



Adapting to Wildfire

Fire Safe Marin
June - July 2023 Activity Report
Delivered to MWPA for 8/17 Board Meeting

Summary of June and July Education & Outreach Activities

Winter rains have dried up and wildfire season is upon us. Fire Safe Marin is meeting this challenge by escalating our in-person presence in the community, distributing timely messages through our Adapt to Wildfire campaign, and producing webinars and a Wildfire Watch TV Special.

In June, we launched the **FSM Ambassador Program**, training F.I.R.E. Foundry recruits, Defensible Space Inspectors and Firewise Leaders to help spread the word to 3,700 residents at the Marin County Fair, food banks, farmers markets, and other community gatherings. This is a huge breakthrough for our outreach efforts that will enable us to meet the growing demand for live community education throughout the county in English and Spanish.

Our **Adapt to Wildfire campaign** won two International Telly Awards, which recognizes excellence in broadcast and streamed media. In June, we ran two PSAs. The first amplified the work of the MWPA preparing for wildfire season, and the second focused on the Home Evaluation Program, encouraging residents to open their reports and take care of the risks on their properties. In July our PSA stressed the importance of evacuation preparedness. Each series was seen by viewers 1.5 million times in English and in Spanish.

As the fiscal year drew to a close, FSM hosted the MWPA Spring Workshop Series, providing representatives from all five zones an opportunity to showcase priority projects accomplished throughout the year. We also produced a Special Edition of Wildfire Watch: *Marin's Emergency Alert Systems* in coordination with Marin County Office of Emergency Management and KCBS Radio .

We are pleased to welcome John Poulson (JP) to our team as the Firewise Community Liaison. JP comes to us with an engineering background and a wealth of community preparedness experience in Mill Valley.

Due to the Board's summer schedule, this report details FSM's activities from June-July, 2023.

SOCIAL MEDIA OUTREACH

During June and July we created **300** original posts, appearing 131,000 times on FB, Instagram and Twitter. Posts provided more detailed content on the current Adapt Campaign messaging around the work of the MWPA and getting ready for evacuations. Posts included information about home inspections, the grant program, fuels reduction break projects, home inspections, and evacuation prep. The most popular posts were about evacuation clearance work, chipper day and specific tips to prepare your yard. Overall engagement, when a user likes, shares, comments on a post, continues to be very high. This month the average engagement was up across platforms at 6% with individual posts ranging from 1% - 15%.

Here are examples of the type of comments Fire Safe Marin receives in social media:

I'm so glad to have this info!! Thank you Marin WildFire for keeping us informed and our homes safe 🏠

It's a fantastic program. We've used them twice already and the chipper crew are professionals

Todd Landro and Marin County really have their act together. Most of the 30,000 homes that burned in California since 2017 could have been saved if a few basic steps had been taken. One additional step, one that I'm taking right now, is to install permanent fire sprinklers on the roof-top tied to my well and back-up generator. We don't have to be helpless.

Right now I had A red flag warning and thank you for telling me what that means.

I keep referencing you all and Ember Stop to local agencies in the hopes that Missoula can have an event like this too!! Nothing catches people's attention like lighting things they are familiar with on fire, except for losing their home insurance.

Please explore FSM's pages at [Facebook](#), [Instagram](#), and [Twitter](#).

Here are examples of original content that received the most engagement in June & July.

Facebook

Top posts

Wildfire Tip: Remove or replace combustible mulch within 5 feet of structure with gravel or stone

Fire Safe Marin
Jul 08, 14:01

Most mulches are combustible and can be a major contributor to home ignition in a wildfire-prone landscape. What to do? 🛠️ Remove or replace combustible mulch within 5 feet of the structure with gravel or stone. 🛠️ More than 5' from structures, replace combustible mulch with composted wood chips, the best choice for residential landscape use.

315 reactions

Wildfire Tip: Cut dry grasses and weeds within 100' of structures

Fire Safe Marin
Jul 12, 16:02

Dry grass is easily ignited by embers 🔥 What to do? 🛠️ Cut dry grasses and weeds to a height of 4" or less. 🛠️ Cut grass in the morning when temperatures are cool, and be careful not to create sparks. 🛠️ Never cut grasses during a Red Flag Warning. 🛠️ Rake and remove grass clippings within 30' of structures.

