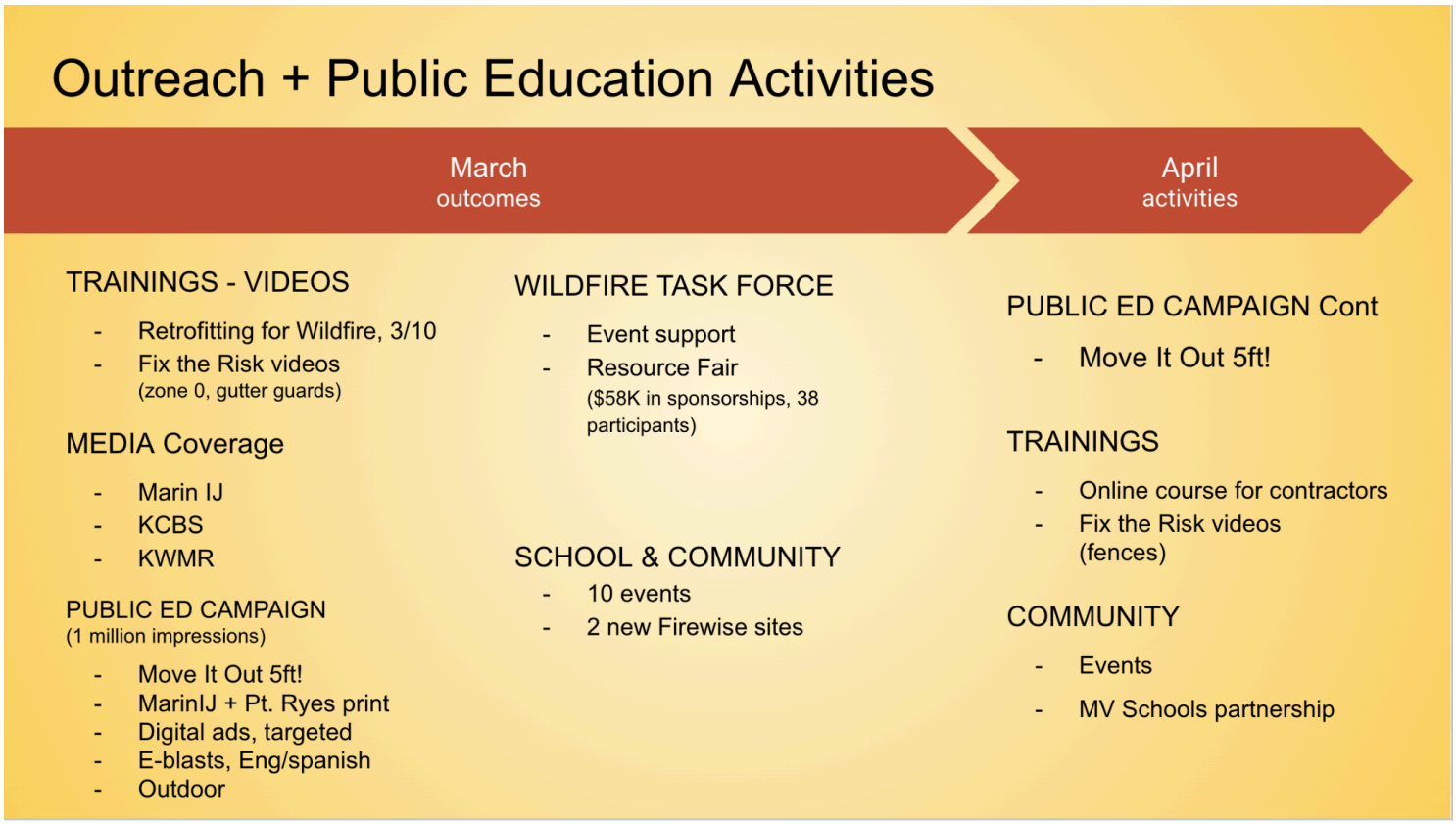
FIRE SAFE MARIN
Adapting to Wildfire

Fire Safe Marin
March Activity Report
Delivered to Marin Wildfire on April 21, 2025

Public Education & Outreach Activities

March 2025

This report provides work plan updates, analytics, and insights on Fire Safe Marin's activities during the period **March 1 - 31, 2025** in support of Marin Wildfire's education and outreach goals and objectives (Goal #4). Each programmatic area described below is followed by a lightbulb "💡" which indicates new activity for the month. Here is a snapshot of key March outcomes, and what's ahead.



