

Executive Summary of January Education & Outreach Activities

Fire Safe Marin takes advantage of the rainy season to evaluate and improve our programming, create needed resources, and support the efforts of the MWPA, our Firewise sites, and our community partners. We continued our extensive outreach through social media, the newsletter and our communications partners. Here's a snapshot of our achievements in January 2024.

We prioritized website enhancements focusing on design improvements and updating Spanish content to ensure comprehensive information was available.

The January newsletter inspired a proactive approach to wildfire prevention in the new year. We produced "A Wildfire Primer for Families" which was distributed to the Marin Mommies network, targeting a new audience segment that specifically sought information on fire safety. We also authored "The Soffit Solution," distributed through our newsletter, social media, and website.

Efforts to streamline communication with outreach partners were implemented through the use of a new Mailchimp template. January's fire safety message was shared with 90 partners for distribution within their networks.

Two key additions to the team, Christine Abela as administrative support, and Cynthia Kula as project manager for the Community Ambassador Program and Ember Stomp, ensure we execute our work plan effectively. Both positions are part-time.

We continued Firewise Leaders breakout sessions where leaders within zones meet as a small group to share information, activities, and best practices. We received positive feedback on this effort.

In collaboration with Mark Brown, FSM is developing a video series explaining wildfire behavior as a baseline to grasp the underpinnings of all of our safety and preparedness messaging. The newest installation is underway, focusing on strategies firefighters use to maneuver downhill safely during a wildfire. The video will be distributed through our newsletter, social media, the FSM and MWPA websites, and our community partners.

We held an in-person training session for community ambassadors on January 11, focusing on FSM's new video resource materials. We are actively recruiting 5-6 new members this year, drawing from the F.I.R.E Foundry 2024 class, seasonal inspectors, and Firewise Leaders.

The Adapt Campaign continued with 2 cost-efficient ads; one targeting Google Searches to raise awareness of wildfire risk among individuals considering topics such as gutters, yard work, and home maintenance. Retargeting ads were also implemented for website users to boost newsletter subscribers. Initial findings indicate both strategies are effective.

FSM is working collaboratively with the MWPA, Fire Aside, The Alliance, San Rafael Fire and Novato Fire to help develop a style guide to align branding, messaging and key terms to increase residents' engagement with the Wildfire Home Evaluation Program.

This report provides details, insights, and commentary on FSM activities in support of MWPA education and outreach objectives.

SOCIAL MEDIA OUTREACH



This year we will be putting more resources towards building social media outreach channels in both organic content and paid advertising. In January, we created **89** posts, appearing **42,000** times on FB, Instagram and Twitter. While the number of posts is down versus last year, engagement is significantly higher averaging 7.7% this month. Notably, Instagram and LinkedIn saw over 11% engagement. The content revolved around assessing Zone 0, planning home hardening projects, insurance, and signing up for the newsletter.


New in January, our team will maintain and administer MWPA social media feeds in collaboration with MWPA staff. The intended purpose of MWPA social media sites is to disseminate information from the authority to members of the public about MWPA's mission, meetings, activities, resources, and current issues.

Dashboard #1: FSM Social media overview. Over 6,500 users follow Fire Safe Marin social media: FB, X, IG, TikTok, LinkedIn and Youtube. This snapshot gives an overview of the primary channels performance in January. We will be incorporating more Databox Dashboards in future reports to share granular metrics about the effectiveness of the various outreach platforms



Facebook continues to give us the greatest reach among residents, and has solid engagement at 5%. These are the top-performing posts in January. We often boost the most popular posts to increase reach and gain followers.

Top posts




Fire Safe Marin
Jan 19, 17:01

Adapting to wildfire means being prepared

Now is a good time to assess your home and see what changes will make it more resilient to wildfire. 3 questions to get started: 1. Do your vents need replacing? 2. Do you have combustibles in Zone Zero (the first 5 feet next to your house)? 3. Does your landscaping create a continuous pathway for fire to spread?


293 reactions



Fire Safe Marin
Jan 03, 16:02

It's time to remove JUNIPER. Junipers are coniferous plants and one of the hardest, drought-tolerant shrubs but also one of the most FIRE-PRONE species. Firefighters sometimes refer to them as a "gasoline bush." Juniper should be removed within 100' of structures and 10' (minimum) of roadways and driveways.