163 reactions

Wildfire Tip: Remove ladder fuels in your yard

Fire Safe Marin
Jul 02, 16:52

❌ Fire ladders, ❌ A fire ladder is vegetation that allows fire to spread from the landscape into a tree. What to do? 🛠️ Create separation by pruning or removing the ladder vegetation or raising the height of the lowest limbs of the nearby tree. 🛠️ Prune low limbs up to a minimum of 6 feet and potentially as high as 10 feet (but no more than 1/3 of the tree's height). 🛠️ Trees on slopes require the limbs to be pruned higher or spaced further apart.

59 reactions

Note the engagement per each post: this post received 315 reactions

Instagram

Top posts

firesafe_marin
Jun 25, 16:00

Clearing evacuation routes is making Marin safer! Here is one of the evacuation route projects in Central Marin. This project included removing invasive vegetation, dead and down woody debris, and other fire-hazardous vegetation while retaining healthy native plant communities 🌿 Thanks @marinwildfire

44 likes

firesafe_marin
Jul 25, 14:03

The live burn at Ember Stomp demonstrated the importance of home hardening and building materials in protecting a home from a wildfire ignition. Embers from a wildfire can travel miles ahead of the fire 🔥 If an ember landed near YOUR HOME, what would it be able to ignite? Dry grass? Dead leaves? Combustible furniture or cushions? Just welcome mat?

43 likes

firesafe_marin
Jul 14, 14:01

Marin Wildfire Prevention's Defensible Space Inspectors are averaging 33,000 annual home evaluations!

34 likes

Twitter

Top tweets

@firesafemarin
Jun 29, 14:00

FREE chipper days in Marin County!
<https://twitter.com/firesafemarin/status/1674417545510793219/video/1>

13.79% engagement rate

@firesafemarin
Jun 04, 16:00

@MarinWildfire has grant programs to assist residents (first focusing on those with Access and Functional Needs, aid to seniors, financially disadvantaged) in reducing fire risks.

12.5% engagement rate

@firesafemarin
Jun 25, 16:00

Shaded fuel breaks in Marin are helping protect communities from wildfire. Read and learn more 📖
<https://www.sciencedirect.com/science/article/abs/pii/S0378112799001164?via%3Dihub>

10% engagement rate

Note: Twitter tends to have very high engagement at nearly 14%

E-newsletter

We produced two e-newsletters for a total of 41,000 emails being delivered in June and July. [June](#) theme - *The MWPA is Hard at Work* - included articles about MWPA projects and programs. In [July](#) we urged residents to *Open Your Home Evaluation* reports and provided supporting articles to help get the work done.

The newsletter subscribership continues to grow seeing its pipeline of subscribers from the “opt-in” function during ChipperDay registrations. In 2020, we had just under 5,000 subscribers. Today we have over 13,000.

JUNE - JULY OVERVIEW

Platform	Users Views	Metric #2	Insight
Website	24,200 visitors	60% of visitors are between ages of 25 and 54.	<p>> Residents are coming to FSM when accessing their home evaluation report.</p> <p>> Residents are seeking information about ChipperDays, vents and mulches.</p> <p>> More men than women are accessing information.</p>
Youtube	8,300 views	<p>6.1% Click rate*</p> <p>*This rate continues to increase and at 6.1% is considered very good by industry standards. In 2020, our CTR was hovering under 3%.</p>	<p>> Viewers are watching the full videos when they are short. The shorter the video, the higher the likelihood a viewer will watch it in its entirety.</p> <p>> Red Flag Warnings and Eucalyptus tree information is very popular among viewers</p>
Enewsletter	49,000 emails sent	52% opened	Subscribers are highly engaged in wildfire safety.
Social media	300 posts	131,000 impressions	Posting fresh new content daily is key to engagement.

WEBSITE

In response to our growing library of materials and demand for easy access to assets, we revamped the Resource Library section which included an extensive rebuild of the backend of the website. The outcome is user-friendly and easy-to-find resource materials like flyers, brochures, videos, and the Adapt to Wildfire Campaign creative assets.

We expanded the evacuation section to be more comprehensive and to reflect the most current research based on *A Literature Review of the Science of Evacuations Study*.

Twenty four thousand users visited the website during June and July averaging 12K a month which is consistent with viewership during summertime.

