

An aerial photograph of a suburban neighborhood. In the foreground, there are houses with grey roofs and green lawns. A winding road with yellow dashed lines runs through the middle ground. In the background, there are rolling hills under a blue sky with scattered clouds. A large blue rectangular overlay covers the left and center portions of the image, containing the title text in white.

OUTREACH TOOLKIT

California Wildfire Mitigation Program

Background and Overview

As part of the State of California's effort to strengthen community-wide resilience against wildfires, the California Governor's Office of Emergency Services (Cal OES) has partnered with the Department of Forestry and Fire Protection (CAL FIRE) to develop a state home hardening initiative to retrofit, harden, and create defensible space for homes at high risk to wildfires—with a focus on high social-vulnerability communities and providing financial assistance for low- and moderate- income (LMI) households.

In coordination with state and local partners, the initiative establishes a state home hardening framework model which can be implemented throughout California communities to improve community resiliency and meet local needs. This Outreach Toolkit has been developed to support local implementation of this program.

This suite of homeowner engagement materials (in English and Spanish) includes:

- Effective strategies to promote the program in the local community across a variety of stakeholders including partners, public, elected officials, media outlets, homeowners, and neighbors.
- Program flyers
- Sample press releases
- Sample social media captions, graphics, and official hashtag
- Flyers and Fact Sheets
- Talking Points
- Door Hanger, Mail Insert, and Postcard Mailer templates
- A Homeowner Participation Guide.

Pull together a brainstorming team and use this guide to help develop a campaign with a message unique to your community. The materials contained herein may be customized to support local community branding. Any programmatic policy changes to these materials should be approved by Cal OES prior to use. The California Wildfire Home Hardening program endeavors to feel locally driven and personal to the community, so use of local design elements is highly encouraged.

Effective Engagement Strategies

Partners – generate leads and referrals

The California Wildfire Hardening Program is designed to promote community resiliency by hardening community's neighborhood by neighborhood, county by county through a "cluster site" strategy. Effectiveness of this model can be emphasized through strong collaboration with other partners, layering of resources, and leveraging efforts. Pairing this program with programs and strategies can extend the reach of program resources and improves efficiencies. Identifying who to build relationships with, and preparing an outreach campaign that delivers consistent, targeted messaging is key to generating partnership and fostering strong collaborations. Understanding that the intent of this effort is to reach clusters of low income or socially vulnerable homeowners and households, consider what other organizations in your area have programs or services targeting the same audience.

Who:

- Defensible Space and Weatherization Programs
- Local Fire Stations
- United Way or other Nonprofit groups
- Habitat for Humanity
- Areas identified in Community Consolidated Plans for Community Development Block Grant (CDBG), HOME, and other housing programs.
- Health Departments with mobile outreach services or campaigns targeting vulnerable populations
- Senior Service providers (Meals on Wheels, Senior Companion, etc.)
- Special Needs Service providers
- Housing Services whose eligibility is low-to moderate income homeowners or renters (mortgage assistance programs, home repairs programs, first-time home buyer/purchase assistance programs), etc.
- Workforce programs

Strategy:

- Contact these organizations, set up time to discuss the Talking Points.
- Ask for Ideas how you may better reach the target audience, what lessons they have learned from their efforts, but most important is there any upcoming event or outreach efforts you could partner up on.

- Is there a referral opportunity between your programs.
- Ask if there is any other group or organization with whom you could benefit from making contact, and if they would facilitate that introduction.

Tools:

- Sample Partnership Introductory Email
- Sample Informational Flyer
- Sample Partner Follow-up Email
- Talking Points

Add Value:

- Close by asking if you can do anything to help this new partner's program
- Follow-up with a thank you (an email is simple, and handwritten notes are even more personal)
- Some nonprofit groups, county departments, or service organizations maintain listservs – ask if they would be willing to share an infographic with their enrollment.

Elected Officials – use multiple platforms of promotion

Engaging local elected officials may create buzz and reinforce the strength around the program you aim to deploy. Begin by identifying the municipal constituency and work from outward. Time is often limited for these individuals, so Talking Points are scaled down.