COMMUNITY AMBASSADOR PROGRAM (In-person events) **10 events / 670 engagements**

The Community Ambassador Program is one of FSM's most effective programs for engaging new audiences. We recruit ambassadors from the FIRE Foundry Program, the Home Evaluation Program, and Firewise leaders to represent Fire Safe Marin at community events. The Ambassadors are trained to communicate basic wildfire safety and preparedness messages and how to interact with the residents. Over 25% of the Ambassadors are fluent in Spanish.

💡In March, we attended 10 events, engaging 670 people. Key themes included Zone 0 requirements, finding contractors to do home hardening projects, and creating a Firewise site. Events included: Westminster Events Safer Communities Panel, Civic Center Farmer Market, MMSRP Annual Association Meeting, Stinson Beach Community Meeting, White Hill Open Space French Broom Pulling with MarinTerns, California Wildfire & Forest Resilience Task Force Regional Meeting, and the Ready Central Marin Emergency Preparedness Fair in Corte Madera.

In place of the March monthly meeting, we asked Ambassadors to attend or watch *Grow Your Business with Wildfire Resilience In Mind* for continuing their education requirement of the program.

AMBASSADOR SPEAKERS BUREAU **4 presentations/panels**

Leading Community Ambassadors participated in a presentation training workshop led by FSM. The 3-hour workshop provided tips and best practices for public speaking and delivering a basic wildfire preparedness presentation. Participants had multiple opportunities to present and receive feedback. Here is a link to the basic presentation that covers core FSM wildfire safety topics.

💡The Speakers Bureau works closely with the Community Ambassadors program. We participated in several panels and delivered presentations to community groups like HOAs and Realtors supporting both the Firewise and Community Ambassador initiatives.

FIREWISE **60 FW leaders at March meeting**

There are currently 80 Firewise sites here in Marin, including more than 50,000 residents. Fire Safe Marin provides these residents with resources and support to organize and learn about personal preparedness, alerts and warnings, local evacuation plans, and strategies to make their community more fire-resistant. Fire Safe Marin hosts monthly meetings, conducts outreach to build capacity, helps attain funding through Fire Council grants and PG&E, and provides wildfire safety education and training.

💡We met with several prospective Firewise leaders/sites, providing an orientation on becoming a recognized Firewise USA Site, and delivered three presentations to Firewise/HOA groups, including Mill Valley Meadows, Mont Marin, and San Pedro Firewise. Our new Firewise Liaison, Stuart Tanenberg, continued his outreach to partner fire agencies and established Firewise leaders.

During the March meeting, 60 Firewise leaders participated. Leaders heard directly from Mark Brown (Marin Wildfire) about the Local Responsibility Area (LRA) High Fire Hazard Severity Zone Maps, addressing questions that had arisen during the February meeting. The group finalized a letter to Firewise USA and CAL FIRE, highlighting key challenges and proposing solutions to issues encountered

during the 2024 renewal process. The meeting also provided an open forum for Firewise leaders to discuss best practices for community engagement.

Several recommendations were proposed, including quarterly meetings for all Firewise sites, semi-annual meetings for site leaders, and an annual celebration to recognize site accomplishments. Fire Safe Marin also presented its spring public ed campaign, MOVE IT OUT 5ft, and challenged leaders to pick one activity to complete over the next two months, using their Action Plans as a guide. We continue to poll leaders at the start of each meeting to assess actions taken and share successes.

