



Adapting to Wildfire

Fire Safe Marin
September 2023 Activity Report
Delivered to MWPA for 10/19 Board Meeting

Summary of Education & Outreach Activities

In September, Fire Safe Marin continued the countywide 'Adapt to Wildfire' campaign. The latest PSAs addressed evacuation readiness and the importance of signing up for emergency alerts. The messages were delivered broadly, making an impact through print, digital, and video formats, with ads appearing 3 million times.

Here are milestones achieved during the month:

- Launched 'Sign up for Emergency Alerts' PSAs, urging residents to register with Alertmarin.org.
- Continued the Community Ambassador program, driven by high demand for in-person events.
- Completed FSM's [Year-End Report](#) to the MWPA.
- Created two educational wildfire behavior videos featuring Mark Brown, using a new innovative illustrative tool.
- Maintained high viewership for the 'Maui Wildfire Watch' episode.
- Redesigned organic news articles that appear in the newsletter, enhancing their aesthetics and appeal.
- Advanced recruitment efforts for the Peer-to-Peer Program.

Below are the detailed highlights of our educational and outreach activities throughout September.

SOCIAL MEDIA OUTREACH




During September we created **96** posts, appearing **13,000** times on FB, Instagram and Twitter. Posts supported the current Adapt Campaign messages around evacuations and hardscaping to slow the spread of fire. Content included information about the alert system in Marin and Red Flag Days. The post that was popular on all channels was a video of Rich talking about how recent rain does NOT mean the end of wildfire season and offering wildfire preparation tips. This month the average engagement was 5%, significantly above social media standards. On Twitter we are seeing that sharing other popular posts that are relevant to our content is increasing our engagement. On Instagram, the audience likes to see people's faces and work that is being done in the community.

Here are examples of original content that received the most engagement in September. Engagements can be comments, likes or shares.

Facebook.


Top posts



Marin's Fire Experts Breakout
Fire Safe Marin
Sep 13, 22:00

Our monthly newsletter went out yesterday. Did you get it?? The newsletter includes: ✓ Easy tips to help you prepare for wildfire ✓ Advice from wildfire prevention experts ✓


11 reactions



Fire Safe Marin
Sep 29, 14:30

3 tips to protect your home from wildfire 🔥 ➡ Remove combustible items that are within 5 ft of your home. ➡ Use inorganic mulches such as decomposed granite, gravel, or

8 reactions



Fire Safe Marin
Sep 27, 22:01


It rained... So is wildfire season over?

The question that is on everyone's mind 🔥

6 reactions

Instagram.


Top posts



firesafe_marin
Sep 27, 00:48

s wildfire season over??


29 likes



firesafe_marin
Sep 30, 14:30

Highlights from September 🌟❤️ Deanna Albini joined the FSM Team as an administrative assistant! ❤️ New Adapt to Wildfire campaign released ❤️ Filmed the next Adapt to

21 likes



firesafe_marin
Sep 08, 22:00

Learn your alerts so you are READY 🔥

18 likes

Twitter

Top tweets



@firesafemarin
Sep 27, 21:34

@BCFireSmart always has great tips to help prepare for wildfire! BC faces many of the same wildfire threats as Marin and is working hard to become wildfire adapted.
<https://twitter.com/BCFireSmart/status/17071026039839297>

11.76% engagement rate



@firesafemarin
Sep 27, 22:00

It rained... So is wildfire season over?

The question on everyone's mind 🔥
<https://twitter.com/firesafemarin/status/1707153162967081066/video/1>

8.33% engagement rate



@firesafemarin
Sep 12, 16:02

Check out the work San Rafael Fire Department has been doing in their community!
<https://youtu.be/QTBSMFFvcq4>

4.23% engagement rate

E-NEWSLETTER

The monthly newsletter continues to see high open and engagement rates. In [September](#), 7,888 users viewed the newsletter with a click-thru rate of 6.5%. The most popular items being: Maui Wildfire Watch episode, articles about Outdoor Warnings Systems in Marin, and WEA Alerts, and a :30 second video about 3 types of alerts. We

encourage residents to [subscribe](#) to receive wildfire safety tips and stay informed about MWPA activities. Your support is essential in promoting community safety.

