blank sheets) five large flip chart papers with the following headings:

- Attitudes
- Activities
- Outcomes
- Relationships
- Resources



ACTIVITY

Visioning Exercise

Step 1: Guided Visualization (25 minutes, includes time for instructions)

Dim the lights and wait for the room to settle into silence. Read this script:

Visioning Script: Imagining the Future Relationship with Wildfire in Your Community

Welcome, everyone. Thank you for coming together today to envision our community's fire-future. We are going to be doing a visioning exercise today. Part of what we'll be imagining is a wildfire. We know that some people have traumatic memories or have had negative wildfire experiences. Feel free to opt-out of this activity if you would prefer not to participate. *{Invite people who would like to opt-out to gather in another room and work on a visual representation of what they'd like to see in terms of a fire-future for their community.}*

As we begin, I invite you to take a deep breath, and let your imagination open up to the possibilities. In this exercise we'll envision how different aspects of our community might interact with wildfire, and picture a future where our relationship with wildfire is proactive, and intentional.

We'll begin by imagining that it is 2030. Situate yourself somewhere outside. Maybe in your yard, along a street in town, at a local park, or other favorite outdoor area in the community. What do you see? Imagine what you are feeling, smelling, seeing...Now, imagine someone joins you. It might be a friend, some neighborhood children, a delivery person or mail carrier, a family member, or a stranger. Imagine asking them how they feel about wildfire. Ask them about their experiences with wildfire, what they know about wildfire, and about their hopes and dreams for the community. What do they say? *{pause for people to build this picture in their minds}*

Now, imagine they ask you the same questions. What do you say? What feelings do they express? What feelings do you express? *{pause for people to build this picture in their minds, encourage participants to write down notes about their vision on provided sticky notes}*

Imagine that you and the person you were with are transported to another location in your community. At this new location, take a moment to observe—how warm or cold is it? Is it still or windy? What is the season? What other living creatures can you see? Imagine that there are at least three other people in this place. What are they doing? How are they interacting with each other, with the place? *{pause for people to build this picture in their minds}*

In this new location, imagine a flame; imagine that a fire starts to burn. How would fire behave here? Imagine the range of fire effects that could occur in this place—from the mildest to the most extreme. *{pause for people to build this picture in their minds}*

Think about fire management options for this location. What is the terrain like? If there is wind, which way is it blowing? How are people engaging with the wildfire? What are the ultimate impacts of the fire? *{pause for people to build this picture in their minds, encourage participants to write down notes about their vision on provided sticky notes}*



Visioning Script *continued*

Now, consider what mitigations or changes to that place might have improved fire outcomes. Were there buildings in your scene? What preparations had been done in your original vision? After you imagined a fire in the area, can you imagine ways to better prepare those structures? What about the vegetation? What kinds of plants were in your first image? Are there any changes to the vegetation you'd make after visualizing a fire in the area? *{pause for people to build this picture in their minds, encourage participants to write down notes about their vision on provided sticky notes}*

Now let's think about the people. Who were the people in your scene? How were they interacting before the fire, during the fire, and after the fire? What are the activities the community has undertaken to prepare for wildfire? What actions are people taking where they live, in the community in general, and in shared spaces, like parks or other public lands? *{pause for people to build this picture in their minds, encourage participants to write down notes about their vision on provided sticky notes}*

Take a few deep breaths. Travel back to the first place you were imagining during this exercise. Imagine all of the people that might interact with that place in a single day. Think about these individuals and what they could do to prepare for a fire in this location. How can they better prepare themselves? Who else could they help to prepare? When could they take these actions? Who would inspire and organize them? How might their actions become part of everyday life? *{pause for people to build this picture in their minds, encourage participants to write down notes about their vision on provided sticky notes}*

Think about an ideal future. Imagine gathering 20-100 community members ranging in age from newborns to 90 year-olds. What relationships, skills, connections and experiences related to fire do you hope they have? *{pause for people to build this picture in their minds}*

As you continue to imagine, think about different places in your community. How has fire interacted with those? When was the last fire in that area? What were its effects? How are conditions now, changed or shaped by that fire? When will there be fire here again? *{pause for people to build this picture in their minds, encourage participants to write down notes about their vision on provided sticky notes}*

Imagine that we accomplish everything we want to prepare our community for wildfire. What benefits have been made possible? What is the condition of the land, community, and people? *{pause for people to build this picture in their minds, encourage participants to write down notes about their vision on provided sticky notes}*

