



**FIRE  
SAFE  
MARIN**

Adapting to Wildfire



**MARIN WILDFIRE  
PREVENTION AUTHORITY**

Investing in a Fire-Adapted Marin County

# Year End Report 2022-23

Prepared September 2023

## Mission

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Fire Safe Marin's mission is to educate our community about the dangers of wildfires and what we all can do to help save lives, protect homes, and create a resilient environment. We foster community involvement by building partnerships and providing resources for mitigating fire danger.

## Our Values

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### GUIDED BY SCIENCE

Advancements in wildfire science and ecological mitigation practices are the foundation of our messages and educational programs.

### INCLUSIVITY

We are committed to reaching all residents and visitors of Marin County with relevant, clear and effective messages to protect individuals and keep our community safe.

### BETTER TOGETHER

Adapting to wildfire is a collective responsibility. We work collaboratively with the MWPA, member agencies, governmental and private organizations, and community partners to build a network.

### SAFETY FIRST

FSM prioritizes messages about personal safety, educating residents to sign up for alerts, make an evacuation plan, know where and how to evacuate, and be ready to go.

### RESPONSIVENESS

FSM strives to meet the needs of the moment, responding to events that raise concerns, creating messages and programs that address the priorities of the MWPA, and responding to residents' questions with accurate information within 24 hours.

### CONTINUAL IMPROVEMENT

FSM's resources and outreach consistently improve through incremental breakthroughs learned by experience, data gathering and critical review.





Investing in a Fire-Adapted Marin County

*Named as a trusted partner for wildfire education in the Joint Powers Agreement, **Fire Safe Marin is the official outreach arm of the MWPA.** We provide information and encourage residents to to do their part in creating a fire adapted community. We coordinate the timing and content of messages to enhance both the extent and frequency of outreach efforts and ensure a cohesive narrative across communication channels. We maximize awareness and extend reach by integrating the Adapt to Wildfire Campaign within our core 12 programmatic areas.*



**FIRE  
SAFE  
MARIN**

Adapting to Wildfire





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Es hora de adaptarse a los incendios forestales

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## Executive Summary

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Over the 2022-23 fiscal year, Fire Safe Marin (FSM) expanded the scope of its programs, partnerships and educational resources to increase and improve the quality of our outreach to Marin's 260,000 residents. We developed new partnerships to better address the needs of underserved and highest risk populations. We produced two Wildfire Watch live TV specials, and a wildfire survival checklist, evacuation planning postcard in Spanish and English. We developed a Community Ambassador Program to staff a trained network of recruits to engage the public at community event throughout the county. Over 127,000 people visited our website and our monthly e-newsletter distribution is delivered to a highly engaged 13,500 subscribers. We expanded social media content by 50% and added three new platforms to our channels. We launched the second year of our Adapt to Wildfire advertising campaign, appearing 11.7 million times, refining creative content, and improving cost-efficiencies. We produced 40 videos associated with the Adapt Campaign and 10 short-form videos (in English and Spanish) in response to the most common questions about wildfire preparedness. We support 78 Firewise Sites facilitating another 200,000 volunteer hours of work dedicated to lowering wildfire risks seeing \$11.4 million in investments. Our year culminated in the second annual wildfire prevention festival that drew over 5,000 people, a 100% increase from the previous year with 82 participating organizations.

Fire Safe Marin is proud to report on these accomplishments. Each section of this report includes metrics that tracks engagement with our programs and guides our strategies moving forward.



# Stand Out Achievements

FY 2022-23

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- ★ **Relationship building and collaboration** enhanced outreach to residents and improved projects and initiatives.
- ★ **In-person Community Events** provided opportunities for meaningful engagements with thousands of residents. We were able to hear and respond to people's questions and concerns, and bring this information back to improve our resources and outreach strategies. The demand for FSM's presence at events has been remarkable and is growing.
- ★ **Optimizing communications** by creating a full year communications calendar allowed us to layer messaging strategically across paid advertisement, social media, streaming services, earned advertising, new letters, and in-person events. This strategic approach has amplified awareness and engagement among residents, agencies and community partners, and resulted in additional coordinated efforts.
- ★ **Targeted creative content development** allowed for clear, concise, and nuanced messages for specific purposes and audiences. Designing visually appealing ads with strong call-to action helps our messages breakthrough digital clutter.

