



**Wildfire Prevention Assessment District Citizens'
Advisory Committee Meeting
THURSDAY, OCT. 18, 2012 7:00 P.M.**

Richard C. Trudeau Center ~ 11500 Skyline Boulevard Oakland, CA
(Wheel Chair Accessible)

Called to Order 7:04, Bob Sieben presiding

1. Roll Call & Determination of Quorum

Committee members in attendance: Robert Sieben, Chair (District 1); Diane Hill (District 4) Barbara Goldenberg, Vice Chair (District 4); Don Mitchell, Treasurer (District 7) Nick Luby (Mayor); Barry Pilger, Recording Secretary (District 1); Ken Thames (Mayor); Dinah Benson (District 7)

Vacant seats: At large District 6 District 6

Staff present: Assistant Fire Marshal Leroy Griffin; Supervisor Inspector Camille Rodgers; Yeda Altes Pauline Feng

2. Open Forum

Lilah Greene, former WPAD Advisory Committee member introduced two possible candidates to represent District 6 on the WPAD. Steven Argyris, Lars Breyer and Kitty Moore are attending to familiarize themselves with the committee's activities.

Gordon Piper spoke of the urban forest initiative. He sees it as a funding opportunity and a chance to interact with tree advocacy groups. He mentioned that the Claremont Canyon Conservancy will be working with UC students in November as an example of volunteer opportunities that the WPAD might pursue. He urged OFD to partner with Oakland Public Works in vegetation management projects throughout the hills.

3. Monthly Financial Report & Budget Adjustments – P. Feng

[Monthly Financial Update](#)

Pauline Feng reported that financials from last year are nearly audited but the financials for last year presented are unaudited. She reported that revenue for last fiscal year was 3.7% higher than the previous year. Revenue from city parcels was received earlier this year than previous years. Current fund balance includes \$1.158 million in undesignated funds.

Financial reports are posted online and can be viewed at www.Oaklandnet.fireprevention/ .

4. Approval of Minutes for [September 20, 2012](#)

Minutes were accepted as corrected

5. Chair's Report – Bob Sieben

- R. Sieben announced that Fred Booker may be appointed by At Large Councilmember Rebecca Kaplan to fill that opening on the WPAD.
- R. Sieben and B. Goldenberg will be absent in November. With a show of hands it was determined a quorum would be present so the meeting will continue as scheduled. D. Mitchell will chair.
- Business cards were discussed and committee members were solicited for information they want to appear on their own WPAD business cards. Y. Altes will order the cards.

Introductions of advisory committee members

- Bob Seiben – Was the second chair of the advisory committee, now serving his third term. Chief interest is in getting safety message out to residents.
- Barbara Goldenberg – second time serving on the advisory committee, has served as chair in the past. Public outreach is key.
- Ken Thames – newer member, also active in the Keep Oakland Beautiful committee. Interested in ensuring that homeowners see the value of the district.
- Don Mitchell – second term member. Wants to ensure that the district's funds are spent wisely.
- Nick Luby – first term member. Works for OFD and is mayor's appointee. Has both professional and personal interest in the district's success.
- Diane Hill – first term member. Oakland native, recently returned to Oakland. Interest in vegetation management and education.
- Dinah Benson – succeeded her husband, Ken Benson on the committee, who was the founding chair of the advisory committee.
- Lar Breyer, Kitty Moore and Steven Argyris from District 6 each spoke of their interest in seeing the WPAD succeed.

6. Special Report From EBRPD

East Bay Regional Parks District Assistant Fire Chief John Swanson reported on the Sibley Triangle project near Thorndale and Grizzly Peak/Skyline. EBRPD and the WPAD have partnered to tackle the fire danger on this parcel. A community meeting was held to review the proposed project. The Professional Tree Care Company has been hired to complete the project using Measure CC funds. Trees to be removed will be those 10 inches in diameter or less.

