



STRATEGIC WORK PLAN 2012–2014



Mission Statement

To develop a cooperative program among the public and vested stakeholders to minimize the risk, cost and loss of values that may result from wildland fires occurring in and around the community.

Goals

- Provide a forum for discussion and investigation of issues relating to fire prevention and emergency planning needs.
- Promote and initiate community programs through partnerships.
- Educate community members to prevent, prepare for and respond to wildfire threats.
- Actively address identified regulatory issues impacting community wildfire prevention and response needs.
- Regularly evaluate, update and maintain planning commitments.
- Achieve FireSmart Communities status as part of wildfire preparation efforts.
- Evaluate by-laws and update as required to meet prevention goals and strategies.



Members of the SCOFCC meet with FOCA

MEMBERSHIP AND GOVERNANCE

- Deliver presentation to municipal Councils with an update on progress to encourage active committee participation
- Target new municipalities – Haliburton (Myles Mahn), Highlands East (Bill Windgrove), South Algonquin (Brian August)
- Engage new resource contacts, including:
 - Hydro One
 - Federation of Ontario Cottagers' Associations (FOCA)
 - Local insurance broker
 - Algonquin Park / Ontario Parks
 - Youth - High Schools (e.g. NOS / NERDS classes at NHHS), Ontario Stewardship Rangers
 - First Nations communities
- Continue to track in-kind and financial contributions by all partners

WEBSITE

- finalize development and move to operational, fully functioning website
- ongoing regular maintenance and updates to ensure website is kept fresh / new content is added regularly

SIGNAGE

- purchase and erect more 3x5 signs for placement in strategic locations (as determined by Municipalities and in consultation with the SCOFC)
- design, purchase and erect smaller advertising signs (corrugated) and / or 11x17 glossy posters at strategic locations, including:
 - waste disposal sites
 - trailheads and park entrances
 - access points and boat launches
 - welcome centers and information kiosks
 - grocery stores, beer / liquor stores, Tim Hortons



Layout for 3 ft x 5 ft signs being erected by SCOFC Municipal members

DEMONSTRATION AREAS

- establish 1 to 3 educational FireSmart demonstration areas with interpretive signage at various high-visibility locations throughout the SCOFC catchment area
 - Ontario Parks – Kawartha Highlands, Silent Lake, Algonquin
 - Hunt camp or Land Use Permit site (Crown or private)
 - Partnership with FOCA and a Cottage Association on a large lake – possibly turn into a contest



Before and after photos demonstrating FireSmart principles

OUTREACH AND EDUCATION

- Add the SCOFC logo and contact info (i.e. sticker) to existing AFFES materials (vs. creating new)
- Purchase 5+ new banner displays – for use in Municipal offices, visitor’s centers, at local events, cottage association meetings, etc.
- Attend a minimum of 10 community events with the SCOFC display and FireSmart handouts - Kinmount Fair, Hastings Highlands Loggers Games, Haliburton Highlands Games, etc.
- Coordinate outreach efforts with provincial partners - i.e.) FOCA and Cottage Life Show
- Develop a FireSmart Property Assessment program - utilize trained students to distribute information to property owners and conduct FireSmart assessments
- Ongoing presentations to new partners – municipalities, high schools, Chamber of Commerce
- Include FireSmart messaging in municipal mailouts and recreational products



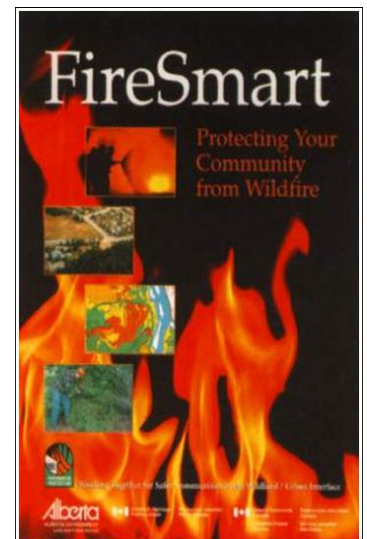
BE FireSmart®

MARKETING AND PROMOTION

- Partnerships with local and provincial partners to advance FireSmart messaging with specific target audiences
 - Waterfront property owners – FOCA, lake associations
 - Anglers and hunters / outdoor enthusiasts – OFAH / Ontario Out of Doors , Bancroft District Outdoor News
 - Ontario Parks – provincial park users
- Create a FireSmart information package - plastic bucket or reusable bag to put materials in
- Visual wear to enhance identity and awareness - shirts and hats for committee members
- SCOFC logo on fire response vehicles

COMMUNITY WILDFIRE PLANNING

- Learn more about the process and what is involved, and establish some goals for completing community wildfire planning in our area





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