COMMUNITY PARTNERS

Fire Safe Marin works to strengthen its relationships with strategic community partners and community-based organizations to share information, collaborate, and understand the unique needs of constituents. In June and July, FSM engaged with the following partners:

Engagement with Strategic Partners during June and July 2023

Organization	Audience	Engagement
California Fire Safe Council	Serving CA fire councils	Attended monthly coordinator meeting
Community Preparedness Coalition	Coalition of emergency coordinators, County PIO, Public Health, and OES.	Participated in the monthly meetings to coordinate all-hazard preparedness messages. This group will become a working group of the OEM.
Emergency Coordinators	Regional coordinators	Monthly meetings
Fairfax, Town of Communications	Fairfax residents	Sharing information and strengthening relationships
Fire Aside	Marin residents	Collaborated on shared messaging and photo materials Coordinated on article for FSM newsletter Amplified ChipperDay Messaging

F.I.R.E. Foundry	Recruits	Interviewed, trained and deployed recruits in the Community Ambassador Program where they table at events throughout Marin to deliver core FSM messaging.
KCBS Radio	Bay Area	Wildfire Watch
Marin CIL	AFN	Shared monthly fire safety tips Attend monthly firewise meeting
Marin County PIO team	Public Information	Shared monthly fire safety tips Meet monthly with communications specialist to share best practices Collaborated on content for wildfire communications luncheon scheduled for August 31.
Marin County Parks	Residents in Parks and Open Space	Explored community event opportunities in Marin Parks & OS. Considered outreach at McNears Beach, and Halloween event in Lucas Valley. Networked to establish relationships with MCBC. Met with communications manager to tap into institutional and industry knowledge, best practices around social media, and exploration collaborative efforts where FSM/Parks missions intersect.
Marin Master Gardeners	Residents	Amplified firesmart landscaping tips digitally and at in-person community events
MWPA	Marin residents	Connected regularly with team

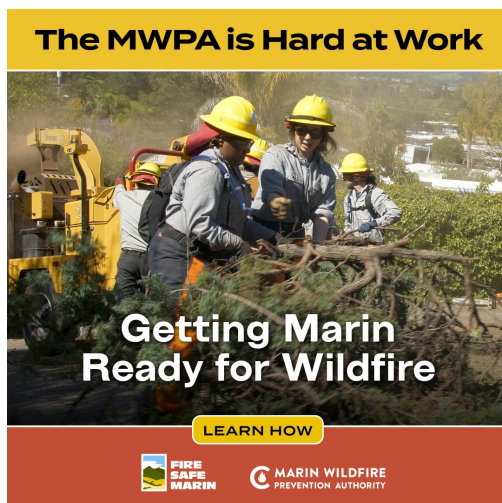
ChipperDay D.Space Inspections Grants Communications		members from MWPA to help amplify messaging around these programs.
Novato Fire District	Novato residents	Information sharing, and identifying community event support
North Bay Alliance		Met with team to explore outreach opportunities
Vivalon	Aging Adults	Shared monthly fire safety tips about evacuations

ADAPT CAMPAIGN (June - July)

In June our Adapting to Wildfire campaign amplified the work of the MWPA and responded to the MWPA's request for help in motivating homeowners to open their Defensible Space Inspection Reports. Two PSAs ran: 1) MWPA is Hard Work and 2) Home Evaluations. The Home Evaluation PSA briefly informed residents about this free program and encouraged them to make use of the "personalized plan to home safety" that the report provides. The PSAs were shown over 1.5 million times in English and in Spanish through streaming services and on popular sites like SFGate, MSN, Yahoo, NYT and Washington Post. Here are examples of some of the formats the message appeared:

MWPA is Hard at Work PSA (ran 5/28 through 6/24)

Example of a GIF where the ad rotates through each slide



[Video, 6 second, en](#)



Open Your Home Evaluation Report PSA (ran 6/25 through 7/22)

Video, 30 second_en



Video, 30 second_sp



Full-page print ad in Marin IJ

Will your home survive a wildfire?



Let's all do our part to protect Marin together

Every home in Marin will be visited by a trained wildfire specialist who will evaluate risks on your property.



You will receive a **Home Evaluation Report** — your personalized plan for home safety.

It's easy to understand with **step-by-step instructions** to reduce your risks.

Review your report and make a plan to fix the issues identified.

ACCESS YOUR REPORT TODAY!



MARIN WILDFIRE PREVENTION AUTHORITY FIRE SAFE MARIN

E-blast emailed to 50,000 IJ subscribers

Will your home survive a wildfire?



Every home in Marin will be visited by a trained wildfire specialist who will evaluate risks on your property

You will receive a **Home Evaluation Report** — your personalized plan for home safety

It's easy to understand with **step-by-step instructions** to reduce your risks

Review your report and make a plan to fix the issues identified

ACCESS YOUR REPORT TODAY!

