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**Application for Appointment to Board, Commission, Committee, Task Force or Position**

Applicants appointed by the Board of Supervisors will be required to take an oath of office. All applications will be kept on file for one year from the date of application.

**Public Records Act**

Applications are public records that are subject to disclosure under the California Public Records Act. Information provided by the applicant is not regarded as confidential except for the addresses and phone numbers of references and the applicant's personal information including home and work addresses, phone numbers and email address.

**Form 700 Conflict of Interest Code**

[California Fair Political Practices Website](#)

Please note that appointees may be required by state law and county conflict of interest code to file financial disclosure statements.

**Which Boards would you like to apply for?**

Napa County Fire Services Advisory Committee: Submitted

**Category of Membership for Which You Are Applying**

Alternate Public Member

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**Profile**

Janet  
First Name

M.  
Middle Initial

Upton  
Last Name

[REDACTED]  
Email Address

[REDACTED]  
Home Address \_\_\_\_\_ Suite or Apt \_\_\_\_\_

Napa  
City \_\_\_\_\_ CA \_\_\_\_\_ 94558  
State \_\_\_\_\_ Postal Code \_\_\_\_\_

**Which supervisorial district do you reside in? \***

District 2

To find your supervisorial district go to <https://www.countyofnapa.org/1334/About-the-Board>, click on "Look Up My District" and enter your address.

[REDACTED]  
Primary Phone \_\_\_\_\_

CAL FIRE (Retired)  
Employer

Deputy Director  
Job Title

Chief Officer  
Occupation

## Education/Experience

B.A. Education CSU, Chico State of California Multiple Subjects Teaching Credential Member of Command Staff on CAL FIRE IMT 5 1999 - 2008 Multiple NFPA and CA State Fire Marshal Type 1 Certificates including S-420 Command and General Staff Lead Cadre Member for NFPA/CAL FIRE S-403 Advanced Information Officer Course 22 Years as a Firefighter/EMT Concurrent 7 years as a Rescue Diver Concurrent assignment as County /CAL FIRE Type 1 Public Information Officer 10 Years as a Chief Officer

## Name and occupation of spouse within the last 12 months, if married. (For conflict of Interest purposes)

Scott A. Upton, Retired Fire Chief

## Resume

[Janet\\_M\\_Upton\\_CV\\_2024.docx](#)

Upload a Resume

Letter of Recommendation or Supplemental Attachments

## Professional or occupational license, date of issue, and expiration including status

CA State Multiple Subjects Teaching Credential #920081296 Clear #910028730 Issued 3/26/1991, currently valid. Note: Issued under my maiden name, Janet Marie Pascoe

## References: Provide names and phone numbers of 3 individuals who are familiar with your background.

Tim Streblow [REDACTED] Dave Whitmer [REDACTED] Molly Rattigan [REDACTED]

## Community Participation

## Please explain your reasons for wishing to serve and, in your opinion, how you feel you could contribute.

I deeply care about public safety and spent a portion of my 32 year fire service career dedicated to public education. I feel the public has a huge role to play in preventing fires BEFORE they start and I feel my experience in communicating complex concepts in lay language would be beneficial to the FSAC. I also understand that a robust response capability is an important component to an effective fire department and looking for efficient ways to maximize this critical service to the citizens we serve is vital.

## **Nature of activity and community location**

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- Volunteer, Jameson Animal Rescue (now called Jameson Humane) 2009 - 2011, Napa County - International Girls on the Run Volunteer Coach, West Park Elementary School, Napa 2018 - Present (went from coaching a dedicated site to multi-site substitute coach in 2020 to present, though due to family obligations I have not subbed or participated in the bi annual 5K for a year). - Napa County Chapter '100 Women Who Care' philanthropic organization. Member 2018 - 2024. Now serving as part of the leadership team for the organization.

## **Other County Board/Commission/Committee on Which You Serve/Have Served**

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None. However, I am listed as County of Napa 'extra help' and have held temporary (up to a year) positions such as County Communications Director, County Public Information Officer (PIO) and Emergency Operations Center command staff (PIO) during the pandemic, the LNU Lighting Complex and the Glass Fire.

## **Public Actions that may impact Credit Rating (List all court or other public administration actions impacting your credit rating within the past ten (10) years)**

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None.

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## **Electronic Signature Agreement**

**I meet the criteria required to serve in this position.**

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Yes  No

**I declare under penalty of perjury that the foregoing is true and correct.**

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Yes  No

## **Please Agree with the Following Statement**

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**By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.**

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I Agree

## **Electronic Signature (First M. Last)**

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Janet M. Upton

## **Date**

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8/28/2025

Janet M. Upton

# Janet M. Upton

## Communications Director Profile

• Napa CA

Accomplished professional with substantial experience in high performance team dynamics across Crisis Management, Executive Team Function, Public Relations, Government Relations, Emergency Management and Strategic Communications. Strong record of proactive leadership, successfully mitigating large scale disasters by engaging stakeholders, executing strategic roadmaps, and implementing effective communications and processes.

