



Adapting to Wildfire

FSM February Report

Delivered to MWPA for 3.21.24 board meeting

FEBRUARY 2024 Education & Outreach Activities

This monthly report provides work plan updates, analytics, and insights on Fire Safe Marin's education and outreach activities in support of MWPA education and outreach objectives.

WHAT'S NEW

- ❑ Delivered a branding style guide in support of the Home Evaluation Program. This is an outcome of collaboration with MWPA, Fire Aside, Marin Defensible Space Alliance, and San Rafael Fire.
- ❑ Completed draft of FSM's FY24-25 work plan for MWPA aligned with Goal #4 and objectives related to detection + alerts, defensible space, home hardening, strategic partnerships, and unique needs communities.
- ❑ Began production on an ad campaign supporting the Home Evaluation Program that will run May - July to align with (Fire Aside) direct communications to residents. Our goal for Home Evaluations is for residents to open their Wildfire Risk Reports.
- ❑ Promoted wildfire prevention focused on budget friendly tips, defensible space and Zone 0 through the February e-newsletter sent to 12K subscribers and shared through social media accounts and communication partners reaching ~ 40K users.

FEBRUARY REACH + ENGAGEMENT

60K
reach

12.7%
avg.engagement

*based on fsm website, youtube, FB, IG, X, meetings, google searches

SOCIAL MEDIA OUTREACH

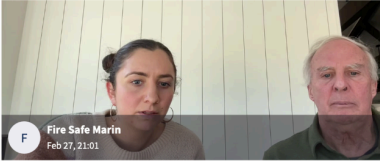


Social media is a primary outreach avenue for reaching Marin residents. In February, FSM created **90** posts, appearing **38,000** times on FB, Instagram and Twitter/X. Overall engagement averaged 6%, ranging from 2.5% on Twitter/X and 11.6% on Instagram. A Facebook Live event featured a Q & A between Kaya and Rich about insurance. February highlights include positive sentiment among users, consistent reach and increasing engagement. On average we are reaching ~40K unique users each month with increasing engagement. In February, FB had 51 comments, while Instagram had 5. Also noteworthy, the high number - +3,500 video views.

Here are examples of organic content on FB, IG, X that received the most engagement in February. Organic content is what FSM creates and posts, as opposed to paying for that viewership.

Facebook provides the greatest reach among residents. The top-performing posts in February included the Facebook Live about insurance, defensible space and creating ignition free zones.


Top posts



Fire Safe Marin
Feb 27, 21:01

A conversation about the state of home insurance and tips if you have been dropped.


23 reactions



Fire Safe Marin
Feb 19, 16:30

What is defensible space? Defensible space is the buffer you create between a building on your property and the grass, trees, shrubs, or any wildland area that surround it. Defensible space is essential to help firefighters when they are defending your home. Defensible space will help slow or stop the spread

13 reactions




Fire Safe Marin
Feb 24, 16:01

We love using rock to create ignition free zones: areas where if embers were to land there is nothing to ignite 🔥🏠 As a budget friendly way to incorporate rock, use it in the first 5 ft next to your home where it is the most crucial to stop an ignition.

10 reactions

Instagram regularly has the highest engagement among the social media channels at > 11%. These are the top posts in February: Zone 0, and Defensible Space.


Top posts



firesafe_marin
Feb 07, 16:30

10 recommendations for Zone Zero: Remove combustible outdoor furniture. Replace with metal or non-combustible varieties. Replace jute or natural fiber doormats with heavy rubber or metal grates. Remove or relocate all combustible materials, including garbage and recycling containers, lumber,


25 likes



firesafe_marin
Feb 29, 01:00

Defensible space is the area around a home that has been designed to protect it from ignition. 90% of homes that burn during a wildfire are ignited by embers that start spot fires that then spread to the house. By eliminating vegetation and combustibles within the first 5 ft from the home and maintaining space around

21 likes



firesafe_marin
Feb 19, 16:30

What is defensible space? Defensible space is the buffer you create between a building on your property and the grass, trees, shrubs, or any wildland area that surround it. Defensible space is essential to help firefighters when they are defending your home. Defensible space will help slow or stop the spread

20 likes

SOCIAL MEDIA OUTREACH continued



Twitter/X is steady at 1,600 followers.