WEBSITE **17,600 visitors, 33,900 pages viewed**

Fire Safe Marin's website is a premier resource for wildfire preparedness. It is recognized as a leading platform in the field, offering comprehensive, up-to-date information to empower residents, stakeholders, and community leaders in their efforts to reduce wildfire risks. The site provides a wealth of resources, including educational materials, guides, and the latest news on wildfire safety.

💡 Website traffic continues to grow, with a 75% increase over the same period last year. March visitor levels remained steady compared to February, with 17,000 visitors viewing nearly 34,000 pages of content. The increase in traffic is driven by media coverage following LA fires, public ed outreach efforts, and the start of home inspections. People are looking for information and fixes to common home vulnerabilities.

Interest in home hardening remains very strong. Pages related to home hardening topics are experiencing triple-digit growth over last year. Notably, fencing is now the top-visited topic, with a 330% increase in views — a clear sign of growing awareness of fencing as a wildfire vulnerability. Other top-performing pages include vents (+100%), soffits (+70%), and sprinklers (+250%) indicate users are looking for solutions to harden their homes.

In response to a rise in questions about chimneys, we added more detailed technical content to better address this topic. We also updated the site with new information for Ember Stomp 2025.

YOUTUBE **3,610 subscribers / 59,700 views**

Fire Safe Marin’s YouTube channel features over 150 original videos dedicated to wildfire education. These include a variety of formats, from quick clips under 30, 15, and 6 seconds to longer-form content such as Wildfire Watch TV recordings and popular shorts designed for easy scrolling. Our YouTube audience is predominantly male (75%), with 40% aged 65 and older and another 40% between the ages of 35 and 54

💡 FSM’s YouTube channel enjoyed steady viewership throughout March, driven by paid

advertising, interest in Zone 0, and the Fix the Risk videos that show homeowners how to resolve common risks around their homes. FSM's video library gained nearly 60k views, totaling more than a 1.3 thousand hours (up 450% from last year) of viewing. We gained 110 subscribers to our channel, bringing our total to 3,610. These substantial increases in viewing year over year suggest people are looking more and more towards video to get information.

BILINGUAL CONTENT

FSM core content is produced in English and Spanish. This generally includes paid ad campaigns, print materials, and signage. As is common practice, the website is available in virtually any language by selecting the Google Translate button in the upper right-hand corner. Fire Safe Marin works closely with bilingual community partners, Community Ambassador team members, as well as consultants to help ensure accurate and culturally competent translation. Fire Safe Marin has the capacity to give presentations in Spanish and engages with Spanish speakers at public events through the Ambassador program.

💡The current public education campaign, MOVE IT OUT 5 FT, is being delivered digitally to Spanish-speaking audiences. A Spanish-language e-blast was sent to a targeted list of 25,000 individuals who indicated limited English proficiency. The campaign achieved a 22% open rate, exceeding industry benchmarks for excellence. The Spanish version of our Zone 0 video was viewed 41,000 times in March and continues to climb. This uptick reflects increasing engagement with Spanish-speaking audiences through our sponsored placement on YouTube.

We finalized translations for the *Retrofitting Guide to Wildfire Resistance.* Copies are available and we have begun to distribute them through our partnerships and kiosks at local hardware stores and nurseries.

COMMUNITY PARTNERS

We work to strengthen our relationships with strategic community partners and community-based organizations to share information, collaborate, and understand the unique needs of constituents to prepare all Marin residents for wildfires.

💡 Here is a snapshot of FSM's engagement with strategic partners in MARCH.

Organization	FSM Collaborative Activities
Cal Fire State Task Force	Worked together with the state task force to bring the Governor's Wildfire & Forest Resilience Regional Meeting to Marin, acted as the fiscal agent for sponsorships to support the cost of the event, and delivered a resource fair that included agencies from across the state.

