

State Farm Grant

Organization Information

Legal Name:

Southampton Twp. Shade Tree Commission

Street Address:

5 Retreat Road

Address 2:

City:

Southampton Township

State:

New Jersey

Postal Code:

08088

Tax ID:

216007045

Phone Number:

6098595531

Fax Number:

6098591465

E-Mail Address: shadetree1@southamptonnj.org

Website Address: <http://www.southamptonnj.org/municipal-government/boards-committees/shade-tree-commission/>

Social Media Website Address(es): <https://www.facebook.com/STCSouthampton?ref=hl>
<https://twitter.com/STCSouthampton?lang=en>

Proposal Objectives

Program Title:

Wildfire Ready

Summary:

The Shade Tree Commission recognizes the many benefits of trees in our community. These include shade, habitat for birds and other wildlife, and a more visually pleasing environment. It is our mission to provide for the benefit of the tree population both now and in the future. This includes encouraging wildfire protection practices as our community is highly vulnerable to wildfire.

Wildfire Ready will help arm our municipality with the communication and safety skills needed to save lives and property; before, during, and after a wildfire. The program will work to build community resilience in the face of increasing vulnerability to wildfires. Our municipality will become better prepared to save lives from dangerous wildfires through advanced planning, education, and awareness. The program involves five (5) objectives that will inform, consult, involve, collaborate, and empower the community in an effort to help raise wildfire safety awareness.

Intended Outcomes:

Our Wildfire Ready initiative is designed to build local relationships, identify concerns and underlying values, increase trust in local governance, leverage assets and resources, increase long-term participation, improve and inform decision making, and get ahead of conflict. Wildfire Ready will go beyond conventional participation and engage the community through a mix of thin and thick participation techniques. Thin participation will enable individuals in large numbers to express their ideas, opinions, and concerns in a few moments of time. Thick participation will allow a large number of people to work in small groups to lean, decide, and act. Adults and children will become compelled to mitigate wildfires and know when and how to act. Residents will become empowered to take proactive steps to reduce their vulnerability so that they have a greater probability of withstanding a wildfire and reducing damage and loss. The program will help coordinate the efforts of the Community Wildfire Protection Plan (CWPP) and Firewise Communities/USA with those activities of the Community Forestry Management Plan (CFMP) and the Shade Tree Commission. Combined, these efforts will move us towards a "Fire Adapted Community" and we will earn five (5) points for the Tree City USA Growth Award program by initiating a wildfire prevention program. Impressive results will allow for a continuation of this program in the future so that we can expand upon the ideas and implement additional prevention practices. It is our hope that the success and knowledge demonstrated through our new, unique program will spill over into other neighboring municipalities so that we can all work together towards creating a Fire-Adapted region.

Purpose and Objectives:

Our program is designed to inform, consult, involve, collaborate, & empower the residents of Southampton so that we become adaptive to wildfire. This program will strengthen our overall

community forestry program by publicizing preventative measures for tree care and by increasing awareness and enthusiasm for trees on both public and private property.

Inform: Residents & key partners will be presented with fact sheets on how to reduce wildfire risk. News releases will be issued for the purposes of recognizing events, communicating results, and offering easy and inexpensive ways to reduce the chance of fire damage and injury. Signage will be installed on all access roads, at the municipal boundary, which will remind everyone to prevent wildfires and alert citizens to what municipality they are entering for emergency communication purposes.

Consult: Residents and key partners will be invited to attend public meetings so that they have an opportunity to provide comment on wildfire mitigation activities. Staffed tables will be setup at community events. A survey form will be utilized to allow all of our residents a chance to express their ideas, opinions, and concerns.

Involve: Residents & key partners will be invited to attend a wildfire preparedness workshop so that they can receive coordinated, prompt, reliable, & actionable info. concerning wildfire protection. Our systematic process to engage the whole community will also be presented. A breakfast with wildland professionals and Smokey Bear will be held at either a restaurant or firehouse within the municipality. The events will be held on Wildfire Preparedness Day and will also explain why the signage & figures are important.

Collaborate: A nine (9) member wildfire advisory council will be developed with a sole focus on making the community fire adaptable and to encourage collaboration.

