**Fire Safe Marin**
**Activities Report to Marin Wildfire (FY26)**
Public Education and Outreach Services
August 1 - 31, 2025

This report provides updates and insights on Fire Safe Marin's activities during the period **August 1 - 31, 2025** in support of Marin Wildfire's education and outreach goals and objectives (Goal #4, Objectives 4.1 - 4.4).

## HIGHLIGHTS

| **Activities in Support of Goal #4: Objectives 4.1 - 4.4** |
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| Deployed ambassadors at 6 community events, engaging 985 people on wildfire education. |
| Published 100 wildfire preparedness related social media posts. |
| Published the August e-newsletter delivered to 15,434 recipients; content focused on *Ember Stomp, Evacuation Drill, CSAA giveaway, and CWPP update.* |
| Published Imagine You Can Protect Marin, an 8-page companion piece to *This is Marin Wildfire* |
| Published Fire Smart Yards: A Visual Guide to Landscaping; viewed 1840 times to date. |
| Held Firewise Leaders meeting, 47 attending; 91% reported sharing wildfire info. |
| Ran a multi-media ad campaign (print, digital, outdoor) to drive attendance to Ember Stomp. |
| Established a new relationship with Southern Marin Mother's group (membership of 1,500). |
| Responded timely to 60 inquiries through email and phone. |
| Added a kiosk display at ACE in San Rafael (Merryvale) expanding kiosks to 9. |
| Engaged 27 prospective and existing Firewise communities, working with respective agencies. |
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| **Activities in Support of Building Awareness and Trust in Marin Wildfire** |
| Participated in CWPP stakeholder meetings. |
| Participated in discussions determining strategic measures goal #4. |
| Published social media posts on MW platforms about the benefits of shade fuel breaks, broom removal and value of the Wildfire Home Evaluation program. |
| Published two articles in the MW section of the newsletter that promoted work: *Community Wildfire Protection Plan Update,* and *Working Together for Safer Wildfire Evacuations.* |
| Presented to Wildfire Risk Reduction and Asset Protection (WRAP) group on CWPP. |

## ACTIVITIES BY ZONE

August 2025 — Overview of Public Ed Activities by Zone

| | CENTRAL MARIN | NOVATO | SAN RAFAEL | SOUTHERN MARIN | WEST MARIN |
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| **Firewise Support** | 25 sites (7 engaged)<br>1 monthly meeting<br>Village Green (Prospect)<br>Chapman Park (Prospect)<br>Laurel Grove (Prospect)<br>Cascade Canyon<br>Manor Hill<br>Willow Ave Ross (Prospect)<br>Upper Sequoia | 14 sites (4 engaged)<br>1 monthly meeting<br>Pointe Marin HOA (Prospect)<br>Black Point Green Point<br>Renaissance Stonetree (Prospect)<br>Novato Heights FW | 16 sites (6 engaged)<br>1 monthly meeting<br>Knollwood HOA (Prospect)<br>Ready Country Club<br>Knoll Rec HOA (Prospect)<br>Bret Harte Heights<br>Sun Valley (Prospect)<br>Racquet Club Estates | 18 sites (4 engaged)<br>1 monthly meeting<br>Locust Ave Sausalito (Prospect)<br>Flying Y Ranch<br>Blackfield Active (Prospect)<br>Scott Highland | 8 sites (1 engaged)<br>1 monthly meeting<br>San Geronimo Valley (Prospect) |
| **Community Ambassadors** (in person events) | | MCC Health Hub, Novato | MCC Health Hub, SR | MV National Night Out<br>MV Campout | Inverness Fair<br>Nicasio Valley Fair |
| **Kiosk Displays** | -Cactus Jungle<br>-Fairfax Lumber & Hardware<br>-San Anselmo Library | -Pini Hardware Ace<br>-Buck's Saw Service | -Jackson's Hardware<br>-Vivalon<br>- Ace Hardware, Merryvale | - Goodman Building Supply | |
| **Wildfire Safety Message** | Ember Stomp<br>Evacuation Drill<br>Fire Smart Yards: Visual Guide | Ember Stomp<br>Evacuation Drill<br>Fire Smart Yards: Visual Guide | Ember Stomp<br>Evacuation Drill<br>Fire Smart Yards: Visual Guide | Ember Stomp<br>Evacuation Drill<br>Fire Smart Yards: Visual Guide | Ember Stomp<br>Evacuation Drill<br>Fire Smart Yards: Visual Guide |
| **Points of contact**<br>**Events*** (cumulative FY25 + FY26) | 1,381<br>22 | 543<br>7 | 1,554<br>12 | 1,206<br>20 | 697<br>13 |

Marin County Fair: 2,579 over 5 days in July.
FSM has engaged an additional 11,231 people at 21 events that fall into an "All County" category not reflected above - events that draw people from all over the county like Civic Center Farmers Market & Fair.