Top tweets


inside a house. Learn how to make wildfire home improvements that could save your home from wildfire. [Read here >>](#)

Smart Spending for Zone Zero: The first five feet next to your home are crucial for wildfire safety. Here are 3 ways to reduce your fire risk.

@firesafemarin
Feb 13, 17:10

Hot off the press! Read our latest newsletter and learn how to prepare for wildfire on a budget <https://ow.ly/Ufk50QAipg>
<https://twitter.com/firesafemarin/status/1757452135862526091/photo/1>


6.67% engagement rate



@firesafemarin
Feb 16, 16:02

Non-combustible options for around your home: 1. Gravel 2. Decomposed granite 3. River rock If embers are falling from a wildfire and land on these three materials, they will NOT ignite. This protects your home from wildfire 🔥
<https://twitter.com/firesafemarin/status/1758522342878118090/photo/1>

3.8% engagement rate




@firesafemarin
Feb 14, 16:03

We ❤️ wildfire prevention!
<https://twitter.com/firesafemarin/status/1757797785624076549/photo/1>

3.8% engagement rate

LinkedIn is a newer platform for FSM with 100 followers.

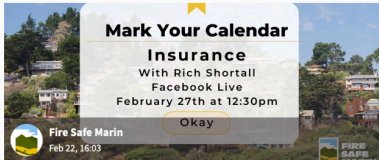
Top posts



Fire Safe Marin
Feb 29, 18:19

Defensible space is the area around a home that has been designed to protect it from ignition. 90% of homes that burn during a wildfire are ignited by embers that start spot fires that then spread to the house. By eliminating vegetation and combustibles within the first 5 ft from the home and maintaining space around

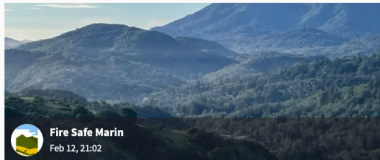
9 reactions



Fire Safe Marin
Feb 22, 16:03

Join us for a conversation about home insurance. Rich Shortall will be answering your questions and providing guidance to people who have been dropped by their insurance provide. There is a lot of information out there right now regarding this topic so we want to give you an insiders perspective on what is