What is the sense of community spirit? How are people coming together around wildfire issues? *{pause for people to build this picture in their minds, encourage participants to write down notes about their vision on provided sticky notes}*

Take a moment to absorb this vision. Reflect on how this future makes you feel. Imagine the steps that will lead to this reality. What actions can you take individually and collectively to move towards this future? *{pause for people to build this picture in their minds, encourage participants to write down notes about their vision on provided sticky notes}*



ACTIVITY

Visioning Exercise

Step 2: Organize the Notes (15 minutes)

Uncover the five labeled sheets (Attitudes, Activities, Outcomes, Relationships, Resources)

Ask participants to walk over to where the labeled sheets are hung, and post each of their sticky notes under the most relevant heading. Give participants blank paper and ask them to do a “gallery walk” observing the sticky notes on each of the flip chart sheets. Ask them to make notes of their observations. Encourage them to look for patterns and unique ideas.

Step 3: Create Vision Statements (20 minutes)

Next, ask them to create vision statements for each of the flip charts. Using their notes, ask them to write vision statements and place them next to the notes on the original flip charts. Use larger sticky notes and a different color to visually sort the content. Statements should be in the present tense, for example:

If timing allows, conduct steps 1-3 before lunch or a break. During the break, facilitators review the vision statements and support processing by grouping similar statements together.

Step 4: Review and Discuss (30-45 minutes)

Give participants fresh sheets of paper. Ask them to review the vision statements the group generated. Ask them to reflect on what they are noticing about the visions they’ve collectively described. Ask them to highlight major differences between now and the future they have created. Ask about changes in attitudes and values as well as biophysical changes that may have been described. Find the areas of consensus, and identify any areas of disagreement. Explore issues that the group does not agree on – what are these topics? Do not ignore them, instead see if the group can come to a shared understanding of different viewpoints.

Step 5: Synthesize (20 minutes)

Form groups of 4-8 people. Ask them to reflect on the visioning exercise and craft an overarching vision statement that they think is representative of the conversations and ideas shared so far. Close the session by asking each group to share their vision statement. Depending on how the organizers intend to use the statements, further work to refine, combine and craft a shared vision statement may be undertaken. The purpose of this activity is to create a shared sense of possibility and the future the CWPP should progress toward. This may be accomplished by having a single shared statement, or by having several vision statements—a mosaic of different ideas—that act as a touchstone to guide the planning process.

Visioning activity adapted from [NERRS Science Collaborative](#) and [Communities in Schools](#)



ACTIVITY

Facilitator’s Agenda for Full-Day CWPP Workshop

Note: This agenda is designed for a full-day workshop but can be adapted to a series of shorter workshops or condensed based on objectives and resources. See the “Sample Facilitator’s Agenda for CWPP Meeting” in the Involve section of this guide for an example of a shortened agenda with less collaborative objectives.

Facilitation Tips

- **Clearly explain the objectives**, agenda, and expected outcomes at the beginning of the workshop.
- Create a **welcoming atmosphere** where all participants are valued and given opportunities to learn and share.
- Set group **norms and expectations**.
- **Adapt the agenda** as necessary to meet objectives. However, commit to start and end times and breaks. Respect participants’ time by managing the group process to cover all agenda items while allowing for meaningful discussion.
- Ensure the venue is **accessible to all participants** and provide materials in multiple languages if needed.
- Use a **variety of engagement techniques** such as small group discussions, interactive activities, and visual aids to keep participants engaged.
- Incorporate mechanisms for gathering **feedback throughout the workshop** to adjust facilitation and content as needed.
- Plan for **post-workshop communication** to share outcomes, action plans, and next steps with participants

Workshop Objectives

- Gather local knowledge about wildfire history, risks and assets within the community.
- Connect workshop participants with one another and with wildfire groups and professionals.
- Create the space for a co-created vision.
- Gather community goals, concerns, project ideas and priorities for the CWPP.
- Facilitate a collaborative decision-making process.



ACTIVITY

Facilitator’s Agenda for Full-Day CWPP Workshop

8:30 a.m. - 9:00 a.m.

Welcome and Introductions

- Overview of workshop objectives and agenda (provide these verbally and on a flipchart or in a written format for participants to refer to)
- Identify and agree on workshop norms (identify working norms that will enable participation).
- Introduction activity (icebreaker or other short activity for participants to get to know one another. Consider using breakout groups for workshops with over 25 participants)

9:00 a.m. - 11:00 a.m.