# Fostering collaboration and inclusivity, we educate residents through **12** programmatic areas



1 ADAPTING TO WILDFIRE CAMPAIGN	2 NEWSLETTER AND SOCIAL MEDIA	3 WEBSITE
4 VIDEOS	5 STRATEGIC PARTNERSHIPS	6 FIREWISE USA™
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10 PRINT & SIGNAGE	11 WILDFIRE WATCH	12 EMBER STOMP





**Adapting to  
wildfire** means  
being prepared.

**Sign up for alerts. Plan your route.  
Pack your bag.**  
Learn how at [firesafemarin.org](https://firesafemarin.org)



Regístrese para recibir alertas. Planifica tu ruta. Empacar una bolsa

# 2022 SURVEY of MARIN RESIDENTS

## Attitudes, Knowledge, Awareness

Fire Safe Marin commissioned Godbe Research to conduct a survey of Marin residents with the following research objectives:

1. Measure how the threat of wildfire ranks as an issue of concern for Marin residents relative to other local issues;
2. Assess awareness and understanding of the causes of wildfire and potential risk reduction strategies;
3. Assess the public's awareness of and believability of core messages about wildfire, as well as their willingness to adopt various wildfire mitigation strategies;
4. Test various approaches to message framing for wildfire mitigation strategies; and
5. Gauge perceptions of local public agencies and organizations responsible for fire safety.

### Summary

856 adults were chosen for the survey weighted to reflect Marin's demographics. The results contained in an 848 page report indicate wildfire is a top priority for residents, exceeding education for the first time ever. While 80% of residents are aware that they have a responsibility in lowering wildfire risks, forty percent of them do not know what actions to take to protect their homes. Importantly, most residents are not aware there are residential grants to help them. Information from this assessment has been used to guide all of Fire Safe Marin's outreach strategies.

[Read the Report](#)



# SURVEY: Marin County Research

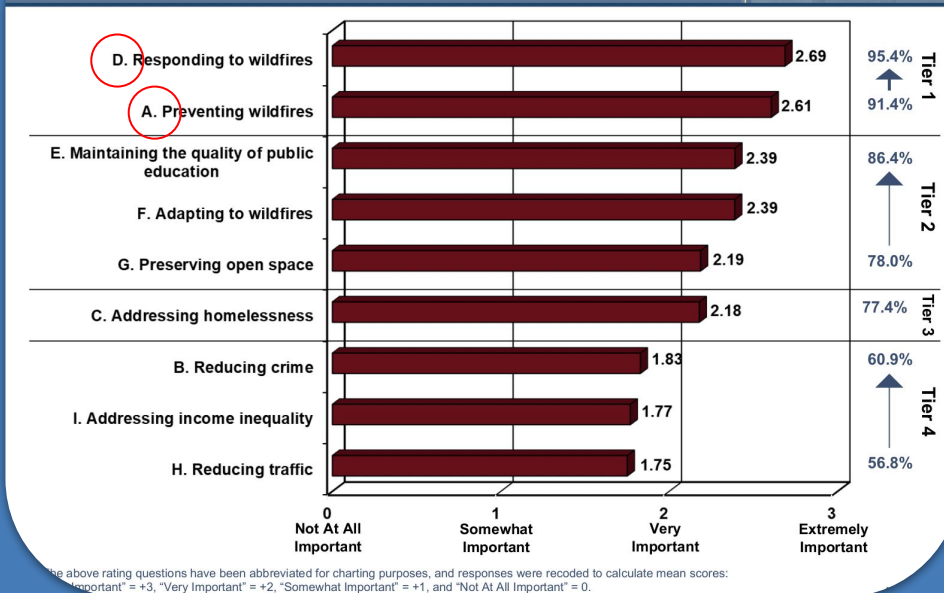
856

Sample size;  
exceeded target  
of 500

## Q2. Importance of Issues in Marin County Adults 18+

TBW BH PROPS + MEASURE

GODBE RESEARCH  
Gain Insight



## FINDINGS

1. Responding and preventing **wildfire is a top issue** for residents.
2. Public understands the "Adapt" concept.
3. **Local fire/wildfire agencies** and organizations are **trusted sources** for wildfire information and messaging.
4. Awareness, believability and **willingness to sign up** for emergency warning systems, making an evacuation plan and **taking personal responsibility**.
5. Respondents are aware of and **believe** that "**Maintaining** your home, plants, and landscaping is **critical to adapting** to wildfire."
6. **Behavior changes** to landscaping and using financial resources to offset cost are **less likely** to be adopted.