California Fire Safe Council	Received updates on a new block of funding for the next Count Coordinator grant that will be announced in April.
Central Marin CRT	Established a relationship with the newly formed CRT and will participate in a kick-off meeting in April.
Communication Partners (member agencies)	Shared monthly safety message in Eng/Spn with 150 communication-type partners to amplify wildfire safety tips within their networks. 62.8% open rate.Message: *Move It Out*
Ecologically Sound Practice Partnership	Attended monthly meeting. Participated in Frontiers of fire kick-off leaders meeting for the survey course.
Fire Aside	Collaborated with Fire Aside to info share; FSM provided educational content and input on shaping messing for direct resident communications about the Wild Risk Report.
FIRE Foundry (MarinTerns)	Attended the FF MarinTerns end of program presentation where they shared their accomplishments. We helped promote and participate in a broom pull that FF organized. Shared social media reels created by the MarinTerns.
Marin Builders Association	Collaborated on Contractor training - *Grow Your Business with Wildfire Resistance* - that aired on March 10 via Zoom. MBA Rick Wells was a panelist. Promoted the contractor training and feed content through the MBA portal. Attended monthly networking meeting.
Marin Master Gardeners	Amplified MMG's firesmart landscaping tips digitally through newsletter and social media. Regular check-in with social media and communications to share information, align messages, and explore more ways to collaborate.
Marin Water	Met to discuss upcoming Garden Tour, cash for grass rebate program, photo sharing and ways to amplify each other's messaging in existing communications.
Marin Wildfire	Met weekly with the MW team to provide public ed updates and stay aligned with MW's programs/initiatives. We collaborated on social media mgmt. Continued work with the state's

	Wildfire + Forest Resilience Task Force planning group to organize the resource fair and sponsorships for regional meeting in Marin on March 26-28. Managed the sponsorships and payments for the resource fair. Attended ATC committee meetings as a non-voting member. Provided input on messaging for dashboards and story maps for goal #1 and # 5
NRG (Central Marin)	Collaborated with Central Marin NRGs on a door hanger for the evacuation drill exercise in March. NRG messaging appeared on one side and a wildfire safety message appeared on the other. 2,000 door hangers distributed.
OEM	Shared wildfire safety messages, and consistently amplified messages from OEM as requested. Attended OEM Operational Area training.
Mill Valley & Tam HS	Participated in intro meetings with MV mayor, MV communications and Tam High to establish relationships and pathways to engaging and messaging families for wildfire preparedness.

Social Media **10,843 followers / 129 posts**

Social media is one of our primary outreach avenues for engaging Marin residents. We manage six feeds employing best practices and standardizing processes and strategies to optimize our efforts. FSM has a presence on Facebook, Instagram, LinkedIN, TikTok, X, Youtube.

💡FSM's social media reach this month is supported by the current advertising campaign that is running resulting in new followers and increased engagement. The comments on our social media posts are a great place to educate people and correct misinformation, especially around vegetation management work and the impact of home hardening. Our top-performing posts in March were about removing invasive plants, the "Move it Out" campaign, and creating a fire smart yard. The Bird Nesting Checklist had over 400 reactions/likes showing how resources that we have already created can be repurposed on social media and continue to have an impact.

MARIN WILDFIRE SOCIAL MEDIA **3,101 followers / 24 posts**

Fire Safe Marin manages the Marin Wildfire social media accounts of Facebook, Instagram, X and LinkedIN. Our team meets regularly with MW staff to ensure that messages are approved, and delivers the priority needs of the MW.

💡Marin Wildfire's social media channels continue to expand their reach and engagement. In March, MW's channels had a total reach of 12,000 with 3,100 subscribers. Social media highlights key wildfire preparedness topics, community events, and agency updates. March posts were about the Wildfire Task Force Regional Meeting, vegetation management and

shaded fuel break projects, policy updates from the Governor, insights from leaders, and Chipper Day launch.

The audience engagement is strongest around event announcements and vegetation management successes.

