

Local Community Relations

February 25, 2026

By conducting a thorough financial SWOT analysis, we can identify areas for improvement, prioritize strategic initiatives, and develop effective plans to ensure long-term financial stability and effective emergency response capabilities. The SWOT provides an opportunity for a closer look. It can help identify untapped areas for expansion or innovation. It can spot threats early to allow for proactive strategies. It can help give a realistic view of where things stand and where to go next. It helps in setting priorities and making informed decisions.

This is one of eight priority areas identified for a periodic SWOT analysis. Local Community Relations encompasses the district's efforts to provide public information, social media and website management, and build community trust. It incorporates showing the public what our organization represents, directly engaging with the people we serve, and creating new opportunities for community outreach and education. It also involves strengthening special partnerships with the local school, businesses, civic groups, and neighborhoods, and increasing fire safety awareness and preparedness.

Strengths: What we and others perceive as our strengths, our capacities and unique capabilities - what we do well. Identified to assure that CCFPD4 is providing the services requested by the community and to ensure that its strengths are consistent with the issues it's facing.

- Response to community expectations for operations, fiscal accountability, and public education.
- Engagement in the community by participating in local events, by communicating regularly using the most appropriate means, and by ensuring that residents in the unincorporated rural area hold a sense of ownership and pride in the organization.
- The provision of CPR, first aid, and other emergency preparedness classes and public safety information to local citizens on a continuing basis, minimally 3 classes per year.
- Community support (i.e. the levy lift of November 2019).
- Joyce partnerships (i.e. neighboring fire districts, DNR, ARES, Crescent Grange, Crescent School, CWA, CCAC, Gossett Foundation, JEPP, CERT, CSD, and Joyce Daze).
- District communications (website, community meetings, awards nights).
- District commitment to the welfare and well-being of the community is known throughout.

Weaknesses: To move progressively forward we must also identify areas where we function less than satisfactorily, poorly, or not at all, where we struggle or lack. These areas of needed improvement (day-to-day issues, concerns, inefficiencies, complacencies that slow or inhibit progress) are not the same as threats.

- Current funding does not allow for full-time, paid staff in both administrative and Firefighter/EMT positions to better serve the community.
- Lack of a community paramedicine program.

- Inability to regularly inform some members of the public and an underutilization of all available social media.

Opportunities: Trends that may positively impact the district and opportunities available to us. The focus is on existing service and on expanding and developing new possibilities both inside and beyond CCFPD4. How we might grow and continue to succeed.

- Continue to emphasize coordinated disaster readiness.
- Increase non-emergency interaction with the public where appropriate.
- Focus on proactive local community planning and risk reduction
- Continue to provide resources (brochures, videos, and online materials) to help residents learn about hazards and safety tips, and available services in Clallam County.
- Continue to engage in public relations efforts by participating in outreach (visibility at community events, media interviews, writing articles for local publications, and maintaining social media accounts).
- Continue to deliver educational workshops by fire district personnel with defined learning objectives - safety, first aid, CPR, use of an AED, etc.

Challenges: Knowing the more general and internal challenges we face helps us make better informed and strategic decisions. These are internal obstacles or difficulties that we face in achieving goals. They can be related to internal resources, processes, or capabilities.

- Lack of a dedicated staff, volunteers, or committee to coordinate additional community outreach and education.

Threats: External factors that could negatively impact our performance or success. They are largely, but not always, beyond our control and can include things like economic downturns, competition, or regulatory changes.

- Risks associated with systems and infrastructure failures in the aftermath of large-scale incidents and disasters.
- Frivolous and unscrupulous opposition to district initiatives, which requires extra man hours and a waste of tax-payer money, resulting in decreased morale.

Proposed Local Community Relations goals:

1. Emphasize the importance of a local area disaster response strategy and communicate the comprehensive, multi-scenario, disaster concept to local partners by April 2027.
2. Emphasize the need for wildfire risk reduction and vegetation management within the greater Joyce community by October 2026, by educating local citizenry to reduce the potential of ignitions and loss, and by promoting vegetation management and fuels reduction practices.

3. Develop a community communications team and plan to include a communication schedule, media channels, and methods to collect content and photos, sharing district news, volunteer recruiting opportunities, non-combat volunteer opportunities, preparedness tips, and educational events by October 2026.
4. From 2026 forward, publish two CCFPD4 newsletters per year.