Who:

- City or County Council Government Representatives
- State Representatives
- Federal Representatives

Strategy:

- Identify any existing contacts who may have a connection to the official's office, ask them to make the introduction (via email, if best), and send the introductory email.
- Request a one-on-one, be prepared with talking points, limit to 15 minutes.

Tools:

- Introductory Email to Elected Officials
- Follow-up/Program Update Email to Elected Officials
- Informational Flyer
- Elected Officials Talking Points

Add Value:

- Offer to arrange a site visit or neighborhood drive through
- Follow up with an update as the program progresses (even if they do not schedule the drive through), include pictures. Set a reminder on your calendar so you don't forget.

Public Facilities and Events – using space & place

Community gathering spaces and events in the targeted neighborhoods may help get the initial word out as well as provide opportunities to reinforce the message.

Where:

- Community Centers
- Libraries
- Schools
- Faith-Based Centers

Strategy:

- Identify a point of contact, arrange a time to talk, or deliver flyers or homeowner
- guides.
- Are there other community events that allow a booth?
- Is there a resource center where information can be stocked?
- Organize your own event, invite partners (Neighborhood block party, health and safety fair, or drop-in resource events)

Tools:

- Informational Flyer
- Homeowner Participation Guide
- Talking Points

Add Value:

- Each community is unique and may have events or facilities to utilize. Likewise, the
- materials you develop, and share are not limited to those in the toolkit, so have fun and be creative. Share anything successful with CalOES.
- Coordinate with state and national campaigns such as Wildfire Preparedness Week and National Preparedness Month

Media Promotion – making good use of platforms

Mixed media campaigns can aid in general program promotions. Project kickoff and updates are ideal opportunities to showcase your efforts to harden communities. Each community is unique, so don't forget to customize and brand your materials. The strategies and resources contained in this Suite are ideas to get you started. Build upon what is contained in this toolkit and create your own.

This program is intended to be locally driven, but feel free to leverage the weight and support of state partners as you promote the program. Logos have been provided for use on materials you create, as well as your website. We are in this together and the whole state benefits when homes and communities are safer from the risk of wildfire losses.

Who:

- Local television
- Radio
- social media groups
- neighborhood apps
- newsletters

Strategy:

- Identify the mediums (television and radio) which reach your audience
- Send press release
- Offer to provide a guest speaker
- Repeat the effort
- Set reminders to routinely communicate
- Social media platforms

Tools:

- Sample Press Release
- Informational Flyer
- Sample Social Media Post
- Sample Social Media graphics for posts.
- Sample Facebook, YouTube cover photos
- Official Hashtag
- Partner Logos
- Sample website content
- Talking Points

Add Value:

- Add your official hashtags to social media posts.
- Provide program updates to your audience routinely.
- Ask your City or County Public Information Officer to share the program posts, feature in newsletters, etc.
- Utilize spotlights such as a “Meet the Team” feature to showcase an outreach team member or assessor. Putting a face with the program personalizes it to your community. Reminder: before you promote changes to the structure of the program (policy or eligibility), please consult Cal OES. Otherwise, get creative with content and make it unique to your community.

Homeowners – reaching those we are trying to save

The strategies outlined above are all aimed at reaching the homeowner and generating interest in program participation. Ultimately, having a person who connects with the local community being targeted will be critically important. Identifying champions who have a connection to local neighborhoods, are approachable, and can connect well with others is essential. Grassroots efforts and door-to-door campaigns work well and may be even more meaningful and effective if partners are engaged.

Who:

- Homeowners in high-risk fire communities, especially those who are socially vulnerable or low to moderate income.

Strategy:

- Contact consistent messaging that promotes ease of participation. Use multiple Forms of repeated messaging.

