

Public Education & Outreach Activities

JULY 2024

This monthly report provides work plan updates, analytics, and insights on Fire Safe Marin’s activities during July 1 - 31, 2024 in support of Marin Wildfire’s education and outreach objectives.

Highlights from July

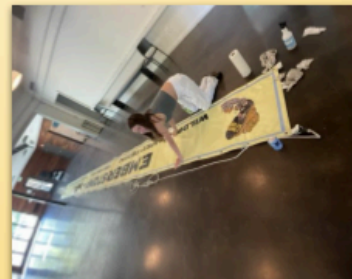
- ✓ Very high reach & engagement continues

312.2 K reach (+41%)

8.2% engagement (+10%)

- ✓ All hands on Ember Stomp planning
- ✓ Overview of Marin Wildfire social media

- ✓ Retrofitting a home for wildfire brochure



COMMUNITY AMBASSADOR PROGRAM

8 events / 2,215 engagements

The Community Ambassador Program is one of FSM's most effective programs for engaging new audiences. We recruit ambassadors from the F.I.R.E Foundry Program, the Home Evaluation Program, and Firewise leaders to represent Fire Safe Marin at community events. The Ambassadors are trained to communicate basic wildfire safety and preparedness messages and how to interact with the residents. Over 25% of the Ambassadors are fluent in Spanish.

💡 Ambassadors attended eight events in the month of July, engaging with 2,215 residents. Ambassadors promoted the Home Evaluation Program, being ready to evacuate during Red Flag Warnings and encouraged attendance at Ember Stomp on September 7.

AMBASSADOR SPEAKERS BUREAU

Five Community Ambassadors participated in a presentation training workshop led by FSM on March 30. The 3-hour workshop provided tips and best practices for public speaking and delivering a basic wildfire preparedness presentation. Participants had multiple opportunities to present and receive feedback. Here is a [link](#) to the basic presentation that covers core FSM wildfire safety topics.

💡 Two trained Ambassadors, Kelby Jones and Stephen Keese led presentations for Firewise groups fulfilling requests and expanding Fire Safe Marin presence. Having experienced and knowledgeable leaders allows FSM to expand its presence in the community and share resources. There is positive feedback and sentiment in being able to fulfill requests to speak at local events.

FIREWISE

30-40 attending

There are currently 77 Firewise sites here in Marin, including more than 50,000 residents. Fire Safe Marin provides these residents with resources and support to organize and learn about personal preparedness, alerts and warnings, local evacuation plans, and strategies to make their community more fire-resistant. Fire Safe Marin hosts monthly meetings, conducts outreach to build capacity, helps attain funding through Fire Council grants and PG&E, and provides wildfire safety education and training.

💡 In July, FSM held it's regular meeting with FW leaders, shared updates about the Marin Home Evaluation Program, featured Leaders who were doing evacuation drills in their neighborhood, and actively recruited volunteers to help staff Ember Stomp. There was a notable increase in the number of calls and emails asking for proof of Firewise certification and interest in starting a Firewise community.

WEBSITE

16,000 users

Fire Safe Marin's website is a premier resource for wildfire preparedness. It is recognized as a leading platform in the field, offering comprehensive, up-to-date information to empower residents, stakeholders, and community leaders in their efforts to reduce wildfire risks. The site

provides a wealth of resources, including educational materials, guides, and the latest news on wildfire safety.

💡 In July, we saw a big increase in the number of website visitors driven by the Park Fire in NorCal and wildfires in other parts of the world, specifically Australia and Canada. The website is constantly updated with a steady stream of FSM originated news articles, press releases promoting the Home Evaluation schedules, UC Marin Master Gardener Fire Smart landscaping tips, and a popular series on wildfire hazardous plants. We are continuing to run a retargeting ad to visitors of the website to help drive newsletter subscriptions. This gives us about 10-15 new subscribers a month.

YOUTUBE

1,394 subscribers / 8,300 view

FSM's YouTube channel serves up more than 150 original videos on wildfire education. Video formats include short-form under :30, :15, :6 seconds, to longer formats, Wildfire Watch TV recordings, and shorts that are popular for scrolling.

