

**Fire Safe Marin**  
**November + December 2023 Activity Report**  
Delivered to MWPA for January 18, 2024 meeting

### **Summary of Education & Outreach Activities**

We consolidated the November and December reports to accommodate holiday schedules.

Throughout November and December, we implemented a targeted advertising campaign across print and social media platforms to promote yard maintenance. Full-page print ads appeared in the Marin IJ in early to mid-November with supporting video content appearing in social media. This initiative encourages residents to prioritize maintaining their yards for wildfire safety.

Showcasing MWPA's commitment to addressing wildfire, we promoted MWPA fuel reduction activities in a full-page ad that appeared in the Marin IJ on December 31. Social media provided more detail on the accomplishments to a subscriber base of over 17,000 (including e-newsletter followers).

The Community Ambassador Program continued through the end of the year. Despite a slowdown in outdoor event opportunities, we leveraged the time to develop and train Ambassadors for presentations. This approach ensures preparedness for future community engagement invitations.

We participated in a Peer-to-Peer presentation and dinner organized by San Rafael Fire at the Boros Community Center on November 13, 2023. This event offered participants wildfire preparedness strategies in Spanish and English and was an effort to recruit people to sign up for the Peer-to-Peer program.

We redesigned the Firewise door hanger for increased program visibility among Firewise communities. Additionally, we developed a Fire Smart Maintenance Checklist (print flyer in English + Spanish) for distribution, encouraging residents to collaborate with landscapers for effective wildfire prevention measures.

Lastly and most significantly, we initiated a design review and update of the FSM website. The aim is to enhance design aesthetics, improve content, and optimize overall website organization, ensuring a more user-friendly experience and broader audience. Visited more than 125K times annually, this website is looked to as a resource worldwide.

Please read on for details, insights, and commentary on FSM activities in support of MWPA education and outreach objectives.

## SOCIAL MEDIA OUTREACH



During November and December, we created **196** posts, appearing **37,000** times on FB, Instagram and Twitter. Engagement across these channels remained steady, averaging 5.5% though we saw spikes in engagement among the most popular posts. Messaging revolved around maintenance and wildfire preparedness activities in the county.

**Dashboard #1: Social media overview.** Here is a look at followers and how residents are engaging with FSM social media. We have nearly 6,500 followers across FB, X, IG, TikTok, LinkedIn and Youtube. Note how users are engaging with the content by sharing, clicking, commenting, or replying. Dialogue with residents happens with more frequency as we build these channels.






Below are examples of organic content that received the most engagement in November and December. Organic content is material that FSM creates as opposed to paid advertising.

## Facebook. Engagement among the most popular posts spiked during this period.


**Top posts**



**Fire Safe Marin**  
Dec 25, 18:01

Happy Holidays from the Fire Safe Marin Team 🍷

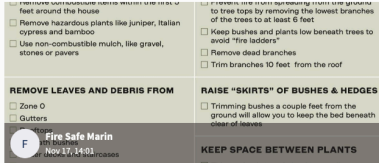
38 reactions



**Fire Safe Marin**  
Nov 07, 18:50

In October, a mulch study funded by Marin Wildfire Prevention was conducted at the San Geronimo Golf Course. Ten different mulch products were tested. After the material had weathered for four months, the material was ignited. Instruments were placed to measure flame length, rate of flame spread, and radiant heat. Sign up for our monthly newsletter to get the full recap! <https://firesafemarin.org/email-newsletter/#psc.tab=0>

16 reactions




**Fire Safe Marin**  
Nov 17, 14:01

Download a FREE Fire-Smart Yard Checklist! Maintenance is a year-round chore, so keep the checklist on your fridge to stay ahead of the work! 📄  
<https://resources.firesafemarin.org/wp-content/uploads/2023/11/Fire-Smart-Yard-Checklist-1.pdf>

13 reactions

## Instagram. The Mulch study post received very high engagement at 93 likes.

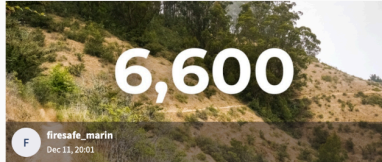
**Top posts**



**firesafe\_marin**  
Nov 07, 19:16

In October a mulch study funded by @marinwildfire was conducted at the San Geronimo Golf Course. Ten different mulch products were tested. Sign up for our monthly newsletter to get the full recap of what happened. Link in bio 🔥