Es hora de prepararte  
para la temporada de  
incendios forestales



Poda árboles para reducir el  
riesgo de incendios

Aprende más en [firesafemarin.org](https://firesafemarin.org)



# Adapting to Wildfire Campaign

*Adaptarse a los incendios forestales  
significa estar preparado*

The *Adapting to Wildfire* public information campaign raises awareness and focuses on empowering residents to take part in reducing community risk from wildfire. In year two, we made significant enhancements to creative content, doubled the reach of the campaign, and streamlined content delivery. The result: tight, pointed, clear and focused material delivered cost-efficiently. Seven public service announcements hitting key fire safety messages, appeared nearly 12 million times to Marin residents. We targeted home hardening and fire smart yard ideas to those in the highest risk zip codes while casting broader net for evacuation messages. Ads appeared In English and Spanish. Key messages: evacuations, installing fire-resistant vents, gutter cleaning, spring yard work, Zone 0 awareness, and highlighting the impressive work of the MWPA.

Each series included 41 ad formats, and was seen 1-2 million times across various media platforms, including TV streaming services like Roku, prominent news websites such as SF Chronicle, Yahoo, NYT, and MSN, and popular social media platforms like Facebook, Instagram, Youtube, LinkedIn and NextDoor. Additionally, we collaborated closely with trusted community partners to distribute these messages through their established communication channels.

Notably, the Adapt Campaign garnered the prestigious Telly Award for the second consecutive year, validating creative excellence and impact.

Messages go through multiple iterations until they are clear concise, and pointed. Subject Matter Experts ensure accuracy.

We use specific criteria in developing high quality and impactful ads

## CRITERIA

Impactful headline

Compelling photo

High quality design

Concise message

Consistent look

Call to action

Invitation to learn more

Co-branded

**PREPARE FOR WILDFIRE**

5 FEET

**3 rules to create an ember-resistant zone**

- 1 Use hardscape like gravel, pavers, and other non-combustible mulch materials
- 2 Limit combustible items (outdoor furniture, planters, etc.) on top of decks
- 3 Remove all branches within 10 feet of any chimney or stovepipe outlet

Removing combustibles in the first 5 feet of your home lowers the risk of your home igniting during wildfire

**SUBSCRIBE**

Subscribe to our newsletter for monthly fire safety tips!

This is an example of a digital email blast, one of 41 formats created for each of the 7 public service announcements that ran in FY 22-23. Eblasts go to 50,000 *Marin IJ* subscribers with an average 30% open rate.

# Expanding the Adapt to Wildfire Campaign from 3 to 7 PSAs

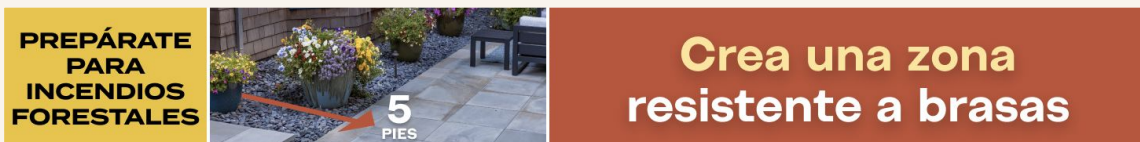
(public service announcements)

# 11.7M

# of times ads  
appeared

March			April				May				June				
3/12	3/19	3/26	4/2	4/9	4/16	4/23	4/30	5/7	5/14	5/21	5/28	6/4	6/11	6/18	6/25
Spring yard work 1,941,000					Zone Zero 1,873,000			Ember Stomp 1,100,000			MWPA Hard at Work 1,492,000				
September			October				November				December				
9/12	9/19	9/26	10/3	10/10	10/17	10/24	10/31	11/7	11/14	11/21	11/28	12/5	12/12	12/19	12/26
Evacuations 3,195,000				Vents 750,000					Gutters 1,718,000				-		

The MEDIA BUY includes print and digital ads. Each public service announcement appears 400,000 - 500,000 times per week with each campaign message appearing 1.5 - 2.0 million times in total. We coordinate additional content to support the campaign for maximum impact.