Tools:

- Postcard Mailer (initial outreach, neighbor & program update)
- Doorhanger (initial outreach & neighbor)
- Informational Flyer
- Sample Social Media Post (initial outreach & program update)
- Sample Social Media graphics for posts.
- Sample Facebook, YouTube cover photos
- Official Hashtag
- Partner Logos
- Sample website content
- Homeowner Participation Guide
- Sample Thank you Letter
- Sample Certificate of Completion
- Sample layout for yard sign

Add Value:

- Add your official hashtags to social media posts.
- Provide program updates to your audience routinely.
- Ask your City or County Public Information Officer to share the program posts
- Identify any local newsletters which may feature the program and updates.
- Utilize spotlight features to showcase a testimonial, completed project, program progress. Remember that using homeowners or images of their properties may require expressed written consent.
- Engage local fire station, fire safe councils, CERT teams, and other community organizations in your outreach efforts.

Neighbors – leverage participation to maximize impact

Neighbors play an essential role in creating wildfire-resilient communities. Because fire does not stop at property lines, engaging neighbors alongside participating homeowners amplifies the impact of mitigation efforts. The “cluster site” approach works best when neighboring households adopt consistent hardening and defensible space practices. Highlighting neighbor participation also builds trust and social proof within the community.

Who:

- Adjacent property owners in identified project areas

- Households located within the same subdivision, cul-de-sac, or block
- Informal neighborhood leaders (block captains, neighborhood watch, CERT volunteers)

Strategy:

- Use messaging that emphasizes safety benefits to the entire neighborhood, not just individual homes.
- Distribute neighbor-specific outreach (doorhangers, postcards, flyers) when a nearby property is approved or completed.
- Invite neighbors to attend site visits, open houses, or block-level events.
- Encourage word-of-mouth referrals from homeowners already engaged in the program.

Tools:

- Postcard Mailer ("Your neighbor is participating — learn more about how you can too")
- Doorhanger (initial outreach & program updates)
- Informational Flyer tailored for neighborhood clusters
- Sample Social Media Post ("Your neighbors are making their homes wildfire-resilient")
- Homeowner Participation Guide for neighbors considering the program
- Talking Points for door-to-door or phone calls

Add Value:

- Reinforce the concept of shared responsibility and collective safety.
- Position participation to protect the whole neighborhood and maintain property values.
- Encourage neighbors to form small groups to apply together, making the process feel collaborative.
- Highlight testimonials from neighbors who recently completed the program.
- Offer recognition (yard signs, certificates, or neighborhood spotlight features) that encourage others to join in.

Homeowners Associations – scaling impact through community networks

HOAs are critical partners in wildfire mitigation efforts as they manage large clusters of homes, oversee common areas, and set community standards that can

complement home hardening measures. Working with HOAs can increase program visibility, streamline outreach, and ensure consistent adoption of wildfire mitigation practices across entire neighborhoods.

Who:

- HOA Boards and Property Managers
- Community Maintenance Committees
- Neighborhood Architectural Review Committees
- HOA Management Companies

Strategy:

- Reach out to HOA boards or property managers with a clear explanation of program benefits.
- Offer to present during HOA meetings or annual gatherings.
- Provide templates for newsletters or community websites.
- Encourage adoption of wildfire-resistant community standards (e.g., vegetation management, fencing materials, defensible space rules).

Tools:

- Informational Flyer tailored for HOAs
- Sample Presentation Deck for HOA board meetings
- Talking Points for HOA leadership
- Newsletter/Website Content Templates

Add Value:

- Position the program as a way for HOAs to protect property values while keeping residents safe.
- Encourage HOAs to host neighborhood “home hardening days” or joint site visits.
- Provide recognition (e.g., a “Firewise Community Spotlight”) for HOAs that actively participate.
- Leverage HOA communication channels (email lists, bulletin boards, websites) to reach multiple households at once.

Other Potential Partners – leveraging technical and institutional resources

Local government offices and technical professionals are often the first point of contact for residents on issues of safety, construction, and community standards.

Partnering with these entities can expand program credibility, improve alignment with local regulations, and create referral pipelines.