93 likes



**firesafe\_marin**  
Dec 11, 20:01

This year, we had over 6,600 responses to phone calls, emails, forms, and social media posts! The questions have also become more technical with topics like soffits and roof eaves. Marin residents are showing us they are taking adapting to wildfire seriously 🔥

36 likes




**firesafe\_marin**  
Dec 04, 16:10

There are 80 Firewise sites in Marin County! These communities are prioritizing adapting to wildfire and getting their neighbors involved. This year, volunteers collectively put in over 190,000 hours! Thank you to FIREWISE 🔥

32 likes

## Twitter. Engagement spiked among the most popular posts during this period increasing from ~5% to 8-9%.


**Top tweets**



**@firesafemarin**  
Dec 28, 17:41

@marinwildfire is swiftly mitigating the wildfire risk in Marin 🔥 Learn about their accomplishments 📄  
<https://twitter.com/firesafemarin/status/1740427699594649784/photo/1>

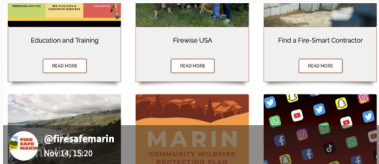
9.68% engagement rate



**@firesafemarin**  
Dec 11, 16:15

A fire-smart landscape can be beautiful and does not need to be barren! Learn more 📄  
<https://twitter.com/firesafemarin/status/1734245431582793792/video/1>

8.4% engagement rate



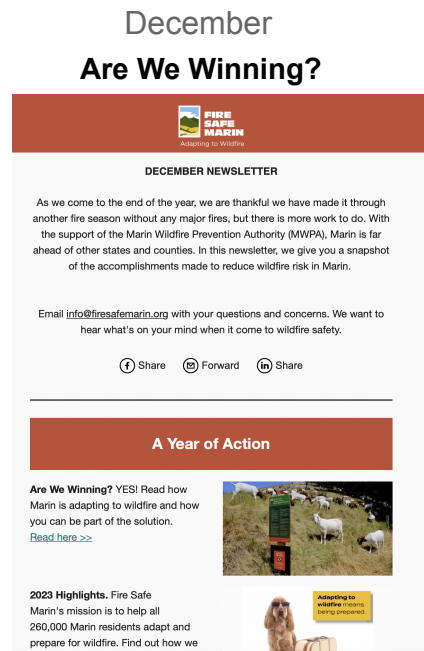
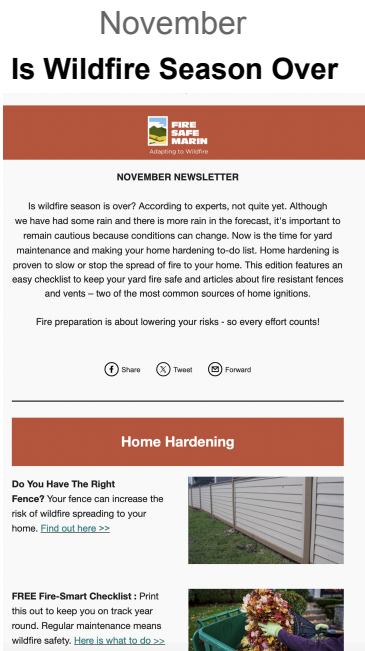
**@firesafemarin**  
Nov 14, 15:20

Did you know that we have a new resource library on our website? We have a lot of FREE resources and content available for YOU! Check it out \*\* 📄  
<https://ow.ly/C1W550Q3j>  
<https://twitter.com/firesafemarin/status/172447171896885564/photo/1>

8% engagement rate

E-NEWSLETTER

We published two newsletters in November/December with 44K emails being opened. This represents an open rate greater than 50%. In November we focused on the importance of yard maintenance, and in December we did a year in review. We are increasingly proactive in gathering content about MWPA programs and activities to share with residents. We are also increasing efforts to grow subscribership in 2024. [Share the subscription link here](#) to receive wildfire safety tips and stay informed about MWPA activities.