7. Staff Report – C. Rodgers and AFM L. Griffin

- Fire prevention staff is on track with all public utilities.
- Schools inspections have been completed. Staff is working with the school district to increase clearance of trees from roads.
- PGE inspections are complete and work is on track.
- BART has two parcels in the WPAD and one is badly out of compliance. BART has been noticed.
- Peralta Schools has been completely inspected. Merritt College has a parcel on Skyline that has some neighborhood sensitivities. The school district has been very cooperative with this difficult scenario.
- Caltrans is doing some good vegetation management work, even though they have not been cited.
- City properties are under control. Second round of cuts have begun. Work has been undertaken in Joaquin Miller, Beaconsfield, Tunnel road and Shepherd Canyon. With the exception of Garber Park the majority of work has been completed.
- Operations/suppression inspectors have completed their first round of inspections. About 15% were out of compliance. After the second round of inspections are done the fire prevention bureau takes over.
- Prevention staff has completed all vacant land inspections. About 40% were out of compliance. The process began with a contractors' workshop wherein contractors are taught how to work in Oakland and comply with city regulations. Homeowners are urged not to pay contractors until homeowner knows that the property is in compliance. About 150 contracts are ready for issuance for abatement. Most are from fire prevention and not from operations/suppression staff.
- OFD is now in a position to recover funds expended for abatement through the lien process, having worked with the building inspection.

- Properties not in compliance can now be reported by anyone to the Public Works call center or by using SeeClickFix to report. These reported items are transmitted to the Fire Prevention Bureau staff.
- AFM L. Griffin reported that the performance audit is still on hold but it is likely that the audit will be completed by the end of 2012.
- The FEMA grant process is now in the transportation analysis phase. It is part of the cumulative impact part of the study. The Environmental Impact Statement process is on track to see the document released in December for the 90 day public comment period.
- The Skyline project has resulted in issuance of an RFP. An arborist will analyze scope of the project from several angles. Completion of project scope is expected next week. Work will probably start early 2013.
- Chabot Science Center project continues. An October 23rd meeting has been scheduled to get the project under way involving the planner, OFD, Chabot and the city attorney. The plan is to go to council with CEQA findings in the near future. It will likely be a plan with impacts and mitigations.

8. Public Education and Outreach Ad Hoc Committee Report(s)

A. AD HOC PUBLIC EDUCATION AND OUTREACH COMMITTEE REPORT – B. Pilger

B. Pilger reported that committee members K. Thames, K. Benson and D. Benson have proposed a new direction for the WPAD's public education and outreach program and a restructuring of the outreach coordinator's responsibilities. The report, which was summarized for the advisory committee follows:

Emphasis on the WPAD's public outreach and education program in the future will be on identifying, hiring and coordinating the work of an outside vendor using new media to reach our audience: website, email blasts, listservs, Facebook, Twitter in addition to direct mail and other written media. Emphasis will be on regular, high quality communication using consistent branding and imaging.

The ad hoc committee will work with staff to create an RFP/RFP to identify a vendor to do the following:

- Design branding and imaging artwork for print materials, website, Facebook and Constant Contact type platform
- Write all collateral material
- Develop and maintain website
- Develop and maintain Facebook page and design outreach plan for Facebook page
- Create content for three mailings per year that provides continuity to the educational outreach program

Recommended budget is \$30,000 for design phase (four months). \$2500/month budget thereafter for writing, maintenance, ongoing communication pieces.

AFM L. Griffin stated that because this committee has budgetary authority over WPAD funds, a selected consultant cannot have any relationship with committee members; a selection committee is needed.

PROPOSED REVISIONS TO PUBLIC OUTREACH COORDINATOR JOB RESPONSIBILITIES:

Serve as staff liaison and support to the WPAD ad hoc outreach and education committee and implement outreach and education plans and projects approved by the advisory committee.

Work with outside vendor to develop social media presence and unified branding/image for WPAD:

- Create Facebook page from which viewers can link to education resources, work schedules, and follow the goats
- Open Twitter account “OaklandWPAD”. Tweet with significant wildfire news including red flag day warning, goat locations, start and end of CalFire declared fire season, information about fires in process in the area or throughout the state, reminders of chipping program
- Maintain website presence at oaklandwpad.org, apart from city website that is accessible, transparent and useful.
- Craft branded messaging by taking graphic look of current logo and annual notice, refine it graphically and introduce that branding in all WPAD materials, including mailings, website, Facebook page, postcards, letterhead and business cards. Redesign website to match annual brochure, other educational materials and logo branding.
- Design and initiate 3x/year mailings of educational materials.

Organize and coordinate annual town hall meetings in September/October each year involving council members, residents, and homeowner groups in each of the districts.