## Professional Summary

- Proven leader adept at supporting and guiding fellow leaders in successful implementation, management, and tracking of various programs and initiatives.
- Multi-faceted and versatile professional instrumental in diverse roles such as collaborator, influencer, and advocate across leadership, communications, public relations, and emergency management functions.
- Adept at spearheading diverse initiatives, including communications and public engagement, while contributing to enhancement of critical policies and operational workflows.
- Demonstrated expertise in crisis communications and emergency incident management.
- Strong problem-solving skills and interpersonal acumen applied to internal and external communications, incident responses, and process optimization.

## Areas of Expertise

- Strategic Communications  
- Public Relations  
- Multidisciplinary Collaboration

- Process Optimization  
- Executive Development  
- Team Leadership

- Change Management  
- Policy Development  
- Stakeholder Engagement

## Career Experience

County of Napa  
Communications Director, Crisis Response

2020 – 2021

Led multidisciplinary teams across Public Health, CEO's Office, Emergency Medical Response, Legal, Law Enforcement, Fire, Public Works, Elected Officials and Human Resources in strategic and crisis communications. Collaborated on diverse initiatives including Covid response strategies. Contributed proactively to communicating evolving and complex state and federal Covid-19 mandates and industry guidance, refining Customer Call Center processes, crafting messaging/inquiry responses, and enhancing other critical policies. Leveraged stakeholder and cooperator relationship to improve public information and education, while assisting in management of local and regional impacts of a worldwide pandemic.

### Key Highlights:

- As a member of the County's command staff, helped lead the County's response to the Covid-19 pandemic and concurrent major wildfires, heat emergencies and public utility PSPS power outages.
- Took charge of addressing public information needs on impacts of Covid-19 and evolving local, state, and federal measures to mitigate public health impacts of the pandemic.
- Played crucial leadership role in the County's Emergency Operations Center during the 2020 Glass Fire and LNU Lightning Complex Fires.

California Department of Forestry and Fire Protection (CAL FIRE)  
Deputy Director of Communications,  
Governor Arnold Schwarzenegger & Edmund G. Brown Jr. Administrations

2008 – 2018

As the first uniformed CAL FIRE employee appointed Deputy Director of Communications, spearheaded cross-disciplinary programs in the delivery of vital public information and education campaigns addressing wildfire prevention and suppression. Managed crisis communications for large complex emergencies such as wildfires, water infrastructure failures, and human, plant, and livestock disease outbreaks. Worked closely with the Administration(s) on communicating complex and sometimes controversial fiscal and policy changes/issues. At the behest of the administration, developed communications strategy using the lenses of wildfire and forest health to educate the public on the impacts of our changing climate.

*Key Highlights:*

- Authored Department Policy on Social Media Use, among the first for a public safety department and State of California agencies/departments
- Served on the command staff for one of CAL FIRE's elite Incident Management Teams for 10 years
- Authored California's NWCG Advanced Information Officer Curriculum and served as the instructional cadre lead
- Recognized for Superior Accomplishment as recipient of multiple individual and group Director's Awards
- Was name requested by the Brown Administration post retirement to return to service in a strategic communications role during the catastrophic 2018 'Camp' fire.

## Additional Experience

CAL FIRE/Butte County Fire Department  
Firefighter, EMT, Rescue Diver & Public Information Officer

2008 – 2018

*Key Highlights:*

- Received Veterans of Foreign Wars Heroism Award for saving the life of an infant
- After serving nine years as a municipal & wildland firefighter/EMT a captain level position was created for me to create a public information and education program for Butte County. Collateral duties included close coordination with elected officials and cooperators, fire safety inspections and arson/fire cause investigations
- Authored California's NWCG Advanced Information Officer curriculum and served as the instructional cadre lead
- Recognized for Superior Accomplishment with multiple individual and group Director's Awards

## Education

BA Liberal Studies w/ Education Emphasis 1990  
Post Graduate Multiple Subjects Teaching Credential 1991  
California State University, Chico

## Consultant Work

California Wildfire and Climate Institute/ Communications Coach	2023 – 2024
Forest Solutions International / Contract Associate	2023
County of Napa / Communications Director & PIO	2020 – Present (Intermittent/Emergency)
Citygate Associates, LLC / Senior Associate (Fire & EMS)	1994 – Present (Last active in 2018)

## Professional Affiliations

2018 – Present

Volunteer Life Coach / Girls on the Run International

Volunteer / Jameson Humane Animal Rescue

Member / Napa Chapter '100 Women Who Care' Philanthropic Organization

\*Multiple References Upton Request