27 reactions



Fire Safe Marin
Jan 10, 16:15

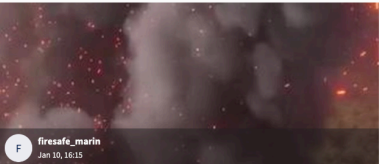
These old vents allow embers to pass through

Replacing your vents with fire-resistant vents is a great winter project. 1. Use manufactured and California-approved vents to retrofit existing attic, soffit, basement, foundation, and gable vents, where possible. 2. Alternatively, cover all existing vent openings with 1/8-inch or 1/16-inch wire mesh. 3. Do not use fiberglass or plastic mesh because they can melt and burn. 4. Protect vents in eaves or cornices with baffles to block embers, backed by 1/16" wire mesh

15 reactions

Instagram has the highest engagement among the social media channels at 11% although reach is not as great as Facebook. These are the top posts in January: vents, juniper, and insurance.


Top posts



firesafe_marin
Jan 10, 16:15

Replace your vents. 1. Use manufactured and California-approved vents to retrofit existing vents. 2. Cover all existing vent openings with 1/8-inch or 1/16-inch wire mesh. 3. Do not use fiberglass or plastic mesh. Learn more at firesafemarin.org

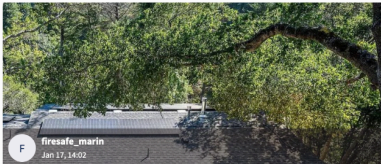
40 likes



firesafe_marin
Jan 03, 16:06

Juniper is a hazard to your home. Junipers are coniferous plants and one of the hardest, drought-tolerant shrubs but also one of the most fire-prone species. Firefighters sometimes refer to them as a "gasoline bush." Juniper should be removed within 100' of structures and 10' (minimum) of roadways and driveways.

22 likes



firesafe_marin
Jan 17, 14:02

Having the right kind and right amount of insurance on your property is so important. After the 2017 wildfire in Sonoma County, 66% of the victims were underinsured by an average of more than \$300,000. Review your policy now and make sure you are being appropriately insured. Thanks @united_policyholders for the tips!

22 likes

Twitter/X

Top tweets



@firesafemarin
Jan 10, 16:15

Replace your vents. 1. Use manufactured and California-approved vents to retrofit existing vents. 2. Cover all existing vent openings with 1/8-inch or 1/16-inch wire mesh. 3. Do not use fiberglass or plastic mesh. Learn more at <http://firesafemarin.org>
<https://twitter.com/firesafemarin/status/1745117060550599159/video/1>

6.41% engagement rate



@firesafemarin
Jan 26, 14:30

Start your year with expert tips and guidance to prepare for wildfire! Sign up for the Fire Safe Marin monthly newsletter to keep your home, family, and neighborhood safe.
<https://ow.ly/Six450QvAHV>
<https://twitter.com/firesafemarin/status/1752399014954463499/photo/1>

6.35% engagement rate



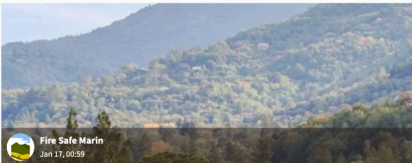
@firesafemarin
Jan 19, 17:02

Start with these 3 questions to create a home resilient to wildfire: 1. Do your vents need replacing? 2. Do you have combustibles in Zone Zero (the first 5 feet next to your house)? 3. Does your landscaping create a continuous pathway for fire to spread?
<https://twitter.com/firesafemarin/status/1748390361074983398/photo/1>

5.88% engagement rate

LinkedIn is a newer platform and we plan to increase our presence here in 2024.


Top posts



Fire Safe Marin
Jan 17, 00:59

We ❤️ Marin. Here's an early look at the January newsletter - Inspirations for a New Year. #wildfireprevention #adaptingtowildfire <https://lnkd.in/g/cwX3T>

7 reactions



Fire Safe Marin
Jan 17, 00:52

As you head into the new year, keep updated on wildfire preparedness efforts happening in Marin year-round, and stay on top of what you can do to keep your family, home, and neighborhood safe. #wildfireprevention Click now: <https://lnkd.in/g/P-ANwF>

1 reaction

E-NEWSLETTER

We published the January newsletter with a successful delivery rate of 99.3% and open rate of 54%. We focused on inspirations for the new year and activities to plan and prepare for fire safety. We are 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.

