

**March 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

- ❑ Revealed FSM's new website design. Improved user experience, and expanded content.
- ❑ Announced 3rd Annual Ember Stomp Wildfire Prevention Festival. Save the date September 7th, 11A - 5P at Civic Center. Planning and fundraising is well underway. A new event poster revealed.
- ❑ Attended 4 community events. Community Ambassadors engaged over 400 residents in March, and received continuing education.
- ❑ Initiated a Speakers' Bureau, expanding FSM's capacity to deliver presentations to interested community groups. The first workshop included 6 Community Ambassadors who received training on public speaking and a basic wildfire preparedness presentation.
- ❑ Published timely articles to increase public education and awareness around prescribed burns and shaded fuel breaks. These efforts align with the release of a new MWPA white paper and coincide with ongoing pile burn activities in Marin.

reach + engagement

03/01 - 3/31

64K
reach*

12.9%
avg.engagement**

*based on website, youtube, newsletter, FB, IG, X, LI, google search, meeting attendance

**meeting engagement % not included in avg. engagement calculation




SOCIAL MEDIA OUTREACH




Social media is one of our primary outreach avenues for reaching Marin residents. In March, FSM created **65** posts, appearing **33,000** times on FB, Instagram, LinkedIn and Twitter/X. Engagement ranged from 5.5% on Facebook to 13.8% on Twitter/X. Residents responded favorably to posts about the use of rocks in their landscapes. Other posts with high engagement included a behind-the-scenes look at the FSM team and Firewise communities in action. In March we received 30 comments across the platforms.

Facebook provides the greatest reach among all the social media and is important in driving traffic to FSM’s website. Here are the top-performing posts in March:

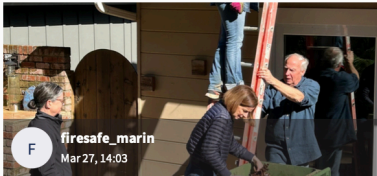


f Top posts

 <p>F Fire Safe Marin Mar 04, 16:02</p> <p>2024 is the year of rocks! They create flow and texture in your yard as well as creating non-ignition zones for wildfire-we call that a win-win! There are so many beautiful ways to</p> <p>16 reactions</p>	 <p>F Fire Safe Marin Mar 27, 14:02</p> <p>Behind the scenes of our latest video shoot- it takes a team to get the right shot! Any guesses what the video is about? (There is a clue in one of the pictures!) #marincounty</p> <p>15 reactions</p>	 <p>F Fire Safe Marin Mar 24, 16:00</p> <p>How have you used rocks in your yard? There are so many options when creating ignition free zones- an area where embers have nothing to ignite. By using non-combustible</p> <p>15 reactions</p>
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Instagram continually has high engagement among the social media channels at about 10%. Below are the top posts in March. Noteworthy: last year’s PSA - 3 Ways to Get Your Yard Ready - continues to be a top performer, underscoring the long shelf-life of the Adapt Campaign.




📷 top posts

 <p>f firesafe_marin Mar 27, 14:03</p> <p>Behind the scenes of our latest video shoot- it takes a team to get the right shot! Any guesses what the video is about? (There is a clue in one of the pictures!) #marincounty</p> <p>23 likes</p>	 <p>f firesafe_marin Mar 26, 14:01</p> <p>It doesn't hurt to start getting ready for wildfire season now. Here are 3 ways to get your yard ready! Which one is on your list? #marincounty</p> <p>22 likes</p>	 <p>f firesafe_marin Mar 11, 15:04</p> <p>Do you live in a Firewise neighborhood? The leaders of the Firewise just completed their renewal process and Marin has over dedicated 70 sites! These groups lead their neighbors in</p> <p>22 likes</p>
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SOCIAL MEDIA OUTREACH continued

Twitter/X.

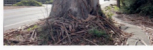
Top tweets




@firesafemarin
Mar 11, 15:02

Do you live in a Firewise neighborhood? The leaders of the Firewise just completed their renewal process and Marin has over dedicated 70 sites! 📍📍📍

13.83% engagement rate




us break it down for you so you can know the facts. Find out if eucalyptus are wildfire's friend or foe. [Start now >>](#)



Grappling with Insurance?
This article from KGED gives you the background and context you need to understand the current state of home insurance in Marin. [Start now >>](#)

Miss our last newsletter? Great articles about insurance, the history of wildfire in Marin, Shaded Fuel Breaks and MORE! What is a topic that you want to see on our newsletter?

9% engagement rate




@firesafemarin
Mar 24, 16:01

How have you used rocks in your yard? There are so many options when creating ignition free zones- an area where embers have nothing to ignite. By using non-combustible

8% engagement rate

LinkedIn has 116 followers with good growth potential.