Session 1: Understanding Local Wildfire History and Risk

- Depending on the community’s relationship to wildfire, consider kicking off the workshop with an activity that allows for group storytelling and co-creation. Collaboratively develop a timeline where people share key points of wildfire history, programs and efforts, and other inflection points along a timeline on butcher paper along a wall. Use this as a way to tell many stories about fire and create a shared artifact (the timeline) that can be referenced in future work.
- Alternatively, invite a series of short presentations on local wildfire history, risk, and work. If presentations take place, make sure to save time for a robust Q&A session.

11:00 a.m. - 11:15 a.m.

Break

11:15 a.m. - 11:30 a.m.

Session 2: Critical Connections

- **Activity Option 1: *Elements of Success*:** Generate a list of conditions that are essential for the groups’ success. Groups are energized while sharing their success stories instead of starting by talking about problems. Stories from the field offer social proof of local solutions, promising prototypes, and spread innovations. Ask each person to: “Think of a time when you worked on a challenge with others and you are proud of what you accomplished. What made success possible?” Ask people to pair up preferably with someone they don’t know well. In pairs, participants take turns telling their success story, with both the storyteller and the listener paying attention to what made the success possible. Participants make note of patterns in conditions/assets supporting success. Ask participants about the patterns they recorded. Collect the insights and patterns for the whole group on a flip chart. Ask, “How are we investing in the conditions that foster success?” and “How can we apply these to our CWPP process?”



ACTIVITY

Facilitator's Agenda for Full-Day CWPP Workshop

- **Activity Option 2: *Appreciative Interview*:** Invite participants to learn more about one another as individuals. Divide into groups of 4. Allow groups to walk and talk, venture into other parts of the meeting space or otherwise disperse as space, time and ability allow. Provide a list of questions to each group and allow them to select topics from the list to ask one another about. Potential questions include: “Tell me about your connection with our community. What is one of your favorite places to get outside here? Do you have any stories about things our community does, or ways we’ve come together that are especially meaningful to you?” Set the expectation that group members can pass or ask for a different question if one posed doesn’t resonate with them.

11:30 a.m. - 12:30 p.m.

Session 3: Co-Creating a Shared Vision

- **Activity:** Conduct the visioning exercise outlined in this guide.

12:30 p.m. - 1:30 p.m.

Lunch Break

- Consider providing a catered lunch as a way to build community connections and to show appreciation for the time and energy workshop participants have contributed. (Local restaurants or caterers may be willing to offer lunch at a discount or sponsor the event as a tax-deductible contribution.)

1:30 p.m. - 1:45 p.m.

Session 4: Grounding

- Review morning discussions, key take-aways, where the group is in the process/agenda, and content and ideas generated by the group. (Consider using a [kanban method](#) to help participants track the workshop objectives and how each session is contributing to those.)

1:45 p.m. - 3:30 p.m.

Session 5: Developing Wildfire Mitigation Strategies and Project Ideas

Brief presentation on effective wildfire mitigation and preparedness strategies (e.g., defensible space, structure hardening, evacuation planning). (Consider asking the local Fire Safe Council or other wildfire group to conduct this presentation.)

- **Activity Option 1: Mapping community assets,** areas of concerns and projects. Bring large paper maps of the CWPP area. Ask workshop participants to draw project boundaries, water source, egress routes and other information on the maps. Depending on the resources available, this process could be digitized by using an online mapping tool and guiding workshop attendees through the process of adding data points.



ACTIVITY

Facilitator's Agenda for Full-Day CWPP Workshop

- **Activity Option 2: 15% Solutions** asks participants “Where do you have discretion and freedom to act? What can you do without more resources or authority?” This activity allows participants to identify solutions that the group already has the resources and authority to act on. First alone, each person generates their own list of 15% Solutions. Then, individuals share their ideas with a small group (two to four members). Group members provide a consultation to one another (asking clarifying questions and offering advice).
- **Activity Option 3: 25/10 Crowd Sourcing** helps a large group (at least fifteen people) generate and sort their bold ideas for action. Invite participants to think big by asking, “If you were ten times bolder, what big idea would you recommend? What first step would you take to get started?” First, every participant writes their bold idea on an index card. Then people mill around and cards are passed from person to person. “Mill and Pass only. No reading.” When the bell rings, people stop passing cards and read the card they have with no talking. Then participants rate the idea on their card with a score of 1 to 5 (1 for low and 5 for high) and write the score on the back of the card. This is called “Read and Score.” When the bell rings again, cards are passed around a second time “Mill and Pass” until the bell rings and the “Read and Score” scoring cycle repeats. This is done for a total of five scoring rounds. At the end of cycle five, participants add the five scores on the back of the last card they are holding. The ideas with the top ten scores are identified and shared with the whole group.