Let's all do our part to protect Marin together

 MARIN WILDFIRE PREVENTION AUTHORITY

July 1 marked the new fiscal year and the beginning of our cyclical communications plan. The heat of July always shifts attention to the threat of wildfire, so we focus on *Evacuation* as the theme of the month. We were able to save money by revising the Evacuation PSA we ran last year, making slight changes by incorporating graphical and editorial improvements we have learned along the way. Reviewing, revising, and reusing is part of our continual improvement model that enables us to draw from a growing body of quality resources produced by FSM. Here are examples of the Evacuation PSA assets that were distributed over a million times throughout July and will be shown a half million more in the coming weeks.

Evacuation PSA (running 7/23 through 8/19)

[Video, 30 second_en](#)



[Video, 15 second_sp](#)



Full-page print ad in Marin IJ

BE READY TO EVACUATE

Adapting to wildfire means being prepared

ALERTS AND WARNINGS	
EVACUATION ORDER	Evacuation Order means you must leave now! You are under an immediate threat and need to leave as fast as you can.
EVACUATION WARNING	Evacuation Warning means that you need to get ready to evacuate. It's time to take action and be prepared to get in your car and go.
SHELTER IN PLACE	Shelter in Place is ordered when it is safer for you to stay in your home than evacuate. Stay informed to know if the conditions have changed. You may need to evacuate or the emergency may subside.
RED FLAG WARNINGS	Red Flag Warnings are issued when conditions are right for a wildfire to spread quickly. This is the time to get ready to evacuate and prepare your home for an ember storm.

EVACUATION CHECKLIST

STEP 1: GET ALERTS

- Sign up for Alert Marin and Note
- Monitor the radio and TV on Red Flag Days
- Stay informed through TV, radio and www.emergencyinfo.org

STEP 2: PACK A GO KIT

- ID
- Water
- Medicine and sunglasses
- Phone and charger
- Flashlight and batteries
- Goggles and N95 mask
- Pet supplies

STEP 3: MAKE A PLAN

- Map the most direct route to a fire station
- If you do not have a car or need assistance to evacuate, plan ahead with someone close by
- Create an emergency contact list
- Help others who need assistance

Learn how at firesafemarin.org

FIRE SAFE MARIN

MARIN WILDFIRE PREVENTION AUTHORITY

Digital Banner ads

ESTÉ PREPARADO PARA EVACUAR

APRENDE CÓMO

Adaptarse a los incendios forestales significa estar preparado

FIRE SAFE MARIN

MARIN WILDFIRE PREVENTION AUTHORITY

BE PREPARED TO EVACUATE

LEARN HOW

FIRE SAFE MARIN

MARIN WILDFIRE PREVENTION AUTHORITY

BILINGUAL EDUCATION

FSM strives to make our core educational content available in Spanish. In addition to producing the Adapt Campaign PSAs in Spanish and English, we include short Spanish messages in our monthly outreach to community partners. Two part-time bilingual staff collaborate on translations, providing expertise and an added layer of review and quality control. To view a comprehensive list of Spanish language content visit FSM website at: <https://firesafemarin.org/en-espanol/>.

FIREWISE USA

Fire Safe Marin welcomes our new Firewise Liaison, John Poulson. John spent his career in various engineering fields including marine, environmental and construction services. He holds a number of OSHA certifications and has been a subject matter expert in a variety of health and safety issues. He and his wife are long-time Mill Valley residents where he serves the community in a number of roles including two stints as chair of the Mill Valley Emergency Preparedness Commission. He chaired the natural resources working group for Mill Valley's 2040 city plan and has held a number of other positions on boards and commissions which are less public safety oriented. He is CERT trained and an NRG block captain.

We would like to thank the ten Firewise leaders who attended Ember Stomp and volunteered their time to help make the event a success. Firewise leaders continued to attend the regularly scheduled monthly meetings. Topics included: insurance, changes in grant programs, evacuation drills, Ember Stomp and the new Community Ambassador program.

EDUCATIONAL MATERIALS

We distributed more than 3,000 Evacuation Survival Checklists during community events throughout the summer in addition to other printed materials like *The Homeowners Guide to Wildfire, Powered & Prepared, Sign up for Alert Marin*.

Outdoor lawn signs with *Did You Know...?* fire safety messages, on the front and back, are available in the Cache. FSM encourages Firewise leaders to display them in their communities and bring them to community events when tabling. Spanish versions of these messages will be available in the future.