Who:

- County Planning and Building Departments
- Code Enforcement Officers
- County Environmental Health Departments
- Office of Emergency Services (County/City)
- Public Works Departments (roadside vegetation management, right-of-way maintenance)
- Local Water or Utility Districts (infrastructure resilience and vegetation management)

Strategy:

- Schedule informational briefings with local government staff to explain program goals and homeowner benefits.
- Ask officials to distribute program flyers at permitting counters, inspection offices, or county websites.
- Explore cross-training opportunities (e.g., building inspectors sharing home hardening tips during site visits).
- Identify opportunities for joint events (e.g., wildfire preparedness fairs, defensible space inspection campaigns).

Tools:

- Introductory Email to County/City Staff
- Informational Flyer adapted for Building Officials or Inspectors
- Talking Points for Technical Staff and Inspectors
- Template Website Content for County/City websites

Add Value:

- Strengthen alignment between state, county, and local wildfire resilience efforts.
- Position local agencies as co-leaders in community safety, increasing buy-in from residents.
- Provide agencies with program updates they can share during permit processes, inspection visits, or community hazard mitigation planning.

- Encourage joint press releases or program spotlights showcasing state-local collaboration.

Additional Cal OES & CAL FIRE Materials

The use of materials developed for other programs and campaigns are available to support the promotion and implementation of the California Wildfire Home Hardening Program. There is a tremendous amount of supportive material to supplement the efforts of this program and make the most of the interaction with the homeowner. For example, there is a homeowner checklist for maintaining defensible space, videos that can be shared which may be useful for educating homeowners about some of the specific defensible space and retrofit activities that may be undertaken on their home. In your interactions with homeowners, encourage them to sign up for disaster alerts.

These resources can be leveraged at the homeowner level as well as part of your overall outreach efforts. A video on preparedness could be shared on your social media, while promoting the application for the funding available through the California Wildfire Home Hardening Program. A sample of leveraging existing promotional materials is contained in the sample collection.

<https://www.readyforwildfire.org/>

<https://www.caloes.ca.gov/cwmp>

Style Guide

The use of these resources contained within this toolkit is not mandatory, and each local community may create other materials to promote the program. Should any locality wish to follow the color scheme used in the creation of the provided sample materials, they are provided below.

The images used in the development of the samples contained within the outreach toolkit are adobe stock photos. These are not required for use but are being made available as part of this toolkit should any locality wish to use them. You may use or secure your own images and graphics, or you could utilize what is available on the public domain to target your materials to a specific audience or customize them with a local tone.

Color Model: RGB
Red: 1
Green: 52
Blue: 102
Hex: #013466

Color Model: RGB
Red: 252
Green: 173
Blue: 34
Hex: #FCDA022

Color Model: RGB
Red: 177
Green: 20
Blue: 59
Hex: #B1143B

Color Model: RGB
Red: 1
Green: 94
Blue: 144
Hex: #015E90



Samples and Resources

The items which follow are available for download and reproduction. Space has been reserved for logo and contact information if used "as is". They may be customized to the local implementing agency's preference.



*We want to work together to keep
<insert county> and all of
California safer. Apply today for
assistance to safeguard your home
against fire loss. There may be no
out of pocket expenses for you.*

*Contractors will be provided to
perform the defensible space and
retrofit measures work, and our
program pays them directly on
your behalf!*

Call <insert> or apply online today at
<insert web address>

RECIPIENT NAME

Recipient Address

City, ST ZIP Code



YOU KNOW THE THREATS WILDFIRES POSE TO YOUR HOME....



... BUT IT DOESN'T HAVE TO BE REALITY

*There is a new program to help
Safeguard your home against wildfires.*

*If you qualify for the California Wildfire
Home Hardening Program, there may
be no cost to you for the defensible
space and retrofit measures recommended
for your home.*

*We will complete a home
assessment and pay the contractor
directly on your behalf for the work
completed.*

*Visit our website to learn more or
give us a call!*

<Insert web address and phone number>

PRST-STD
U.S. POSTAGE
PAID
CITY, ST
PERMIT NO. XXX



replace with
LOGO



There's no place
like home...

Keep yours safe
from wildfires.