4 reactions



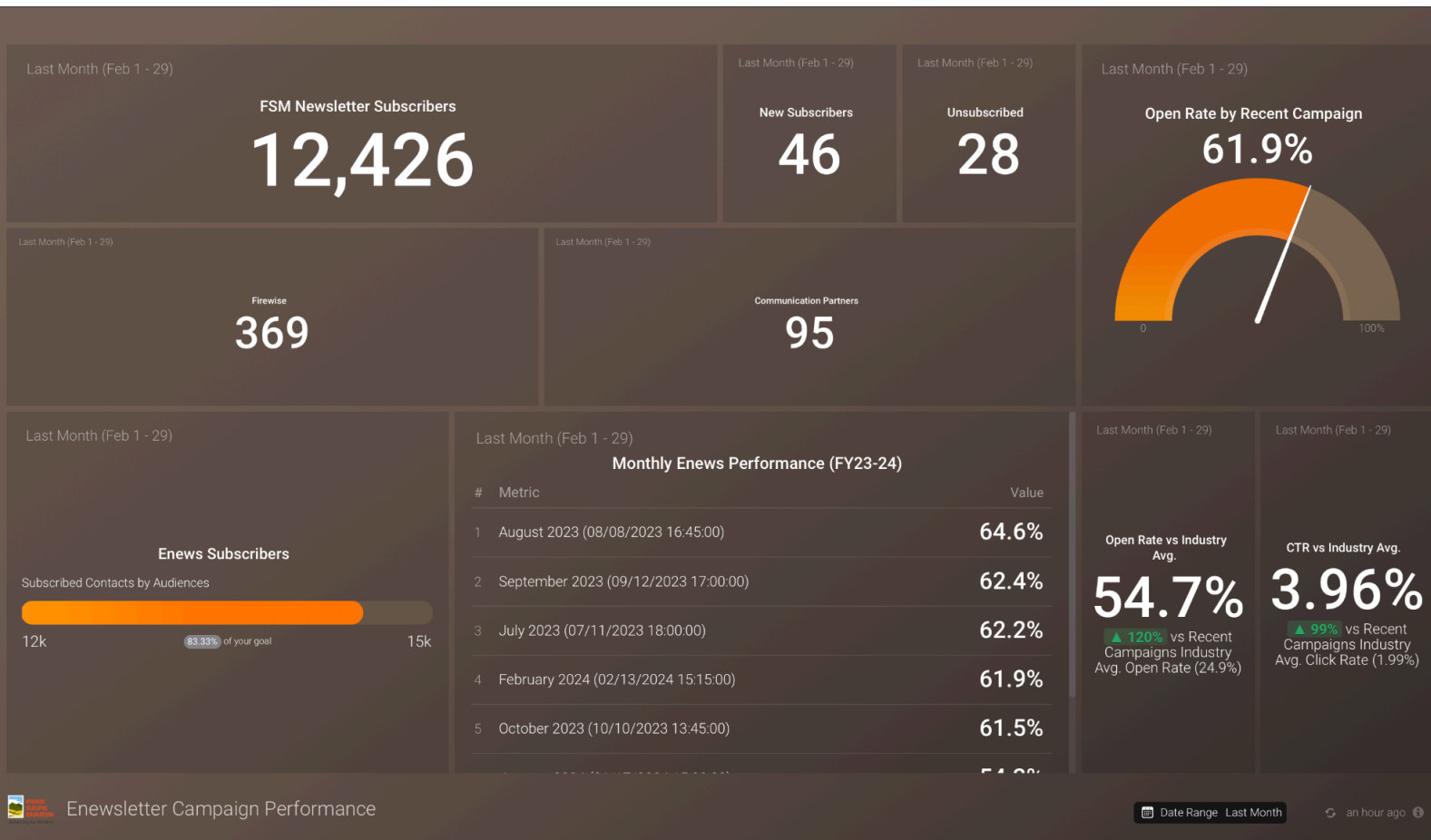
Fire Safe Marin
Feb 12, 21:02

We 🌲 Marin...this view never gets old. Take a sneak peek at this month's newsletter to inspire residents to invest the time and effort to reduce wildfire risk in Marin. https://lnkd.in/g/d3q_lFQ #wildfireprevention #marin #marinwildfire

2 reactions

E-NEWSLETTER

The February e-newsletter highlighted budget-friendly tips using the “house-out” approach to help residents know how to prioritize work. We shared content about MWPA programs such as the Wildfire Risk Report and Chipper Day sign-ups. We continued to make efforts to grow subscriberships by asking readers and Firewise Leaders to invite their neighbors to [Sign Up](#).



[Click to read Feb e-newsletter](#) - Wildfire Prevention on a Budget






**FIRE
SAFE
MARIN**

Adapting to Wildfire

FEBRUARY NEWSLETTER

Reducing wildfire risks to our homes and properties takes an investment of time, effort and money. The best course of action is to make a plan over time, taking a "house-out" approach and working your way out as resources allow. In this newsletter we point to cost-saving services like Chipper Day and budget-friendly tips to get you started.

Remember risk reduction protects your home, family and community.
It's a good investment.

 Share  Forward  Post

Do you know someone who would benefit from this information? [Invite them to subscribe.](#)

Preparing on a Budget

A FREE Wildfire Risk Guide:

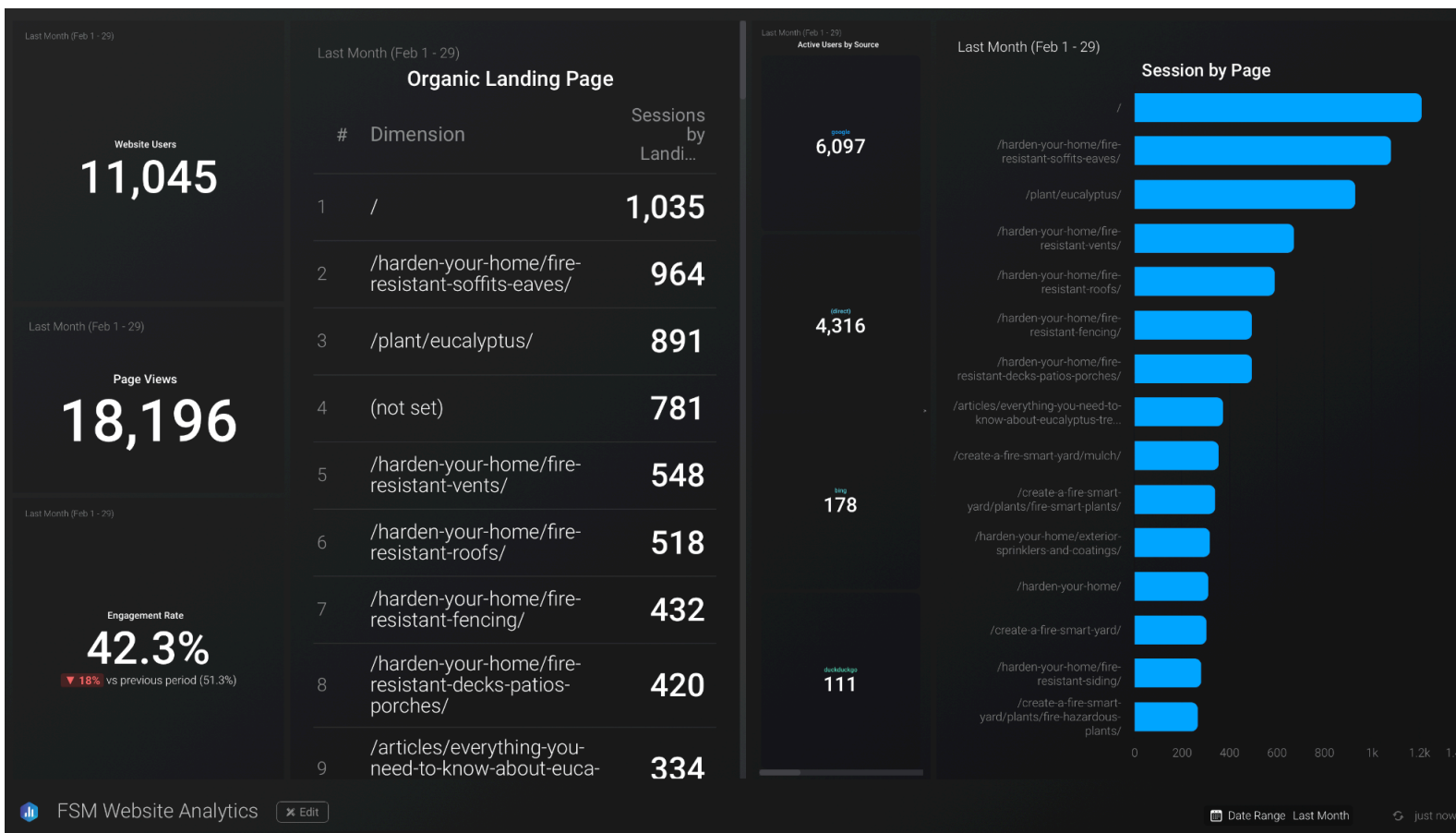
Your personalized home evaluation report is organized to help you prioritize the actions you need to take to prepare for wildfire.

[Open your report >>](#)



Website. In February, 8K users visited the website viewing 14,000 pages. We are currently working with website specialists to enhance the design, accessibility, and flow of the primary FSM website pages. The process is going well, and we expect the improved site to be live later this month. Improvements include improved design, expanded content within home hardening and fire smart yards, new photos, complete rewrites of core content, and a redesign of Spanish resource pages.

Databoard #3: Website visitors, popular content, and top Google searches. The top-performing pages continue to be soffits, eucalyptus, vents. In response to the high interest in soffits, we produced an article for the January newsletter entitled: “The Soffits Solution”. You can read it [here](#).



