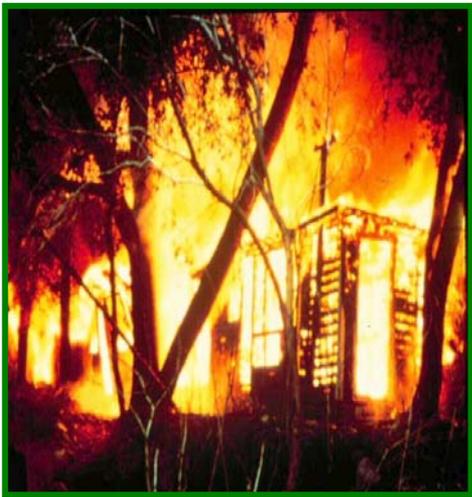


*The following is a general overview of the International Code Council's Wildfire: 20/20 project. The International Code Council is looking at BETA TESTING this concept in several states in 2006 to refine the concepts and training programs and begin the project In 2007. Interested in participating? Contact ICC at 1.888.ICC.SAFE (422.7233) extension 6275 for details.*



## **A Strategic Plan**

**That deals with America's Wildland/Urban Interface Fire Problem.**

*This strategic plan is an uncomplicated process (meaning no turf issues, new memorandums of understandings, national action plans, or solo management organizations) achieved through shared and responsible leadership that involves all appropriate/key players (including homeowners and representatives of local, state, and federal government, business, and non profit organizations) to minimize the problem of wildland/urban interface fire in America, the strategy is simply called Wildfire: 20/20.<sup>1</sup>*

### **WILDFIRE: 20/20**

Wildfire: 20/20 is based the uncomplicated premise of bringing a clearer more concise vision and action to dealing with communities and wildfire in the United States. It is based on a basic risk assessment and problem analysis that utilizes data from federal and state governments. It utilizes a multi-tiered watershed based approach to fire protection that fosters partnerships and collaboration all with a common vision of protecting life, property, resources, and local community values.

It incorporates 20 organizations that provide 20 of their best inspired, inventive and creative individuals to represent their organizations interests and the knowledge of bringing a clearer more concise vision to the issue of wildland urban interface fire in America.

## The Wildfire: 20/20 Alliance

The WILDFIRE: 20/20 project is a public/private sector endeavor dedicated to highlighting the devastating effects of wildfire by promoting, new and innovative ideas, providing new techniques that use fundamental planning principals, technology that encourage the construction of durable, sustainable buildings, homes and maintaining healthy forest ecosystems. This is accomplished through the effective use of codes and standards, community planning, computer modeling, GIS mapping, collaboration and effective public education.



### The principles

The principals of this strategy integrate the expertise from research and development, land managers and governing authorities with a multi-disciplinary collaborative planning process to promote more intelligent community design, wildfire resistant homes, and effective community emergency preparedness that maximize public safety and fire protection, while identifying the most strategic treatments, techniques and locations that maintain the health of America's forests, rangelands and watersheds. Engage industries, governments, organizations and consumers to build, plan, purchase and maintain buildings and homes that are stronger, safer, and more economically and environmentally sustainable.

### It involves key groups outlined below:

Architects  
Building products industry  
Business  
Congressional  
Cities and Counties  
Codes and Standards organizations  
Entertainment Industry

Environmental groups  
Emergency Management organizations  
Federal government  
Fire Departments  
GIS Industry  
Homebuilders and contractors  
Home Safety advocate groups

Homeowner and community groups  
Insurance Industry  
Landscape Architects  
Media  
Planners  
State government  
Utilities

### Partnership Role

The Wildfire 20/20 project relies on the leadership and Resources of 20 key agencies, organizations and companies that makeup a National **WILDFIRE: 20/20 Alliance**.



It is based on staggering facts since 1960:

- Over 40,000 homes have been lost to wildland fire, and that number is rising dramatically each year.
- Firefighting costs top \$1.5 billion dollars per year for federal and state agencies;
- Local governments are spending close to 1/2 billion dollars

- Insurance claims are touching on 1/4 billion dollars per year.

The wildland urban interface fire problem has become a major issue for the United States.

## Background

Wanting to help mitigate and prevent deaths and injuries, property loss and devastation, the non-profit International Code Council has developed this endeavor to tackle the issue of devastating wildland urban interface fire in America.