Top posts



Fire Safe Marin
Mar 27, 04:21

It doesn't hurt to start getting ready for wildfire season now. Here are 3 ways to get your yard ready! Which one is on your list? #marincounty


15 reactions



Fire Safe Marin
Mar 12, 14:30

Thank you Ready 94941 organizers and Southern Marin Fire for an excellent day engaging with residents. We met many MV residents highly activated and engaged in preparing

7 reactions



Fire Safe Marin
Mar 23, 03:37

Our March newsletter is one of our very best but not getting the readership we normally see. Maybe it's all the rain! Check full of great info on the most common questions we

7 reactions

TikTok and NextDoor

We have a more limited presence on these platforms. We expect to do more with NextDoor in the future. There were **471 views** on TikTok in March.

E-NEWSLETTER

The March e-newsletter headline: *Yard Hacks to Protect Your Home* provided residents tips to reduce fire ladders and remove large fuel loads close to their homes. The most widely read articles were about Eucalyptus trees and Wildfire History in Marin. We highlighted MWPA's Chipper Day program and gave an update on the Marin Defensible Space Alliance (MDSA). We continued to make efforts to grow subscribership by asking readers and Firewise Leaders to invite their neighbors to [Sign Up](#).



E-Newsletter Continued

[Click to read](#)



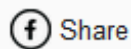
**FIRE
SAFE
MARIN**

Adapting to Wildfire

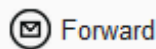
MARCH NEWSLETTER

Spring is here! Marin is blooming and our yards seem to have a life of their own. In this new environment of wildfire we need to look at our yards differently, moving away from an overgrown English garden aesthetic which creates fire ladders and large fuel loads close to the home. Let's embrace the look of open and zen landscaping: incorporating spacing between plants, rocks and pavers, and beautiful native plants.

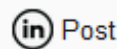
Your yard can PROTECT your home from wildfire. In this newsletter we share the tips that will make your yard and home safer to the threat of wildfire.



Share



Forward



Post

Do you know someone who could benefit from this information?

[*Invite them to subscribe!*](#)

Wildfire Prevention in Action

Eucalyptus Enigma.

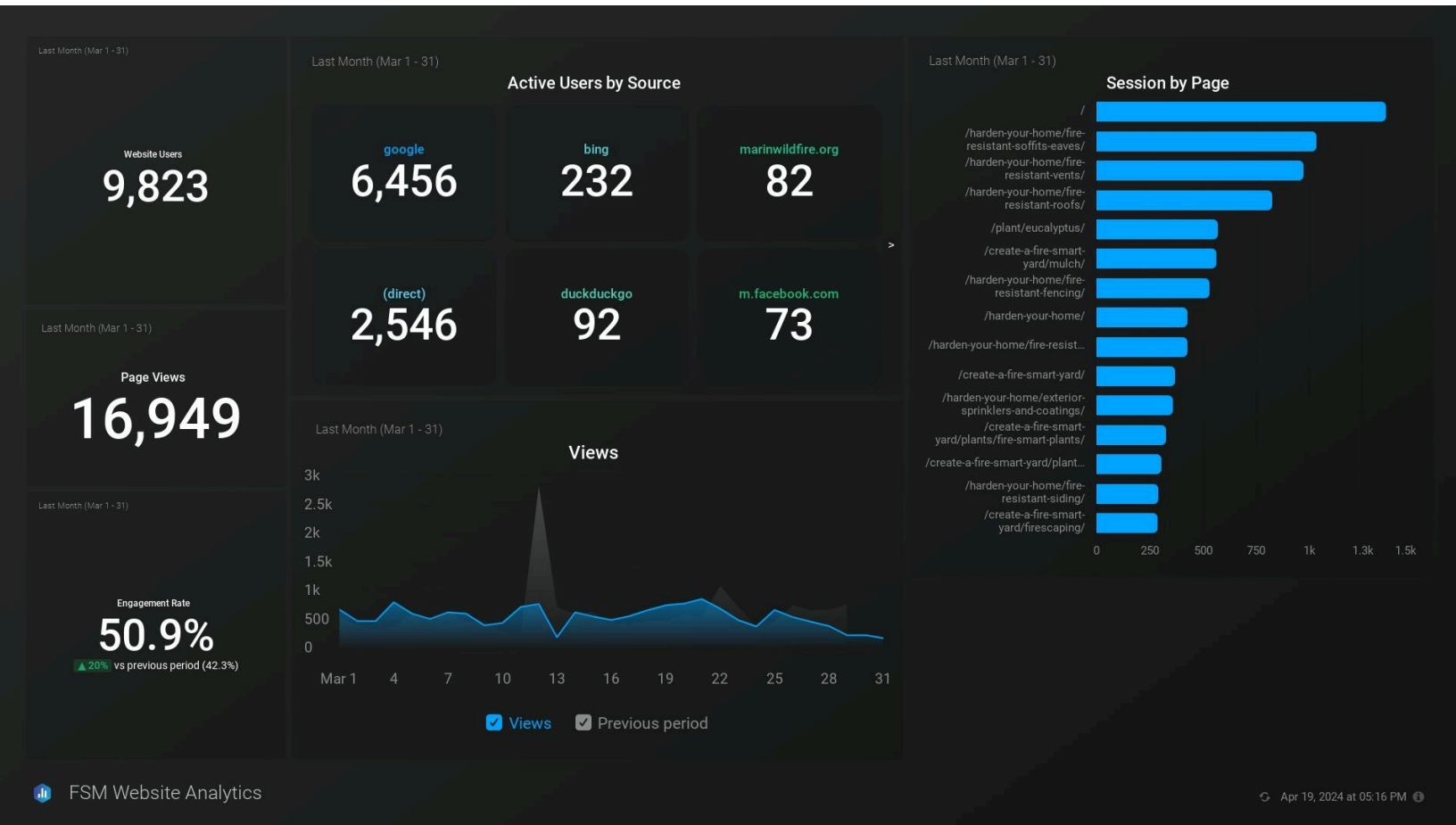
There are many myths surrounding the dangers of eucalyptus so let us break it down for you so you can know the facts. Find out if eucalyptus are wildfire's friend or foe.