January's E-newsletter Inspirations for a New Year



JANUARY NEWSLETTER

As we welcome the new year with optimism to make improvements in our lives, let's add fire safety to our resolve. NOW is a great time to take care of home hardening issues and plan yard improvements. In this newsletter, we give you tips and tools that you can use during the winter season to prepare your home and community.

Email info@firesafemarin.org with your questions and concerns. We want to hear what's on your mind when it comes to wildfire safety.

 Share  Forward  Post

A New Year to Plan and Prepare

The Soffits Solution: Learn how you can address the issues that can make your home vulnerable to wildfire.

[Learn more >>](#)



Clearing The Path to Safety: Juniper is a fire-prone plant that is in many Marin yards. Fire-fighters often refer to it as a gasoline bush! Learn why you should reconsider having it near your house.

[Read here >>](#)



Dashboard #2: This dashboard gives an overview of metrics relating to FSM's e-newsletter and Mailchimp, the platform we use to efficiently disseminate information to residents and partners. We track subscribers, open rates, click-through rates and popular content to help inform improvements. Mailchimp also allows us to track engagements with Firewise Leaders and our communication partners. Overall, we engage with over 300 Firewise residents and over 90 communication people who have some responsibility in outreach to residents. This year we want to significantly increase subscribers to the Fire Safety e-newsletter. Some of the strategies we are using include: adding sign-up links to staff email signatures, ongoing social media campaigns, website re-targeting ads, opt-in residents from the Chipper program, and sign-ups at community events.



Website. In January, 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.

Dashboard #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 January, we piloted a new way to outreach to FSM/MWPA communication partners. Utilizing Mailchimp, in place of direct emails, we distributed the monthly fire safety message to 90 partners with a request they share within their networks/jurisdictions. Over 70% of partners opened the email. By improving the communication delivery, 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.

Monthly Safety Message for Residents January



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

Dear Communication Partners:

We're enhancing our communication strategy for distributing fire safety messages to residents, aiming for a more effective two-way engagement with you. Anticipate clear, concise messages, in English and Spanish, urging residents to play a crucial role in building a fire-adapted community.

Once a month we'll share a fire safety message that aligns with the MWPA's vision. **Your support in disseminating this message widely through e-newsletters, social media, and other resident communications is invaluable.**

We welcome your feedback and questions. Email us at info@firesafemarin.org.

Current Message



Suggested caption: Start your year with expert tips and guidance to prepare for wildfire! Sign up for the Fire Safe Marin monthly newsletter to keep your home, family, and neighborhood safe. **Click here** <https://ow.ly/fjxa50QvAGn>



Pie de foto sugerido: Comienza el año con consejos expertos para prepararte contra incendios forestales. ¡Regístrate para recibir el boletín mensual de Fire Safe Marin para mantener seguros a tu hogar, tu familia y tu vecindario! **Haz clic aquí** <https://ow.ly/fjxa50QvAGn>

Engagement with Strategic Partners during January 2024

Organization	Audience Engagement
California Fire Safe Council	Attended monthly coordinator meeting for CA fire councils.
Fire Aside	Collaborated on (direct) resident engagement to align branding, key terms, messaging for the home evaluation program. In coordination with MWPA, SR, Alliance, and Novato agencies.
F.I.R.E. Foundry	Presented an overview of FSM and the Community Ambassador program to the new 2024 recruits.
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	<p>Connected regularly with team members from MWPA to help amplify the work of the MWPA and timely program messaging.</p> <p>Collaborated on MWPA social media management.</p> <p>Collaborated on direct resident engagement communication to align branding and messaging.</p>
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 (January)

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. The pilot will run through February to evaluate its effectiveness.

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. To date the ads have generated 523 clicks through to the website.

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, the ads have reached 2,900 people and increased newsletter subscribers.



VIDEOS

In collaboration with Mark Brown, FSM is developing a video series explaining wildfire behavior as a baseline to grasp the underpinnings of all of our safety and preparedness messaging. The newest installation is underway, focusing on strategies firefighters use to maneuver downhill safely during a wildfire. The video will be distributed through our newsletter, social media, the FSM and MWPA websites, and our community partners.

The first two videos in the series continue to be popular with 1,242 views to date. 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.

