

MARIN WILDFIRE PREVENTION AUTHORITY

For the Meeting April, 2021

To: Marin Wildfire Prevention Authority Board of Directors

From: Rich Shortall, FIRESafe Marin

Subject: Update from FIRESafe Marin on projects/ programs

RECOMMENDATION:

Receive report from FIRESafe Marin on MWPA supported projects and programs.

BACKGROUND:

FIRESafe Marin has been contracted to provide a variety of services and programs for MWPA. Attached is an update on those programs/projects. Rich Shortall who will be available for questions.

FISCAL IMPACT:

Funds for FIRESafe Marin have been allocated in your FY20-21 budget.

MWPA Project Update April 2020

Monthly Webinars

FSM-2020-C01

Our ninth webinar featured Todd Lando, Hazard Mitigation Specialist/Battalion Chief (Central Marin FD), who covered both the myths and legal requirements related to defensible space. He was followed by Bonnie Morse who discussed the role of pollinators in a fire smart landscape and tree maintenance. Our next webinar will be held on Tuesday, April 27 Fay Mark of UC Marin Master Gardeners will discuss fire smart landscaping practices.

5 Community Wildfire Protection Workshops 5 (1 in each zone) FSM-2020-C02

Meetings have been held with representatives from each of the five MWPA zones regarding their participation in workshops which include an opportunity to highlight local MWPA funded projects. Unlike the webinars, the workshops are designed around skills that can be employed by residents to improve wildfire safety. The schedule is: Wed May 5: West Marin, Thurs May 13: San Rafael, Wed May 19: Novato, Wed May 26: Southern Marin, Wed June 2: Central Marin.

Annual workshop for Landscape Professionals

FSM-2020-C03

FSM continues to work with CA Landscape Contractors Association - North Coast Chapter and UC Marin Master Gardeners to develop an educational program for landscape contractors. Course content is still under development. Target date for completion is June.

Annual Workshop for Home Hardening Contractors

FSM-2020-C04

FSM has partnered with graduate students from UC Davis to create a plan for a new home hardening contractor program. The goal is to recruit and train economically disadvantaged young adults to provide basic home hardening services such as installing screens on gutters and vents. New State legislation requiring fire home hardening disclosures at time of sale along with emphasis on home hardening as a critical component of wildfire safety is expected to increase demand for home hardening services.

Prevention and Preparedness in schools "Get Ready Fifth Grade" FSM-2020-C05

This project has been completed and accepted by the Marin County Board of Education. The Board has asked us to translate the material into Spanish which is in process.

Prepare Educational materials such as brochures and handouts FSM-2020-C06

We continue to distribute our educational materials. The popular "Homeowners Guide to Wildfire Preparation in Marin" was revised and 25,000 new copies have been printed and delivered primarily for distribution by the wildfire mitigation specialists. We are working with the WMS planning group to support the next round of training for wildfire

mitigation specialists by creating new educational materials.

Develop Spanish language training and educational materials FSM-2020-C07

FSM is currently working to translate the Get Ready 5th Grade materials into Spanish. The FSM website is now equipped with the Google Translate feature so that all of the information is available in multiple languages. Our popular “Evacuation Checklist” has been translated into Spanish and posted on the website under our new “Espanol” heading that links to additional original Spanish language content. Hard copies of the Spanish language checklist have been printed. A Spanish language video to accompany the Red Flag Warning project has been completed and is posted on our website. FSM has been awarded a grant from the California Firesafe Council for what is called the the Listos Outreach Toolkit which includes Spanish language educational materials and \$3000 in additional discretionary project funding. We are working with the San Rafael Fire Department and other agencies on an outreach program utilizing these new materials.

Support Wildfire Mitigation Specialists FSM-2020-C08

We are working with Mark Brown's committee on development of the next WMS training program. Executive Officer Mark Brown Glass Fire narration video has been edited as a training film for the WMS's class. We are in the process of shooting a new video describing how a D-space evaluation should be conducted. We will utilize the data from this program to help Firewise communities update their action plans for next year.

Monthly Firewise online Community Meetings FSM-2020-C09

We continue to host the monthly Firewise Leaders meeting immediately after the FSM Board meeting on the second Friday of each month and we routinely participate in local Firewise meetings.

Staff to support Firewise sites with technical and direct support FSM-2020-C10

We have created a new Universal Firewise Activities guide for Firewise sites to better standardize the program. A powerpoint training on evacuation that can be delivered to residents by individual Firewise leaders has been created that includes several scaled options for conducting local evacuation drills.

FSM staff successfully helped our 70+ Firewise sites with this year's NFPA renewal process. Our Firewise metric project is complete and is being used to measure improvements in organizational capacity and effectiveness. Firewise site listings are all updated.

Maintain current and comprehensive website library of resources FSM-2020-C11

We are working with US Digital Response which provides pro-bono technical expertise

to complete a major reorganization of our website to make it more user friendly. Project completion date is May. The website is very popular and we receive questions about sharing our content from fire councils throughout the State.

Educational video- creation and distribution

FSM-2020-C12

We new video guide for Firewise leaders to do neighborhood walks has been completed. Content from each of our webinars has been edited into shorter video clips on specific topics. These clips are used to help illustrate educational content on our website and will be incorporated into the Spring Community Workshops. This is an ongoing project which will include a new convenient directory to help find video content. We have added a new “highlight reel” feature to our newsletters to encourage views of webinars from the preceding month. Our Youtube channel has significantly expanded its content and now includes over 70 videos.

Respond to resident inquiries and requests in timely manner

FSM-2020-C13

We continue to provide same day response to virtually every request for information. Our ability to respond in a comprehensive and timely manner greatly reduces the workload of our fire departments.

Prepare and distribute monthly newsletter

FSM-2020-C14

Monthly Newsletters are normally sent out on the second Tuesday. Our average open rate are very high for a non profit. Be sure to check out the monthly “Fire Smart Landscape Tip” from UC Marin Master Gardeners, the new highlight reel feature and links to interesting articles on topics related to the webinar. We will have added a new feature highlighting the accomplishments of the MWPA.

Prepare articles for print media: Marin IJ, Pacific Sun

FSM-2020-C15

We have developed a series of new Public Service Announcements for the Marin Independent Journal that align with the webinar series. We have been successful in finding a sponsor each month which funds the publication of these PSA's.

Fire Smart demonstration gardens throughout the County

FSM-2020-C1

The Sleepy Hollow Fire Protection District is funding a major Fire Smart landscaping demonstration project in Sleepy Hollow. An experienced fire safe landscaping architect is designing the project. Representatives from UC Marin Master Gardeners are auditing the project. We had hoped to develop a proposal to MWPA to create a new demonstration garden next year at San Domenico, but that project has been placed on hold.

NOAA Weather Radios**FSM-2020-C17**

We are developing the follow up survey to gauge the effectiveness of this pilot project. 1000 NOAA weather radios were distributed to the 17 MWPA jurisdictions on a pro rata basis. Additional batteries were received from the manufacturer and distributed to users.

Countywide chipper program**FSM-2020- C18**

The proposal for an expanded curbside chipper program covering most of Marin County has been approved by the MWPA Board. RFP's for contractors have been distributed and are due April 16. Software and website landing page have been updated.

Alert and Warning via Red Flag Warning signs**FSM-2020-C19**

19 large flip signs are being fabricated and will be distributed to the MWPA zones on a prorata basis when complete later this month.

We are exploring an option to have creative safety messaging displayed on the backside of new Red Flag Warning signs for display in firewise communities.