

FIREWISE USA SUPPORT (FSM)

Lead Agency

Marin Wildfire Prevention Authority

Partner Agency(ies)

Fire Safe Marin (FSM)

Goal

Goal 4. Public Outreach and Education

Objective

Objective 4.3. Conduct outreach and education activities to community and strategic partners.

Program Area

Core

Proposal Category

Public Education

Project Description Summary

There are currently 77 Firewise sites here in Marin, including more than 25,000 homes—the largest county-wide participation in the country. Fire Safe Marin provides these residents with resources and support to organize and learn about personal preparedness, alerts and warning, local evacuation plans, and strategies to make their community more fire-resistant. Fire Safe Marin will continue to host monthly meetings, conduct outreach to build capacity, help attain funding through Fire Council grants, and provide wildfire safety education and training.

FSM resources are spread across all projects as needed. Fire Safe Marin's three full-time and two half-time employees work in collaboration to carry out each of these programs throughout the year and most project costs are relative estimates of labor hours for each. Resources apportioned to the Bilingual Outreach program will be increased this upcoming fiscal year and this is reflected by the standalone \$50,000 budgeted for it. Other projects that have been differentiated from the general project fund include the Adapt Campaign.

Geographic Scope

JPA-wide

Contribution to Fire Adaptation

Fire safe communities have good defensible space both on and off their property, however a community becomes fire adapted when they work together to educate themselves and their neighbors, while relying on each-other to mitigate shared risks regardless of whose property it lies on or threatens the most.

Relationship to CWPP

In the CWPP, "Promote Ready Set Go and Firewise USA collaboration" is listed as item 1.3 and "Encourage and Support Firewise USA recognition" as item 3.9 in section 9.1- Recommendations and Action Plan. The following language is from the Support for Firewise USA Recognition segment in the Mitigation Measures section of the CWPP:

“Firewise USA® incorporates many of the home mitigation and defensible space elements discussed in previous sections of this CWPP. Research and post-wildfire assessments have shown these mitigation measures to be successful. New research is beginning to assess the effect of Firewise USA® practices on home survivability specifically. A careful analysis of 74 homes lost during the 2007 Witch Fire in San Diego, California, demonstrated that the majority of the Firewise USA® treatments evaluated appeared to be applicable even if individually they were not fully effective (Maranghides et al., 2013). More specifically, treatments such as having fire-resistant plants within 30 feet of the home, lawns or gravel fuel breaks, pruning, removing overhanging branches, fire-resistant construction materials, clearing dead wood within 30 feet, and removing attached wood fences were all associated with reduced damage (Maranghides et al., 2013).

Firewise USA® recognition provides direct and indirect benefits to the community. Educational programs may improve awareness and individual accountability, and annual fuel mitigation efforts measurably reduce hazards. Financial benefits may include property insurance discounts, while FEMA gives Firewise USA® communities priority in consideration for pre-disaster mitigation planning and project grants.”

FY22-23 Cost

\$91,960

WRITTEN EDUCATIONAL MATERIALS (FSM)

Lead Agency

Marin Wildfire Prevention Authority

Partner Agency(ies)

Fire Safe Marin (FSM)

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Program Area

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Proposal Category

Public Education

Project Description Summary

Fire Safe Marin will continue to create and print educational materials based on demand. Examples of new projects under consideration include a Fire Smart landscaping guide that is addressed to both homeowners and landscapers and a wildfire preparedness guide targeting the AFN community. Additionally, Fire Safe Marin will work with the MWPA Grant Manager (see Community Grants Program) to prepare a landscaping and home hardening services acquisition guide. This will help homeowners move past the choice paralysis involved in contracting services to mitigate hazards on their property, and feel confident that they are getting a fair deal on their work. As a result, homeowners and MWPA will be able to fund more parcel level work, throughout the existence of the JPA and its grant program.