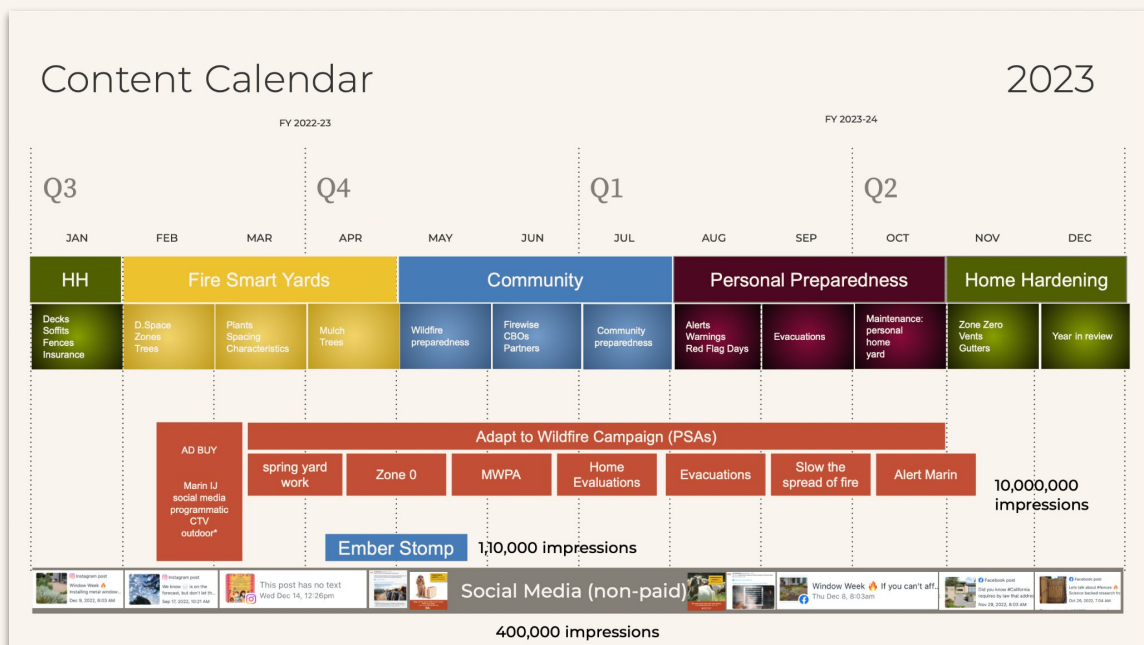
This is an example of a digital banner ad. These are displayed on the most popular websites residents visit. Spanish ads appear for users who have their browser settings set to Spanish.



# Coordinating Social Media Content Calendar to synchronize with the Adapt Campaign messages

September 2022 - June 2023

Themes enable us to concentrate on vital safety messages by delving deeper into content and ensuring alignment across a wide range of materials. This fosters synergy and enhances the dissemination of core messages.