If you qualify, there may be no
cost to you for the measures
taken to safeguard your home.

See back for more information!



Insert Name
Mailing Address
Mailing Address

PRST-STD
U.S. POSTAGE
PAID
CITY, ST
PERMIT NO. XXX

**THE CALIFORNIA WILDFIRE HOME
HARDENING PROGRAM WILL
COMPLETE A HOME ASSESSMENT AND
PAY CONTRACTORS DIRECTLY FOR
THE WORK PERFORMED TO DEFEND
YOUR HOME!**

**The easy application can be completed
online or one can be mailed to you.**

<insert name>

Please call to learn
more or visit us online

(123) 456-7890

www.websitehere.com



replace with
LOGO





**Peace of mind is
knowing your
home is safer
from wildfires.**

**The California Wildfire
Home Hardening
Program can help
safeguard your home.**

See back to learn more!




replace with
LOGO

  <p>replace with LOGO</p>	Insert Name Mailing Address Mailing Address	<div style="border: 1px solid black; padding: 5px; text-align: center;"> PRST-STD U.S. POSTAGE PAID CITY, ST PERMIT NO. XXX </div>
<p>THE CALIFORNIA WILDFIRE HOME HARDENING PROGRAM WILL COMPLETE A HOME ASSESSMENT AND PAY CONTRACTORS DIRECTLY FOR THE WORK PERFORMED TO DEFEND YOUR HOME!</p>		
Complete the easy application online at: <insert web address>	Recommendations may include: <ul style="list-style-type: none"> • Defensible space measures (tree trimming, brush removal, gutters, etc.) • Retrofit Measures (doors, windows, roofs, vents, etc.) 	
INSERT LEAD AGENCY (543) 543-5432 www.yourwebsitehere.com		

Now Accepting Applications for a New Wildfire Home Protection Program!

- ◆ Apply today for assistance hardening your home against wildfires! The online application is easy, or a paper application can be mailed to you
- ◆ If you qualify, there may be no cost to participate.
- ◆ A home assessment will be provided to recommend both defensible space and retrofits that can make your home, family, and neighborhood safer.
- ◆ Pre-approved contractors will be provided to perform the work. Payment will be made directly to the contractor on your behalf when the work is completed!

Call (123) 456 – 7890 or visit WWW.WEBADDRESS.COM Today!




YOUR LOGO
HERE

Sample Informational Flyers

MAKE YOUR HOME WILDFIRE RESISTANT!

PAY NO MONEY OUT OF POCKET IF YOU QUALIFY!

HOME ASSESSMENT AND PRE-APPROVED CONTRACTORS PROVIDED

CONTACT:

INSERT LEAD NAME

Street Address

City, ST ZIP Code

Telephone

Web Address

Email Address



- 1

Complete application online or call 123-456-7890 to request one be mailed to you.
- 2

Home Assessment will be scheduled to prioritize recommendations for defensible space and retrofit measures.
- 3

Collect contractor quotes from a pre-approved list OR we will coordinate the gathering of quotes for you.
- 4

Contractor completes the work.
- 5

Payment is issued to the directly to the contractor from the program. No upfront payment by the homeowner for the approved measures!





replace with
LOGO



MAKE YOUR HOME WILDFIRE RESISTANT PAY NO MONEY OUT OF POCKET IF YOU QUALIFY!

To learn more, visit our website at
<insert>

or call <insert>.

**Complete an easy
online application
or one can be mailed
to you**

**A home assessment
will be scheduled to
determine what
measures can be
taken to secure your
home**

**Arrangements will
be made for the work
to be completed**

**The program pays
the contractor
directly on your
behalf!**

INSERT LEAD NAME

Street Address
City, ST ZIP Code
Telephone

Web Address

Email Address

Sample Press Release (Demonstration Site)

