



Adapting to Wildfire

Fire Safe Marin August 2023 Activity Report

Delivered to MWPA for 9/21 Board Meeting

Summary of Education & Outreach Activities

In August, Fire Safe Marin continued the countywide **Adapt to Wildfire campaign** with the 8th and 9th PSA, focusing on evacuation readiness and firesmart landscaping to slow the spread of fire. These PSAs were distributed in print, digital, and video formats, totaling 3 million views.

We are proud to share the revamped [RESOURCE LIBRARY](#) where the Adapt Campaign creative assets, print brochures/flyers, curated videos in English and Spanish are now easily accessible and shareable.

The **Community Ambassador Program** is going strong, enabling FSM to get out in all corners of Marin with timely messages about evacuation preparedness. Our 18 Ambassadors from Firewise, F.I.R.E Foundry, and Defensible Space participated in 20 events in July and August and engaged with 4,575 residents. The program's success has led to 18 more commitments for September and October.

We hosted the 2nd annual **Wildfire Communications Luncheon** on August 21, bringing together 40 participants for networking, emergency alert updates from the OEM, sharing wildfire safety resources, and a special presentation on enhancing social media visibility. This collaboration involved FSM, The County's OEM, and CAO media specialists, and welcomed communication representatives from the five MWPA zones and various organizations.

FSM introduced a **new postcard** containing 5 essential evacuation prep questions to help residents think in advance about what to do in the event of an evacuation. We are actively sharing this postcard at community events and through our "Evacuation Stations" located at the San Anselmo Library and Vivalon Center for aging adults.

In response to the Maui wildfire, we organized a **Wildfire Watch Special: "The Tragedy in Maui is a Warning for Marin."** Over 500 participants joined the live special featuring Marin's top fire experts. More viewed the program on Channel 30. The one-hour and 15-minute special received very positive feedback and has been viewed 980 times in the past 3 weeks.

We are excited to announce the hiring of **Deanna Albini as our Executive Assistant**. Deanna brings extensive experience in supporting C-Suite executives at Sutter Health and Wells Fargo.

Below are details of education and outreach activities completed in August.

WILDFIRE WATCH TV LIVE SPECIAL



“The Tragedy in Maui is a Warning for Marin”

On August 21, with all eyes on the tragic wildfire event in Lahaina, FSM produced a Wildfire Watch Special to explore what happened in Maui and what Marin is doing to prepare for wildfires. The show was hosted by Rich Shortall with special guests Chief Jason Weber, MWPA Executive Officer Mark Brown, and Battalion Chief Todd

Lando. Here are links to the [recording](#) and [Q&A](#). The 5 main takeaways of the discussion included:

1. Marin has excellent coordinated and redundant alert and warning systems.
2. California State and Marin County have invested a lot to build an arsenal of resources that is ready to respond rapidly to wildfire.
3. We have an idea of WHEN major wildfires will occur. Catastrophic wildfires occur during Red Flag events with strong winds and low humidity.
4. To survive an evacuation, you must plan and prepare in advance so that you can receive alerts and leave quickly. All 3 participants agreed that you are safer evacuating in your car than on foot or bike.
5. Design and material affect how buildings burn.

Here are examples of the overwhelmingly positive feedback we received.

It is REALLY interesting to hear how extensively you officials have been researching, learning, and applying ways to protect our communities from wildfire. Beyond anything I could have imagined.

Was already aware of the local efforts, programs, and the MANY tools you've made available to all of us. Last night's broadcast gave me several additional things to be aware of or use.

Absolutely one of the best uses of our tax dollars ever. So glad I voted for measure C.

SOCIAL MEDIA OUTREACH

During August we created **151** posts, appearing **70,000** 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, Red Flag

Days, evacuation maps, and evacuation planning tips. The most popular posts were the recap video of the WW Tragedy in Maui, driving tips for wildfire evacuations, and sharing an article that Steve Quarles was quoted in about Maui. This month the average engagement was 5.3%.

Please explore FSM's pages at [Facebook](#), [Instagram](#), and [Twitter](#).