September OVERVIEW - Website & Social Media Platforms

Platform	Users Views	Metric #2	Insight
Website	13,300 visitors	25,000 pages viewed	< Visitors are down this month from August but over YOY. Top pages: fire-scaping attributed to adapt campaigns ads and vents are typically the most popular.
Youtube	7,108 views	52 new subscribers	> Views are down after a big uptick in August; however inline with what we typically see. Engagement - likes, shares, comments - is upticking.
Enewsletter	12,200 emails sent	62% opened the newsletter	> Including news articles in a newly designed format for appeal.
Social media	91 posts	Engagement <u>Industry vs FSM</u> IG 2.5% vs 7.9% FB 1.6% vs 4.9% Tw/X 1.2% v 2.3% LinkIN 2.3% v 22% TikTok .6% v 2.0%	New report from Hootsuite about industry engagement rates. FSM significantly exceeds standards in each platform.

WEBSITE

In September, 13,300 users visited the website. While this is down from August where we saw increased visitors likely due to the interest following the devastating fire in Maui, it is above average for this time of year.


We have been promoting the revamped [RESOURCE LIBRARY](#) - FSM's educational materials organized in an easy and accessible format. Resources include creative assets from the Adapt Campaign, curated video selection, news articles, scientific research, social media campaigns among other materials. There is also a dedicated

page for Spanish resources. Feedback is welcome for continual improvements.

Resources


Recursos de Fuego en Español

Helpful resources to prepare your family, home, yard and community for wildfire.



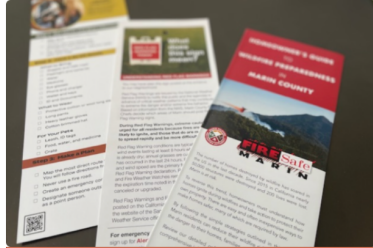
Adapt To Wildfire Campaign
PSAs: digital, print, video

[READ MORE](#)



Articles
Preparing family, home, yard and community

[READ MORE](#)



Brochures, Guides & Maps
Resources, Checklists, Evacuation Maps

[READ MORE](#)

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 August, FSM engaged with the following partners:

Engagement with Strategic Partners during September 2023

Organization	Audience	Engagement
California Fire Safe Council	Serving CA fire councils	Attended monthly coordinator meeting
Community Preparedness Coalition	Coalition of emergency coordinators, County PIO, Public Health, and OES.	This group paused for September.
Emergency Coordinators	Regional coordinators	Monthly meetings
Fire Aside	Marin residents	Contact monthly for updates on ChipperDay information.

F.I.R.E. Foundry	Lead	Regular contact to keep updated
Marin CIL	AFN	Shared monthly fire safety tips Attend monthly firewise meeting
Marin County PIO team	Public Information	Shared monthly fire safety tips Meet monthly with communications specialist to share best practices
Marin Master Gardeners	Residents	Amplified firesmart landscaping tips digitally and at in-person community events
MWPA ChipperDay D.Space Inspections Grants Communications	Marin residents	Connected regularly with team members from MWPA to help amplify the work of the MWPA and timely program messaging.
Novato Fire District	Novato residents	Information sharing, and identifying community event support
North Bay Alliance		Met with team to advance outreach
Ross Valley Emergency Coordinator	Ross Valley residents	Coordinator connected a neighborhood interested in becoming Firewise
San Anselmo Library	Non-digital residents	Maintain survival guide and home hardening guide in the evacuation station locate at downtown library
Vivalon	Aging Adults	Shared monthly fire safety tips about evacuations

ADAPT CAMPAIGN (August)

In September we ran two PSAs: 1) *Slow the Spread of Fire* was continued from August and 2) Sign up for Alert Marin. Social media posts supported the messages by offering more in depth information. Below are examples of the various formats.

Sign Up for Alert Marin PSA (running 10/1 through 10/31)

[Video, 30 second_sp](#)

[Video, 15 second Eng](#)



Full-page print ad in Marin IJ

GET WILDFIRE ALERTS



**Sign Up at
AlertMarin.org**

Think through these 5 questions to save your life

- 1. How will you be notified to evacuate?**
Sign up for emergency alerts at AlertMarin.org
- 2. Where will you go?**
The best route is usually on a main road, downhill, and away from the fire. Don't use fire roads. Follow directions from emergency responders.
- 3. How will you get there?**
Get in a car and go as quickly as possible. A vehicle will provide protection from heat and burning embers. If you don't have a car or need assistance, plan ahead.
- 4. What will you bring?**
The most important thing to bring is your life. Grab essentials – medicine, ID, glasses, phone and charger and (if it's already packed) your Go-Kit and GET GOING!
- 5. Who will you contact?**
Once you are in a safe place, call your emergency contacts to let them know you have evacuated.