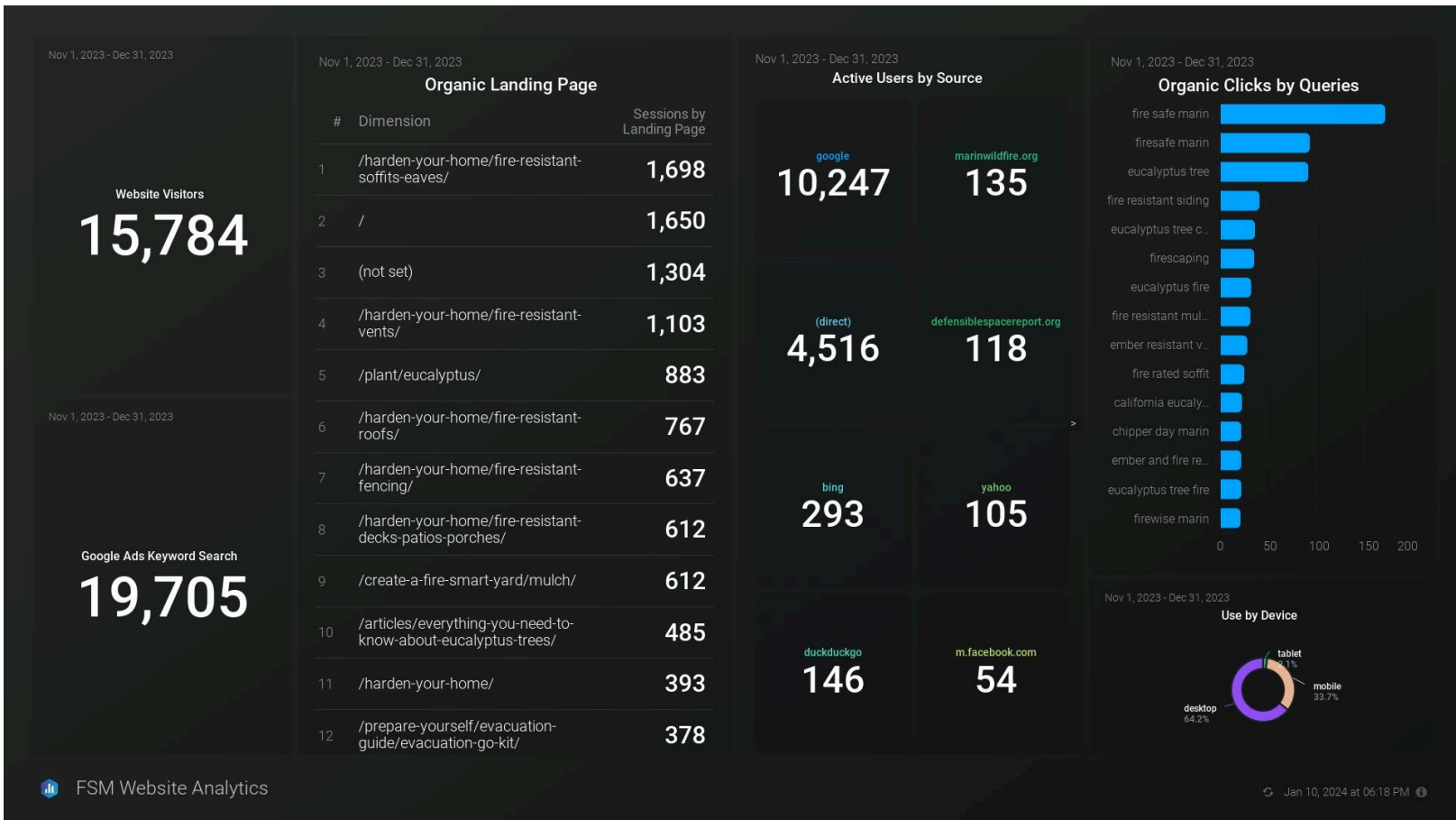


Databoard #2: Newsletter overview showing subscribers, popular content, and engagement.



**Website.** In November and December, 15K users visted the website viewing 27,700 pages. The most popular content continues to be soffits, eaves, fire-resistant vents, and eucalyptus trees. About 120 visitors arrived through the Defensible Space Report. The below databoard provides more in-depth analytics on website performance. To continually improve and maintain the most current information and user experience, we initiated a review and redesign of the primary pages. We expect this to be complete in early February. Improvements include expanded content within home hardening and fire smart yards, new images, and complete rewrites of core content.