Empower: Media sources, and presentations will be utilized to convey the importance of the program and to disseminate information.

Program Established:

Not Applicable

Demonstrated Success:

Not Applicable

Program Activities:

The wildfire advisory council will meet bi-monthly. The community will be invited to attend. The council will consist of various leaders and residents and will be responsible for evaluating and overseeing the activities. A letter introducing the program, a calendar of events, a survey, and a fact sheet publicizing Firewise recommendations will be created, posted on our internet pages, and mailed out to the residents. On Wildfire Preparedness Day, a breakfast will be held with topics geared towards youth and featured guest Smokey Bear. In the P.M., there will be a workshop with topics geared towards adults. A program recognition ceremony will take place at the workshop. The events will encourage leaders and residents to join forces in creating safer places to live. A recent windshield survey was conducted and found that 24 out of 30 of our access roads lacked signage indicating the beginning of Southampton, at the municipal boundary. 24 signs stating "Welcome to Southampton Township, Emergency Dial 9-1-1" and hardware will be procured and installed. These signs will improve emergency communication accuracy and reduce response times. Our windshield survey also found that there was limited signage

and figures drawing attention to prevention. Therefore, 30 wildfire awareness signs and related hardware will be procured. A wildfire awareness sign will be installed on all 30 access roads, at the municipal boundary, entering Southampton. A 3D Smokey Bear fiberglass structure will be procured and installed in a high visibility area. Neighborhood environmental and garden clubs will work with us to beautify the area surrounding it. A heavy duty base and a security device for the figure will be purchased. A dedication ceremony will follow. The figure will be installed so that it stands out to all passersby's. It will also be installed in an area with safe and ample parking so that children can pose for pictures. The structure will draw constant attention to wildfire preparedness.

State Farm Connection:

Our program will provide multiple opportunities for State Farm employee engagement. A State Farm representative will be requested to sit on the wildfire advisory council. State Farm local agents will receive a request to speak about the importance of insuring homes and reducing risk at the wildfire protection workshop. Suggested topics for State Farm local agents include "Home Owner's Insurance and Wildfires" and "Wildfire Safety Tips: Plan Ahead, Be Informed, and Create a Safety Zone". A letter will also be sent to Ms. Jennifer Young, our State Farm Community Field Specialist, inviting her to attend and deliver remarks at the Wildfire Ready breakfast, wildfire preparedness workshop, and a dedication/ribbon-cutting ceremony for the 3D Smokey Bear fiberglass structure. State Farm representatives will be requested to present a check at the recognition ceremony held at the workshop. A sign will be installed near the 3D Smokey Bear structure recognizing the Wildfire Ready program and will include the State Farm logo and text saying that the project was sponsored by State Farm. State Farm representatives will be invited to participate at our presentations which will discuss the success of the program.

Elected Officials and/or Community Leaders:

Elected officials and community leaders will play a critical role in ensuring success of Wildfire Ready. Here is a list of who they are and what their responsibilities are with Wildfire Ready.

1. Douglas D. Melegari, Chairman of the Shade Tree Commission, will serve as the project manager. He will be responsible for the overall implementation of the program. He will make recommendations to the Mayor for the wildfire advisory council.
2. Brett Hann, Shade Tree Commissioner, will serve as the project assistant manager. He will work with the project manager to assure adherence to the tasks/schedule.
3. Kathleen D. Hoffman, Township Administrator, will be responsible for signing the purchase orders and directing municipal employees as required.
4. Nancy Gower, Chief Financial Officer, will track the funding and assist in the reports as necessary concerning the funding.
5. Chuck Oatman, Supervisor of Public Works, will be responsible for overseeing the installation of the signs and figure.
6. James Young Sr., Mayor, will work with the project team and promote the program. He will help form the wildfire advisory council. He will also deliver remarks at the wildfire preparedness workshop.

7. Ron Heston, Township Committeeman and Liaison to the Shade Tree Commission, will conduct the opening remarks at the Wildfire Ready breakfast. He will keep the Twp. Committee informed.

8. Elizabeth Rossell, Township Committeewoman and Liaison to the Environmental Commission, will conduct the opening remarks at the Smokey Bear dedication/ribbon-cutting ceremony.

