

## **Fire Safe Marin May 2023 Report**

Deliver to MWPA for the 5.18.23 Board Meeting

### **Summary**

In April we launched the 5th PSA of the Adapt to Wildfire Campaign - *Create an Ember Resistant Zone* - bringing the overall campaign to nearly 10,000,000 impressions with an highly efficient CPM of \$10. We built out Ember Stomp exhibits, added participants, and rolled out a media blitz to drive attendance to the May 20th event that included print, outdoor, digital, radio interviews and ads. We developed a partnership with KCBS to broadcast live from Ember Stomp and laid the groundwork to do wildfire prevention feature stories in the future.

The monthly e-newsletter published on schedule, and had high open rate. Four main articles focused on spring fire prevention work with the most popular one being *2023 Marin Chipper Day Ramps Up* - a collaborative piece with FireAside. Website visitors increased for the 4th month in a row, up a whopping 40% from 2022 and 30% from the previous month. We attribute the increase to the awareness created by the Adapt Campaign, consistent flow of fresh and engaging social media content, and Ember Stomp.

Among other outreach, we worked with Fire Foundry to organize a lunch connecting recruits with Firewise leaders, increasing engagement and awareness of the program within WUI communities.

We found more opportunities to attend in-person events. We estimate we engaged with +300 residents at events in Novato, Mill Valley and San Rafael. FSM also participated in Cal Fire Safe Council's coordinator training and legislative program in Sacramento building relationships and sharing information. Please continue reading for more details.

### **SOCIAL MEDIA OUTREACH**


FSM maintains 7 social media channels: Facebook, Instagram, Twitter, LinkedIn, NextDoor, TikTok, and Youtube. We have the greatest reach and following on Facebook; however, Instagram is FSM's fastest growing channel.

We continue deliver content in fresh new ways to support the Adapt Campaign, providing residents with more information on topics that are timely and relevant. In April, FSM created 113 individual posts accounting for 33,000 impressions - the number of times FSM messaging appeared in a feed - across Facebook, Instagram, and Twitter. When we include LinkedIn, TikTok, and Youtube that number increases to +64,000 impressions. We deliver across channels and in a variety of formats. Engagement

(shares, comments, likes) ranged from 4% on Twitter to nearly 11% on Facebook. Here are examples of the MOST POPULAR social media posts delivered in April. Visit [firesafemarin.org](http://firesafemarin.org) home page to view a live feed of Facebook and Twitter posts.

## Facebook


**Top posts**



**Fire Safe Marin**  
Apr 13, 14:01

Thanks to our GOLD level partners for supporting Ember Stomp, Marin's 2nd annual Wildfire Prevention Festival! ❤️ Silicon Valley Community Foundation ❤️ Marin Wildfire


19 reactions



**Fire Safe Marin**  
Apr 23, 14:01

THERE WILL BE GOATS!!! We are so excited that Chasin' Goat Grazing will be bringing goats and sheep to Ember Stomp on May 20th at the Marin Civic Center. This is a FREE festival, and

18 reactions




**Fire Safe Marin**  
Apr 10, 14:02

Homeowners should choose the right landscaping mulches to reduce the likelihood of ignition from embers during a wildfire and improve the health of plants around their

12 reactions

## Instagram


**Top posts**



**firesafe\_marin**  
Apr 07, 17:02

THERE WILL BE GOATS!!! We are so excited that @chasinggoatgrazing will be bringing goats and sheep to Ember Stomp on May 20th at the Marin Civic Center. This is a


21 likes



**firesafe\_marin**  
Apr 13, 15:02

Thanks to our GOLD level partners for supporting Ember Stomp, Marin's 2nd annual Wildfire Prevention Festival! ❤️ @siliconvalleycf ❤️ @marinwildfire ❤️ @marincountygov

17 likes



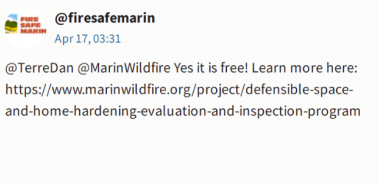
**firesafe\_marin**  
Apr 08, 14:01

Dead trees are a potential fire danger, allowing wildfires to spread more rapidly 🔥🌳 Dead trees must be cut and removed. Work safely, and hire a licensed tree service or