Several of the activities outlined in this agenda are from [Liberating Structures](#). Note that the agenda may need to be adapted based on if the group has worked together before, status of general wildfire engagement, if the community has lots of groups/orgs/forums to carry forward work, if they are just starting to form or if they are reenergizing efforts.



ACTIVITY

Facilitator's Agenda for Full-Day CWPP Workshop

3:30 p.m. - 4:15 p.m.

Session 6: Project Prioritization

- Depending on the CWPP process, there may already be lists of projects generated that the group can prioritize. If there is already a list of projects, ask participants to review the list and consider which ones are most important to them. If the project list has yet to be generated, adapt this portion of the workshop to focus on project ideation.
- Organizers may want participants to rate a list of projects or to provide rationales for why projects are priorities to them; depending on the emphasis, create variations:
 - A: Allow them to rate the projects using sticky dot voting and group discussion. Create a project matrix and conduct ranking.
 - B: Station maps with projects depicted on them at tables. At each table post a table host who listens to community feedback about the projects on that map and notes why those projects are desired, what outcomes people want to see as a result of those projects, and other information about why those projects are of interest to the community members. Further work to consolidate feedback will be needed if using variation B.

4:15 p.m. - 4:30 p.m.

Break

4:30 p.m. - 4:45 p.m.

Session 7: Workshop Closing

- Next steps and commitments (set expectations for how information gathered at the event will be used and how people stay engaged with the CWPP process)
- Appreciation for people's time and contributions. Include acknowledgements of any event sponsors, partners and speakers.



Step 4: Resources Needed to Implement Engagement

A critical step in any planning process is to ensure that the process is feasible and that the required resources are available to implement it. CWPP planners can use this set of worksheets to inventory the assets and resources available to implement the community outreach and engagement plan.



WORKSHEET 7: ASSET INVENTORY



Community Engagement Assets

Brainstorm ideas for each of the questions in this asset inventory. Then, on the last step of this worksheet, record the top five assets and how you'll leverage those along with the top five barriers to engagement and mitigations to those barriers.

Leveraging different kinds of assets can build stronger, more inclusive, and effective CWPP efforts. Here are five examples of different kinds of assets to consider:

1. Human Capital

The skills, knowledge, and expertise of community members. For example, local professionals, educators, and volunteers can offer valuable insights, conduct workshops, or provide mentorship.

2. Social Capital

The networks, relationships, and social ties within the community. Strong social networks can facilitate communication, mobilize support, and foster collaboration. Utilizing local leaders, community groups, and informal networks can promote collective action.

3. Physical Capital

The tangible resources and infrastructure available in the community, such as community centers or meeting spaces. These facilities can be used to host events or serve as gathering places.

4. Cultural Capital

The community's cultural assets, including traditions, histories, and heritage. Leveraging cultural capital can enhance engagement by respecting and incorporating local values and experiences.

5. Financial Capital

The financial resources available, including grants, donations, and budget allocations. Financial capital can support participation, celebrate collective work, and be necessary for some engagement strategies.

What resources are available to support engagement in the planning process? What resources do community partners have to support engagement?



WORKSHEET 7: ASSET INVENTORY



Community Engagement Assets

Brainstorm ideas for each of the questions in this asset inventory. Then, on the last step of this worksheet, record the top five assets and how you'll leverage those along with the top five barriers to engagement and mitigations to those barriers.

Community members might face various barriers in community outreach and engagement processes that can hinder their participation. Here are five common barriers:

1. Lack of Time

Many people have busy schedules which can limit their availability to participate in community activities or meetings. This time constraint can be particularly challenging for those with multiple jobs or caregiving responsibilities.

2. Insufficient Access to Information

If community members are not aware of engagement opportunities or lack clear, accessible information about how to get involved, they may not participate. This can result from ineffective communication channels or language barriers.

