

## Fire Safe Marin June 2023 Report

Deliver to MWPA for the 6.21.23 Board Meeting

### Summary of May Activity

May was Wildfire Awareness Month and Fire Safe Marin led the community in celebrating with [Ember Stomp](#), our second annual festival that drew nearly 5,000 residents and participants. The event presented a united front of MWPA partner agencies, community based organizations, county agencies, elected officials, and product and service providers in wildfire protection. Our Adapt to Wildfire campaign and social media messaging in May featured the work of the MWPA, highlighting accomplishments in evacuation route clearance, home evaluations, vegetation management, education and grants. We are proud to report that our distribution of messaging also continues to expand through our website, newsletter and new media relationships that include partnerships with KCBS and WKMR radio stations.

The following provides details about our outreach efforts in May.

### SOCIAL MEDIA OUTREACH

FSM's 7 social media feeds - Facebook, Instagram, Twitter, LinkedIn, NextDoor, TikTok, and Youtube - are accelerating in reach and engagement. We regularly receive positive commentary on the content we are delivering. The goal is for residents to receive any particular message multiple times in a variety of ways. This month we delivered **160** posts, appearing on screens 31,000 times in the main feeds Twitter, FB, Instagram. When you add YT, TikTok, LinkedIn, the impressions swells to 67K. Engagement is notably high. Averages range from 3.4% on Twitter to 9.5% on Instagram. For comparison, industry standards indicate "good engagement" in Twitter is +.37%, Facebook is 1% and Instagram is 4.5%. We are proud of the work we are doing to provide information to residents in an engaging, accessible, friendly and variety.

You can explore the feeds here: [Facebook](#), [Instagram](#), and [Twitter](#). Below are examples of the MOST POPULAR social media posts delivered in May. Visit [firesafemarin.org](#) home page to view a live feed of Facebook and Twitter posts.

### Facebook

**f Top posts**


**23** reactions

**18** reactions

**15** reactions

## Instagram


**Top posts**



**firesafe\_marin**  
May 21, 14:10

Thanks to everyone that came to Ember Stomp! Give us a ❤️ if you were there!!


**74** likes



**firesafe\_marin**  
May 19, 21:01

TOMORROW IS EMBER STOMP! Join us from 11-5 at the Marin Civic Center Fairgrounds for a FREE day full of learning and fun 🔥 #emberstomp2023

**52** likes




**firesafe\_marin**  
May 09, 18:01

Do you have questions about how to prepare your home for wildfire? Come to Ember Stomp on May 20th from 11-5 at the Marin Civic Center Fairgrounds and get FREE advice

**41** likes

## Twitter


**Top tweets**



**@firesafemarin**  
May 09, 18:01

Read how Fire Aside is improving FREE Chipper Days in Marin! [@MarinWildfire](http://ow.ly/LWIH50NL5OW)  
<https://twitter.com/firesafemarin/status/16559963962504642>

**20%** engagement rate



**@firesafemarin**  
May 19, 21:00

TOMORROW IS EMBER STOMP! Come check out all of the demonstrations and activities that will help YOU prepare for wildfire. Join us from 11-5 at the Marin Civic Center

**11.31%** engagement rate

**@firesafemarin**  
May 01, 16:54

"A fire season is more defined on the impact to the public and not by the acreage burned."  
[https://www.accuweather.com/en/weather-forecasts/accuweathers-2023-us-wildfire-forecast/1510132?partner=web\\_patch\\_adc](https://www.accuweather.com/en/weather-forecasts/accuweathers-2023-us-wildfire-forecast/1510132?partner=web_patch_adc) via @accuweather

**8.97%** engagement rate

## E-newsletter

The May [e-newsletter](#) delivered to 12,100 subscribers with 7,133 opening the email. This represents a 59% open rate. We featured articles in celebration of wildfire awareness month: *7 Wildfire Safety Tips*, *Wildfire Weather Predictions*, *Safer From Wildfires*, *Do You Live in a Firewise Community?* Readership is steady with the four primary articles resulting in 1,000 opens.

## May Overview

Platform	Users   Views	Metric #2	Metric #3
Website ↔	14,800 visitors	27,000 pages viewed	-20% from April 2022
Youtube ↓15%	4,000 views	141 hrs of viewing	+ 15 new subscribers
Enewsletter ↔	12,100 emails	59% open rate	10% CTR
Social media ↔	67,000 impressions	160 posts	58 new followers



## WEBSITE

The website continues to see a steady stream of visitors. In May, there were 14,400 users viewing 27,000 pages.