## Home hardening

Vents  
Gutters  
Decks  
Fences  
Soffits  
Insurance



## Fire smart yards

D.Space zones  
Plant spacing  
Characteristics  
Mulch  
Trees



## Community

Ember Stomp  
Firewise  
Community



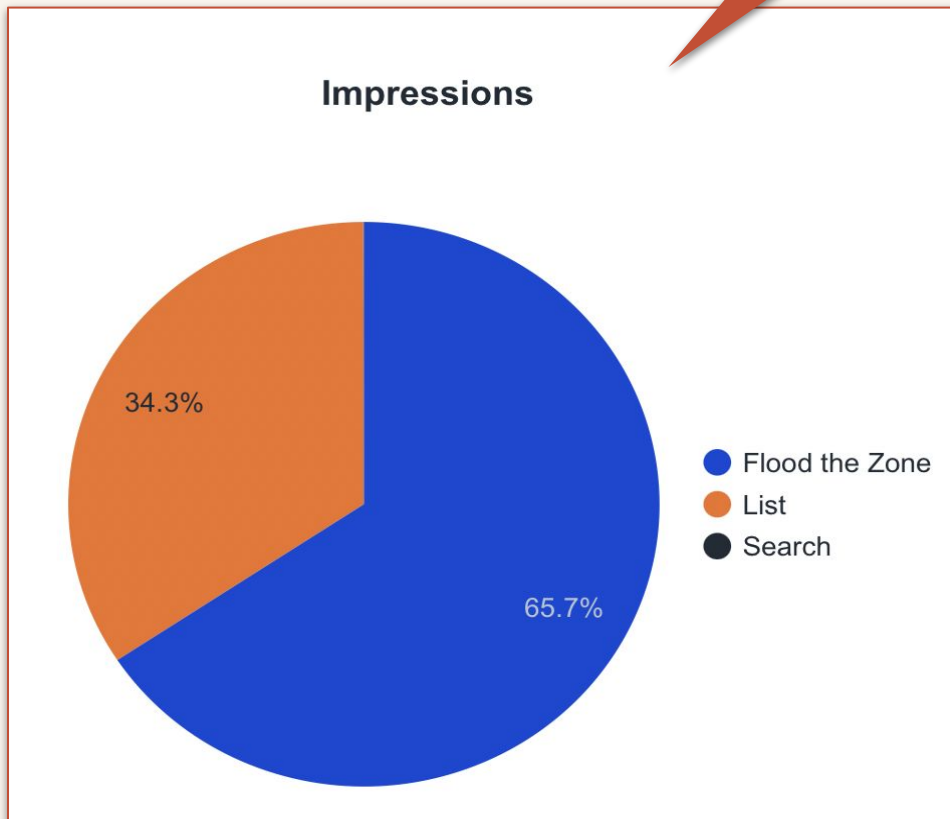
## Personal preparedness

Alerts &  
Warnings  
Evacuations  
Red Flag  
Situational  
Awareness

**Meticulously planned, coordinated and redundant**

We deliver ads across **multiple platforms**, in **various formats** and **targeted** to prioritize risk areas, match message with audience, and for cost efficiencies.

**IMPRESSIONS** are the number of times an ad appears on a screen.



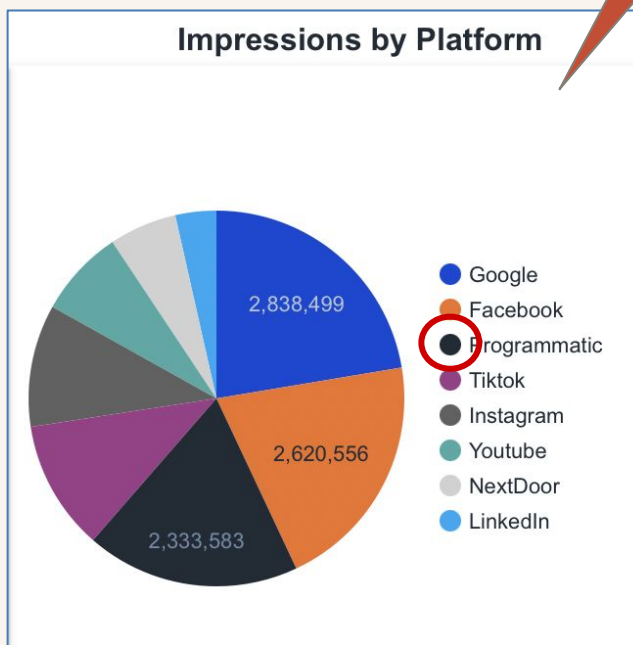
Personal safety messages go out to all residents (shown in blue).



Home hardening messages go out to a list of homeowners in high risk fire areas (shown in orange).

# Where digital ads appear online

A **PROGRAMMATIC** buy follows users and appear where they go online for news and entertainment, etc.



The majority of the ads are placed on high trafficked media platforms Google, Facebook and Programmatic.

## Top programmatic placement sites

[sfgate.com](http://sfgate.com)

[marinij.com](http://marinij.com)

[mercurynews.com](http://mercurynews.com)

[sfchronicle.com](http://sfchronicle.com)

[za.investing.com](http://za.investing.com)

[cbsnews.com](http://cbsnews.com)

[yahoo.com](http://yahoo.com)

[nbcbayarea.com](http://nbcbayarea.com)

[Dailymail.co.uk/ushome](http://Dailymail.co.uk/ushome)

[ktvu.com](http://ktvu.com)

[msn.com](http://msn.com)

[www.huffpost.com](http://www.huffpost.com)

[www.yahoo.com](http://www.yahoo.com)

[kron4.com](http://kron4.com)