### Databoard #3: Website visitors, popular content, and top Google searches



## 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 November and December, FSM engaged with the following partners:

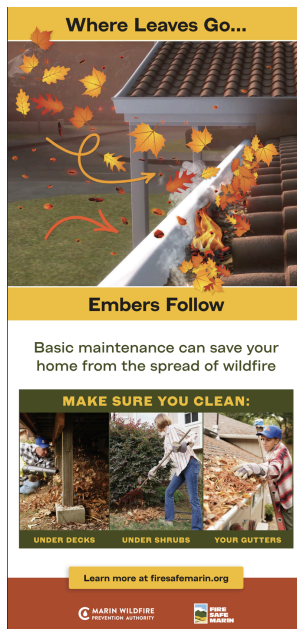
### Engagement with Strategic Partners during November and December 2023

Organization	Audience Engagement
California Fire Safe Council	Attended monthly coordinator meetings for CA fire councils.
Fire Aside	Contact monthly for updates or information sharing in the newsletter.
F.I.R.E. Foundry	Engages residents through the Ambassador Program. Serve HS students at Terra Linda HS LEAD Program. Train FIRE foundry recruits in ESP mitigation strategies.
Marin CIL	Shared monthly fire safety tips to help people with AFN be prepared for wildfire and raise awareness among everyone of the increased risks and concerns of this community.
Marin County PIO team	Shared monthly fire safety tips.
Marin Master Gardeners	Amplified firesmart landscaping tips digitally and at in-person community events to educate residents.
MWPA ChipperDay D.S.I's Grants Communications	Connected regularly with team members from MWPA to help amplify the work of the MWPA and timely program messaging.
North Bay Alliance	Met with the team to advance outreach.
Vivalon	Shared monthly fire safety tips about evacuations to aging adults.
Ecologically Sound Practice Partnership (ESP)	As founding members and part of ESP Steering Committee, FSM has been active in helping residents and organizations apply ESP mitigation strategies.

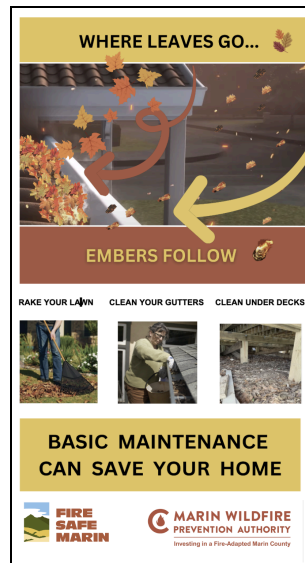


## ADAPT CAMPAIGN (November + December)

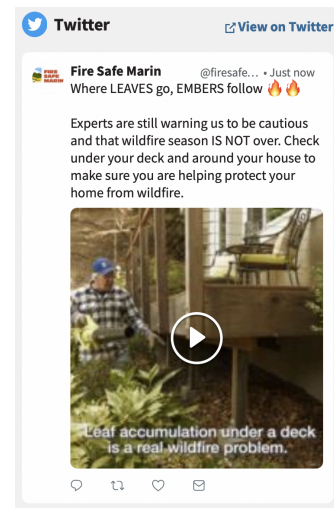
In November we ran ads focused on basic maintenance. The headline was *Where Leaves Go, Embers Follow*. As with all campaigns, social media content supported the primary message by offering more in-depth information.



Full-page print ad



E-blast to 50K



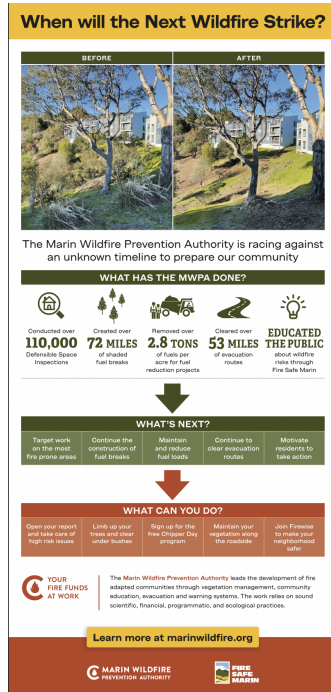
Social media post

In support of this campaign, a series of short videos (:30 sec) explaining the importance of clearing gutters, beneath deck and under bushes were distributed widely through social media. These videos collectively have been viewed over 200 times.