The International Code Council has developed a vital, well-reasoned project that has an important vision, committed partners and a worthy goal. Simply called Wildfire: 20/20, it offers high-risk communities across the US a series of creatively linked and structured conversations—called FiresideChats, FiresideSummits and Chamber FiresideTalks—to increase the safety of the public, firefighters and high-risk target groups from fire and fire-related hazards in two ways. This vision provides a community framework for collaboration and strategic planning where managing agencies or land managers interact with organizations, citizens to create innovative solutions by utilizing multi-disciplinary expertise.



## Components



First a ***FiresideChat*** – This activity is a three-hour, free, RSVP luncheon that brings together key “*movers and shakers*” from the primary (at risk) communities and any within three-hours drive of the target community (the community footprint).

**Target audience** will include fire chiefs, emergency managers, fire and land managers from state and federal government, community planners and elected officials, conservation organization members, ranchers, homeowners, transportation, power and water company officials, etc.

**Key goals** will be gleaning community needs, acknowledging existing community plans that prepare for natural and manmade disaster response and recovery (multi-hazard planning), and initiating discussion of developing/implementing strategic action plans to meet individual objectives and the collective goal to reduce wildfire risks and hazards locally. This session will facilitate conflict resolution and project partnership. Work product: GIS and mapping information, planning tools and templates and discussion

notes, including a list of existing/mandated fire protection, disaster preparedness, and/or land management plans that affect a common landscape. Verbal commitment by attendees to foster the **Wildfire: 20/20** vision by recruiting local people crucial to project success.



Second is called the **FiresideSummit**– This activity occurs 60 days after the **FiresideChat**. It is a one-day (8 hour) gathering in the primary communities and their footprints. The Summit will focus on strategic fire protection/disaster prevention planning, interactive mapping and Internet technology, and media relations. Each will feature a keynote speaker and principal speakers with nationally recognized expertise tailored to address community needs.

Technology and media support will also be

tailored to each gathering. Summits will be promoted through local and national media, and feature, where possible, local celebrities/dignitaries who can further the project cause/vision.

Target Audience will consist of **FiresideChat** attendees and others identified through informal community-needs assessment conducted during the luncheon. The **WILDFIRE: 20/20 Alliance** will provide specific representation to individual gatherings, as identified by community need.

**Work product:** A dynamic and working collaborative planning document that utilizes a web-based (hyper-linked) planning template that links to planning guides and provides model solutions; and notes that capture participant perspectives and goals—information that can help other community leaders gain foundational knowledge that leads to consensus and collaboration

### Locations of Chats and Summits:

Wenatchee, Washington  
Spokane, Washington  
Billings, Montana  
Bend, Oregon  
Redding, California  
San Diego, California  
Twin Falls, Idaho

Flagstaff, Arizona  
Albuquerque, New Mexico  
Rapid City, South Dakota  
Bangor, Maine  
Albany, New York  
Birmingham, AL  
Madison, Wisconsin

Denver, Colorado  
Austin, Texas  
Roanoke, Virginia  
Memphis, Tennessee  
Tallahassee, Florida  
Savannah, Georgia



**Chamber FiresideTalks** – This activity is a national, public relations/media campaign that brings the discussion of fire prevention and safety directly to America’s business sector while simultaneously launching it into the mass media. Tom Sullivan, a multi-talented celebrity known for his motivational work, will be featured speaker at Chamber of Commerce luncheons and meetings in 20 large metropolitan areas (see list below). Additionally, a national public

relations/marketing firm will ensure media coverage of these events and the project message of integrated planning, visionary thinking, shared leadership and collective will.

### **Locations of Chamber Talks:**

New York, NY  
Los Angeles, CA  
Chicago, IL  
Portland, OR  
Philadelphia, PA  
Phoenix, AZ  
San Diego, CA

Seattle, WA  
Dallas, TX  
Denver, CO  
Detroit, MI  
Jacksonville, FL  
San Francisco, CA  
Atlanta, GA

Salt Lake City, UT  
Memphis, TN  
Minneapolis, MN  
Boston, MA  
Washington, DC  
Charlotte, NC

1

The strategic plan concept and ideas were generated at the WILDFIRE: 20/20 meeting on the Wildland Urban Interface. Sponsored by: International Code Council at the Rayburn House of Representatives Office Building in Washington DC on February 9, 2005.