

MESSAGE FROM THE DIRECTOR



I am pleased to present the 2012 Strategic Plan for the California Department of Forestry and Fire Protection (CAL FIRE). This Plan focuses on identifying and communicating the Department's specific strategic goals and objectives through 2017 to best position us to meet our mission of serving and safeguarding the people and protecting the property and resources of California.

In the midst of continued challenges, it is critical that we firmly establish our vision and embrace our core values in order to develop a plan that will ensure our continued progress. As a leader in fire prevention and protection, emergency response, and natural resource protection, we must provide the example to the public, our partners, and our employees.

This Plan will recognize and scale to changing budgetary, fiscal, and regulatory conditions and guide us toward improving operational efficiency and effectiveness. It is critical to continue to cultivate and strengthen our relationships with stakeholders, governing bodies, cooperators, and the public, as well as effectively communicate the Department's mission and vision. Finally, it is important to foster a culture that emphasizes employee health and safety as well as promotes a highly motivated and well-trained workforce.

As we continue to face difficult fiscal problems and other issues confronting the Department and the State in general, it would be very easy for us to maintain a reactionary posture and not plan for the future. However, in the face of these challenges, it is more important than ever for us to take a proactive approach to planning.

The 2012 Strategic Plan is the road map that will help the Department to focus on our mission, vision, core values, and primary goals and objectives, and seek ways to continue to meet that mission in the most efficient and effective manner possible. It encompasses our total force concept, wherein an employee, regardless of title, works in concert to help the Department achieve its mission and strategic objectives. A living document, the Strategic Plan will be adaptable and responsive to change during the next five years.

In addition, the Strategic Plan is the core document which will drive all of the Department's programmatic planning. Supporting plans, such as the 2010 California Fire Plan, the Forest Assessment, Budget Change Proposals, and individual unit plans should be reflective of the vision, values, goals, and objectives described herein. This relationship is outlined graphically in Appendix A.

The Strategic Plan establishes the framework for our continued success. It will be up to all of us to get there. I look forward to working with all CAL FIRE employees and our cooperators as we implement this Plan.

A handwritten signature in blue ink that reads "Ken Pimlott". The signature is written in a cursive, flowing style.

Ken Pimlott
CAL FIRE Director