(Click thumbnail photo to play).

In December we ran ads focused on the accomplishments of the MWPA entitled *When will the Next Wildfire Strike?* This material was also distributed to communication partners throughout the county to share through their networks.



Full-page print ad in IJ



GIF for social media (organic ads only)



FB post

**Off-season ad campaign.** In late December we piloted two low-budget ad campaigns: **Google Search Ads** to expand awareness among highly searched terms, and **Re-targeting Ads** to increase e-newsletter subscribers among website visitors. The pilot will run through February to evaluate its effectiveness.

**Google Search Ads.** Users searching keywords in Google will result in a sponsored ad similar to the one appearing below. We created two ads, one focused on home hardening keywords, and the other focused on yardwork and maintenance. We used the top Google searches to FSM website to determine the keywords. To-date the ads have generated 283 clicks through to the website.

#### Sponsored

 firesafemarin.org  
<https://www.firesafemarin.org>

### Save Your Home from Wildfire | Wildfire Prep = Protection

How to change vents, **close** soffits and **eaves**, and harden your home. Most common wildfire risks: vents, soffits, **eaves**, fences, and decks.

[Soffits & Eaves](#) · [How Homes Ignite](#) · [Vents](#) · [Gutters](#) · [Prepare Yourself](#) · [Reports](#)

**Re-targeting ads.** These digital ads are delivered to FSM website visitors. When clicked, the link takes the viewer to a page to sign up for the e-newsletter for tips and resources. Overall, the ads have reached 1,400 people and resulted in 30 new newsletter subscribers.



## VIDEOS

Working with Mark Brown, we created two educational videos about wildfire behavior using a new illustrative tool. We have begun production on the third installment in this series: Evacuation Strategies. Early response to the first two videos has been positive with 1,100 views. View the videos here:

[Fire Behavior in Untreated vs Treated Areas](#) explained by Mark Brown, the executive officer of Marin Wildfire Prevention Authority.

[Understanding Wildfire Behavior](#): How should you respond to the threat of wildfire? The full answer to this requires knowledge about wildfire behavior, which is affected by the science of fire. The terrain, weather, and fuel.



**Databoard #4** Youtube video performance. Views are up 30% in November and December versus one year ago. Views, shares, likes, and comments of videos are also trending up. The top 2 videos viewed during November-December 1) Debunking Myths about Defensible Space and 2) Mark Brown's Understanding Wildfire Behavior.



Dashboard #5 Youtube performance continued



FIREWISE CAMPAIGN EVALUATION

YouTube Video Watch Time Analysis

Jan 10, 2024 at 12:37 AM

BILINGUAL EDUCATION

FSM is committed to making 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. 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

Firewise annual renewals were due November 17, later extended to the end of the year. The renewal process was particularly difficult this year due to major last-minute changes that were made to the review process. New risk assessment and action plan templates

needed to be created. The FSM team updated the renewal guidance on our webpage and supporting materials in order to simplify the renewal process. A video that describes each step in the renewal process was created and distributed to the 370 firewise leaders. Our team has held a number of zoom meetings with individual firewise leaders to answer their questions and help them with the process. This month's meeting topics primarily focused on a review of the application process including directions for completing risk assessments and action plans.

## **PHONE AND EMAIL INQUIRIES**

Phone calls and email inquiries continue to be received even as wildfire season ends. Questions are related to activities cited in the home evaluation report, grants, and Firewise. FSM is a proactive and responsive resource for Marin residents. We received approximately 50 inquiries in November and December excluding those that come through social media channels. Below are examples of the types of questions we received.