Sign Up for AlertMarin Now!



MARIN WILDFIRE PREVENTION AUTHORITY FIRE SAFE MARIN

Digital Banner ads

Evacuation alerts
at AlertMarin.org

SIGN UP!



GET WILDFIRE ALERTS



**SIGN UP AT
AlertMarin.org**

**Recibe Alertas de
Incendios Forestales**



**REGÍSTRATE EN
AlertMarin.org**

FIRE SAFE MARIN MARIN WILDFIRE PREVENTION AUTHORITY

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 comprehensive list of Spanish language content visit FSM website at: <https://firesafemarin.org/en-espanol/>.

FIREWISE USA

Presentation to Barber-Winship-Lincoln Park Neighborhood on 9/21. 75 residents participated. Collaboration with RV Fire, Police, Emergency Coordinator. Focus of the [presentation](#) was evacuation.

The Fire Safe Marin team is updating contact information and status of each Firewise site. The team continues to assist sites with the application process. After consultation with Firewise leaders, there will be a change in the meeting schedule. We will continue to have a one hour general meeting on the second Friday of each month. In addition, we are scheduling a 30 minute meeting for each of the 5 MWPA zones to encourage more sharing of best practices and local information. These meetings will be held during the week following the general meeting. The meeting schedule will be posted shortly. This month's meeting topics included: a preview of our new resource page on the website, desktop publishing tips, review of evacuation drill/practice scenarios, possible subscription drive for FSM newsletter, and review of the new meeting schedule.

PHONE AND EMAIL INQUIRIES

FSM responds timely to scores of phone calls and emails each month. The most common questions in August related to the home evaluations report. Here are examples of the questions we receive daily:

Our yard backs up to open space. While we have done a good job with fuel management within our yard, there is quite a bit of fuel on the open space side of our fence. I was wondering if homeowners are allowed to remove fuel beyond their property line. I was told that we could do so up to 200 feet but I wanted to check with you first. (September 2023)

I'm a board member of the Kanocti Fire Safe Council in Lake County, and we have hired a consultant to develop an evacuation plan for our area and I watch all your guys material and I'm anxious to know what you guys have used for a standard for vegetation management along your evacuation routes (September 2023)

EDUCATIONAL MATERIALS

In September, we began distributing the new evacuation postcard (9" w x 6" h) that asks residents to think through 5 questions for a smart and safe evacuation. These are being

distributed throughout Marin at community events and through Firewise Leaders. Available in English and Spanish.

We finalized outdoor lawn signs in Spanish. We used the *Did You Know...?* fire safety format with personal preparedness messages. Available in the Cache. FSM encourages Firewise leaders to display them in their communities and bring them to community events when tabling.

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. The supplies were recently replenished at each location.

We utilize 3 educational games - model house, wildfire wheel, and vents puzzle - when doing outreach at community events. We found these games to be very effective tools to engage residents and initiate preparedness discussions. The wildfire wheel is the most popular and useful. We are exploring the idea of a wildfire wheel for kids.

Educational Material*	Target	Language
Survival checklist	Community events	English, Spanish
(New!) 5 Qs Evac postcard	Community events	English, Spanish
Outdoor lawn signs	Firewise neighborhoods	English, Spanish
Evacuation station	Non-digital audience	English
Model house	Family events	-
Wildfire wheel	Community events	English
Vents puzzle	Family events	-

*This is a short list of educational materials we use when out in the community.

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. The report links to the FSM website. Over time, we are seeing increased traffic directly from the report to the site.

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 September, the program made **1,500** engagements with residents over **16** community events. These engagements are high-quality.

Ambassadors are paid a stipend to represent FSM at community events. Here is an overview of September engagements.

Mo.	Community Events	Engagements	Messages
Sept.	Marin Senior Fair	158	Sign up for Alert Marin and evacuation readiness
Sept.	San Anselmo Live on the Avenue	50	Strong focus on neighbors helping neighbors during evacuation
Sept.	Sausalito Emergency Preparedness Fair	200	Sign up for Alert Marin and have Go-bags ready
Sept.	San Anselmo Live	50	Evacuating safely
Sept.	Marin City Health & Wellness Fair	25	Alert Marin sign-ups and Go-bags
Sept.	Farmers Market - Civic Center	200	Go-bags for pets and people
Sept.	Farmers Market - Novato	98	Home hardening and evacuation preparedness
Sept.	Ross Age Friendly Presentation	50	Evacuation readiness
Sept.	Marin Health & Human Services Latino Festival	73	Go-bag readiness
Sept.	Greenbrae GPO Annual Picnic	80	Alert Marin sign ups and Zone 0 information.
Sept.	Mill Valley Library Disaster Preparedness	15	Evacuation safety
Sept.	Marin Sanitary Customer Appreciation Day	70	Home hardening and Go-bags
Sept.	Farmers Market - Country Mart	21	Alert Marin sign-ups and home hardening.