[Start now >>](#)



Website

In March we completed the website redesign and a comprehensive update and expansion of content. The [result](#) is a new look and feel, and improved user experience. 9K users visited the website viewing 17,000 pages in March. Trending topics include roofs, fencing, and decks. Eucalyptus continues to be a popular topic among residents. The engagement rate on the site - the amount of time spent, clicks, total pages viewed among others - is improving. Our goal on engagement is 60 - 70% what industry standards indicate is good.



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 March, we distributed the monthly fire safety message to 96 communication partners including cities and towns, board aides, public information officers, community service districts, and emergency coordinators, among others with a request they amplify the message within their networks/jurisdictions. We had a successful delivery rate of 95.9% and an open rate of 44.1%. This is a slightly higher open rate than the previous month. Our goal is to get all communication partners to open and share safety messages. Messages are delivered in English and Spanish with suggested captions. Below is an example.

March Wildfire Safety Message for Residents

Get Your Yard Ready



You are receiving monthly wildfire safety tips as a valued communication partner of Marin Wildfire Prevention Authority (MWWPA) and Fire Safe Marin. Thank you for your partnership in sharing wildfire safety tips with residents.

MARCH

Dear Communication Partners:

The winter rains provided us with beautiful flowers and lush green foliage to enjoy now. It has also given us a lot to maintain as our dry season turns this vegetation into wildfire fuel. Let's get our constituents motivated to take action. **Please share this month's wildfire prevention tip: 3 Ways to Get Your Yard Ready.** The messages are designed to share from social media or cut and paste into newsletters. Available in English and Spanish.

Correction: In last month's message, we mistakenly linked the Spanish version of What is Defensible Space to a Red Flag Warning video. The correct link to ¿Qué es un espacio defendible? is below. We are sorry for the error. Thank you for your support.

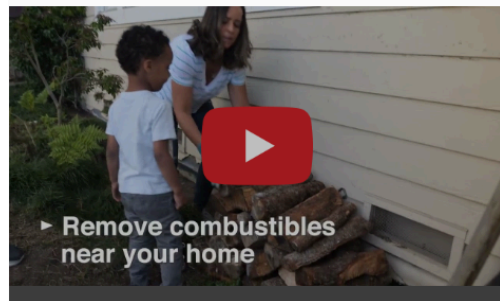
[Christine Abela](#), Fire Safe Marin

3 Easy ways to share:

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

Using **#marincounty** and tagging **Fire Safe Marin** and **Marin Wildfire** will help increase reach among residents.

Wildfire Safety Tip



Suggested caption:	Pie de foto sugerido:
3 ways to get your yard ready! It doesn't hurt to start getting ready for fire season now. Here are 3 ways to get your	¡3 formas de preparar tu jardín! No pierdes nada con prepararte ahora para la temporada de incendios

ENGAGEMENT WITH STRATEGIC PARTNERS DURING MARCH 2024

Organization	Audience Engagement
California Fire Safe Council	Attended monthly coordinator meeting for CA fire councils.
Fire Aside	Continued collaborations on (direct) resident engagement to align branding, key terms, and messaging for the home evaluation program. In coordination with MWPA, SR, Alliance, and Novato agencies. Updated the branding style guide with Spanish translations from SR.
F.I.R.E. Foundry	Attended a meet and greet with FIRE Foundry and Firewise Leaders at the FF barracks. Shared info about FSM and promoted the Ambassador program among the recruits. We received applications from 8 recruits to join the program.
Marin Builders Association	Attended monthly membership meeting. Over 100 members in attendance including contractors, architects, landscapers, designers, etc. Began adding home-hardening content to the MBA website portal to share with their members.
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 through newsletter and social media.
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