*I am the coordinator for Firewise for the Scott Valley HOA ( Mill Valley). I am doing the annual declaration. Can I list myself as the agency for the Risk assessment? ( required every 5 years)*

*Your inspection of my property indicated that it would be a good idea to upgrade my vent coverings to better resist wind-blown embers. Are there contractors that specialize in this that you have had good experience with? I'd appreciate any guidance you can offer.*

*My elderly mom's fire insurance was just canceled by Travelers Insurance due to fire risk and changes in their underwriting policy. She lives in Marin County. Do you know what insurance companies might provide insurance, even at a higher rate?*

*I'm undertaking some remodeling of my home. One of my goals is to "fire harden" my home. I have some questions regarding possible replacements of soffit vents. I have seen the vulcan vents and they are cost-prohibitive. I see that your website suggests vents that have 1/8 inch mesh would also work. Are there products that are acceptable that you could point me to?*

## **EDUCATIONAL MATERIALS**

In support of messaging to residents to maintain their yards and properties throughout the year, we created a basic fire smart yard maintenance checklist that can also be shared with landscaping crews. The flyer is designed with English on one side and Spanish on the other. We will promote this heavily in the spring and summer. We also began work with FIRE Foundry interns, Master Gardeners and Nor Cal Landscape Contractor Association to design a four-fold handout to help residents and small contractors understand how to work together to improve wildfire landscape safety in an economical way. The materials will be printed in Spanish and English.

Additionally, we redesigned a Firewise door hanger at the request of Firewise leaders. This will be used to help drive awareness of Firewise neighborhoods and engage residents to take proactive steps to prepare for wildfire.

Below is a list of the core educational materials delivered to residents and available on the FSM resource library.

<b>Educational Material*</b>	<b>Distribution</b>
Evac survival checklist	Community events English, Spanish
5 Qs Evac postcard	Community events English, Spanish
(New!) Maintenance Checklist	Community events English, Spanish
(New!) Firewise door hanger	Firewise communities English
(Coming Soon!) Guide to fire smart landscaping	Homeowners, community event English, Spanish
Outdoor lawn signs	Firewise communities English, Spanish
Evacuation station	Non-digital audience English
Model House	Family events
Wildfire wheel	Community events English
Vents puzzle	Family events
Oversized PSAs	Large community events English, Spanish

(New!) Maintenance Checklist. Two-sided, English and Spanish

(front)

### FIRE SMART YARD CHECKLIST

Did you know that most home ignitions are caused by burning embers that start fires in yards that spread to the home? You can prevent this! Creating and maintaining a fire smart yard will protect your home and neighborhood. Follow this weekly checklist to keep your home safe.

**If you contract someone to care for your yard, review this checklist with them. And remember — the key to fire safety is maintenance, maintenance, maintenance!**

<b>CLEAR ZONE ZERO</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Remove combustible items within the first 5 feet around the house</li><li><input type="checkbox"/> Remove hazardous plants like juniper, Italian cypress and bamboo</li><li><input type="checkbox"/> Use non-combustible mulch, like gravel, stones or pavers</li></ul>	<b>LIMB UP TREES &amp; TRIM BRANCHES</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Prevent fire from spreading from the ground to tree tops by removing the lowest branches of the trees to at least 6 feet</li><li><input type="checkbox"/> Keep bushes and plants low beneath trees to avoid “fire ladders”</li><li><input type="checkbox"/> Remove dead branches</li><li><input type="checkbox"/> Trim branches 10 feet from the roof</li></ul>
<b>REMOVE LEAVES AND DEBRIS FROM</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Zone Zero</li><li><input type="checkbox"/> Gutters</li><li><input type="checkbox"/> Rooftops</li><li><input type="checkbox"/> Beneath bushes</li><li><input type="checkbox"/> Under decks and staircases</li><li><input type="checkbox"/> Behind garage or sheds</li></ul>	<b>RAISE “SKIRTS” OF BUSHES &amp; HEDGES</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Trimming bushes a couple feet from the ground will allow you to keep the bed beneath clear of leaves</li></ul> <b>KEEP SPACE BETWEEN PLANTS</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Thin out bushes and plantings to allow space between plants to prevent the spread of fire</li><li><input type="checkbox"/> Weed and clean beds regularly</li></ul>



**UNDER DECKS****UNDER SHRUBS****YOUR GUTTERS**



(back)

### LISTA PARA JARDÍN INTELIGENTE CONTRA EL FUEGO

¿Sabías que la mayoría de las igniciones en hogares son causadas por brasas ardientes que provocan incendios en los patios y se propagan hacia la casa? ¿Puedes prevenirlo? Crear y mantener un patio a prueba de incendios protegerá tu hogar y vecindario. Sigue esta lista de mantenimiento semanal para mantener tu hogar seguro.