For Release Time

Date

<INSERT NAME> ANNOUNCES NEW HOME HARDENING PROGRAM

City— Date — <insert lead> is pleased to announce that it has been selected as a demonstration community to pilot a new program in partnership with California Office of Emergency Services (Cal OES) and California Forest and Fire Protection (CAL FIRE). The California Wildfire Home Hardening Program will strengthen neighborhoods and communities through a “cluster” strategy, bringing funding for defensible space and retrofit measures to the most vulnerable homeowners in communities with a high fire risk. This program endeavors to prioritize low-to-moderate income households and communities. Efforts have been made to identify and reduce barriers to participating in home hardening programs so that entire neighborhoods may be able to take advantage of this opportunity. With that goal of “herd resiliency” in mind, the approach to the California Wildfire Home Hardening Program is unique in that, if eligible, these homeowners will not have to pay contractors upfront and wait to be reimbursed for those out-of-pocket expenses. Assistance connecting with pre-approved contractors will also be provided through the program. The hope is that by not having to front the expense of performing defensible space and retrofit measures, or shoulder the load coordinating with contractors, that greater participation will be garnered across the state.

Demonstration Phase

In the upcoming year, while engaged in the demonstration phase of this project, homeowners in the Dulzura area will have the opportunity to apply for funding to address defensible space measures such as replacing hardscapes with less combustible materials, removing branches that threaten homes, clearing dry and dead vegetation, creating space between shrubs and trees that could catch wood piles, patio furniture, and outbuildings on fire, and more. After defensible space measures are addressed, funding can also be used to retrofit homes. While newer construction is designed to mitigate fire risks and flame-resistant materials are used, older homes require steps to be taken to come up to this safer code. Retrofit measures offered will include such things as converting attic vents to non-vented space, replacing vents with metal, installing metal flashing throughout the home where needed, and replacing plastic screens on doors and windows with metal screens. Dulzura was selected as one of three demonstration communities for the



program, but the California Wildfire Home Hardening Program will ultimately be expanded throughout the state. Funding for the program is provided through California Assembly Bill 38 and Hazard Mitigation Grant Funding through the Federal Emergency Management Agency (FEMA).

For more information, press only:

PR Contact Name

Phone number

Email

For more information on Product:

Website

Sample Press Release (Expansion Site)

For Release Time

Date

<INSERT NAME> ANNOUNCES NEW HOME HARDENING PROGRAM

City— Date — <insert lead> is pleased to announce that it will be participating in the California Wildfire Home Hardening Program, a partnership with California Office of Emergency Services (Cal OES) and California Forest and Fire Protection (CAL FIRE). The California Wildfire Home Hardening Program will strengthen neighborhoods and communities through a “cluster” strategy, bringing funding for defensible space and retrofit measures to the most vulnerable homeowners in communities with a high fire risk. This program endeavors to prioritize low-to-moderate income households and communities. Efforts have been made to identify and reduce barriers to participating in home hardening programs so that entire neighborhoods may be able to take advantage of this opportunity. With that goal of “herd resiliency” in mind, the approach to the California Wildfire Home Hardening Program is unique in that, if eligible, these homeowners will not have to pay contractors upfront and wait to be reimbursed for those out-of-pocket expenses. Assistance connecting with pre-approved contractors will also be provided through the program. The hope is that by not having to front the expense of performing defensible space and retrofit measures, or shoulder the load coordinating with contractors, that greater participation will be garnered across the state.

Demonstration Phase to Expansion

The California Wildfire Home Hardening Program initially launched in three demonstration communities and is now being expanded across the state, with the success and lessons learned from its pilot phase incorporated into the program design. <Insert County> is eager to launch this program and make assistance available for homeowners to make their homes and their neighborhoods safer. Funding through the program can address defensible space measures such as replacing hardscapes with less combustible materials, removing branches that threaten homes, clearing dry and dead vegetation, creating space between shrubs and trees that could catch wood piles, patio furniture, and outbuildings on fire, and more. After defensible space measures are addressed, funding can also be used to retrofit homes. While newer construction is designed to mitigate fire risks and flame-resistant materials are used, older homes require steps to be taken to come up to this

safer code. Retrofit measures offered will include such things as converting attic vents to non-vented space, replacing vents with metal, installing metal flashing throughout the home where needed, and replacing plastic screens on doors and windows with metal screens. The California Wildfire Home Hardening program is funded through California Assembly Bill 38 and Hazard Mitigation Grant funding through the Federal Emergency Management Agency (FEMA).