The Google Search Console, an app that tracks search queries in Google, showed 9,000 Google searches in May up from 8,000 in April. The top searches include Red Flag Warning, mulches, and vents.

We continued working on the resource library where FSM videos, PSAs, social media graphics, and print materials will be easily available online to partner agencies, Firewise leaders, community organizations, city and towns, and PIOs. Maintenance +130 pages of content is ongoing.

## 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 May, FSM engaged with the following partners:

### May 2023 Engagement with Strategic Partners

Organization	Audience	Engagement
Community Preparedness Coalition	Coalition of emergency coordinators, County PIO, Public Health, and OES.	Participated in the monthly meeting to coordinate all-hazard preparedness messages.  Ember Stomp
Emergency Coordinators	Regional coordinators	Prep work for Get Ready tent at Ember Stomp.  Ember Stomp
Vivalon	Serving aging adults	Shared monthly fire safety tips
Marin CIL	Serving AFN	Shared monthly fire safety tips  Attend monthly firewise meeting  Ember Stomp
Community Action Marin	Serving low-income	Ember Stomp
Marin Builders Association	Industry	Engaged on MBA website

Marin County PIO team	Public Information	Shared monthly fire safety tips  Bi-weekly meeting with comms specialist
California Fire Safe Council	Serving CA fire councils	Attended monthly coordinator meeting  Requested FSM to present Outreach best practices
Marin Master Gardeners	Residents	Ember Stomp  Amplified firesmart landscaping tip
Fire Aside	Marin residents	Promoted ChipperDay
Encuerto Latino TV & Radio Show	Spanish-speaking residents	Ember Stomp follow-up Interview with Andrea Salinas
Marin County Wellness Coordinator	Marin County Employees	Participated in the “nooner lagoon” with MCF, OEM, Fire Foundry and County employees to support wellness, and spotlight the work of the MCF/OEM.
Air District Bee Audacious CA Native Plants CAUFC ESP Fire Agencies (SM, CM, MC, SR, Novato) Firewise Fire Foundry Halter Project KCBS KWMR Marin Santuary MC Sustainability Team Marin County Parks Marin Humane Marin Water MCL	All Marin residents	Ember Stomp participation

Nature Conservancy OD Free Marin One Tam Red Cross Rising Sun Center SARS State Parks Terra Linda HS Zero Waste		
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### ADAPT CAMPAIGN (May - June)

A new PSA series focusing on the work of the MWPA is running May through June. Distribution of these ads is at a rate of approximately 1.5 - 2 million impressions a month, targeting homeowners in high-risk areas. The campaign includes weekly full-page ads in the Marin IJ, an e-blast to 50,000 residents, with social media posts providing additional content to support the campaign. Ads can be seen online through streaming services and popular sites like SFGate, MSN, Yahoo, NYT. Here are examples of some of the formats you will see the ad.

[6 second\\_en](#)

[15 second\\_en](#)

[30 second\\_en](#)

[6 second\\_sp](#)

[15 second\\_sp](#)

[30 second\\_sp](#)





## Marin IJ full-page ads

1

**The MWPA is Hard at Work**



**Getting Marin Ready for Wildfire**





Evaluating  
**50,000**  
HOMES  
so far

Creating more than  
**4,000**  
ACRES  
shaded fuel breaks

Clearing over  
**1,000**  
MILES  
evacuation routes

**MARIN WILDFIRE**  
PREVENTION AUTHORITY

Learn more at [www.marinwildfire.org](http://www.marinwildfire.org)



2

**The MWPA is Hard at Work**



**Helping Residents Lower Their Risks**




**EDUCATION**  
As the outreach arm of the MWPA, Fire Safe Marin helps prepare residents for evacuations and protect their homes.

**GRANTS**  
The MWPA has given more than \$1 Million dollars to residents to offset the cost of home hardening.

**MARIN WILDFIRE**  
PREVENTION AUTHORITY

Scan this code to learn what the MWPA is doing for you!



Learn more at [www.marinwildfire.org](http://www.marinwildfire.org)



E-mail blast delivered to 50,000 Marin IJ subscribers

**The MWPA is Hard at Work**



**Getting Marin Ready for Wildfire**

- 1 Evaluated wildfire risks for 50,000 homes, so far
- 2 Cleared over 1,000 miles of evacuation routes
- 3 Created more than 4,000 acres of shaded fuel breaks
- 4 Distributed more than \$1,000,000 in residential grants
- 5 Educating and Inspiring residents to take action

**LEARN MORE**








## **BILINGUAL EDUCATION**

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

## **VIDEO CONTENT CREATION**

In May, FSM advanced video production on:

- MWPA - The Hard Work of the MWPA (completed)
- Ember Stomp - Thank You (in production)

## **FIREWISE USA**

Firewise leaders attended their regularly scheduled a monthly meeting where they received a report on XXX. Ten Firewise leaders participated at Ember Stomp providing volunteer support.