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.
Marin Realtors Association	Met with MRA to explore ways we can work together. Some of the next steps include: Ember Stomp participation Realtor representation on Firewise Boards Realtor speakers series - FSM presentation + share resource Realtor toolkit for prevention - FSM to create Broker tour of a fire smart landscape MRA provided input on the AB38 Home sale disclosures article FSM published in March newsletter

ADAPT CAMPAIGN (March)

We continued running two cost-efficient, off-season ad campaigns: **Google Search Ads** to expand awareness among highly searched keywords, and **Retargeting Ads** to increase e-newsletter subscribers among website visitors. We extended the pilot to run through the end of April. To-date, retargeting ads have reached 3,500 residents, and Google Search ads have reached 2,000.

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



firesafemarin.org

<https://www.firesafemarin.org>

Save Your Home from Wildfire | Wildfire Prep = Protection

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

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

Retargeting 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 channel is performing well with views up in March 37% over last year. Subscribers continue to climb steadily but still a very small portion of total viewership. We see positive sentiment based on comments and interactions with users. In March, there were 63 likes and over 100 shares. We introduced YouTube Shorts to the mix. YT Shorts is a space to share and post short (under 60 seconds) videos. This is a growing space and we expect to see more traffic as we add additional content.



YOUTUBE Continued

The top-performing videos focused on vegetation with eucalyptus being the most popular among them. Overall watch time is up from the previous year.



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. 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!

<p>DESPEJE 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>ELIMINA HOJAS Y DESECHOS DE:</p> <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 	<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 ramas muertas. <input type="checkbox"/> Recorta las ramas a 10 pies del techo. <p>ELEVA LAS "FALDAS" DE ARBUSTOS Y SETOS:</p> <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. <p>MANTÉN ESPACIO ENTRE LAS PLANTAS:</p> <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.
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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!

<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>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>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>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
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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.

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 March.

- ★ *..... is there a particular composted wood mulch you would recommend that I can get in Marin? Or do you recommend another type of wood mulch?*

- ★ *I live in Ashland, Oregon. Is it possible to use any of the illustrations that are on your website? There's one picture that shows the spacing of plants to interrupt the fuel trail...*

- ★ *Hey... I'm looking for how much clearance a propane tank on a cement pad needs from its enclosure and so I'm looking for that clearance on all sides of our propane tank.*

- ★ *I'm looking to replace my wooden fence and gate with a more fire safe option. Are there materials that you recommend? and contractors?*

- ★ *I am representing a Home Owner Association... We own properties in Point Reyes Station, very close to a grove of Eucalyptus trees, at the north end of A and B Street. We are very concerned about these trees as a fire risk. We would very much appreciate if you would be willing to talk more with us, hopefully leading to a plan to mitigate the risks posed by the trees...*

- ★ *What is the maximum diameter of tree trunks accepted for chipper days? We are about to cut up some tree trunks and want to be sure they'll be accepted.*

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 website, at the cache, and distributed at 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 March, we attended four events and held the regularly scheduled monthly meeting where we provided continuing education in preparation for spring and summer events.

Mo.	Events	Engagements
March	Ready 94941 Mill Valley Spring Faire	150 200
<u>Firewise</u> Shadowing opp for community ambassadors	Firewise: Mill Valley HOA Firewise: San Rafael HOA	30 7

WILDFIRE RISK EVALUATION PROGRAM



FSM worked with MWPA, Fire Aside and Fire Agencies to provide a branding style guide for the program. Additionally, FSM manages the [links within the Wildfire Risk 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 launched in March. The report links to the FSM website. Over time, we are seeing increased traffic directly from the report to the site. In March, **82** wildfire risk report users accessed FSM's website for more information.

AMBASSADOR SPEAKERS BUREAU (New)

Five Community Ambassadors participated in a presentation training workshop led by Rich Shortall 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.

EMBER STOMP

In March, we announced Ember Stomp 2024 on our website and began sharing information. We finalized a new poster with a fresh take on the branding. Look for promotions to begin in earnest in July. Planning and fundraising are in full swing. 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.



MARIN'S 3RD ANNUAL WILDFIRE PREVENTION FESTIVAL



SEPTEMBER 7
2024

Marin Civic Center, San Rafael
Free Admission: 11am – 5pm

**FAMILY FUN, GOATS, FOOD,
MUSIC, WILDFIRE SAFETY**

LEARN MORE AT [FIRESAFEMARIN.COM](https://firesafemarin.com)

 **MARIN WILDFIRE**
PREVENTION AUTHORITY

 **FIRE**
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