SCCC & Sierra Club

State Alliance for Firesafe Road Regulations

SAFRR

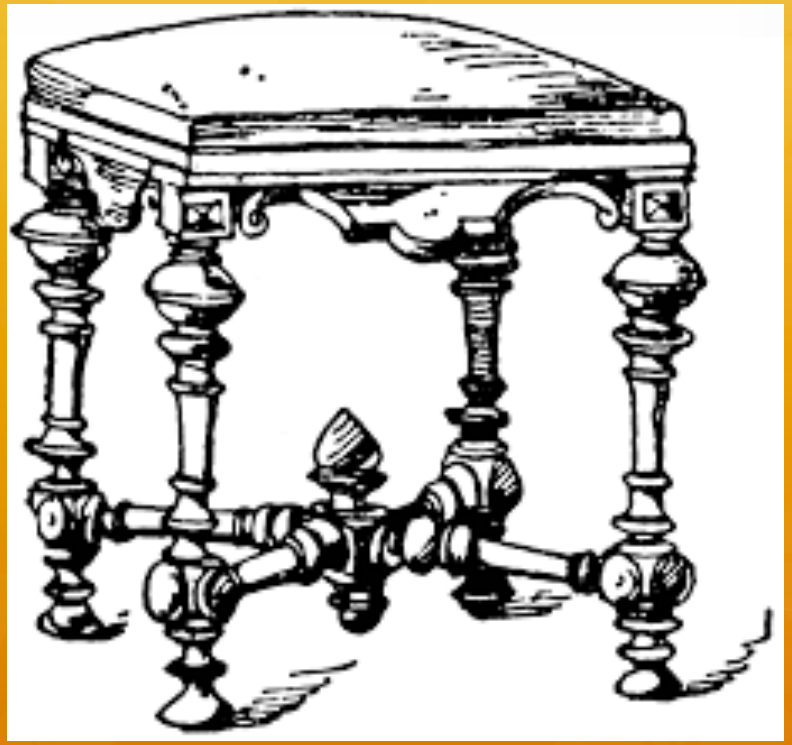
State Alliance for Firesafe Road Regulations

Intent of Fire Safe Road Standards

… to provide for access by large firefighting equipment along with concurrent – i.e. simultaneous - evacuation of residents and workers… and unobstructed traffic circulation during a wildfire emergency.

Statewide Challenge: So Co & RCRC Oppose Regs

SAFRR STRATEGY: A Four-Legged Stool



Analyses

Legal Challenge

Allies & Networking

Communications

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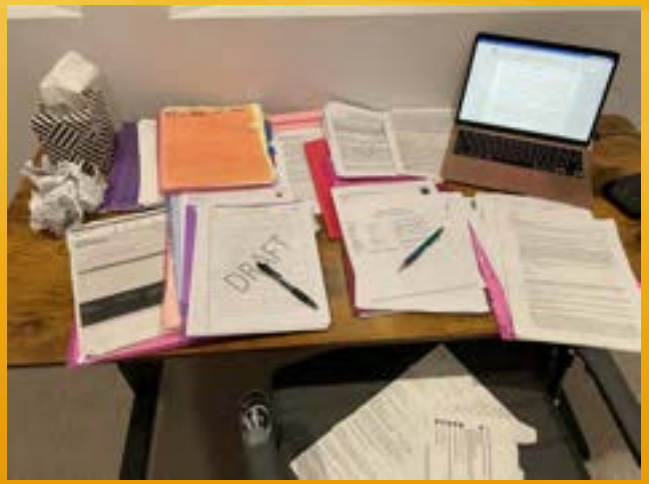
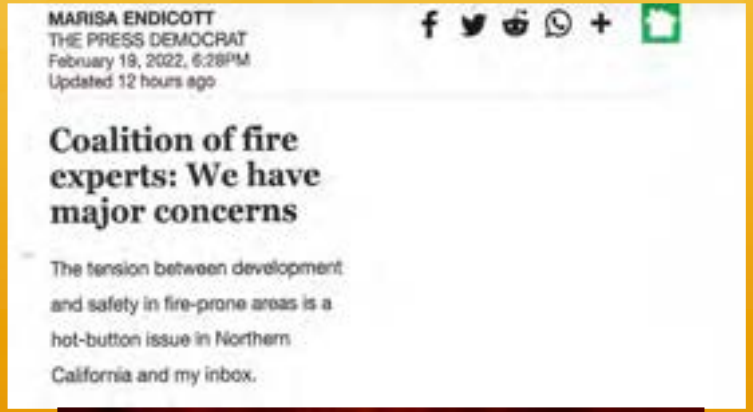
Robust Analyses



Allies and Networking

On-Going Communications



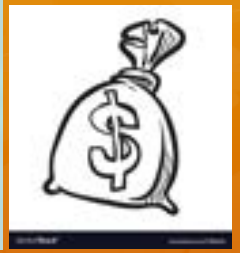
MARISA ENDICOTT
THE PRESS DEMOCRAT
February 19, 2022, 6:28PM
Updated 12 hours ago

Coalition of fire experts: We have major concerns

The tension between development and safety in fire-prone areas is a hot-button issue in Northern California and my inbox.

LTE: "Developers can't just brush aside fire risk anymore!"

Legal Challenge



In August - Public Safety Standards WIN!

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At the 11th hour, the tide turned back to public safety!!

20 bold, high-level fire professionals focused officials on the bad optics of the pro-development position.

As well as a credible Legal Challenge threat…

Nurture Relationships and Refine Next Steps

CALIFORNIA natural resources AGENCY

BOARD OF FORESTRY AND FIRE PROTECTION

CALIFORNIA DEPARTMENT OF FORESTRY & FIRE PROTECTION
CAL FIRE
SINCE 1885

OFFICE OF THE ATTORNEY GENERAL
liberty and justice under law
CALIFORNIA DEPARTMENT OF JUSTICE

SEAL OF THE SENATE OF THE STATE OF CALIFORNIA

CALIFORNIA STATE ASSEMBLY

HOUSING AND COMMUNITY DEVELOPMENT
CALIFORNIA

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Expect Convoluted Regulatory Process with 11th hour changes

Stand with Allies: Run Interference for and Craft Messages
Choose Spokes-persons with Expertise

Public Process is NOT Balanced

Expert allies WILL face **political and work-place pressures**

Anticipate behind the scenes **lobbying by development interests**

…noting that opposition groups often **have access denied to citizens** or environmental groups

Continually Update your Strategies

It's never "over":

Ensure decision-makers are aware that you have the technical expertise and **capacity to take the fight to the next level**.

Seal your WIN:

Don't get Discouraged –
Press Political Levers –
Have a Legal Strategy -
Fundraise BEFORE the Decision !

SAFRR Leveraged State Government Agencies:

- Letters: **AG, Insurance Commissioner and Senators** put pressure on Board of Forestry to make a decision that supported Public Safety over development interests

- **October 2022: CA Attorney General guidelines**

Stay on Message – Don't try to save the world

Craft messages that resonate with the public – What's in it for THEM!

SAFRR chose to focus on saving lives thru standards for safe evacuations
…versus taking on broader watershed protection or climate change concerns.

Prepare in Advance

Always be Ready to Mobilize

Challenge Decisions that DO NOT Comply with LAW

Appreciation to our Full SAFRR Team – including our Donors!

Thanks for the recognition!

However, we three "wildfire scouts" relied on allies and the expertise of others

Heart-felt thanks go to the full statewide team and especially our donors, who enabled the legal strategy