

MARIN WILDFIRE PREVENTION AUTHORITY

For the Meeting June 11, 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 June 2020

Monthly Webinars

FSM-2020-C01

The Tuesday May 25 webinar covered **Environmental Considerations for Homeowners When Creating A Fire-Smart Landscape**. Our speakers were: Mike Swezy, covering the new Ecologically Sound Practices recommendations for defensible space; Nate Clark gave tips to homeowners about how to identify bird nests and other habitat around the home; and Yvette Blount described how environmental concerns are incorporated into home evaluations. This month's topic will be **Pet Evacuation: Fire-Safe Animal Information for Large Animals and House Pets**. Speakers: Julie Atwood (Halter Project) and Captain Cindy Machado (Marin Humane). Tuesday, June 29, 2021 @ 6:00pm

5 Community Wildfire Protection Workshops

FSM-2020-C02

The last of five workshops was completed this month. We were very pleased with the excellent commentary from fire department officials representing the various MWPA zones. Recordings are available on the FSM YouTube channel.

Annual workshop for Landscape Professionals

FSM-2020-C03

FSM completed a one-hour training program for landscape professionals that can be taken on line at any time or in person. Our partners, the Northern California Landscape Contractors Association (NCLCA) are very pleased with the program and will be piloting it shortly with the first group of employees and owners. After the pilot, we will make any needed revisions and then translate the program into Spanish. The NCLCA will partner with FSM to provide course completion certificates and list companies that have undergone the training on our website.

Annual Workshop for Home Hardening Contractors

FSM-2020-C04

The final draft of the proposal to create a workforce for home hardening is complete. We expect to finalize shortly. Partners in this project include the UC Davis D-Lab, Sonoma Fire Council, Conservation Corps North Bay, Fire Farms and Workforce Alliance North Bay.

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 which intends to distribute the program to Marin school districts. 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. New

copies of the Home Hardening Retrofit Guides have been ordered for distribution. We are working with the D-Space planning group to create new educational materials as needed.

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

FSM has contracted with a company to translate the 5th Grade wildfire training materials into Spanish. The FSM website is now equipped with the Google Translate feature so that all the information is available in multiple languages. Our popular “Evacuation Checklist” has been translated into Spanish and posted on the website under our new “Español” 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 Listos Outreach Toolkit which includes Spanish language educational materials and \$3,000 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 & D-Space inspectors FSM-2020-C08

FSM gave presentations to recently hired evaluators in San Rafael and Central/West Marin. Executive Officer Mark Brown Glass Fire narration video was edited as a training film for the D-Space class. We are in the process of filming a new video describing how D-space evaluations are 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. Typical attendance is 60+ with excellent engagement from participants.

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 have completed phase 1 of a major website reorganization. If you have not recently visited the website, please do. It is now much easier to find content and navigate. New links have been created to our educational videos. Phase 2 of the rebuild is well underway with new edits and content, a more modern look and a new platform that will make it easier for staff to make updates. Perhaps most importantly, the new electronic evaluation forms used by the Central/West Marin D-Space inspectors is now linked directly to the FSM website for guidance to homeowners on how to make the safety corrections needed for their property.

Educational video- creation and distribution

FSM-2020-C12

We developed a new video guide for Firewise leaders providing guidance in how to conduct neighborhood assessment walks. 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. Several new videos are about to begin production including work with new partner agencies the Marin Center for Independent Living and the Marin Association of Realtors.

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

We have added a new feature highlighting the accomplishments of the MWPA to our monthly newsletter which is typically sent out on the second Tuesday. Our average open rate is high for a nonprofit. 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 Public Service Announcements for the Marin Independent Journal that align with the webinar series. We have been successful in finding a sponsor each month to fund publication.

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.

Countywide chipper program

FSM-2020- C18

Curbside service is well underway. Comments from the public are very positive about the service.

Alert and Warning via Red Flag Warning signs

FSM-2020-C19

20 large flip signs have been fabricated and distributed to the MWPA zones on a prorata basis.