



Date: 17/08/2022

To: Emergency Program Committee

And To: John MacLean, Chief Administrative Officer

From: Stephanie Masun, Manager of Emergency Program Services

Date of Meeting: Emergency Preparedness Committee_Sep07_2022

File: 1855-20-22-06

Short Summary:

Canadian Red Cross Wildfires 2017 - Risk Awareness Campaign

Voting:

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Memorandum:

The Canadian Red Cross Society (CRCS) Wildfires 2017 fund has created a new opportunity for the Cariboo Regional District (CRD). The CRCS funding stream can support activities that aim to reduce disaster risks and raise awareness of disaster risks within the Cariboo Regional District. The initial proposal concept includes developing and implementing a short-term education program to promote fire and flood mitigation principles and to gain knowledge through conducting an environmental scan on how the public understands their flood and fire risks and to measure the reach of previous fire and flood mitigation activities in the region. Emergency Program Services staff propose to submit an application to CRCS to fund the environmental scan and public awareness campaign.

Attachments:

CRCS Funding Risk Awareness Campaign Concept Summary

Financial Implications:

Contribution of staff time to provide project oversight.

Policy Implications:

N/A

Alignment with Strategic Plan:

- Communication:** Facilitate communication strategies throughout the entire Cariboo Regional District that meet the needs of residents, community stakeholders, and other levels of government.

- Planning:** Intentionally plan services and activities of the CRD to prepare for future needs of residents and community stakeholders.
- Economic Sustainability:** Foster an environment to ensure the economic sustainability of CRD communities and the region.
- Governance:** Ensure that CRD governance policy and practices are intentional, transparent, and respectful.

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CAO Comments:

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Options:

- 1) Endorse recommendation;
- 2) Receipt;
- 3) Receipt and other action at direction of the Committee.

Recommendation:

That the agenda item summary from Stephanie Masun, Manager of Emergency Program Services, dated August 17, 2022, regarding the Canadian Red Cross Wildfires 2017 funding opportunity, be received. Further, that staff be authorized to proceed with a funding application to the Canadian Red Cross Wildfires 2017 for a Risk Awareness Campaign.