💡 July was another high viewing monthly with over 8,000 views and picking up 56 new subscribers. Mark Brown's evacuation series continues to be popular among the new Fix the Risk video and vents and soffits which regularly top the list.

BILINGUAL CONTENT

FSM core content is produced in English and Spanish. This generally includes paid ad campaigns, print materials, and signage. As is common practice, the website is available in virtually any language by selecting the Google Translate button in the upper right-hand corner. Fire Safe Marin works closely with bilingual community partners, Community Ambassador team members, as well as consultants to help ensure accurate and culturally competent translation. Fire Safe Marin has the capacity to give presentations in Spanish and engages with Spanish speakers at public events through the Ambassador program.

💡 In July, we produced a new *Fire Smart Yard* brochure in Spanish, worked on creating a Red Flag Warning flier in Spanish, and ensured all Ember Stomp promotional materials were bilingual including banners for social media, posters, postcards, outdoor signage, and radio spots.

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.

💡 July's community message was in support of the Home Evaluation Program: Open Your Wildfire Risk Report. Here is a snapshot of our engagement with strategic partners during July 2024

Organization	Audience Engagement
California Fire Safe Council	Attended monthly coordinator meeting for CA fire councils and participated in DEI training
Fire Aside	Met regularly to support the Home Evaluation Program outreach efforts
Marin Builders Association	- Invited MBA members to Ember Stomp - Outreached to host workshops @ MBA Attended networking events
Communication Partners	Shared monthly message in English and Spanish with 96 communication partners to amplify wildfire safety tips within their networks
Marin Master Gardeners	- Amplified firesmart landscaping tips digitally through newsletter and social media - Collaborated on Ember Stomp exhibits
Marin Wildfire	- Met regularly with team members to amplify MW's programs + initiatives - Collaborated on social media mgmt - Distributed home evaluation schedules
North Marin Community Services	- Collaborated on a newcomer packet - NMCS provided feedback on content and identified needs for preparing Latine community
OEM	- Attended monthly local area training - - - Collaborated on Red Flag Warnings content during RFWs
Vivalon	Postponed: Preparedness presentation to Vivalon members
Ecologically Sound Practice Partnership	Attend monthly meetings

Social Media

7,800 followers / 105 posts

Social media is one of our primary outreach avenues for engaging Marin residents. We manage seven feeds employing best practices and standardizing processes and strategies to optimize

our efforts.

💡 In July, we introduced new monthly page banners across our social media platforms, aligning with the month's theme, "Open Your Wildfire Risk Report." Our posts encouraged residents to open their personalized wildfire risk reports, provided them with content addressing the most common vulnerabilities found during inspections. Additionally, we emphasized the importance of Red Flag Warnings, sharing Dos and Don'ts during days when these warnings were in effect.

The response from our online community has been overwhelmingly positive, with increased engagement from both residents and partners. We are active in fostering this engagement by frequently interacting with our audience, ensuring that critical information reaches those who need it most.

MWPA SOCIAL MEDIA & PROMOTION

1,850 followers / 13 posts

Fire Safe Marin manages the Marin Wildfire social media accounts of Facebook, Instagram and LinkedIn. Our team meets regularly with MW staff to ensure that messages are approved and deliver the priority needs of the MW.

💡 Facebook and Instagram were the most active accounts. We posted content about the Home Inspection program, several posts in the series entitled Transformation Tuesday, and promoted the approved work plan for FY25 and ESP's public event about Climate and Wildfire with Mark Brown and Daniel Swain.

PAID ADVERTISING

4-week / 5.2 million impressions

The Adapt to Wildfire Campaign purchases dynamically delivered ads (produced in English and Spanish) on multiple media platforms where Marin residents go for news and entertainment. Ads appear on popular websites, streaming television, YouTube, social media, Marin IJ, and other print media, as well as outdoor spaces like buses, bus stops and ferry terminal kiosks. Themes and topics are consistent with the guidance given by the Operations Committee, action-oriented, and designed to encourage the "House Out" adaptation to the wildfire risk.