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

Facebook. The second two posts are from our most popular series - *Mythbusters* and *Did You Know?*

Top posts

Tragedy in Maui - A Warning for Marin
A Perspective from Wildfire Experts
WILDFIRE WATCH SPECIAL
Monday, August 21, 2023
6:00 - 7:00 pm
Fire Safe Marin
Aug 15, 22:01

Our hearts go out to the people in Maui after a wildfire ripped through Lahaina on August 8. The speed and scale of the fire demonstrate the destructive force of wildfires today and serve as a warning to fire-prone areas such as Marin. It could happen here, and we need to be ready! Join us for a Special Edition of Wildfire Watch to hear from local experts about what transpired in Maui and what we can do to be better prepared.

101 reactions

Fire Chief Todd Lando answering YOUR burning questions 🔥
Fire Safe Marin
Aug 21, 20:02

67 reactions

with high, sustained winds
Fire Safe Marin
Aug 04, 14:03

Learn how Red Flag Days can help prepare you for wildfire.

26 reactions

Instagram. The content here is all tips for a safe evacuation.

Top posts

firesafe_marin
Aug 16, 16:01

Media images of burned cars have left many California residents with the misconception that cars are highly vulnerable to wildfires—the opposite is TRUE. ✓ Your car is actually one of the most fire-resistant items in your home. For more information, visit [firesafemarin.org](#)

39 likes

firesafe_marin
Aug 20, 16:01

6 things to remember while evacuating: 🚗 Take the shortest PAVED route to a place of refuge in an open area – preferably a wide, paved road near a valley floor (this is usually the best place to stop). 🚗 Turn off your headlights. 🚗 Turn off your engine. 🚗 Stay in your car. 🚗 Stay in your car.

37 likes

firesafe_marin
Aug 30, 16:03

14 driving tips during a wildfire evacuation 🔥 Turn your headlights on ✓ Wear your seatbelt. ✓ Pick up neighbors, especially elderly or disabled residents who may be unable to evacuate on their own. For more information, visit [firesafemarin.org](#)

32 likes

Twitter

Top tweets

@firesafemarin
Aug 18, 21:57

ny thanks to Steve Quarles for his work in wildfire ignition earch. "A 'noncombustible zone' near the home and der the deck is an excellent strategy to reduce the nerability of the home to a wind-blown ember exposure." ps://news.yahoo.com/real-story-behind-photo-weirdly-1028460.html?soc_src=social-sh&soc_trk=tw&tsrc=twtr via ahooNews

5.71% engagement rate

@firesafemarin
Aug 01, 14:02

When it's time to evacuate, do you know what to do? Be prepared with these 3 simple steps: 1. Sign up for Alert Marin- <http://alertmarin.org> 2. Know your evacuation route.

6.6% engagement rate

@firesafemarin
Aug 28, 20:01

Embers travel ahead of wildfire and often start small fires that can spread to the home 🔥 Hardscaping can act as fuel breaks throughout your yard. For more information g

6.06% engagement rate

Among the most popular articles, "[6 Mistakes Not to Make During Evacuations](#)" and "[Temporary Areas of Refuge](#)" garnered substantial interest, along with the revamped [Comprehensive Guide to Wildfire Evacuations](#) on our website, all collectively read by over 1,500 users.

We're also increasing awareness of MWPA activities by dedicating a section in the newsletter each month to report on them regularly. This includes updates on grants, ChipperDay, and the home evaluation program.

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

AUGUST OVERVIEW - Website & Social Media Platforms

Platform	Users Views	Metric #2	Insight
Website	19,100 visitors	35,000 pages viewed	< Likely attributed to Maui Fire, FSM saw a sharp increase in website traffic. Top pages: vents, evac guide, roofs.
Youtube	9,300 views	3:12 average minutes viewed	> Significant uptick in video views (82%) likely due to Maui Fire.
Enewsletter	12,287 emails sent	64.4% opened* Highest open rate to-date.	> Subscribers are highly engaged in wildfire safety and increasing > Newsletter readability and themed content is improving overall.
Social media	151 posts	70K impressions	> Frequent posting engages residents. > LinkedIn seeing rapid uptick in followers and high engagement.

WEBSITE


In August, 19,000 users visited the website. This is up significantly and likely due to the interest following the devastating fire in Maui. On average, there are 12K users a month during summertime.