## **EDUCATIONAL MATERIALS**

In May, we distributed 200 + Survival Checklists at Ember Stomp among other printed materials like the The Homeowners Guide to Wildfire.

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

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

We created three educational games - model house, wildfire wheel, and vents puzzle - for Ember Stomp that will be used when doing outreach at community events. We found these games to be very effective tool to engage residents and initiate preparedness discussions. The wildfire wheel is especially useful and popular.

## **SCHOOLS**

Students in Terra Linda's Marin School of Environmental Leadership (MSEL) Wildfire Safety Group participated at Ember Stomp using a game they created in which participants are able to model their own fire smart landscapes, and accessorize the house with home hardening features.

## **DEFENSIBLE SPACE PROGRAM**

FSM manages the links to the Home Evaluation report that give residents advice on how to comply with the report findings. The new links will be better integrated into our newly revised website content.

## **SPRING WORKSHOPS**

In June 2023, FSM will host the annual online Workshop Series for each of the five MWPA zones, highlighting wildfire prevention work accomplished throughout the year. We encourage all agencies to continue to collect before and after photos and present these as a slideshow to help the public understand the strategies and magnitude of the work being done.

## **EMBER STOMP - May 20, 2023**

The 2nd annual Ember Stomp at the Civic Center Fairgrounds on May 20, 2023 was a huge success. We met our goals: 1) partner and resident participation, 2) range and depth of educational opportunities, 3) scale and effectiveness of demonstrations and exhibits, 4) quality of entertainment, and 5) sheer fun. We were able to cover the cost of the event through rigorous fundraising efforts, community partnerships that gave donations and in-kind contributions, and generous recurring support from Silicon Valley Community Foundation.

Moving from the Civic Center Island to Fairgrounds allowed us to expand our vision to increase participation, and expand the number and size of exhibitions, including:

55 Community Partners representing the MWPA, the Fire Chiefs Association, fire agencies, government agencies, community-based organizations, disaster service agencies, and non-government agencies.

31 Industry and Professional Organizations representing fire-resistant products and services, businesses, and the media.

Three Live-Burn Demonstrations contrasted the flammability of traditional building materials with fire-resistant options.



A full-scale Firesmart Yard Expo provided three examples of beautiful and functional landscape designs with features to protect a home from ember ignition.

An Art Exhibit. Fifty diverse works were jury-selected from 140 entries to convey the human response to living with wildfire and our individual and collective responsibility to protect our environment and each other.

A Family Stage with an extensive roster of entertainment including dual language storytelling, a magician, music and sing-along acts, and skits.

Kids Zone with more games and activities.

Five live bands with music ranging from rock to jazz with a Latin swing in between. A New Orleans 2nd Line band toured the fairgrounds to bring everyone into the festive atmosphere.

The New Ideas Stage showcased leaders in wildfire prevention explaining innovations in fire mitigation strategies.

Goats, therapy dogs, the Marin Humane Society and Halter Project reminded residents how animals take care of us and what we need to do to protect them in a wildfire.

Fire Safe Marin invested in a substantial publicity campaign in English and Spanish to promote attendance. Our [PSA](#) was shown 1,100,000 times leading up to the event. Social media (organic) reached an estimate of 33,000. Print advertising appeared in the IJ, Pacific Sun and Pt. Reyes Light. Large outdoor posters were installed at the Larkspur Landing Ferry Terminal and at bus stops in high traffic areas. An overstreet banner was hung across Sir Francis Drake in the Ross Valley. Posters and postcards were distributed throughout the County, and digital announcements were shared extensively through our partner networks and Firewise communities.

As we celebrate the success of Ember Stomp, Fire Safe Marin is also reviewing each element with an eye for improvement. We are looking for ways to increase support the day-of the event; we need more hosts at each of the festival areas to engage with residents. We are also considering moving Ember Stomp to the fall when residents' concern about wildfire is greater.

## 2023 A Selection of Images from Ember Stomp











# EMBER STOMP



## Wildfire Festival MARIN FAIRGROUNDS FREE ADMISSION

Fire Safety Demos   Landscaping Expo   Art Exhibit  
Games for Kids   Goats   Live Bands   Food Trucks

**MAY 20, 2023 | 11am-5pm**



YARDZEN