Organize outreach meetings between councilmembers and appointees at least twice per year.

Help appointees prepare their presentations and updates to the councilmembers.

- Organize annual meetings between chair and council members not in the WPAD to ensure they are informed of the existence and importance of the district

Develop and maintain list of leaders of neighborhood groups, such as neighborhood watch groups, CORE groups, NCPCs, formal and informal homeowners associations; interface with these leaders for “private” mailing lists/listservs, or other electronic group mechanisms. Obtain listserv updates from committee members. Do a monthly WPAD update to residents of the district.

- Implement HTML platform to do monthly blast to listservs. Ensure that text only version of blast is consistent with HTML content. Consider using Constant Contact, Vertical Response or similar platform

Create and maintain a list of ‘friends of the WPAD’ and do custom blasts to that list with announcements of meetings, minutes, agendas and such. Use Constant Contact, Vertical Response or similar vendor.

Create and maintain archive of resources on the subject of wildfire prevention and history. Coordinate archive with Oakland Public Library to ensure that documents which cannot be electronically archived are available in a special library collection or Oakland History Room for the public to access.

- Create archive/resources section on website as repository for this information
- Cross link to Oakland Public Library

Coordinate all city services required for the district, including liaison with city attorney, city printing and mailing services, information technology and the like.

Maintain current list of advisory committee member terms and remind members when terms need renewing or are ending well in advance so new appointees can be found and councilmembers and mayor alerted. Ensure sunshine ordinance requirements are met by posting agendas and minutes on a timely basis.

WHAT THE PUBLIC OUTREACH COORDINATOR'S POSITION WILL NOT DO IN FUTURE:

The position will not:

Prepare meeting agendas. This will be done by the chair or vice chair and forwarded to staff.

Take meeting minutes. Responsibility for taking and drafting minutes of advisory committee meetings will be done by a member of the committee. The committee shall elect a secretary and a secretary pro tem. The chair or vice chair shall ensure that, in the event the secretary and the secretary pro tem are unavailable that another committee member takes responsibility for minutes.

Attend local fairs chamber of commerce meetings or other public events.

Attempt to find sponsors for co-branding, or paying for outreach.

Assist Fire Marshall or other Fire Prevention staff with duties unrelated to the business of the WPAD.

The following motion was moved, seconded and passed unanimously: The WPAD Advisory Committee hereby directs the ad hoc committee to work with staff to prepare necessary documents to identify and negotiate with a vendor to provide a social media presence and unified branding/image for WPAD, as described in the October 2012 report to the advisory committee from the ad hoc public outreach and education committee.

B. Fire Danger Signs – L. Griffin & N. Luby

AFM Griffin described how fire weather data is reported to OFD from 28 weather reporting stations across the bay area. There is a difference between dispatch levels and fire dangers. A given fire danger is present when, for example, grass is dry. But dispatch level might be low because relative humidity is high. Signage should ideally reflect fire danger, not necessarily dispatch levels. D. Benson suggested using other electronic signage, such as Oakland Public Schools. Use of CalTrans electronic signage was also suggested.

They are evaluating how the signs should look, what type of sign will be most effective and meeting with Public Works for their operations regarding installation, maintenance and what activities they can do once signs are acquired. The present signs for high, low and moderate determines if roving patrols are needed. They are old and changeable by the fire stations on a 4 hour basis. Mobile and fixed sign were briefly discussed and photos show that included:

- Four trailers at Public Works that can be located as necessary to high traffic areas. They can receive typed messages.
- A sign that had a needle or dial that points to high or low indicators.
- Fixed signs at fire stations and the dispatch center can control updated messages.
- Freeway signs that will be discussed at a monthly meeting with CalTrans to explore the use in Oakland to relay Fire Danger to both residents and visitors.

9. District Representative Reports & Announcements

Dinah Benson reported November 27 Town Hall for Beat 35Y to present the works of the WPAD and urged members of the advisory committee to attend. She will forward details to staff and expects their support in organizing the meeting.

Adjournment 8:50 P.M.

DECEMBER Meeting is Cancelled

Next Meeting January 17, 2013 7- 9 p.m.

Type in blue underline indicates a link to a report attachment available at www.Oaklandnet.com/WildfirePrevention