



ORANGE COUNTY FIRE AUTHORITY WILDFIRE PREPAREDNESS CAMPAIGN 2020

Campaign Objectives

- Increase public participation in Wildfire Preparedness
- Encourage residents to take action and utilize Ready, Set, Go!

Key Messaging

- Are you wildfire Ready?
- OCFA, city staff, and partner agencies are preparing communities for the threat of wildfire
- Residents should take personal responsibility and prepare their homes and families now before a wildfire starts, with Ready, Set, Go!

Community Outreach Toolkit

- Personalized banners placed at strategic intersections throughout the city
 - OCFA to print banners at city cost/ city to install
- Website updated with a personalized banner and link back to ocfa.org/RSG
- Talking points and fact sheet for city staff to use when updating the city website or resident correspondence
- Personalized social media posts
- Option for OCFA to provide a virtual presentation to residents

Printing Materials

- Banners are \$81 each