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For more information, press only:

PR Contact Name

Phone number

Email

For more information on Product:

Website

Sample Talking Points

Overarching Message: The California Wildfire Home Hardening program is a partnership between California Office of Emergency Services (Cal OES), California Forest and Fire Protection (CAL FIRE), and local communities to offer a unique approach to mitigating losses due to wildfire by removing barriers to safeguarding homes.

Increasing numbers of wildfires occurring each fire season, covering more land mass, destroying more structures, and impacting more lives.

Climate change is expected to worsen these impacts.

There are proven, effective strategies to reduce (or mitigate) losses of homes and lives; referred to as defensible space and retrofit (or hardening) measures.

Defensible space measures refer to such activities as keeping vegetation away from structures – home, decks, outbuildings, cleaning gutters, cutting back trees, etc.

FEMA requires defensible space be addressed prior to retrofit.

Retrofit (or home hardening) measures refers to activities that address the flammability or combustibility of structures and includes replacing plastic screens with metal, replacing roofs and siding with fire resistant materials, replacing vents, etc.

Newly constructed homes and buildings are required to meet the more stringent building codes outlined in Chapter 7A of Part 2 of Title 24 of the California Code of Regulations which strengthen homes against fire losses, but homes constructed prior to this need to be “retrofitted” to come up to this standard.

The new program approaches hazard mitigation in two distinctly unique ways:

Designed specifically to reduce participation barriers amongst socially vulnerable and low-income households and utilizes a “cluster” approach versus scattered site.

Sample Talking Points (Elected Officials)

Overarching Message: The California Wildfire Home Hardening program is a partnership between California Office of Emergency Services (Cal OES), California Forest and Fire Protection (CAL FIRE), and local communities to offer a unique approach to mitigating losses due to wildfire by removing barriers to safeguarding homes.

Developed in response to Assembly Bill 38, which was sponsored by Assemblymember Jim Wood, Senator Henry Stern, and Assemblymember Marc Levine

Funded in part through FEMA Hazard Mitigation Grant Program funds; paired with state appropriated revenue through Assembly Bill 38.

Cal OES is providing technical assistance and administrative support; CAL FIRE is providing guidance on the technical aspects of priority defensible space and retrofit measures.

Defensible space measures refer to such activities as keeping vegetation away from structures – home, decks, outbuildings, cleaning gutters, cutting back trees, etc.

- FEMA requires defensible space be addressed prior to retrofit.

Retrofit (or home hardening) measures refers to activities that address the flammability or combustibility of structures and includes replacing plastic screens with metal, replacing roofs and siding with fire resistant materials, replacing vents, etc.

Locally-led implementation – lead agency selected in each community, local process design, local outreach, and engagement

Designed specifically to reduce participation barriers amongst socially vulnerable and low-income households and utilizes a “cluster” approach versus scattered site.

Won't need to come up with the cash to pay for the contractor services and wait for reimbursement.

- Assistance goes farther than most other programs – Households may receive as much as \$40,000 in assistance towards mitigation efforts.

Cluster site strategy fortifies neighborhoods, as opposed to scattered sites of homeowners who have the means to harden their homes. Promotes “herd resiliency” and maximizes the impact of hardening efforts, while reducing risk exponentially as neighbors reduce the flammable and combustible ignition risks that could threaten other homes and structures nearby.

Sample Social Media Posts


Check out this video from @CALFIRE on measures that you can make your home safer, then apply for funding to available now! [Prepare for Wildfire. Harden Your Home. - YouTube](#)



Now accepting applications for a new program to make homes and neighborhoods safer from wildfires! Apply today at <insert link>

APPLY TODAY!

Funding available to make your home safer from wildfire loss.



CALL OR VISIT WEBSITE

If eligible, it may cost you nothing for defensible space and home retrofit measures!