The revamped [RESOURCE LIBRARY](#) houses FSM's educational materials in an organized 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 to 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.



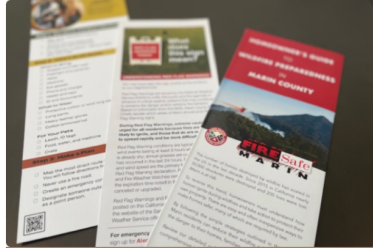
Adapt To Wildfire Campaign
PSAs: digital, print, video

[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 August 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.	Participated in the monthly meetings to coordinate all-hazard preparedness messages.

		This group is now a working group of the OEM.
Emergency Coordinators	Regional coordinators	Monthly meetings
Fire Aside	Marin residents	<p>Contact monthly for updates on ChipperDay information.</p> <p>Collaborated on article for FSM newsletter</p> <p>Amplified ChipperDay Messaging</p>
F.I.R.E. Foundry	Lead	Regular contact to keep updated
KCBS Radio	Bay Area	Wildfire Watch promotions
Marin CIL	AFN	<p>Shared monthly fire safety tips</p> <p>Attend monthly firewise meeting</p>
Marin County PIO team	Public Information	<p>Shared monthly fire safety tips</p> <p>Meet monthly with communications specialist to share best practices</p> <p>Collaborated on content for wildfire communications luncheon scheduled for August 31.</p>
Marin County Parks	Residents in Parks and Open Space	<p>Exploring community event opportunities in Marin Parks & OS. Committed to outreach at McNears Beach, and Halloween event in Lucas Valley.</p> <p>Established relationship with MCBC via Parks.</p> <p>Strengthening relationship with comms manager to tap into institutional and industry knowledge, best best practices around social media, and</p>

		exploration collaborative efforts where FSM/Parks missions intersect.
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 explore outreach opportunities
Ross Valley Emergency Coordinator	Ross Valley residents	Collaborated on wildfire presentation@ Fairfax Library
San Anselmo Library	Non-digital residents	Re-stocked 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)

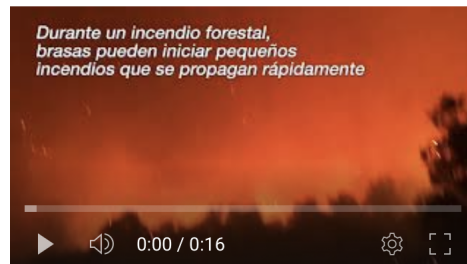
In August we ran two PSAs: 1) *Be Ready to Evacuate* was continued from July; and 2) *Slow the Spread of Fire*. Social media posts supported the messages by offering more in depth information. Below are examples of the various formats.

Be Ready to Evacuate PSA (ran 7/23 through 8/19)

[Video, 30 second_en](#)



[Video, 15 second_sp](#)



Full-page print ad in Marin IJ

BE READY TO EVACUATE

Adapting to wildfire means being prepared

ALERTS AND WARNINGS	
EVACUATION ORDER	Evacuation Order means you must leave now! You are under an immediate threat and need to leave as fast as you can.
EVACUATION WARNING	Evacuation Warning means that you need to get ready to evacuate. It's time to take action and be prepared to get in your car and go.
SHELTER IN PLACE	Shelter in Place is ordered when it is safer for you to stay in your home than evacuate. Stay informed to know if the conditions have changed. You may need to evacuate or the emergency may subside.
RED FLAG WARNING	Red Flag Warnings are issued when conditions are right for a wildfire to spread quickly. This is the time to get ready to evacuate and prepare your home for an ember storm.