Two "Evacuation Station" informational kiosks are on display in the community. One is at the San Anselmo Library and the other at Vivalon. These stands include hard copies of the survival checklist and homeowner's guide. The goal of this project is to provide information to residents who do not have digital access. The supplies were recently

replenished at each location. We have distributed 100 Homeowner Guides and 150 Survival checklists this summer.

We utilize 3 educational games - model house, wildfire wheel, and vents puzzle - when doing outreach at community events. We found these games to be very effective tools to engage residents and initiate preparedness discussions. The wildfire wheel is the most popular and useful. We are exploring the idea of a wildfire wheel for kids.

DEFENSIBLE SPACE PROGRAM

FSM manages the links to the Home Evaluation report that give residents advice on how to comply with the report findings. The new links will be better integrated into our newly revised website content. The report links to the FSM website. Overtime, we are seeing increased traffic directly from the report to the site.

SPRING WORKSHOPS

We hosted five spring workshops, one for each of the MWPA zones. Agencies presented highlights of wildfire prevention work accomplished throughout the FY 2022-23. A video reel was created and is available for viewing on FSM's Youtube Channel <https://www.youtube.com/watch?v=J3IKUqmwHkY&t=2s>. Here are a few stats from the various reports:

Central Marin: 137 acres treated, 7.6 mi. evacuation route clearance, 3,555 cubic yards chipped, over \$100,000 in MWPA grants awarded.

Novato: \$3,882,423 in grant awarded, work started on 60 mile long fuel break, vegetation management in 1.4 acre Valley Memorial Park.

West Marin: 6 mi. evacuation route clearance in Inverness, 1,350 defensible space inspections, direct assistance program successfully removed hundreds of fire hazardous plants.

San Rafael: 7,044 home evaluations completed, 1,300 residents provided chipper services, \$84,000 in wildfire mitigation grants awarded, 100+ acres shaded fuel breaks treated.

Southern Marin: Ring Mountain Forest Health Restoration Project $\frac{2}{3}$ complete, 47 acres of fuel break in Mill Valley, 14 LRAD sites, chipped 180 tons of fuel, 160 tons of fuel removed on evacuation routes, and 1,053 defensible space inspections completed.

COMMUNITY AMBASSADOR PROGRAM

The Community Ambassadors Program marks a new milestone for FSM's outreach efforts, enabling us to expand beyond the limitations of our small dedicated staff to reach thousands of people in-person where they are throughout Marin.

In June we recruited and trained 18 Ambassadors from F.I.R.E Foundry, the Defensible Space Inspection program, and Firewise to represent FSM at community events. The combination of these three groups as outreach partners proved valuable; each brings a different skill set and experience that enriches their engagement with the community. Nine of these Ambassadors are fluent in Spanish, most are long term residents of Marin and all share a devotion to advancing wildfire prevention efforts in Marin.

A three hour initial training and ongoing education and support prepares Ambassadors to communicate the basic Fire Safe Marin wildfire preparedness messages and interact effectively with residents. Ambassadors are paid a stipend to represent FSM at community events, such as farmers markets, food pantries, festivals, town sponsored activities, Marin County fair, etc. As the program evolves, strong performing Ambassadors will be trained to give presentations to public groups. Here is an overview of summer engagements.

Mo.	Community Events	Engagements	Insight
June	Marin County Fair	2,100	Residents engagement was positive with lengthy discussions, 3 - 5 min
July	Civic Center Farmers Market Fairfax Farmers Market Health Hub - Novato Health Hub - San Rafael	1,100	The most common questions from residents were about available grants, concerns about their neighbor's yard, and vegetation in their own yard. At health hub food distribution areas the emphasis was on distributing evacuation survival checklists

PEER TO PEER

Fire Safe Marin is working with the San Rafael Fire Department to develop and implement the new Peer to Peer pilot project. This proposal aims to educate and engage diverse communities utilizing trusted messengers in a peer-to-peer education and outreach strategy. This collaborative project will provide a cadre of

well-informed community members that will serve to engage and educate their neighbors and fellow Marin residents on issues relating to wildfire preparedness, evacuation planning, alerts and warnings, and go bags.

The program now has a clear project outline, lesson plans, application forms, and new training materials. Interviews for what we are calling the *Community Engagement Liaison messengers* are expected to be completed in August and the first training will take place in late August or early September.