COMMUNITY PARTNERS. We work to strengthen our relationships with strategic community partners and community-based organizations to share information, collaborate, and understand the unique needs of constituents. In February, we distributed the monthly fire safety message to 95 community partners with a request they share within their networks/jurisdictions. We had a successful delivery rate of 95.8% and an open rate of 42.9% this is down from the previous month; however, the engagement based on clicks doubled. We streamline the process and make it easier to share important safety messages broadly in city/town newsletters, social media, etc. Messages are delivered in English and Spanish with suggested captions. Below is an example.

February Wildfire Safety Message for Residents

Defensible Space



You are receiving this monthly email as a valued communication partner of Fire Safe Marin and the Marin Wildfire Prevention Authority (MWRPA).

Dear Communication Partners:

What is defensible space? It sounds odd, but we are hoping that your constituents think about this as they begin their spring clean-up. Please help share this wildfire safety message with all residents.

Christine Abela, Fire Safe

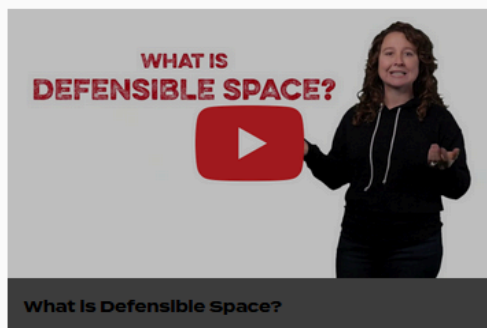
Marin

3 Easy ways to share:

- Access posts directly from one of Fire Safe Marin's 4 social media feeds and share from there. Priority messages will be pinned to the top of each FSM channel. [FB](#), [Instagram](#), [Twitter](#), [LinkedIn](#)
- Cut and paste the image and text into your organization's newsletter.
- Forward this email to interested parties.

Please tag Fire Safe Marin and Marin Wildfire.

Current Message



Suggested caption:

What is Defensible Space? Defensible space is the area around a home that has been designed to protect it from ignition and gives firefighters the space needed to defend your home. 90% of homes that burn during a wildfire are ignited by embers that start spot fires that then spread to the house. By eliminating vegetation and combustibles within the first 5 ft of the home and maintaining space around plants throughout your yard, you can reduce your risk. [Click here https://youtu.be/zufEbl1L6k](https://youtu.be/zufEbl1L6k)

Pie de foto sugerido:

¿Qué es el espacio defensible? Un Día de Bandera Roja es emitido por el Servicio Meteorológico Nacional cuando las condiciones son ideales para que un incendio forestal se propague rápidamente. Estos son días muy secos con vientos fuertes y sostenidos. Es importante mantenerse al tanto con las alertas y advertencias durante un Día de Bandera Roja porque un incendio pequeño podría salirse de control rápidamente y desencadenar una advertencia de evacuación. En un Día de Bandera Roja, esté listo para irse! Visite este enlace para saber que debe hacer y no hacer durante Días de Bandera Roja. [Haz clic aquí https://youtu.be/wgG8vdwgPM4](https://youtu.be/wgG8vdwgPM4)

ENGAGEMENT WITH STRATEGIC PARTNERS DURING FEBRUARY 2024

Organization	Audience Engagement
California Fire Safe Council	Attended monthly coordinator meeting for CA fire councils. Upon request, presented FSM/MWPA communication and outreach to coordinators throughout the state. Positive feedback received.
Fire Aside	Continued collaborations on (direct) resident engagement to align branding, key terms, messaging for the home evaluation program. In coordination with MWPA, SR, Alliance, and Novato agencies. Delivered a branding style guide.
F.I.R.E. Foundry	Planned a meet and greet for FIRE Foundry and Firewise Leaders to take place in early April
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.
MWPA ChipperDay D.S.I's Grants Home evaluations Communications	Connected regularly with team members from MWPA to help amplify the work of the MWPA and timely program messaging. Collaborated on MWPA social media management. Collaborated on direct resident engagement communication to align branding and messaging.
North Bay Alliance	Shared monthly fire safety tips.
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 (February)

We continued running two cost-efficient, off-season ad campaigns: **Google Search Ads** to expand awareness among highly searched keywords, and **Re-targeting Ads** to increase e-newsletter subscribers among website visitors. We extended the pilot to run through the end of April due to

Google Search Ads. Users searching keywords in Google will get a result in a sponsored ad similar to the one appearing below. We created two text ads, one focused on home hardening keywords, and the other focused on yard work and maintenance. We used the top Google searches on FSM website to determine the keywords. The terms *home*, *yardwork*, and *gutters* yielded the most clicks. We are evaluating the effectiveness of these ads.