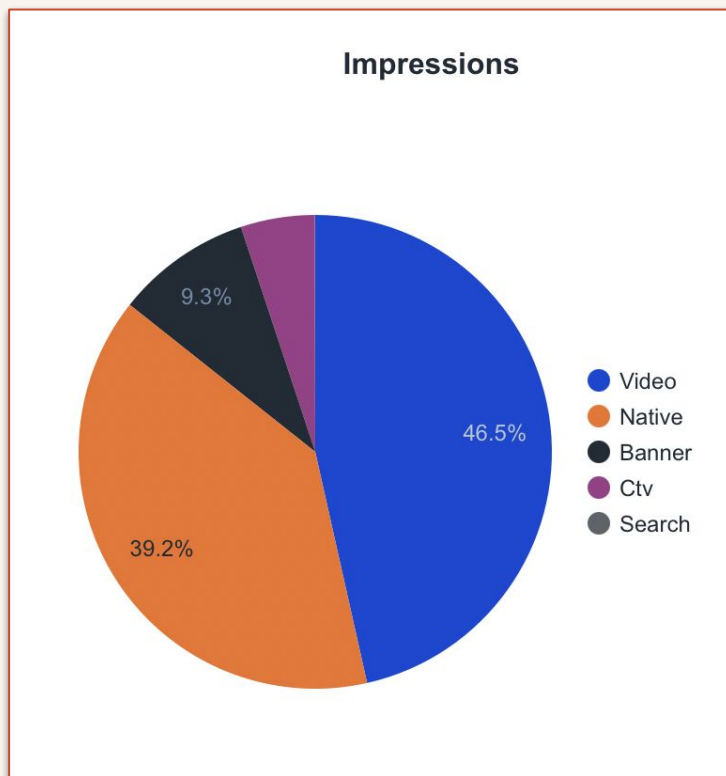
**The MWPA is  
Hard at Work**



**Getting Marin Ready for Wildfire**



**We buy a mix of creative formats with the bulk going to VIDEO and NATIVE ADS. Videos account for 47%**



Videos are high impact ads and the most popular.

**NATIVE** ads resemble editorial content and look less ad-like. These type of ads tend to have higher click through rates.



Language	Impressions ▾
EN	11,023,223
ESP	1,669,033

Spanish ads are served to users who select Spanish language within their browser settings. The overall buy is approximately 10% of the budget.



Each ad series is created in 41 different formats to maximize use of media channels. Includes Spanish.




### Print Ad

- ❑ Full page, Sunday
- ❑ Runs 2-4x per PSA
- ❑ 33,000 circulation
- ❑ 24 ads in total
- ❑ 720,000

### Videos

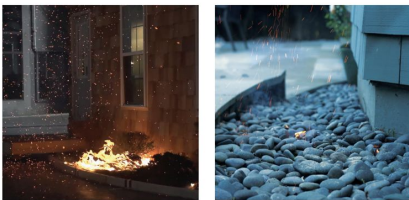
- ❑ 30, 15, 6 second ads
- ❑ Streaming sites, CTV
- ❑ Most popular
- ❑ Spanish versions

**PREPARE FOR WILDFIRE**




**5 FEET**

Create an ember-resistant zone in the first 5 ft



Did you know that up to 90% of homes that burn during a wildfire are ignited by burning embers?


**Remove combustibles near your home to lower the risk.**



Scan this code to receive monthly safety tips!

Learn more at [firesafemarin.org](https://firesafemarin.org)

MARIN WILDFIRE PREVENTION AUTHORITY



### DIGITAL ADVERTISING

*consists of paid messages that appear across social media and streaming platforms.*

*Impressions can be served as videos, static ads, or GIFs.*

### ORGANIC SOCIAL

*MEDIA are messages posted to Fire Safe Marin's channels.*

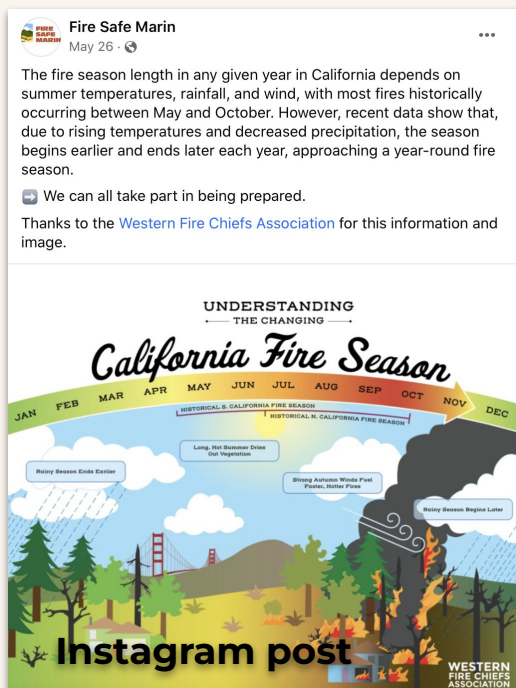
*They appear on our feeds and shared with our followers. Our followers engage with the messages and may share them through their own channels.*



FSM purchases bundles of **"impressions"** on an open market. Weekly analytics provided information about reach and engagement

### Banner Ads

- ❑ 16 digital ad size
- ❑ Appear on news, interest, entertainment websites
- ❑ Facebook and Instagram data provide reach and frequency
- ❑ Spanish



### Social Media

- ❑ Content supports digital campaign
- ❑ Ad is highlighted at top of social media page during campaign
- ❑ Shared with communication partners for use in local newsletters and networks
- ❑ 3-8% engagement rate
- ❑ Boosting popular posts

# Resident Engagement Increased 3x from the previous year.

The number of times FSM engaged with residents and shared messages increased a whopping 3-fold over FY 2021-22. The following pages highlight popular content of each ad series.