## DELIVERABLES

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| 1. | **Website**<br>*Maintain FSM's website as the premier, globally recognized, source for wildfire preparedness information in Marin.* | 1. Continued to make improvements to the Resource page by uploading new educational content, improving thumbnails, posting articles in the bulletin, and ensuring Ember Stomp information was up-to-date.<br><br>💡15,000 users visited the website in August; 20% were seeking information about Ember Stomp. |
| 2. | **Monthly E-Newsletter**<br>*Deliver a consistent, engaging monthly newsletter that informs and motivates residents to take wildfire preparedness actions.* | 1. Published 1 e-newsletter sent to 15,500 on Aug. 11 that focused on Ember Stomp and related activities like the evacuation drill, $1,000 giveaway, art contest. We also released the *Visual Guide to Fire Smart Yards* showing that Zone 0 can be beautiful and protective. |
| 3. | **YouTube Channel**<br>*Position FSM's YouTube as a trusted educational platform for wildfire preparedness content* | 1. Repurposed existing content.<br><br>💡Regular, strategic releases on YouTube drive stronger engagement. Audiences respond to fresh content, and we've seen that a steady cadence of videos boosts viewership. |
| 4. | **Social Media Management**<br>*Maintain high-impact social media channels that amplify wildfire messaging and Marin Wildfire value.* | 1. Primary messages included Fire Smart Yards, Evacuations and Ember Stomp.<br><br>💡Social media reach is up 185% compared to last year, demonstrating the value of consistent messaging and engaging creative content. The surge reflects audience interest in practical, seasonal topics. |
| 5. | **Wildfire Watch Specials**<br>*Deliver timely Wildfire Watch TV Specials to inform residents.* | - |
| 6. | **Community Ambassador Program**<br>*Expand and empower a diverse Ambassador network to deliver wildfire preparedness information at in-person events countywide*. | 1. Deployed 11 ambassadors to 6 events, engaging 985 people in wildfire related discussions; held a monthly meeting with a presentation by Rich Shortall promoting Ember Stomp activities. |

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| | | 💡The Community Ambassador program continues to expand its reach and impact. |
| 7. | **Response to Public Inquiry**<br>*Provide timely, accurate, and personalized wildfire preparedness information to residents through direct communication channels.* | 1. Managed a steady flow of inquiries from the public about Ember Stomp, redirected questions about grants, Chipper Day and wildfire risk reports.<br><br>💡Residents increasingly view FSM as both a trusted source of information and a connector to Marin Wildfire programs, reinforcing the importance of maintaining clear pathways for timely responses. |
| 8. | **Ambassador Speakers Bureau**<br>*Build a cadre of trained community speakers to expand wildfire message reach.* | - |
| 9. | **Marin Wildfire & Member Agency Support**<br>*Strengthen Marin Wildfire's visibility and public trust through integrated messaging and strategic communication support.* | 1. Attended monthly Fire Prevention Officer meetings and Fire Chief meetings, providing timely education and outreach updates.<br>2. Delivered a presentation to the WRAP group about CWPP.<br>3. Met with Novato team to discuss outreach.<br>4. Met with the new Ross Valley wildfire preparedness coordinator and shared resources.<br>5. Participated in CWPP stakeholder meetings..<br>6. Co-branded new educational content to link MW with member agencies logos.<br><br>💡Partnership efforts reinforced FSM's role as a connector across agencies. FSM ensured wildfire preparedness messaging stays consistent and collaborative. Co-branding new educational materials with MW and member agency logos further strengthened alignment, signaling to residents that wildfire safety is a shared responsibility across jurisdictions. |
| 10. | **Firewise Communities**<br>*Expand, activate, and support Firewise communities to take measurable, collective action on wildfire risk reduction.* | 1. Held August monthly meeting attended by 47 leaders. Agenda focused on CWPP and Ember Stomp. Engaged 22 existing and prospective FW sites, collaborating with 9 agencies. |

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| 11. | **Professional Trainings & Partnerships**<br>*Build a skilled, fire-smart workforce by expanding training for professionals.* | 1. Attended a luncheon with CHC Realtors where we were recognized as a non-profit partner. |
| 12. | **Strategic Partnerships**<br>*Strengthen and expand partnerships for message consistency.* | 1. Collaboration with Cal Fire Safe Council<br>2. Continued video production for *Fix the Risk* videos through Marin Community Foundation grant.<br>3. Submitted grant application to Donner Foundation.<br>4. NMCS & Promotores trained for outreach at Ember Stomp.<br>5. Increased outreach pathway through schools to families.<br>6. FSM acknowledged for non-profit partnership with real estate group Carey Hagglund Condy. |
| 13. | **School Programs**<br>*Engage Marin's parents and youth through wildfire education.* | 1. Established relationship with Southern Marin Mother's Group to provide educational content through their distribution channels.<br><br>💡Extends reach to households with young children, 0-5 years. |
| 14. | **Paid Advertising**<br>*Drive large-scale awareness and action through seasonal, bilingual public education campaigns.* | 1. The month-long multi-media campaign for Ember Stomp was a diversified outreach strategy. By running across digital, print, and outdoor media, the campaign built awareness through multiple touchpoints.<br><br>💡Member agencies amplified the message by sharing it through their outlets; and, KCBS and KWMR as media sponsors did on-air promotions. |
| 15. | **Educational Materials**<br>*Design and distribute clear wildfire safety guidance.* | 1. Finalized new resources: *Fire Smart Yards: A Visual Guide to Landscaping*; *Imagine Your Can Protect Marin* - a companion piece to *This is Marin Wildfire*.<br><br>💡Interest in the *Fire Smart Yards: Visual Guide* is strong with over 1,500 views within the first few weeks of being released. |

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| 16. | **Video/Media Production**<br>*Create engaging video content reflecting wildfire priorities.* | 1. Repurposed mythbuster videos into YouTube Shorts, revised the Chipper Day and Wildfire Safety videos, and broke the "Get Downhill" evacuation video into shorter segments for YouTube Shorts to expand reach and increase viewership.<br><br>💡YouTube Shorts are proving to be a strong complement to the longer videos. |
| 17. | **Bilingual Content & Translation**<br>*Ensure equitable access to wildfire info via bilingual communications.* | 1. Translated digital, print, and physical promotions for Ember Stomp including the evacuation drill and CSAA give away. |

## Goal #4

4.1 Conduct outreach and education activities in support of Goal #2: Detection, Alert and Evacuation.

4.2 Conduct outreach and education activities in support of Goal #5: Defensible Space and Home Hardening.

4.3 Conduct outreach and education activities to community and strategic partners.

4.4 Provide inclusive outreach and education activities for unique needs communities.