

# Canadian Red Cross Society Wildfires 2017 Grant Funding, Opportunity for 2023

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## *CRD Risk Awareness Campaign Concept - Understanding Flood & Fire Disaster Risk*

### **CRCS Wildfires 2017 Funding**

Through the Wildfires 2017 grant funding streams, the CRD has partnered with Canadian Red Cross Society (CRCS) to promote household emergency preparedness (Community Emergency Liaison Program 2019) and to reduce fire fuels across the region by waiving wood waste by tipping fees (Wood Waste Project 2019).

In 2022, CRCS has made CRD aware of additional funding available for disaster risk reduction/resilience building projects associated with wildfire 2017. CRD emergency program staff have collaborated with CRCS to develop the follow concept for consideration and further action as directed:

### *CRD Risk Awareness Campaign Concept - Understanding Flood & Fire Risk Project*

Increased risk of flooding, slope instability and progressive erosions have stemmed directly from the 2017 Wildfire damage and forest destruction.

Some areas of the region are experiencing serious drought conditions while flooding is impacting other areas concurrently, resulting in an overall decrease in resilience to compounding environmental disruptions.

In response to these identified risks, the CRCS concept includes two main focus areas, Environmental Scan & Public Awareness Campaign, both to be completed concurrently and before the funding/project deadline, **March 2024**.

### **What are the activities the concept proposes to deliver?**

- Smart Environment Scan
  - One-on-one interviews with targeted stakeholders
  - Surveys
  - Discussion with community members
- Public Awareness Campaign
  - FloodSmart and Fire Mitigation awareness presentations
  - Information distribution – pamphlets, brochures, fact sheets
  - Updates to the CRD website

These public engagements will be conducted at identified community events (markets, fairs, parades, festivals, etc.) spread over all 12 electoral districts within the CRD.

**Additional Options** - if an unexpected critical gap in disaster preparedness at the community level is identified, project funding can be responsive to emerging needs and offer:

- Fire or flood mitigation workshops for residents
- Resiliency workshops
- Micro agricultural or community green space fire/flood mitigation analysis, etc.
- Planning for animal evacuation
- Emergency preparedness at the household level

## **Concept Opportunities & Challenges**

### *Opportunities*

- Considering the vast geographical landscape of the CRD, it is difficult to assess how inclusive the reach and effectiveness of existing (and past) wildfire mitigation programs within the region have been. This project will help us better understand how our population has accessed these programs and barriers (if any) to access or action.
- Very little flood mitigation and preparedness work has been communicated equitably through the region. A regional FloodSmart campaign would promote flood risks and activities homeowners can take to protect their properties and assets.
- Following the conclusion of this project, the CRD would have a foundation of data required to prioritize mitigation activities and to build a case for successive-year funding applications which would enable the region to build on the lessons learned and gaps identified from the mitigation analysis (environmental scan) conducted during this project.

### *Challenges*

- To complete this project, it will be necessary to create capacity by hiring a contractor/ position. Hiring and management of the contractor/ position will require allocation of staff time.
- Internal staff will also need to monitor and manage the project; ensure that the project remains within budget, that accountability is maintained, and that the project meets reporting deadlines.
- This is a one year, one time project hence there is no scope to plan a wholesome long term awareness campaign and possibly present future expectations that cannot be met by regular budget restraints.