Sponsored

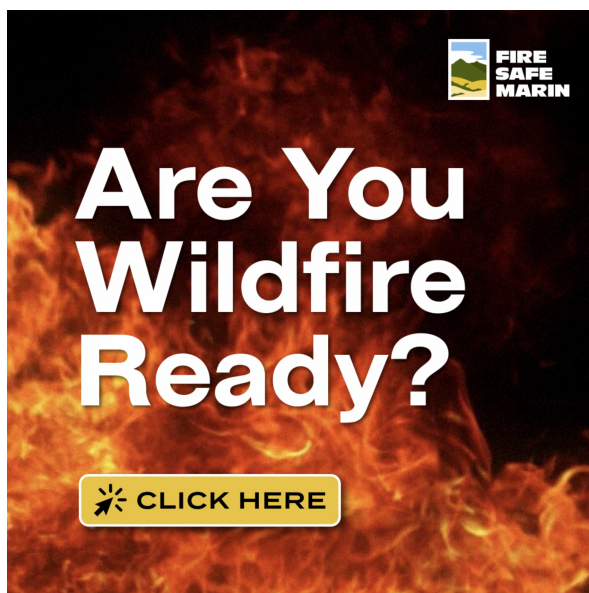


Save Your Home from Wildfire | Wildfire Prep = Protection

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, we see a correlation between these ads running and increased newsletter subscribers.



YOUTUBE DATABOARDS provides video performance and viewership. In February, there were +4,000 views of video content. This is up from one year ago and similar to the previous month's viewing. Noteworthy is the view duration and average percent viewed is up about 30% vs last year.



YOUTUBE CONTINUED. Video performance has significantly improved compared to last year, as evidenced by increased viewership and longer viewing durations. This increase in video viewership is closely tied to the dissemination of monthly fire safety messages to communication partners for amplification. Furthermore, the newsletter has proven to be instrumental in driving greater viewership on YouTube. Notably, our promotion of "What is Defensible Space?" among partners in February has resulted in higher view counts and watch times, indicating that our partners are actively sharing these messages and making a meaningful impact. Additionally, this month has seen a notable uptick in individuals seeking information regarding decks and protection measures.



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 list of Spanish language content visit FSM website at: <https://resources.firesafemarin.org/en-espanol/>. Below is an example of a recent print piece.

Maintenance Checklist. Two-sided, English and Spanish

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!

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





DEBAJO DE TERRAZAS
DEBAJO DE ARBUSTOS
LOS CANALONES




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!

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





UNDER DECKS
UNDER SHRUBS
YOUR GUTTERS




FIREWISE

The Firewise annual renewals are now finalized with 75 sites completing the certification process. This month's meeting topics focused on insurance updates, and the PGE 2024 Fire Safe Council Fuel Reduction Program which provides grant funding for fuel reduction projects within 500 feet of PGE electrical assets. Firewise Leaders were encouraged to apply, and FSM offered to support the application process. Continued breakout sessions were well-received and on average reached 35 Leaders per month. Firewise outreach is touching about 700 contacts per month through email, and an average of 100 per month in direct contact. We recruited for the Community Ambassador program among the leaders, picking up one new ambassador. We shared a monthly fire safety message - [What is Defensible Space](#) - requesting leaders share this message with their respective FW communities through newsletters and/or social media. Firewise leaders are highly engaged with more than 70% opening email communications sent each month and 30-40 participants at the monthly meeting. **Firewise door hanger**. This will be shared with Firewise Leaders for distribution within Firewise neighborhoods to raise awareness and promote action.

(front)



Hello neighbor!

You live in a Firewise community.

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:

We look forward to hearing from you!