FSM resources are spread across all projects as needed. Fire Safe Marin's three full-time and two half-time employees work in collaboration to carry out each of these programs throughout the year and most project costs are relative estimates of labor hours for each. Resources apportioned to the Bilingual Outreach program will be increased this upcoming fiscal year and this is reflected by the standalone \$50,000 budgeted for it. Other projects that have been differentiated from the general project fund include the Adapt Campaign.

Geographic Scope

JPA-wide

Contribution to Fire Adaptation

Community education precludes the development of fire adapted communities. There is an abundance of written material available to homeowners on fire prevention and fire adapted community development. However, each community is working with a different set of resources and challenges. The tacit knowledge gained through Fire Safe Marin's 30 years of outreach, and the countless interactions with Marin residents that have occurred in that time, has enabled the development of resources that address the challenges and reservations of each community, and provide solutions with Marin specific resources.

Relationship to CWPP

This proposal supports Section 8.1, "Public Education and Community Outreach" of the CWPP.

FY22-23 Cost

\$73,568.16

EMBER STOMP (FSM)

Lead Agency

Marin Wildfire Prevention Authority

Partner Agency(ies)

Fire Safe Marin (FSM)

Goal

Goal 4. Public Outreach and Education

Objective

Objective 4.3. Conduct outreach and education activities to community and strategic partners.

Program Area

Core

Proposal Category

Public Education

Project Description Summary

Ember Stomp is a wildfire prevention festival that will be held annually in May (This year: 5/28/2022) to coincide with Wildfire Awareness Month. This free festival will bring together prevention partners across Marin and showcase the collaborative work our county has been doing to mitigate the risk of wildfire. Partners and sponsors will prepare educational activities so that attendees leave with a specific understanding of the things they can accomplish to reduce personal and communal risk. Fire Smart landscaping and home hardening principles will be physically showcased in our demo-garden and ember house. In the interest of an engaging and celebratory atmosphere, the festival will have live music played by local musicians, artwork by local artists, food trucks and games based on the tools of wildfire prevention.

Geographic Scope

JPA-wide

Contribution to Fire Adaptation

Wildfire adaptation requires cross-community-commitments. Fire Safe Marin develops educational programming and distributes materials throughout the year, however these efforts tend to attract too narrow a population to facilitate sufficient buy-in. With Ember Stomp, Fire Safe Marin will be able to provide this information through an interactive medium in the context of an engaging and fun event. Residents who had not previously been reached will come to enjoy live music and food trucks and leave having learned from organizations and companies that provide wildfire adaptation services. To name a few examples: Residents will see how attractive firewise landscaping can look by touring Marin Master Gardeners' demonstration garden and learn how easy home hardening can be by interacting with our "Ember House," a miniature hardened home put together by participating home hardening organizations. Wildfire related myths will be debunked by experts. Attendees will learn how natural resources are enhanced through vegetation management work by talking with land managers like NPS and Marin Municipal Water District. Homeowners unaware of MWPA's new grant programs will have the opportunity to fill out and submit applications with the guidance of MWPA staff. Families will learn about the benefits of grazing programs at the goat petting zoo. Residents will discuss their evacuation plan with Marin Office of Emergency Services, Ready Marin, Marin Center for Independent Living, NRG/CERT and National Voluntary Services Active in Disaster.

Relationship to CWPP

This proposal supports Section 8.1, "Public Education and Community Outreach" of the CWPP.

FY22-23 Cost

This year the Ember Stomp Festival was fully funded with donations. This is an indication of the widespread community support for this type of event. We plan to hold a similar but larger event next year. We are also looking at creating or participating in some smaller scale events where we

would use some of the same informational materials and props. We are optimistic that we will again be able to secure private donations.

OUTREACH TO MARIN SCHOOLS (FSM)

Lead Agency

Marin Wildfire Prevention Authority

Partner Agency(ies)

Fire Safe Marin (FSM)

Goal

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Objective 4.3. Conduct outreach and education activities to community and strategic partners.