PAID ADVERTISING **1M Impressions in March**

The Adapt to Wildfire Campaign purchases dynamically delivered ads (produced in English and Spanish) on multiple media platforms where Marin residents go for news and entertainment. Ads appear on popular websites, streaming television, YouTube, social media, Marin IJ, and other print media, as well as outdoor spaces like buses, bus stops and ferry terminal kiosks. Themes and topics are consistent with the guidance given by the Operations Committee, action-oriented, and designed to encourage the "House Out" adaptation to the wildfire risk.

💡In March, we launched a new multimedia public education campaign, MOVE IT OUT 5FT!, timed to coincide with increased community discussion around upcoming Zone 0 regulations. Modeled after the successful Open Your Wildfire Risk campaign, it features bold colors, clear and simple messaging, and a strong call to action. The campaign was targeted primarily to Marin's highest wildfire risk areas. Key advertising components included: a full wrap print ad in the MarinIJ focused on Zone 0; digital and print ads in the IJ, programmatic digital ads; outdoor signage through lawn signs in Firewise communities and bus advertising; e-blasts reaching 50,000 Marin subscribers and 25,000 Spanish-speaking residents; targeted digital ads directed to users in high-risk areas; sponsored articles in the Marin IJ; additional reach through organic social media posts, earned media, and connected TV (CTV) streaming ads.

Impact: the campaign messages were delivered over 1 million times in March; engagement was strong, with e-blast open rates (34% English / 22% Spanish) and digital ad click-through rates exceeding national averages. The advertising efforts lifted traffic across all other communication channels, including website visits, video views, and social media engagement, demonstrating the value of paid advertising in broadening our reach and engaging residents cost-effectively.

The Move It Out campaign not only amplified awareness around Zone 0 actions but also reinforced the effectiveness of integrated advertising strategies in driving countywide wildfire preparedness engagement.

MONTHLY NEWSLETTER **6,880 opens / 7% CTR**

The newsletter is delivered to more than 13,000 subscribers each month with timely information intended to inspire action, and provide in-depth interviews, related articles, and videos featuring Marin Wildfire work, and relevant partners.

💡 The March newsletter effectively engaged our growing audience and reinforced key wildfire preparedness messages ahead of the 2025 fire season. Sent to 13,700 subscribers, it achieved a

53% open rate, well above the 34% industry benchmark. Timely, spring-themed content encouraged simple, impactful wildfire risk reduction actions. Highlights included coverage of the Governor's Wildfire & Forest Resilience Task Force event, a popular article entitled "Trees in a Fire-Smart Landscape" that had a 30% open rate, and strong interest in the Marin Wildfire dashboards. The newsletter remains a strategic, cost-effective platform for promoting Marin Wildfire's programs and building community-wide support for resilience initiatives.

VIDEO PRODUCTION

FSM strives to produce messages that reflect the priorities of the MWPA, are accurate, timely, clear, accessible, engaging, and appeal to different learning needs, styles, and languages. Videos have become one of the most important and cost-effective ways to reach a targeted and diverse audience.

💡 In March, we shot two more videos for our *Fix the Risk* series which serves as their guide to help homeowners resolve issues identified on their Wildfire Risk Report. The newest videos focus on installing fire resistant vents and gutter guards. We were able to shoot both videos in one day, partnering with Sherman Builders as they completed contracted work on a house in Berkeley. In-house production skills, our consistent work with our videographer, Chikara Montomuro, and our partnerships with contractors and homeowners enables FSM to produce these award-winning videos well below market costs.

WILDFIRE WATCH SPECIALS

Wildfire Watch TV Specials have replaced FSM webinars as a more interesting and engaging format that includes short presentations from experts, panel discussions, and short videos. FSM will continue to produce this series from the Marin TV studios on an as-needed basis.

NEW EDUCATIONAL MATERIALS

Fire Safe Marin creates and maintains a large cache of print materials that is distributed widely at community events and is accessible to community partners, fire agencies, and Firewise leaders at The Cache, a centrally located storage unit. Most of the content is printed in both Spanish and English.

💡 We finalized a new informational Firewise brochure designed to help Firewise leaders promote the program within their communities. The brochure will be available in April. In preparation for upcoming community events this spring, summer, and fall, we also reviewed and made minor updates to existing print materials, and are increasing inventory levels to ensure we are well-stocked to meet demand.