Si contratas a alguien para cuidar tu patio, repasa esta lista de mantenimiento con ellos. Y recuerda: ¡la clave para la seguridad contra incendios es el mantenimiento, mantenimiento y más mantenimiento!

<b>DESPEJA LA ZONA ZERO</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Retira elementos combustibles dentro de los primeros 5 pies alrededor de la casa.</li><li><input type="checkbox"/> Elimina plantas peligrosas como enebros, cipreses Italianos y bambú.</li><li><input type="checkbox"/> Utiliza mantillo no combustible, como grava, piedras o adoquines.</li></ul>	<b>RECORTA ÁRBOLES Y RAMAS:</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Evita que el fuego se propague desde el suelo hasta la copa de los árboles, retirando las ramas más bajas de los árboles al menos a 6 pies de altura.</li><li><input type="checkbox"/> Mantén bajos los arbustos y las plantas que estén debajo de los árboles para evitar “escaleras de fuego”.</li><li><input type="checkbox"/> Elimina ramas muertas.</li><li><input type="checkbox"/> Recorta las ramas a 10 pies del techo.</li></ul>
<b>ELIMINA HOJAS Y DESECHOS DE:</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Zona Cero</li><li><input type="checkbox"/> Canales</li><li><input type="checkbox"/> Techos</li><li><input type="checkbox"/> Debajo de arbustos</li><li><input type="checkbox"/> Debajo de terrazas y escaleras</li><li><input type="checkbox"/> Detrás de garajes o cobertizos</li></ul>	<b>ELEVA LAS “FALDAS” DE ARBUSTOS Y SETOS:</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Recortar los arbustos a un par de pies del suelo te permitirá mantener el área debajo libre de hojas.</li></ul> <b>MANTÉN ESPACIO ENTRE LAS PLANTAS:</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Adelgaza los arbustos y plantaciones para permitir espacio entre las plantas y prevenir la propagación del fuego.</li><li><input type="checkbox"/> Desmaleza y limpia las áreas regularmente.</li></ul>



**DEBAJO DE TERRAZAS****DEBAJO DE ARBUSTOS****LOS CANALONES**





(New!) Firewise door hanger. This will be shared with Firewise Leaders for distribution within Firewise neighborhoods to raise awareness and promote action.

(front)

(back)



## *Hello neighbor!*

You live in a Firewise community.

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### **Our Firewise community works together to lower our wildfire risk. Please join us!**

Fire Safe Marin has outlined action steps we can take to make our neighborhood safer and help us prepare for a wildfire evacuation.

For more information and to get involved, please email me at:

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### **We look forward to hearing from you!**

Sponsored locally by:



Adapting to Wildfire

Funded by:



INVESTING IN A FIRE ADAPTED MARIN COUNTY

[www.firesafemarin.org](http://www.firesafemarin.org)

## **Why Participate in Your Firewise Community?**

- 1. Fire knows no boundaries.** We live close together and our safety is dependent on our collective wildfire preparation. **We need you to make our neighborhood more wildfire-resilient.**
- 2. Well-Informed people make better choices.** Firewise communities are supported by Fire Safe Marin, bringing you the best prevention practices backed by the latest science. **You will have the information you need to prioritize your wildfire safety plan.**
- 3. An action plan that works.** Our Firewise communities carry out 7 actions annually, such as removing fuel from their neighborhood, hardening homes against ignition, and practicing evacuation drills. **You will have a clear plan to protect your family and home from wildfire.**
- 4. Better together.** Firewise neighbors help each other. They inspire action and look out for those who may need assistance. **We need you on our team.**
- 5. Insurance discounts.** Some residential property insurance companies offer discounts for fire-hardened homes and communities. Several insurance companies offer both community-wide discounts and home-specific discounts. Preference is sometimes given to Firewise USA® sites when allocations of grant money are made for wildfire safety or fuel mitigation.

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### **How to get involved**

- ☒ Send your email address to your Firewise Leader (listed on frontside).
- ☒ Subscribe to Fire Safe Marin's monthly newsletter at [www.firesafemarin.org](http://www.firesafemarin.org).
- ☒ Participate in neighborhood activities organized by your Firewise Leader.
- ☒ Share this information with a neighbor.

