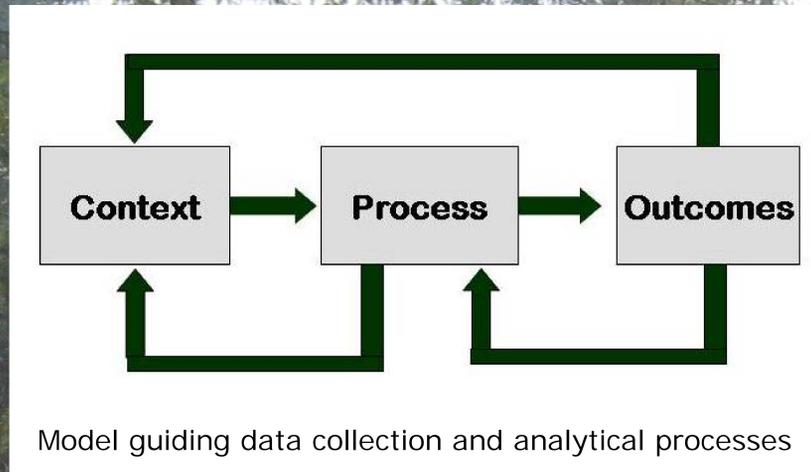


Key Messages for Communities and Partners Engaging in Community Wildfire Protection Planning (CWPP)

What comes before the CWPP can help or hinder the process.

- An event that reminds a community it is vulnerable creates a sense of urgency in developing a CWPP.
- Previous collaborative efforts can lay the groundwork for a CWPP.
- Communities with little or no experience with collaborations will need to work harder to develop a CWPP.
- Previous disagreements within a community may reappear during the CWPP process and need to be addressed early.



Community capacity is both key to developing a CWPP and a valuable outcome of the CWPP process.

- Communities have a variety of capacities, but the most critical to the CWPP process is having leaders who can mobilize others and serve as catalysts for action.
- When CWPP participants work together, creatively combining resources and reaching out to the community, they can overcome shortages in financial and physical resources.
- Communities are empowered as a result of working on a CWPP.

For long-term success, a CWPP must identify specific, doable activities; be situated within broader frameworks; and be able to evolve as conditions change.

- Nest local CWPPs in broader ones or link them with other types of plans to augment resources, broaden support and improve implementation.
- Make the CWPP part of a formal government structure to improve sustainability and the likelihood of implementation.
- Incorporate goals that can be accomplished quickly to foster homeowner buy-in and broad-based support.

The best scale for a CWPP is the one at which you can make something happen.

- Ecological features and political jurisdictions affect the scale of the CWPP.
- Agency and community values affect scale.
- Framing affects scale.
- A smaller scale plan—such as at the community level—may be most appropriate if the goal is to motivate homeowners.
- A broader scale plan—such as at the county level—may be best if the goal is to reduce wildfire risk across the landscape.

The CWPP process uses existing social networks and builds new ones for collaborative planning.

- People who have access to multiple social networks can serve as linkages between them.
- New and expanded social networks from the CWPP process can support implementation of the CWPP and other community activities.
- Drawing on diverse social networks broadens support and knowledge but may also introduce potentially conflicting goals.

How a community frames wildfire issues will impact the CWPP process and results.

- Framing is an evolving process that may start with one particular frame and expand to include others as the process unfolds.
- Multiple frames can bring more people to the process and broaden potential resources, projects, and outcomes.
- A frame of protecting lives and property is a good starting point for engaging community residents, while a frame of enhancing forest health can engage agencies and larger forest landowners.