9. Greg McLaughlin, N.J. Forest Fire Service Division Warden and N.J. Firewise Community Program Manager, will arrange for N.J. Forest Fire Service assistance.

10. Samuel Moore, N.J. Forest Fire Service Warden, will help arrange for N.J. Forest Fire Service assistance.

Members of the Shade Tree Commission, Environmental Commission, Firewise Communities, garden clubs, and environmental clubs will be asked to provide assistance

Communicate Results:

The following is a list of ways we will communicate our results and solutions that we identified.

1. A formal report will be issued describing our logic model, desired outcomes, our results, and any recommendations or actions we took or plan on taking as a result of the program.

2. A presentation will be given to the Township Committee and key stakeholders and it will include stories of impact, figures, and visual aids. It will explain the results we achieved through capacity building intervention. The media will be invited.

3. A press release will be disseminated to the local newspapers and neighborhood organizations. It will highlight the strongest results and the solutions that are discovered.

4. Our social media presence will be enhanced to include snapshots, photographs, visual aids, figures, and our final report.

5. A charismatic resident and/or leader that has benefited greatly from our program will be invited to partner with us to get the word out about the great results they experienced from this preparedness program.

6. A poster will be made and shared with key stakeholders which will show what we learned.

7. Smokeyzone.com will publicize our story on their internet pages and include it on a virtual map of where their patented 3D Smokey Bear figures are installed.

8. Our program will be submitted to the New Jersey Shade Tree Federation and New Jersey Emergency Preparedness Association with a request to present at their annual conference.

The program will be assessed by:

-Number of Attendees at Events

-Volunteers and Partnerships Developed

-Reactions of Officials, Community Leaders, and Residents

-Measurable Effects on Residents and Community Leaders

Semi-Annual-Final Results:

Yes.

Budget

Requested Amount:

\$24,440.00

Charitable Amount:

\$24,440.00

Non-Charitable Amount:

\$0.00

Overall Funding:

The overall funding required for Wildfire Ready is \$27,940.00.

Wildfire Ready Breakfast: \$1,500.00

Wildfire Preparedness Workshop: \$1,500.00

Publicity and Educational Supplies: \$5,000.00

Recognition Sign: \$200.00

Smokey Bear Figure: \$4,900.00

Smokey Bear Installation/Security Device Materials: \$850.00

Wildfire Awareness Signs: \$5,850.00

Wildfire Awareness Sign Posts/Hardware: \$1,950.00

Southampton Twp. Road Signs: \$2,600.00

Southampton Twp. Sign Posts/Hardware: \$1,290.00

Installation Labor: \$2,000.00

Plants and Mulching Around Figure: \$300.00

Program Budget:

\$24,440.00 is requested from State Farm to assist with the implementation of the program activities.

Wildfire Ready Breakfast: \$1,500.00

Wildfire Preparedness Workshop: \$1,500.00

Publicity and Educational Supplies: \$4,000.00

Smokey Bear Figure: \$4,900.00

Smokey Bear Installation/Security Device Materials: \$850.00

Wildfire Awareness Signs: \$5,850.00

Wildfire Awareness Sign Posts/Hardware: \$1,950.00

Southampton Twp. Road Signs: \$2,600.00

Southampton Twp. Sign Posts/Hardware: \$1,290.00

Other Program Funding:

Southampton Township: \$2,500.00

New Jersey Forest Fire Service: \$1,000.00

Previous Funding:

No

Additional Funding Justification:

The Firewise Communities/USA program has grown considerably in the past 3 years with about one new community participating annually. This grant would support an increase in the number of new communities and provide recognition and support for existing communities. Through this grant, the N.J. Forest Fire Service could begin to consider the interaction of Firewise/CWPP at the municipal level, whereby each program is complimentary to the other. This has not been done in any other municipality in the state.

Geographical Data

Geographical Area Served:

New Jersey

Specific Area:

Southampton Township in Burlington County

Schools or School Districts Impacted:

Southampton Township School District

Lenape Regional High School District

Demographics

Participants Impacted:

10,494

Ethnicity Served:

Please provide the percentage for each ethnicity served by the program. All percentages must add up to 100%.