SIGNAGE

Fire Safe Marin maintains an inventory of signs that are designed to be attached to the permanently installed Firewise neighborhood signs. In addition, these same signs are available

as yard signs and can be picked up or exchanged at the Cache. Signs include *Did You Know* wildfire safety messages, *Open Your Wildfire Risk Report* and Evacuation Drill date announcement. Available in English and Spanish.

💡 Standing kiosk stations are now available, featuring the message "Are You Ready for Wildfire?" alongside key educational materials. We have delivered kiosks to several hardware stores and nurseries with the Fire Smart Yard brochure and the Retrofitting Guide, to reach residents when they are thinking about home and yard.

We continue to work with community and senior centers, libraries, and similar locations to the display kiosks with the *Survival Checklist* and the *Guide to Wildfire Preparedness*, ensuring broader community access among non-digital audiences.

RESPONSE TO THE PUBLIC **75 emails + 12 calls**

FSM is a proactive and responsive resource for Marin residents. We receive a steady stream of emails and calls including those that come through social media channels.

💡 March continued the steady stream of resident engagement. Residents reached out for help scheduling their wildfire risk assessments, inquiring about grant opportunities, and general defensible space recommendations. Interest in the Firewise USA® program remained strong, with several residents inquiring about joining nearby neighborhoods or starting their own. We also received questions about Zone 0 requirements outlined in Governor Newsom's recent Executive Order, and registration for the Chipper Program. Early excitement is building for Ember Stomp, with vendors beginning to reach out about participation opportunities and event details.

The calls and emails we field keep FSM closely connected to residents. By serving as a responsive point of contact, we not only provide valuable support, but also gain insight into the questions and concerns on residents' minds. This feedback loop helps inform the content we create for newsletters, social media, and other outreach efforts, ensuring our communications stay relevant and responsive to community needs.

SCHOOL PROGRAMS

We have developed an elementary program, Ready, Set, Go! (in English and Spanish) that is endorsed by superintendents countywide as part of the Marin School's Emergency Preparedness programming. We continue our in-person classroom program at Terra Linda HS as well as support a local wildfire prevention club at Archie Williams.

💡 March was a busy and rewarding month for the students. They joined our Community Ambassadors at the Sunday farmer's market to engage with the public and raise awareness about wildfire preparedness. They also led a broom pull event, helping to clear approximately two acres of invasive French broom from a steep hillside in San Rafael. Through these hands-on

experiences, students deepened their understanding of fuel types and hazardous vegetation, strengthened their teamwork, and continued building confidence in public speaking.

PROFESSIONAL TRAINING

FSM worked with the Northern California Landscaper Association, FIRE Foundry and Marin Master Gardeners to develop a guide for homeowners and landscape contractors to work together to make wildfire safety improvements to their property. This training was delivered to NorCal landscapers and is available on the website.

💡 March featured the debut of our contractor training series, beginning with an engaging conversation on home hardening and how to incorporate wildfire resilience into a business model. The webinar, *"Grow Your Business with Wildfire Resilience In Mind"*, addressed key questions: What's driving the home hardening trend? What services are most in demand? How can contractors help clients prioritize retrofitting investments? What should they know about licensing and marketing home hardening services? This introductory video lays the groundwork for a broader training series aimed at equipping contractors and handypeople with the tools and knowledge to meet growing demand in fire-prone areas. The recording was viewed 300 times following the live event.

HOME EVALUATION SUPPORT

FSM meets with representatives from MW, Fire Aside and the various fire agencies to find ways to promote the home evaluation program. In addition, the home evaluation report links directly to selected pages on the FSM website that provide helpful information for residents who need to understand what needs to be done to protect their property.

💡 Fire Safe Marin continued its support for the Home Evaluations Program by responding to community inquiries via phone and email, promoting defensible space inspections and providing educational content in direct communications sent to residents.