Dashboard #4 Youtube video performance continues to improve. Overall, views, shares, likes, and comments of videos are up significantly, 107% vs a year ago.



Dashboard #5 YouTube performance continued



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/>

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 many 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 Fire Safe Marin events, activities cited in the home evaluation report, and grants. FSM is a proactive and responsive resource for Marin residents. We received approximately 10 email inquiries in January excluding those that come through social media channels. Below are examples of the types of questions we received.

My name is [name redacted] and I'm a new team member at Marin Conservation League. I've heard such great things about Emberstomp and I want to make sure that we make sure we calendar it for 2024! Will this event be happening this coming year? Thank you for your time!

My name is [name redacted] and I am a 1st year MBA student at UC Berkeley, Haas School of Business. I am currently working on a research project of using drones to suppress fires. As a part of our product development journey, we would like to interview you to learn more about your experience with dealing with fires. Your expert insights will be extremely valuable in helping us create the most appropriate product-market fit. If you would be gracious enough to spare 20 minutes for a virtual chat, please share your availability over the next week and I will share a meeting invite shortly. Thank you in advance for your consideration.

My husband and I are spending several thousand dollars to make our home and yard firesafe. Is there a reimbursement program of any kind?

It has come to my attention that a large housing development is under Planning Review in the Dominican area of San Rafael which is also a designated UWI area. On reviewing the Planning Application, I see that there is widespread use of wood cladding on almost all exterior walls. This seems CRAZY to me. I appreciate that the CA Building Code does not (yet) require non-combustible exterior cladding and trim in UWI zones. However, because of the excellent work of the Fire Safe Marin Organization and others, Marin County is leading the whole State in preparing for fire safety. I suggest that Marin Building Departments should also adopt an amendment to the CA Building Code requiring non-combustible external construction for all NEW housing developments. Perhaps your organization could support and lead such an initiative?

EDUCATIONAL MATERIALS

We maintain a library of print resources in English and Spanish that cover the core fire prevention and preparedness messaging. We continually review materials and do updates. Firewise Leaders and Community Ambassadors have access to materials at

the Cache that is centrally located in Marin and is self-service. We continued 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.

Below is a list of the core educational materials delivered to residents, available on the FSM resource library and at the self-service storage unit located in Central Marin.

Educational Material*	Distribution
Evac survival checklist	Community events English, Spanish
5 Qs Evac postcard	Community events English, Spanish
(New!) Fire Smart Yard Checklist	Homeowners, community event 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!

<p>CLEAR ZONE ZERO</p> <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 	<p>LIMB UP TREES & TRIM BRANCHES</p> <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
<p>REMOVE LEAVES AND DEBRIS FROM</p> <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 	<p>RAISE "SKIRTS" OF BUSHES & HEDGES</p> <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 <p>KEEP SPACE BETWEEN PLANTS</p> <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

(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!

<p>DESPEJA LA ZONA ZERO</p> <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. 	<p>RECORTA ÁRBOLES Y RAMAS:</p> <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 las ramas a 10 pies del techo.
<p>ELIMINA HOJAS Y DESECHOS DE:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Zona Cero <input type="checkbox"/> Canchales <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 	<p>ELEVA LAS "FALDAS" DE ARBUSTOS Y SETOS:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Recorta los arbustos a un par de pies del suelo te permitirá mantener el área debajo libre de hojas. <p>MANTÉN ESPACIO ENTRE LAS PLANTAS:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Adecuata 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

(New!) 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.firefemarin.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 preparedness. We need you to make our neighborhood more wildfire-resistant.
2. Well-informed people make better choices. Firewise communities are supported by the State of California, bringing you the best prevention practices backed by the latest science. You will save the information you need to protect your wildfire safety plan.
3. An action plan that works. Our Firewise communities carry out 7 actions annually, such as removing fuel from their neighborhoods, 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 inspect across and look out for those who may need assistance. We need you on our team.
5. Incentive discounts. Some residential property insurance companies offer discounts for the hardened homes and communities. Several electrical companies offer rate 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

- 1) Send your email address to your Firewise Leader (based on Frontload).
- 2) Subscribe to Fire Safe Marin's monthly newsletter at www.firefemarin.org.
- 3) Participate in neighborhood activities organized by your Firewise Leader.
- 4) Share this information with a neighbor.