Sept.	San Rafael Health Hub Food Distribution	250	Sign up for Alert Marin.
Sept.	Novato Health Hub Food Distribution	175	Sign up for Alert Marin.

PEER TO PEER

Project Overview

The MWPA FY 23 budget designated \$50,000 to fund the **Peer to Peer Pilot Project** to bring wildfire safety messages to hard to reach and underserved populations of Marin. The program is jointly led by Fire Safe Marin and San Rafael Fire. It is intended to reach people who, for economic, language, social, physical or cognitive barriers, are less likely to engage with traditional outreach efforts at community centers and local events, or through social media and other print and digital platforms. The program seeks to encourage this target audience to:

- understand the risks of wildfire;
- sign up for emergency alerts;
- make an evacuation plan; and
- be prepared to evacuate.

The Pilot Project uses a peer-to-peer network strategy whereby members of underserved populations are recruited, trained and paid to share wildfire safety messages through their social networks, tapping into their affiliations with schools, faith-based organizations, residents associations, community groups, friends and families, etc. The model relies on trusted messengers to break through institutional barriers of distrust and to go the extra mile to reach people where they are. Recruits will be paid \$30 per hour for training, feedback and outreach efforts.

Progress Report

The program is currently known as the Wildfire Community Education Liaison (CEL) Pilot Project. The pilot runs from July 2023 - January 2024. To date, the following has been accomplished:

July:

- The program outline, content and general lesson plan were already jointly agreed to.

Aug - Sept:

The following materials were produced for the project:

- Training curriculum, lesson plans and handouts

- Peer-to-Peer Handbook in Spanish and English
- Training Slideshow in Spanish and English
- Application for participation in Spanish and English
- Recruitment flier in Spanish and English

Recruitment efforts were made through the following contacts:

- Marco Berger of the **Multicultural Center of Marin Community**
- Jahmeer Reynolds, **Marin County Cooperation** in Marin City
- Seamus Tomkins, **West Marin Community Services**
- Maria Jaramillo-Botero, **North Marin Community Services** in Novato
- Carlos Garcia, **Marin Community Clinics** Health Hubs in SR and Novato
- Fernando Berrato, **Southern Marin District 4** and the **Canal Alliance**
- Eli Gerlardin, **Marin Center for Independent Living**

Lack of applicants

Despite enthusiasm from community leaders about the need for the program, only one applicant has stepped forward from Marin Community Clinic' network. We believe that it is difficult to recruit people for several reasons:

- People who are likely candidates are already involved in community outreach efforts and do not have the time or bandwidth to take on wildfire education.
- Asking people to create outreach opportunities from their social networks is a heavy lift with a limited pool of people.
- People may need to know more about wildfire education and the program to become interested enough to apply.

New recruitment strategies

- 1) We will recruit people (through contacts listed above) to participate in the FSM Community Ambassador Program, a well established program that sends trained residents out to community events to share wildfire safety messages. Similar to the Peer-to-Peer Pilot Project, the Ambassador Program pays recruits for training, outreach efforts and feedback at \$30/hr. But instead of relying on the recruits to define outreach opportunities, we schedule approximately 20 events per month from which they choose to work.
- 2) Once recruits have been trained and out in the community as FSM Ambassadors, we will encourage them to create outreach opportunities through their own networks. This approach would give the recruits guaranteed payment for their time investment as Ambassadors and allow us to go the last mile beyond

our organizational network to incorporate a peer-to-peer approach. We are hopeful that we can build a diverse cadre of Ambassadors that represent and serve the diverse communities of Marin.

- SRF will organize a Wildfire Safety presentation at the Multicultural Center of Marin as a tool to educate residents and to recruit people to serve as Community Education Liaisons in the future. The presentation will be led by FSM and SRF and conducted in Spanish, focusing on basic wildfire emergency preparation. All attendees will receive payment of \$30 for their participation. Dinner and childcare will be provided.

FSM and SRF will continue to report progress in both of these recruitment efforts to inform our next steps.