7  
PSAs



Phase 2 of the Adapt to Wildfire Campaign included 7 PSAs, each running 4-5 weeks. 41 formats

11.7  
million airs



The number of times the Adapt Campaign PSAs appeared on screen

50,000  
Video views



The number of users viewing FSM video content on Youtube



# 1. Evacuations PSA

Sign up for Alerts.  
Make a Plan.  
Pack a Bag.


Registrese con Alert Marin  
Sepa a donde vir  
Mantenga su mochila de  
emergencia de lista

**32M**

Number of  
times ad  
appeared

Aired September 2022

Email blast to 50K IJ subscribers









**We're ready to evacuate!**

**Adapting to wildfire means being prepared**

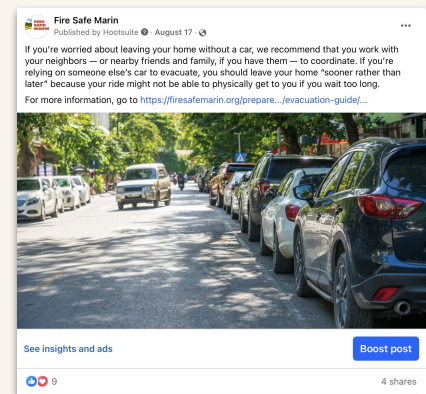
1. Sign up for Alert Marin
2. Pack a go-bag
3. Make an evacuation plan

→ **Subscribe to the Fire Safe Marin E-newsletter**


   

Facebook post with  
evacuation content




Article:  
Top 6 Mistakes During an  
Evacuation Order




Adapting to Wildfire

**Top 6 Mistakes During an Evacuation Order**  
By Fire Safe Marin




An Evacuation Order will be sent through an **Alert Marin** text, call, or email, so make sure you are signed up. These alerts will only be sent when action is needed at a specific address.

1. **Don't wait.** You should already have a Go-Kit packed and ready. Most items can be replaced. **If you have time**, do things that could help save your home: close your windows, open your garage, turn on your lights, remove combustible items away from your house.
2. **Don't evacuate on fire roads.** These routes are only used by emergency vehicles and you are putting yourself and firefighters safety at risk if you use them. These roads also put you in areas of heavy vegetation where it is not safe during a wildfire. It is safer for you to take main roads downhill and proceed as directed from police and other emergency responders.
3. **Don't ignore alerts.** If you receive an Evacuation Warning, you should be ready to leave. If you get an Evacuation Order, you need to leave immediately. Use your senses - ears, eyes, nose - to make smart decisions. Ignoring alerts puts everyone at risk.



**We're ready to evacuate!**

**Adapting to wildfire means being prepared**  
Learn how at [firesafemarin.org](https://firesafemarin.org)



Banner ad



## 2. Vents PSA

Install fire resistant vents

La clave para la seguridad de tu hogar es detener la ignición de brasas.


1.7M

Number of times ad appeared

Aired October 2022

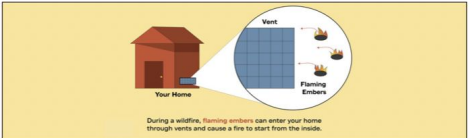
Full-page in Marin IJ  
Sundays. 30K subscribers

**Would Your Home Survive a Wildfire?**




**Protect your home from burning embers**


**Check Your Vents**



**Ember Resistant Vents**



**Common Places to Find Vents**



**Adapting to wildfire means being prepared**  
Learn how at [firesafemarin.org](https://firesafemarin.org)

MARIN WILDFIRE PREVENTION AUTHORITY FIRE SAFE MARIN



Video, 30 sec,

**Fire Safe Marin**  
Published by Hootsuite • January 24 •

Go outside, enjoy the sunshine, and check your VENTS 🌞

Embers can travel miles in front of an active wildfire and enter through vents on the outside of your home, causing a home ignition.

📺 Vents with 1/8 inch mesh are recommended.