Sponsored locally by:



Funded by:



www.firesafemarin.org

(back)

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.

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.
- Participate in neighborhood activities organized by your Firewise Leader.
- Share this information with a neighbor.

Communities that work together are safer and more resilient!



PHONE AND EMAIL INQUIRIES

FSM is a proactive and responsive resource for Marin residents. We receive a steady stream of emails and calls including those that come through social media channels. Below are examples of the types of questions we received in February.

- ★ *I see the recommendation to use fiber cement fencing, specifically Hardie Board. I have been unable to find information on using this product for fencing, and Hardie tells me their products have not been tested for fencing! Can anyone direct me to information on how to use Hardie Board for fencing?*

- ★ *Are you having another Ember Stomp this year and if so when?*

- ★ *... I work for Tahoe Donner Association's Land Management Department in Truckee...We want to create a survey for our members so that we can see their opinions on the work that we do as well as their satisfaction ratings. At our department we take care of the Fire Mitigation efforts as well as Forest Health and the maintenance and creation of Trails. The exact goal of the survey is still up in the air and so we are gathering information from different agencies to understand what others think is important to know. **We were wondering if you had used any surveys in the past and if so we were hoping you could share it with us. ...***

- ★ *I would like for you to come in to inspect my auntie's home for a sprinkler system. I have a hard date of March 4 next Monday if you can make it. Please contact me ASAP.*

- ★ *I want to speak to someone regarding having links on our website to content on your website. Agoura Hills Fire Safe Council*

- ★ *Do you have any resources for obtaining home fire extinguishers?*

EDUCATIONAL MATERIALS

We maintain a library of print resources in English and Spanish that cover the core fire prevention and preparedness messaging. Firewise Leaders, Community Ambassadors and partners have access to materials at the storage unit (The Cache) that is centrally located in Marin and is self-service. Work continued 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 economically. The handout will be printed in Spanish and English. Below is a list of the core educational materials, available on the FSM resource library, at the self-service storage unit, and distributed at community events.

Educational Material*	Distribution
Alert Marin	Community events, English, Spanish
Homeowner's Guide to Wildfire in Marin	Community events, English
Chipper Day postcard	Community events, English
Evac survival checklist	Community events English, Spanish
5 Qs Evac postcard	Community events English, Spanish
Fire Smart Yard Checklist	Community event English, Spanish
Maintenance Checklist	Community events English, Spanish
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
Powered & Prepared	Community events, English, Spanish
Evacuation station	Non-digital audience, Spanish version coming
Model House	Family events
Updated! Wildfire wheel	Community events English
Vents puzzle	Family events
Oversized PSAs	Large community events English, Spanish

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 February, we held the regularly scheduled monthly meeting for Ambassadors where we provided continuing education in preparation for spring and summer events. Events will begin again in March. In the meantime, ambassadors are in training to respond to Firewise leader requests for presentations.

Mo.	Events	Focus Message
Feb	Community Ambassador Training - updated team on new tabling props and materials, and provided continuing education on MWPA home evaluation program, Chipper Day and Alert Marin test date on 3/23	Home inspections - open report Chipper Day - register

Databoard #6: Community Ambassadors attended 49 events and engaged with nearly 6,000 residents since the program launched in June 2023. View total resident engagements, events by zone and Spanish-speaking specific outreach to



DEFENSIBLE SPACE PROGRAM

FSM manages the [links within 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 that will launch on or about March 22. The report links to the FSM website. Over time, we are seeing increased traffic directly from the report to the site. In February, 34 defensible space report users accessed FSM website for more information. This is up ~ 10 from January.

EMBER STOMP

Planning and fundraising have started for Ember Stomp 2024 which will be held on Saturday, September 7 from 11-5. This year's event will emphasize family friendly with more interactive games and family entertainment. We will again have various wildfire product and service providers and representatives from Marin agencies that support wildfire preparedness education. We are working with IBHS which plans to conduct a large burn demo and there will be other interesting demonstrations. There will be a variety of food choices and live music. In March, we expect to go live with the webpage with more details about the event and how to participate. We encourage all Marin Wildfire board members to attend.