Program Area

Core

Proposal Category

Public Education

Project Description Summary

Fire Safe Marin will continue to partner with Marin schools to provide wildfire educational materials appropriate for various grade levels. FSM aims to increase the use of our Ready, Set, Go program for fifth graders and increase involvement with high school students. FSM expects to continue to support projects at Terra Linda HS and would like to expand to both public and private schools in the Ross Valley.

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standalone \$50,000 budgeted for it. Other projects that have been differentiated from the general project fund include the Adapt Campaign.

Geographic Scope

JPA-wide

Contribution to Fire Adaptation

Through this program Fire Safe Marin will help foster early interest in wildfire as a natural process, and fire prevention as a climate change solution. Appeals for sustainability at home, in communities and in businesses are strongest when they come from a younger generation. Educated young people challenging the adults in their lives to reduce emissions and protect natural resources will have a more profound impact than adults challenging adults.

Relationship to CWPP

This proposal supports Section 8.1, “Public Education and Community Outreach” of the CWPP.

FY22-23 Cost

\$30,653.4

ADAPT CAMPAIGN (FSM)

Lead Agency

Marin Wildfire Prevention Authority

Partner Agency(ies)

Fire Safe Marin (FSM)

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Program Area

Core

Proposal Category

Public Education

Project Description Summary

Adapt to Wildfire is a public information campaign aimed at shaping the awareness, knowledge, attitudes, social norms and behavior of Marin residents. We seek to create a “Culture of Wildfire Adaptation.” Our goal is to change the conversation around wildfire from fear and apathy to empowerment. We want residents to understand that wildfire is a condition of life in Marin that we can adapt to and make adjustments to protect our homes and livelihood. Residents will make the leap from "Fire agencies need to do all the work" to "I need to do my part. We're all in this together."

We currently promote the Adapt Campaign through Fire Safe Marin’s website and social media as well as providing content to all of our partner agencies for distribution in local newsletters, social media, etc. We plan to significantly increase the outreach of this campaign by adding:

New graphics and photography, more digital and print media ads utilizing a variety of publications, street banners, storefront posters, more bilingual ads. Depending on cost, we are also looking at bus and bus stop advertising and radio ads, the Marin Center sign on Hwy 101 and other options.

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Geographic Scope

JPA-wide

Contribution to Fire Adaptation

This campaign teaches residents how to adapt to wildfire and motivates specific actions around personal safety (i.e. making an evacuation plan), home hardening (i.e. using fire-resistant building), defensible space (i.e. plant choice and placement), and community preparedness (i.e. joining a Firewise Community).

Recognizing significant barriers to action include: the cost of home improvements, apathy, skepticism about the effectiveness of prevention solutions, and an attachment to the aesthetics of a hazardous landscape, the campaign addresses these issues with impactful images and relatable and informative messages.

Relationship to CWPP

This proposal supports Section 8.1, “Public Education and Community Outreach” of the CWPP.

FY22-23 Cost

\$325,000

SOCIAL MEDIA OUTREACH (FSM)

Lead Agency

Marin Wildfire Prevention Authority

Partner Agency(ies)

Fire Safe Marin (FSM)

Goal

Goal 4. Public Outreach and Education

Objective

Objective 4.3. Conduct outreach and education activities to community and strategic partners.

Program Area

Core

Proposal Category

Public Education

Project Description Summary

This past year we greatly increased our presence on social media. We are using our newsletter, facebook, instagram, and twitter as well as traditional media like Marin TV and newspapers to expand our reach to new demographics. The new content is both clever and informative. Social media continues to be one of Fire Safe Marin's most reliable method to reach large audiences. Between twitter, instagram and facebook, Fire Safe Marin has built an audience of ~3,600 residents. This number significantly increases when you include the amount of residents reached through promoted posts- a tool that Fire Safe Marin will be employing more intentionally and often this coming year. Fire Safe Marin plans to increase our social media presence this year, shifting

from an awareness to an engagement strategy in July and into a conversion strategy in the Fall when motivation for fire prevention work is higher.