**Communities that work together are safer and more resilient!**



**FIREWISE USA®**  
RESIDENTS REDUCING WILDFIRE RISKS

# COMMUNITY AMBASSADOR PROGRAM

The Community Ambassadors Program includes 18 trained recruits 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 continues to be invaluable; each brings a different skill set and experience that enriches their engagement with the community. In November and December Ambassadors attended 3 events, engaging approximately 300 residents. Below is a list of events.

Mo.	Community Events	Focus Message
Nov 14	San Geronimo Health Fair	Home hardening
Nov 9	West Marin Health Fair	Home hardening
Dec 17	Mill Valley Winterfest	Evacuation planning

**Databoard #6:** Community Ambassadors attended 49 events and engaged with nearly 6,000 residents over 6 months. Below view resident engagement, events by zone and Spanish-speaking outreach since the launch of the program in June 2023.





## DEFENSIBLE SPACE PROGRAM

FSM manages the links to the Home Evaluation report that gives 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. Over time, we are seeing increased traffic directly from the report to the site.

## PEER TO PEER

### Project Overview

The MWPA FY 23 budget designated \$50,000 to fund the **Peer to Peer Pilot Project** to bring wildfire safety messages to hard-to-reach and underserved populations of Marin. The program is jointly led by Fire Safe Marin and San Rafael Fire. It is intended to reach people who, for economic, language, social, physical or cognitive barriers, are less likely to engage with traditional outreach efforts at community centers and local events, or through social media and other print and digital platforms. The program seeks to encourage this target audience to:

- understand the risks of wildfire;
- sign up for emergency alerts;
- make an evacuation plan; and
- be prepared to evacuate.

The Pilot Project uses a peer-to-peer network strategy whereby members of underserved populations are recruited, trained and paid to share wildfire safety messages through their social networks, tapping into their affiliations with schools, faith-based organizations, residents associations, community groups, friends and families, etc. The model relies on trusted messengers to break through institutional barriers of distrust and to go the extra mile to reach people where they are. Recruits will be paid \$30 per hour for training, feedback and outreach efforts.

### Progress Report

The program is currently known as the Wildfire Community Education Liaison (CEL) Pilot Project. The pilot runs from July 2023 - January 2024. To date, the following has been accomplished:

July:

- The program outline, content and general lesson plan were already jointly agreed to.

Aug - Sept:

The following materials were produced for the project:

- Training curriculum, lesson plans and handouts

- Peer-to-Peer Handbook in Spanish and English
- Training Slideshow in Spanish and English
- Application for participation in Spanish and English
- Recruitment flier in Spanish and English

Recruitment efforts were made through the following Marin Community contacts:

- Marco Berger of the **Multicultural Center of Marin Community**
- Jahmeer Reynolds, **Marin County Cooperation** in Marin City
- Seamus Tomkins, **West Marin Community Services**
- Maria Jaramillo-Botero, **North Marin Community Services** in Novato
- Carlos Garcia, **Marin Community Clinics** Health Hubs in SR and Novato
- Fernando Berrato, **Southern Marin District 4** and the **Canal Alliance**
- Eli Gerlardin, **Marin Center for Independent Living**

October:

- Planning for Wildfire Evacuation Presentation in San Rafael at 6:30pm on November 13
- Boro Community Center reserved
- Publicity flyer created
- Gift cards for payment of \$25 to all attendees ordered
- Dinner ordered

### **Lack of applicants**

Despite enthusiasm from community leaders about the need for the program, no one has applied. We believe that it is difficult to recruit people for several reasons:

- People who are likely candidates are already involved in community outreach efforts and do not have the time or bandwidth to take on wildfire education.
- Asking people to create outreach opportunities from their social networks is a heavy lift with a limited pool of people.
- People may need to know more about wildfire education and the program to become interested enough to apply.

Update on Recruitment Effort

November:

On November 13, 1023, San Rafael organized an event at the Albert J. Boro Community Center to educate the public about wildfire safety as the first step in recruiting people to apply to participate in the Peer to Peer program. With the assistance of Marco Berger of the Marin Cultural Center, 46 adults and about a dozen children attended the presentations. In the main classroom, the

presentation was in Spanish, speaking to the majority of participants. A second breakout room accommodated 6 English speakers with a second presentation. All participants were given \$25 gift cards to attend. No participants applied to serve in the Peer to Peer program.