16 likes

## Twitter

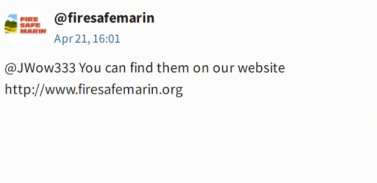
**Top tweets**



**@firesafemarin**  
Apr 17, 03:31

@TerreDan @MarinWildfire Yes it is free! Learn more here: <https://www.marinwildfire.org/project/defensible-space-and-home-hardening-evaluation-and-inspection-program>


15.38% engagement rate



**@firesafemarin**  
Apr 21, 16:01

@JWow333 You can find them on our website <http://www.firesafemarin.org>

10% engagement rate



**@firesafemarin**  
Apr 05, 18:01

FAQ: My neighbor has a tree, and it is an extreme fire hazard. How can I make them remove it? If your home is hardened with ember and fire-resistant design and materials, you

8.77% engagement rate

## E-newsletter

The April [e-newsletter](#) was delivered to 12,072 subscribers with 6,769 opening the email. This represents a 56% open rate, an excellent rate according to industry benchmarks. The featured articles included a series about spring

prevention work: *Chipper Day*, *Trees Aren't the Problem*, *How to Choose the Right Mulch*, and *Tips to Create an Ember Resistant Zone*. Readership was solide with the four primary articles resulting in 1,000 opens.

### April Overview

Platform	Users   Views	Metric #2	Metric #3
Website ↑27%	15,100 visitors	25,300 pages viewed	+40% from March 2022
Youtube ↑24%	4,600 views	156 hrs of viewing	+ 20 new subscribers
Enewsletter ↔	12,072 emails	56% open rate	12% CTR
Social media ↔	64,000 impressions	113 posts	53 new followers

### WEBSITE

The website had another stellar month with 15,000 visitors in April, an increase of ~ 40% from 2022 and 27% from March. Nearly 50% of website visitors come from organic Google searches, while 30% are direct to the site, and 8% being referred from other sites.

The Google Search Console, an app that tracks search queries in Google, showed 8,000 Google searches in April up from 5,800 in March. The top searches include Red Flag Warning, mulches, vents, eaves, eucalyptus trees.

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 worked to strengthen its relationships with strategic community partners and community-based organizations to share information, collaborate, and understand the unique needs of constituents. In April, FSM engaged with the following partners:

Organization	Audience	Engagement
Community Preparedness Coalition	Coalition of emergency coordinators, County PIO, Public Health, and OES.	Participated in the monthly meeting to coordinate preparedness messages.
Emergency Coordinators	Regional coordinators	Prep work for Get Ready tent at

		Ember Stomp.
Vivalon	Serving aging adults	Lead 2 lunch and learn sessions on site. Advising on messaging for older adults. 18 participants
Marin CIL	Serving AFN	Attends Firewise meetings to be a resource to community; prepped for Ember Stomp and delivered promotional materials
Community Action Marin	Serving low-income	Prepped for Ember Stomp
Marin Builders Association	Industry	Engaged on MBA website; outlined monthly tips FSM to provide on the platform
Marin County PIO	Public Information	Shared Key Messages in prep of Wildfire Awareness Month
California Fire Safe Council	Serving CA fire councils	Attended coordinator training and legislative meetings in Sacramento; Share information
Marin Master Gardeners	Residents	Prepped for Ember Stomp; Shared fire smart tips
Fire Aside	Chipper Day and Home Evaluations Software	Promote Chipper Day program and engage about potential content collaboration

**ADAPT CAMPAIGN** Continued (April - May)

[6 second\\_en](#)

[15 second\\_en](#)

[30 second\\_en](#)

[6 second\\_sp](#)

[15 second\\_sp](#)

[30 second\\_sp](#)





The current PSA series, *Create an Ember-Resistant Zone*, is running through May 15. The next PSA will focus on the *Hard Work of the MWPA*.