3. Limited Resources

Financial constraints, lack of transportation, or inadequate access to technology can prevent community members from participating. For example, those without internet access might not be able to participate in online meetings or access digital resources.

4. Social or Cultural Barriers

Social or cultural factors, such as fear of judgment, past negative experiences, or cultural norms, can also impede participation. Some individuals may feel marginalized in certain settings, which can affect their willingness to engage.

5. Trust and Credibility Issues

If community members do not trust the organizers or the process, they may be hesitant to participate. Issues such as previous broken promises, lack of transparency, or perceived ineffectiveness can contribute to a lack of trust and engagement.

What barriers might people encounter in engaging in this process? How can those barriers be mitigated?



WORKSHEET 7: ASSET INVENTORY



Community Engagement Assets

Community members can participate in CWPP processes in many different ways. In the space provided below, think about the ways different sectors of your community prefer to participate, and how your CWPP process could accommodate a range of participation modes.

In what ways do community members prefer to participate?

What modes of engagement would best accommodate different community member needs and preferences.



WORKSHEET 7: ASSET INVENTORY



Community Engagement Assets

Review the brainstorm you created for the engagement asset questions above. List the top 5-10 assets in the table below along with ways you could leverage that asset. Review your notes about how community members prefer to engage; what take-aways about modes of engagement can you leverage related to the assets you've identified?

Assets	How We Will Leverage This Asset?	What Modes of Engagement Can be Utilized?



WORKSHEET 7: ASSET INVENTORY



Community Engagement Assets

Review the brainstorm you created for the engagement questions above. List the top 5-10 barriers in the table below along with ways you could mitigate or overcome that barrier. Consider how these barriers relate to community members' preferred modes of engagement; is there anything new made possible by mitigating the barrier?

Barriers	How We Will Mitigate this Barrier?	What Mode of Engagement will be Made Possible?



Step 5: Launching the Engagement Process

The worksheets in this guide are designed to build on one another culminating with Worksheet 5 where organizers will bring all of the prior elements together, synthesizing the information they've produced, to create their engagement plan.



WORKSHEET 8: COMMUNITY ENGAGEMENT PLAN



Engagement Purpose

Review the paragraph you wrote for Worksheet 1, in the Draft Purpose Statement box at the end of the sheet. Consider any changes you may want to make based on the other work you've done since it was drafted. When you are happy with the statement, copy it into the space below.



WORKSHEET 9: COMMUNITY ENGAGEMENT PLAN



Community Analysis

Take the final contact list you generated in Worksheet 2, with the top 10 people you will outreach to as part of the CWPP engagement process and enter each person’s contact information and next steps for engaging with them in the table below.

Entity	Contact	How and When Will I Connect With Them?



WORKSHEET 10: COMMUNITY ENGAGEMENT PLAN



Level of Engagement

Circle the level of engagement you decided to design for your CWPP outreach process. In the area below the level selected, list some of the activities you will undertake to achieve this kind of engagement with community members. *(Review the outreach guide for ideas).*

Consult

Involve

Co-Create



WORKSHEET 11: COMMUNITY ENGAGEMENT PLAN



Asset Inventory

Asset Inventory

Review the assets and barriers tables you created. Transfer up to five assets and five barriers to the table below. Then indicate who you need to work with and when in order to leverage participation and remove barriers for community outreach and engagement.

Assets/Mitigated Barriers	Who Do I Need to Work With?	When Will This Come Into Play?



Final Notes and Considerations

In the CWPP process, community outreach and engagement set up organizers, planners, and community members for long term partnerships. The CWPP can serve as a launchpad for supporting local work and create a foundation for designing other projects oriented to local assets.

Community outreach and engagement is an ongoing, iterative practice. For long term success, planners should keep in mind the three following principles as a throughline to complement the work designed from this workbook.

- Make the CWPP process clear from the beginning so that community members are confident about when, where, and how they can participate.
- Create a framework for how the community will engage beyond the CWPP planning phase. Ensure opportunities will exist to engage in CWPP implementation.
- Maintain accountability to the community. Establish clear lines of communication and feedback.

Community outreach and engagement processes that are tailored specifically for the purpose and the community they are meant to involve are more successful. While it takes time, thoughtful pre-planning, and dedicated resources to complete an engagement plan, that effort pays off in better outcomes for the process and better experiences for the community members and organizers.