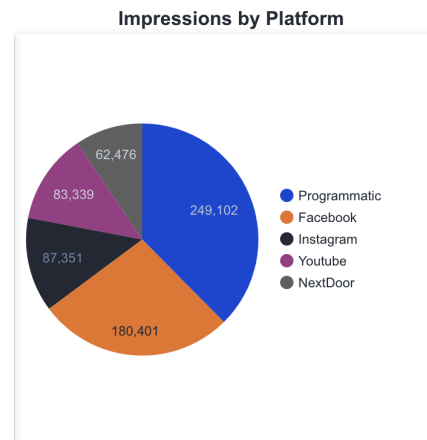
💡 The Open Your Wildfire Risk Report campaign concluded in mid-July, marking the most extensive and collaborative outreach effort to date. The multi-media marketing effort included signs, buses, bus stops, banners, yard signs, digital ads on social media, news outlets and streaming services, as well as print in Marin IJ and Pt. Reyes Light. This campaign was coordinated with the home inspectors who left door hangers, postcards and signs with the same message. We collaborated with Fire Aside to bring their direct communications with residents in line with the branding and descriptions. All this added up to a united call for residents to open their Wildfire Risk Reports.



Ad campaign metrics (digital only)

Week ▾	Impressions
2024-07-14	97,313
2024-07-07	300,362
2024-06-30	262,367
2024-06-23	229,748
2024-06-16	35,253

Digital breakdown



ONGOING DIGITAL ADS

💡 We continued two cost-efficient ad campaigns 1) **Google Search Ads** to expand awareness of *Wildfire Risk Report* and associated keywords in support of the advertising campaign Open Your Report, and 2) **Retargeting Ads** to increase e-newsletter subscribers among website visitors. To-date, retargeting ads have reached 3,500 residents, and Google Search ads have reached 2,000 residents.

MONTHLY NEWSLETTER

5,976 opens / 5.5% CTR

The newsletter is delivered to more than 12,500 subscribers each month with timely information intended to inspire action, and provide in-depth interviews, related articles, and videos featuring Marin Wildfire work, and relevant partners.

💡 [July's newsletter](#) amplified information about being prepared for Red Flag Warnings in light of the four RFWs that had been issued in Marin. We also shared the new *Fix the Risk* video about enclosing eaves, provided tips on how to enjoy a safe vacation in wildfire prone areas and cost efficient ways to retrofit your home. We also promoted the work and programs at Marin Wildfire. The most popular content was the Fix the Risk video, getting 296 views from the newsletter alone.

VIDEO PRODUCTION

New! Fix the Risk 750 views

FSM strives to produce messages that reflect the priorities of the MWPA, are accurate, timely, clear, accessible, engaging, and appeal to different learning needs, styles, and languages. Videos have become one of the most important and cost-effective ways to reach a targeted and diverse audience.

💡 Started production on the next in the Mark Brown series. This one is entitled: *It can happen here*. Produced promotional video and radio spots for Ember Stomp that will run mid-August.

WILDFIRE WATCH SPECIALS

Wildfire Watch TV Specials have replaced FSM webinars as a more interesting and engaging format that includes short presentations from experts, panel discussions, and short videos. FSM will continue to produce this series from the Marin TV studios on an as-needed basis.

NEW EDUCATIONAL MATERIALS

Fire Safe Marin creates and maintains a large cache of print materials that is distributed widely at community events and is accessible to community partners, fire agencies, and Firewise leaders at The Cache, a centrally located storage unit. Most of the content is printed in both Spanish and English.

💡 We reviewed inventory levels this summer, and re-stocked print materials to keep up with demand from community members. The reimagined *Survival Checklist* and the *How to Create a Fire Smart Yard* brochure are the most popular at this time. We initiated a *Retrofitting a Home for Wildfire Resistance* brochure drawing from the newly released report from Headwaters Economics *Retrofitting a Home for Wildfire Resistance Costs and Considerations*. This will be a companion piece to the Fire Smart Yard brochure and available in time for Ember Stomp where we plan to distribute it at the Home Hardening demo area. Additionally, we reimagined a Red Flag Warning flier with input from North Marin Community Services to help with Spanish translation. This piece will be included in a welcome packet to newcomers in Novato, a collaboration between Fire Safe Marin, Novato Fire, and North Marin Community Services.