Geographic Scope

JPA-wide

Contribution to Fire Adaptation

Fire Safe Marin develops many forms of content that prompt users to take certain actions: These include the entire host of home hardening and fire smart landscaping actions, signing up for Alert Marin and familiarizing with Zonehaven, community grassroots organizing efforts like the creation of a new Firewise community or increased activity of an existing one and utilizing MWPA's grant program, are just a few of these actions.

Relationship to CWPP

This proposal supports Section 8.1, "Public Education and Community Outreach" of the CWPP.

FY22-23 Cost

\$110,352.24

SPRING WORKSHOPS (FSM)

Lead Agency

Marin Wildfire Prevention Authority

Partner Agency(ies)

Fire Safe Marin (FSM)

Goal

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Objective

Objective 4.3. Conduct outreach and education activities to community and strategic partners.

Program Area

Core

Proposal Category

Public Education

Project Description Summary

Fire Safe Marin will again work with Fire Departments in each of the MWPA zones to host five interactive workshops in the Spring to highlight MWPA funded projects in their communities. A highlight reel will be created for each zone for website posting. In addition, a summary highlight reel will be created for use by the MWPA to highlight all of these accomplishments.

FSM resources are spread across all projects as needed. Fire Safe Marin's three full-time and two half-time employees work in collaboration to carry out each of these programs throughout the year and most project costs are relative estimates of labor hours for each. Resources apportioned to the Bilingual Outreach program will be increased this upcoming fiscal year and this is reflected by the standalone \$50,000 budgeted for it. Other projects that have been differentiated from the general project fund include the Adapt Campaign.

Geographic Scope

JPA-wide

Contribution to Fire Adaptation

These workshops will help to reassure residents worried about the natural resource impact of vegetation management and roadside evacuation work, that these treatments support ecosystem health and natural resource preservation. This is an ongoing conversation with the public, but as community members watch the fuel treatments in their neighborhoods evolve from the initial treatment into far healthier ecosystems than they were prior, these workshops will be a good opportunity to highlight that evolution and the data behind it.

Relationship to CWPP

This proposal supports Section 8.1, "Public Education and Community Outreach" of the CWPP.

FY22-23 Cost

\$18,392.04

DEFENSIBLE SPACE PROGRAM SUPPORT (FSM)

Lead Agency

Marin Wildfire Prevention Authority

Partner Agency(ies)

Fire Safe Marin (FSM)

Goal

Goal 4. Public Outreach and Education

Objective

Objective 4.3. Conduct outreach and education activities to community and strategic partners.

Program Area

Core

Proposal Category

Public Education

Project Description Summary

We propose to create additional content on our website which will directly link to the new home evaluation form. We will continue to support the home evaluators with written materials and training. We will also continue to host regular meetings of the fire prevention officers who manage these programs to help share best practices.

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Geographic Scope

JPA-wide

Contribution to Fire Adaptation

In the event of a catastrophic wildland fire, like those that spurred the creation of the MWPA, the largest predictor of whether a home will burn is the defensible space on the property and the

existence of home hardening elements. This work is supported by all of Fire Safe Marin's outreach programs, however the D-space Inspection program is directly responsible for initiating much of that work. Any actions that can be taken to improve the process flow from Inspection to the completion of work will result in greater reduction of these parcel level hazards across the JPA.

Relationship to CWPP

This proposal supports Section 8.1, "Public Education and Community Outreach" of the CWPP.

FY22-23 Cost

\$12,261.36

VIDEO OUTREACH (FSM)

Lead Agency

Marin Wildfire Prevention Authority

Partner Agency(ies)

Fire Safe Marin (FSM)

Goal

Goal 4. Public Outreach and Education

Objective

Objective 4.3. Conduct outreach and education activities to community and strategic partners.

