

MARIN WILDFIRE PREVENTION AUTHORITY

For the Meeting May, 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 May2020

Monthly Webinars

FSM-2020-C01

Our tenth webinar featured Fay Mark and Kirby Wilcox of UC Marin Master Gardeners discussing fire smart landscaping practices. Highlights included adapting to drought conditions and creating safe evacuation routes through landscaped gardens.

Approximately 230 people attended. The Tuesday May 25 webinar will cover Environmental Considerations For Homeowners When Creating A Fire-Smart Landscape. Our speakers are: Mike Swezy, Marin Conservation League, who will go over the new Ecologically Sound Practices recommendations for defensible space; Nate Clark, Marin County Open Space District, Biodiversity and Fuels Projects Coordinator will give tips to homeowners about how to identify bird nests and other habitat around the home; and Yvette Blount, Novato Fire Department Wildfire Mitigation Specialist Supervisor will describe how environmental concerns are incorporated into home evaluations.

5 Community Wildfire Protection Workshops

FSM-2020-C02

Our first workshop was held on Wednesday May 5 covering West Marin. MWPA Board member Supervisor Dennis Rodoni gave opening remarks. Marin County Fire Captain Jordan Reeser discussed local fire safety concerns. Bruce Goines and Mark Brown delivered an overview of the MWPA history, mission and projects. MWPA projects were highlighted throughout. The remaining schedule is: 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 completed a one-hour training program for landscape professionals that can be taken online 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

FSM is working with graduate students from UC Davis to create a plan for a new home hardening contracting services program. The project is ongoing, and the final plan will be completed in June, 2021. The goal is to create a plan that describes a program to recruit and train economically disadvantaged young adults who would 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. Partners in this project include the Sonoma Fire

Council, Conservation Corps North Bay, 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 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 "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 the Listos California 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. We have started phase 2 of the rebuild which will provide 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 will link 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 on 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**

Through a competitive process two contractors have been selected by the planning team. Foster and Kroeger will service north, south and eastern parts of the county. The Tree Man will service parts of central and west Marin. Contractor training has been completed, website registrations have been live for some time and curbside service starts on Monday, May 17.

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.