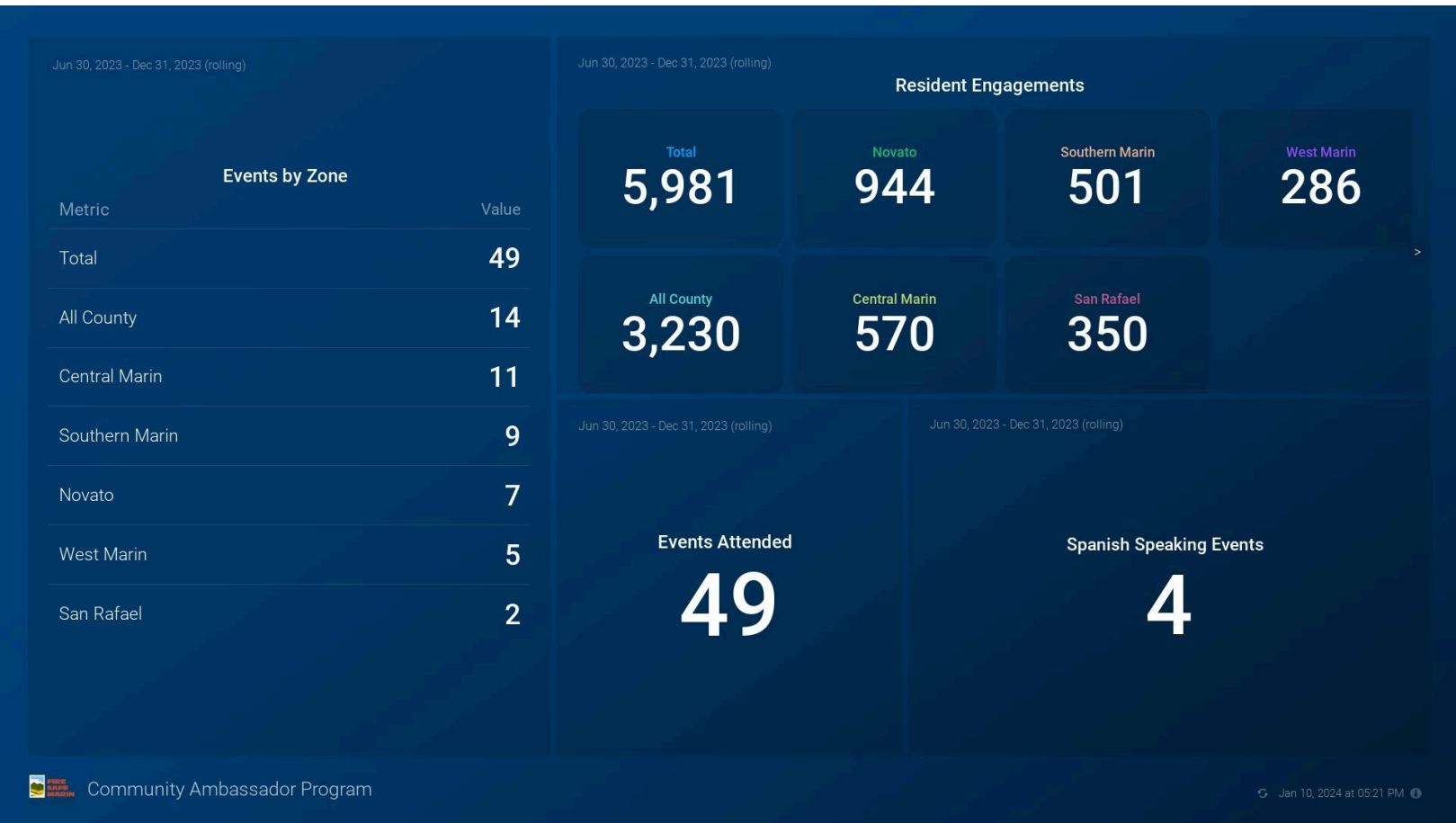
Communities that work together are safer and more resilient!

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 January, we held a training for Ambassadors where we did continuing education in preparation for spring and summer events. We also presented FSM and the Community Ambassador Program to the new class of 2024 F.I.R.E Foundry recruits. Ambassadors meet monthly to stay current in the program. 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
Jan	Community Ambassador Training	Wildfire Safety Messages

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. In January, 31 defensible space report users accessed FSM website for more information.