- % No Response
- % American Indian \ Alaska Native
- % Asian
- % Black \ African American
- % Hispanic \ Latino
- % Native Hawaiian \ Other Pacific Islander
- % White
- % Not Specific

Age Group Served:

Please provide the percentage for each age group served by the program. All percentages must add up to 100%.

- % No Response
- % 0-4 yrs Infants \ Toddlers
- % 5-12 yrs Children
- % 13-20 yrs Teens \ Young Adults
- % 21-29 yrs
- % 30-64 yrs
- % 65+ yrs Seniors
- % All Age

Gender Served:

Please provide the percentage for each gender served by the program. All percentages must add up to 100%.

- % No Response
- % All

% Females only

% Males only

Population Served:

Please provide the percentage for each population demographic served by the program. All percentages must add up to 100%.

% No Response

% All Populations

% Low Income

% Moderate Income

% Middle Income

% High Income

Communication Strategy

Communication Plan:

A publicity campaign will inform community leaders, key stakeholders, and residents about the program and the associated benefits it provides. The campaign consists of three objectives:

1. To announce and encourage participation in the program events.
2. To teach community members about why wildfire mitigation practices are beneficial and why we are working to carry out some of those practices and what they can do to build resiliency.
3. To communicate the results and solutions that have been identified through the program.

A letter introducing the program, a calendar of events, a survey, and a fact sheet publicizing Firewise recommendations will be created, posted on our internet pages, and mailed out to the residents. Press releases announcing the program, key events, and results will be distributed to the Burlington County Times, Central Record, Courier Post, Philadelphia Inquirer, Trentonian Trenton Times, Leisuretowne Watchdog, Leisuretowne Trustees Corner, CBS 3, 6 ABC, NBC 10, NJTV 23, FOX 29, WFMZ 69, Vincentown Rotary Club, Vincentown Garden Club, Leisuretowne Garden Club, Boy and Girl Scouts of America, Southampton Twp. School District, and the Lenape Regional High School District. Church pastors in our community will also receive a copy of the press release. Key Stakeholders will receive a personal letter and follow up phone call which will explain the benefits that the program provides. It will encourage them communicate it to their audience. Our social media presence will be enhanced to include announcements, milestones, snapshots, photographs, visual aids, figures, and our final report. A presentation will be given to the Township Committee and key stakeholders once the final results are

compiled. A poster will be made and shared with key stakeholders which will show what we learned. Letters to the editor will be written. At all of our events, the purpose of the program will be explained.

Program Communication:

The grantee will be responsible for publicly communicating the information. However, we will request to partner with State Farm's media team to assist with our communication reach and efforts.

Use of Media:

Community Media (Business Partners, Church Pastors, Community Leaders, Key Stakeholders, and Elected Officials)

Public Relations Media (Broadcast, Print)

Social Media (Facebook, Twitter)

State Farm Recognition:

A sign will be installed acknowledging the State Farm sponsorship of the program and we hope to include the State Farm logo. Space will be reserved for the State Farm logo on the press releases, personal letters, survey, calendar of events, social media postings, website postings, and fact sheets and these materials will acknowledge State Farm's sponsorship of the program. State Farm is requested to grant permission, in writing, to Southampton Township so that we may use the State Farm trademark on these aforementioned materials. Any use of the State Farm trademark will comply with the State Farm branding and trademark guidelines that are provided to us. If Southampton Township does not receive permission, we will acknowledge their sponsorship via text characters. We will work with Ms. Jennifer Young, our State Farm Community Field Specialist, to obtain permission and the logo. State Farm's support will also be recognized at all of our program events. If selected, Smokey Zone, the company that manufactures and owns a patent on the 3D Smokey Bear figure, will publish the story behind procuring this figure, including our partnership with State Farm. The results of the program will be submitted to the New Jersey Shade Tree Federation and New Jersey Emergency Preparedness Association with a request to present at their annual conference. If we are afforded an opportunity to present at these conferences, the impact of State Farm's partnership and funding assistance will be discussed.

Attachments

-Picture of Road Without Signage

-Picture of Smokey Bear Figure

-Picture of Signs

-Letters of Support

-Resolutions of Support

-CFMP and CWPP

-Fire Adapted Community Page