SIGNAGE

30 Lawn signs

Fire Safe Marin maintains an inventory of signs that are designed to be attached to the permanently installed Firewise neighborhood signs. In addition, these same signs are available as yard signs.

💡 In response to demand for more outdoor lawn signs promoting wildfire safety tips and evacuation drills, FSM reprinted the most popular Did You Know Signs and making them available to Firewise leaders, and community partners. In support of the Home Evaluation Program, we circulated 30 lawn signs promoting Open Your Report in the communities where inspections were happening. This was a good collaboration with The Alliance and San Rafael.

RESPONSE TO THE PUBLIC

30 emails + 50 calls

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.

💡 In July, many questions were about actions being taken from the Wildfire Risk Report, reimbursements, contractor recommendations, and Chipper program. Oftentimes, questions are detailed and specific requiring additional research and input from FSM experts.

SCHOOL PROGRAMS

We have developed an elementary program, Ready, Set, Go! (in English and Spanish) that is endorsed by superintendents countywide as part of the Marin School's Emergency Preparedness programming. We continue our in-person classroom program at Terra Linda HS as well as support a local wildfire prevention club at Archie Williams.

💡 We worked with Terra Linda MarinSel teacher to plan for our continued partnership into the next school year. This year, FSM will serve as a resource as students develop projects and conduct outreach, marking a shift from our previous hands-on role. Additionally, students at Archie Williams High School have started a wildfire prevention club. Both student groups will attend Ember Stomp and support various volunteer activities.

PROFESSIONAL TRAINING

FSM worked with the Northern California Landscaper Association, FIRE Foundry and Marin Master Gardeners to develop a guide for homeowners and landscape contractors to work together to make wildfire safety improvements to their property. This training was delivered to NorCal landscapers and is available on the website.

💡 FSM has begun planning for a winter workshop for contractors focused on retrofitting homes for wildfire resilience.

HOME EVALUATION SUPPORT

FSM meets with representatives from MW, Fire Aside and the various fire agencies to find ways to promote the home evaluation program. In addition, the home evaluation report links directly to selected pages on the FSM website that provide helpful information for residents who need to make

💡 In July, FSM helped to share the home evaluation schedules widely with Firewise Leaders. We also posted these press releases to the website. We fielded many calls and emails asking about grants and identifying contractors to do the work. We worked with Fire Aside to include the *Fix the Risk* video to help residents learn how to enclose eaves. We worked with The Alliance to distribute lawn signs as they conduct inspections in neighborhoods.

EMBER STOMP

💡 The 3rd annual wildfire prevention festival will take place on Saturday, September 7 at the Marin Fairgrounds. Go to the [Ember Stomp web page](#) for up-to-date information about this year's event. Among the highlights will be the IBHS Wildfire Prepared Home live side-by-side burn demonstration. This is the first time this burn will be demonstrated to residents. Full media coverage is expected with hopes of getting national coverage. What's new this year: focus on family-friendly with more interactive games and family entertainment. An experiential learning experience, wildfire education and the Marin Wildfire will have a prominent placement

at the front of the event to showcase all of the JPA's accomplishments and initiatives. There will be various wildfire product and service providers as well as representatives from Marin agencies that support wildfire preparedness education. There will be a variety of food choices and live music. A multimedia ad campaign will launch in mid-August to promote the event and drive attendance. Please attend and help get the word out far and wide.

FY2025 Deliverables

Deliverables

Increased reach + engagement

Ambassador Program

Firewise

Website & YouTube

Bilingual Content

Community Partnerships

Social Media

MWPA Social Media & Promotion

Paid Advertising

Newsletter

Video Production

Wildfire Watch Specials

New Educational Materials

Print & Outdoor

Response to Public

School Programs

Professional Training

Home Evaluation Support

Ember Stomp*

Comprehensive Monthly & Annual Reports