EVACUATION CHECKLIST

STEP 1: GET ALERTS

- Sign up for Alert Marin and Note
- Monitor the radio and TV on Red Flag Days
- Stay informed through TV, radio and www.emergency.marincounty.org

STEP 2: PACK A GO KIT

- ID
- Water
- Medicine and eyeglasses
- Phone and charger
- Flashlight and batteries
- Goggles and N95 mask
- Pet supplies

STEP 3: MAKE A PLAN

- Map the most direct route to a main road
- If you do not have a car or need assistance to evacuate, plan ahead with someone close by
- Create an emergency contact list
- Help others who need assistance

Learn how at firesafemarin.org

MARIN WILDFIRE PREVENTION AUTHORITY

FIRE SAFE MARIN

Digital Banner ads

ESTÉ PREPARADO PARA EVACUAR

APRENDE CÓMO

Adaptarse a los incendios forestales significa estar preparado

FIRE SAFE MARIN

MARIN WILDFIRE PREVENTION AUTHORITY

BE PREPARED TO EVACUATE

LEARN HOW

FIRE SAFE MARIN

MARIN WILDFIRE PREVENTION AUTHORITY

Slow the Spread of Wildfire PSA (running 8/27 - 9/20)

30, 15, 6 second ads in English and Spanish

[Video](#), 30 second, sp



[Video](#), 6 second, en



Full-page print ad in Marin IJ

(every other Sunday per campaign)

WILDFIRE HOME PROTECTION

Design by Yardzen, yardzen.com

Embers travel ahead of wildfires and often start small fires that can spread to the home. Hardscaping can act as fuel breaks throughout your yard.

LEARN HOW

Digital Banners Ads

(15 different sizes and types, en+sp)

WILDFIRE HOME PROTECTION TIP

LEARN HOW

WILDFIRE HOME PROTECTION TIP

Tips para la Protección del Hogar Contra Incendios Forestales

APRENDE CÓMO

Tips para la Protección del Hogar Contra Incendios Forestales

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

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:

We are a design build located in Santa Barbara, CA and would love suggestions of any siding materials that will perform well in the dry, high fire areas. Thanks! (8/2023)

I have been advised by an electrician to relocate and update my main electrical panel. It no longer meets code(circa 1974). I am in a high risk fire zone(Pacheco Valle). Are grants available for this type of work ? (August 2023)

Hello, do you have examples of noncombustible fencing when attached to a house? (July 2023)

On your website, you refer to "composted wood chips" as the best mulch. I will be using a couple of walkways; also, a couple of places quite far from the house to try to control weeds. I am planning to buy bark chips (fir) at A & S Landscape. Is that what you mean by "composted". I will buy non-dyed, half inch chunks of fir...please let me know as I would like to order today, or tomorrow morning...(I know, I am late in asking)...I live in Marin next to WUI. Brenda Walsh

I've cut two pine trees and have several small logs that require chipping. The logs are approximately 20" x 20" inches.....Are they too big for your chipper

I have a project for a remodel going on in Mill Valley. And we're kind of working through a landscape plan and I was wondering if there are any restrictions. For the type of mulch we need to use to basically

pass the final inspection. The Marin County building department referred me to the Land Development guys, and they referred me over to you guys.

EDUCATIONAL MATERIALS

In August, we produced a 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.



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. 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. Overtime, 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 August, the program made 780 engagements with residents over seven community events. These engagements are high-quality.

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

Mo.	Community Events	Engagements	Insight
Aug.	Civic Center Farmers Market	220	Resident concerns about car safety during evacuation
Aug.	Mill Valley Evacuation Drill	80	Strong focus on neighbors helping neighbors during evacuation
Aug.	Mill Valley Camp Out	25	How to deal with neighbor yard hazards
Aug.	San Anselmo Live	160	Evacuating safely
Aug.	Lower Edgewood Firewise	25	Good collaboration with Central Marin Fire and Marin Co. Fire
Aug.	Inverness Disaster Fair	205	Questions about evacuation routes and Chipper Days
Aug.	Tam District Creekside	65	Questions about Zone 0 and how to get neighbors to do their work

PEER TO PEER

Fire Safe Marin continues to work with the San Rafael Fire Department to develop and implement the new Peer to Peer pilot project. This proposal aims to educate and engage diverse communities utilizing trusted messengers in a peer-to-peer education and outreach strategy. This collaborative project will provide a cadre of well-informed community members that will serve to engage and educate their neighbors and fellow Marin residents on issues relating to wildfire preparedness, evacuation planning, alerts and warnings, and go bags. We have developed a training curriculum in English and Spanish, worked with trainers to present in Spanish, and produced a handbook for Peer to Peer participants. The program is currently focused on recruitment.