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 and can be seen online through streaming services and popular sites like SFGate, MSN, Yahoo, NYT.

## 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 April, FSM advanced video production on:

- Adapt Campaign PSA – Create an Ember Resistant Zone (completed)
- Adapt Campaign PSA – Slow the Spread of Fire (in production)
- MWPA - The Hard Work of the MWPA (in production)

## **FIREWISE USA**

Thirty Firewise leaders & FIRE Foundry recruits attended a luncheon in April. This was an opportunity for recruits to develop community outreach/networking skills, and Firewise leaders to build connections with fire service professionals in training. Events like these are intended to forge a stronger connection between the FIREFoundry program and the community, increase recruit retention in Marin County, and encourage investment from the community in the development of a more diverse Fire service. Firewise leaders also attended a monthly meeting in which they received a presentation from Chris Saroch on strategies to connect AFN community members with the resources they need. Also discussed were the Greater Ross Valley & Novato Shaded Fuel Breaks, a tutorial on sharing social media content, a review of the many Alert & Notification systems to be enacted during emergencies and recently developed social media content.

## **EDUCATIONAL MATERIALS**

In April, we distributed 500 - 700 Survival Checklists to residents at community events and to partner organizations, and Firewise leaders. We received positive feedback.

Forty outdoor lawn signs with *Did You Know...?* fire safety messages, on the front and back, are now 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 June.

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.

## **SCHOOLS**

Students in Terra Linda’s Marin School of Environmental Leadership (MSEL) Wildfire Safety Group tabled at two events this past month and gave a presentation to a class at Venetia Valley Middle School. They have prepared a model house activity for Ember Stomp in which participants are able to model their own fire smart landscapes, and accessorize the house with home hardening features.

## **DEFENSIBLE SPACE PROGRAM**

FSM is continuing to revise 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

Ember Stomp will be held at the Marin Civic Center Fairgrounds on Saturday, May 20 from 11-5 PM. Attendees will have the opportunity to learn about wildfire preparedness projects taking place throughout Marin, meet wildfire prevention product and service providers, interact with many public and private agencies engaged in wildfire preparedness, and view large scale Fire Smart landscape exhibits and live burn demonstrations of home hardening products. In addition this is a family event with an exciting children's stage and educational games, baby goats and other animals, plust great food and music.



This year's festival will include a **live burn** demonstration (weather permitting) that dramatically shows how prevention strategies can reduce risks and slow home ignition. Three fire-smart **landscape** spaces will occupy over 420 square feet and show aspirational yards that are beautiful, functional, and fire-safe. A **New Ideas** stage will showcase the latest wildfire prevention technologies, products, and innovative solutions at the forefront of wildfire science. A **Kid Zone** will keep the kids engaged and having fun as they learn about fire safety through storytelling, puppets, magic, and more. Artists throughout the community have submitted work to be exhibited in the **Ember Stomp Art Show**. We received in excess of 140 pieces of art. Selected works that explore what it means to adapt to wildfire will be on display. The show hopes to inspire thought and conversation about our changing relationship with nature; climate change and the resilience it takes to survive and thrive as a community. Live music, multicultural food trucks, and BBQ will round out the festival atmosphere.

We have done a great deal of promotion for this year's event including radio ads on major stations, full page newspaper ads, large bus stop posters, wide distribution of smaller posters and postcards in English and Spanish, plus a major social media campaign amplified by partner agencies. We had 2,000 attendees last year and we hope to more than double that amount this year.

**Please contact us at [info@firesafemarin.org](mailto:info@firesafemarin.org) if you would like to participate in planning or volunteering during the day of the event.**

Below are Ember Stomp promotional materials. The quickest and easiest way to share Ember Stomp with family and friends, is to visit FSM social media feeds - FB, Instagram, Twitter - and share directly from there.

[8 x 10](#)

[Square](#)

[Square 2](#)

[Promotional videos](#) (30, 15, 6 seconds, English and Spanish)