

**MARIN WILDFIRE PREVENTION AUTHORITY**

For the Meeting January, 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 December 2020**

### **Monthly Webinars**

**FSM-2020-C01**

Our sixth webinar featured speakers included Mike Swezy, Marin Conservation League and Max Korten, Director Marin County Parks & Open Space District addressing preservation of native biodiversity, restoration activities, environmental compliance, tools and treatments and long term maintenance.

Our next presentation will cover Fire Adapted Communities and Active Strategies for Home Hardening. It will be held on Tuesday, January 26 @ 6pm. Speakers include: Chief Bill Tyler, Novato Fire Department, Steve Quarles, Chief Scientist (retired) IBHS and Todd Lando, Battalion Chief Central Marin Fire Department.

### **5 Community Wildfire Protection Workshops 5 (1 in each zone)**

**FSM-2020-C02**

#### **Annual workshop for Landscape Professionals**

**FSM-2020-C03**

#### **Annual Workshop for Home Hardening Contractors**

**FSM-2020-C04**

Planning has begun for the five online community workshops to be held next spring.

Video highlights from our webinars will be combined with locally focused presentations from representatives of each of the five zones. The target date is May, 2121.

FIRESafe MARIN is working with CA Landscape Contractors Association - North Coast Chapter and UC Marin Master Gardeners to develop an educational program for landscape contractors. Course objectives have been identified along with presentation medium. Next step is development of course content.

### **Prevention and Preparedness in schools "Get Ready Fifth Grade"**

**FSM-2020-C05**

This project has been completed and delivered to the Marin County Board of Education. The feedback from teachers who have piloted the course is very positive.

### **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. As the defensible space inspections wrap up in some parts of the County, we plan to use the experience of some of the inspectors to continue to develop new materials for the program.

### **Develop Spanish language training and educational materials**

**FSM-2020-C07**

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 applied for a grant from the California Firesafe Council for what is called the the Listos Outreach Toolkit which contains Spanish language educational materials.

### **Support Wildfire Mitigation Specialists**

**FSM-2020-C08**

We are working with Mark Brown's committee on development of the next WMS training program. As the defensible space inspections wrap up in some parts of the County, we plan to survey the Wildfire Mitigation Specialists to use their field experience to help develop new educational materials for the program. Executive Officer Mark Brown Glass Fire narration video has been edited as a training film for the WMS's. 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**

A draft of a new generic action plan for all Firewise sites has been produced and is under review with Firewise leadership.

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. The Firewise information feature on our website is being updated.

### **Maintain current and comprehensive website library of resources**

**FSM-2020-C11**

We are still in the process of reorganizing the website to make it more user friendly. 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**

Content from each of our webinars has been edited into shorter video clips on specific topics. These clips are used to help explain educational content on our website and will be used for the Spring Community Workshops. This is an ongoing project which will include a new convenient directory to help find content. Executive Officer Mark Brown's Glass Fire presentation has been edited into a training video for WMS's. We have created a production list for future videos. 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.

**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 (40%) and click throughs (5%) are extremely 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.

**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. We plan to work with MWPA leadership to create a Marin Voice piece.

**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 with the goal of creating a planning template for demonstration gardens.

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

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. FSM will collect survey data on the effectiveness of the program.

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

The chipper program is complete and the final report has been distributed to MWPA Board members. The planning team for the 2021 program has been identified and meetings scheduled starting this month.

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

25 A-frame Red Flag Warning signs have been distributed equitably in the 5 zones. This is a pilot project to test the effectiveness of the signs. An additional 25 signs that are designed to attach to existing Firewise Site signs have been produced and are being distributed for testing as a lower cost alternative to the A-frame signs. We are working with a local manufacturer to fabricate larger, permanently installed flip signs that will display the “Red Flag Warning Today” when open and may be used to display other public safety messages when the signs are closed. We developed a public education campaign to support the program including door hangers plus English/Spanish videos.