Program Area

Core

Proposal Category

Public Education

Project Description Summary

Short, targeted and eye-catching videos have become a preferred way to communicate ideas and reach broad audiences on demand. Capitalizing on this trend, FSM will shift its media outreach strategy from the monthly half-hour program, Wildfire Watch, to the production of independent

segments (1- 6 minutes) that will be distributed through social media, on our website, YouTube Channel, newsletters and through partners' networks. The videos are also broadcasted on Comcast Channels 26 and 30 as regular fillers between programs. Collectively the growing number of educational videos serves as a resource library for the county and beyond.

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Geographic Scope

JPA-wide

Contribution to Fire Adaptation

High quality, engaging educational content improves the learning experience for every Marin resident reached by a Fire Safe Marin intervention. This results in more informed community members and consequentially, facilitates fire adaptation.

Relationship to CWPP

This proposal supports Section 8.1, "Public Education and Community Outreach" of the CWPP.

FY22-23 Cost

\$214,573.8

BILINGUAL OUTREACH (FSM)

Lead Agency

Marin Wildfire Prevention Authority

Partner Agency(ies)

Fire Safe Marin (FSM)

Goal

Goal 4. Public Outreach and Education

Objective

Objective 4.3. Conduct outreach and education activities to community and strategic partners.

Program Area

Core

Proposal Category

Public Education

Project Description Summary

This past year Fire Safe Marin greatly increased the amount of Spanish educational material. This included videos, short animations and print material. This work also involved building new partnerships with representatives of the Spanish speaking community and with Marin County's bilingual information specialist, Multicultural Marin and others. This collaboration will continue through FY22-23 in order to produce content, including Spanish language educational materials, that addresses the needs of these communities.

FSM resources are spread across all projects as needed. Fire Safe Marin's three full-time and two half-time employees work in collaboration to carry out each of these programs throughout the year and most project costs are relative estimates of labor hours for each. Resources apportioned to the Bilingual Outreach program will be increased this upcoming fiscal year and this is reflected by the standalone \$50,000 budgeted for it. Other projects that have been differentiated from the general project fund include the Adapt Campaign.

Geographic Scope

JPA-wide

Contribution to Fire Adaptation

This proposal addresses the language barrier that may prevent Marin's Spanish speaking community from engaging with resources offered by Fire Safe Marin, MWPA, and its member agencies. Specifically, Fire Safe Marin will work with partners to ensure that information on the grant program, the application process, as well as the channels used to distribute are all curated towards Spanish speaking communities to provide equitable access to this program.

Relationship to CWPP

This proposal supports Section 8.1, “Public Education and Community Outreach” of the CWPP.

FY22-23 Cost

\$50,000

WEBSITE MAINTENANCE & RESPONSE TO PUBLIC INQUIRIES (FSM)

Lead Agency

Marin Wildfire Prevention Authority

Partner Agency(ies)

Fire Safe Marin (FSM)

Goal

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Objective

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Program Area

Core

Proposal Category

Public Education

Project Description Summary

Our website continues to be our most popular resource with almost 200,000 visits per year. We will continue to maintain and update the website. We want to add more short video, tips for homeowners, and tighten up some of the writing. Related to this, we will continue to promptly respond to the many phone calls and emails we receive each day.

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Geographic Scope

JPA-wide

Contribution to Fire Adaptation

Actions encouraged by and supported through the Fire Safe Marin website primarily fall under the goals: Defensible space and home hardening, and evacuation detection and notification.

Defensible space and home hardening: There is ample information on fire smart landscaping, appropriate maintenance of zones 0, 1 and 2 and the elements of a hardened home. Fire Safe Marin will work to improve the catalog of resources that help residents accomplish this work, including links to approved contractors, information on the MWPA grant programs and nurseries that consult with homeowners on which plants should go where.

Detection, Notification, and Evacuation: Fire Safe Marin will continue to develop resources around evacuation checklists, go-bags, notification/alert systems and respond to public inquiries as they are received. Fire Safe Marin will develop content to make warning systems more accessible to all residents.

Relationship to CWPP

This proposal supports Section 8.1, “Public Education and Community Outreach” of the CWPP.

FY22-23 Cost

\$61,306.8