**? DID YOU KNOW?**

**Fire resistant vents save lives**

Visit [firesafemarin.org](https://firesafemarin.org)

**FIRE SAFE MARIN** MARIN WILDFIRE PREVENTION AUTHORITY

FaceBook post

YouTube  
ad

Gutters (Youtube)

**Prevent Home Ignition!!**

00:16

**Fire Safe Marin**  
[firesafemarin.org](https://firesafemarin.org) [LEARN MORE](#)

# 3. Gutters PSA

Clear Your Gutters


Evite que su hogar se encienda durante un incendio forestal

1.7M

Number of times ad appeared

Aired November 2022

**Protect Your Home from Burning Embers**



**Adapting to wildfire means being prepared**  
Learn how at [firesafemarin.org](https://firesafemarin.org)

**Roof & Gutter Cleaning Tips**

**Check your roof**  
Is it well-maintained? Is the roofing made from a fire-resistant (Class "A") material like tile, composite shingles, or slate and gravel? It can be difficult to tell whether you have a Class "A" fire-rated roof, unless it's made of densely noncombustible materials, such as tile. If you are not sure about your roof, schedule a professional roof inspection to find out.

**Check your gutters**  
Metal gutters are better, and all gutters must be maintained completely free of leaves, needles, and vegetation during the season (and the rainy season too, of course). Like the rest of your roof, you may need to clean them more often during the summer if you live in an area where leaves are likely to fall onto your roof.

**Be safe!**  
Hire a professional if you are unsure or lack the proper tools. Some roofing materials can be damaged if you walk on them, and every roof poses a fall hazard. Always use a sturdy, well-footed ladder to reach your roof and gutters. Don't clean your roof alone. Be sure there is someone with you, on the ground, to help when needed.

**Always keep your roof clean of debris**  
Clean it as often as necessary during the season. Remember: even a tiny handful of leaves is enough to burn your home!

**Home Ignition Risks**  
Can you find the home ignition problems on this house?

1. Cypress tress
2. Juniper bush
3. Unscreened vents
4. Wood shake roof
5. Leafy wreath
6. Leaves in gutter, under deck, in yard

MARIN WILDFIRE PREVENTION AUTHORITY FIRE SAFE MARIN

Full-page in Marin IJ




Video, 6 second

**Vents (Facebook Video)**

**Fire Safe Marin**  
Sponsored · 🔒

When it comes to protecting your home from wildfire, do you know what to do? Some simple steps for fire prevention include ...See more



[FireSafeMarin.org](https://firesafemarin.org)


**FIRE SAFE MARIN**

[firesafemarin.org](https://firesafemarin.org)  
**Protect Your Home from Wildfires**

**Learn more**

Like Comment Share

Paid Facebook Ad



**Instagram post**

**Fire Safe Marin**  
Published by Instagram · October 17, 2022 · 0

IT'S FALL 🍂

Time to drink pumpkin spice lattes and clean out our gutters...just not at the same time.

Don't give fuel to the fire!  
<https://firesafemarin.org...the-unseasoned-home-1>

[firesafemarin.org](https://firesafemarin.org) #marinwildfire #marincounty #marinwildfire #wildfire #fire #fall #fallvibes #falllove #love #home #see less

5 2 4

Like Comment Share

Most relevant

**Wedge Roofing** Follow  
Please be safe while cleaning gutters! Our pro rodders always wear fall prevention harnesses!  
Like Reply Retweet

**Fire Safe Marin**  
Wedge Roofing thanks for

# 4. Spring Yard Work

Trim Your Trees

Poda árboles para reducir el riesgo incendios

1.9M

Number of times ad appeared

Aired March 2023

**It's Time to Prepare for Wildfire**



**Three ways to prepare your yard:**

- 1 Clean clean up any combustible materials within 5 ft of your home
- 2 Cut annual grasses and weeds
- 3 Trim shrubs, plants, and trees

**SUBSCRIBE**

Ongoing maintenance is essential during wildfire season. Subscribe to our newsletter for monthly fire safety tips!!


E-blast in IJ



Video, 15 second

**Fire Safe Marin**  
Published by Hootsuite • March 16 •


Learn how pruning your trees can reduce your risk of a wildfire spreading from your yard to your home 🌲🔥



Keep them limbed up at least **6 feet** above the ground, or **1/3 the height** of the tree for taller species

Facebook post

Vents (Youtube)



► Clean up any combustible materials within 5 ft of your home

Skip Ad ▶

Youtube Ad

We cast Marin wildfire professionals and local residents to appear in ads.



# 5. Zone 0 PSA

Create an ember resistant zone

Crea una zona resistente a brasas en los primeros 5 pies

1.7M

Number of times ad appeared

Aired April 2023



Video, 30 second



Article: *The Importance of Zone Zero* appearing in the April newsletter to coincide with ad campaign.



Banner ad



# 6. MWPA PSA

The MWPA is hard at work getting Marin ready for wildfire

The MWPA està trabajando duro preparando Marin para incendios forestales

1.5M

Number of  
times ad  
appeared

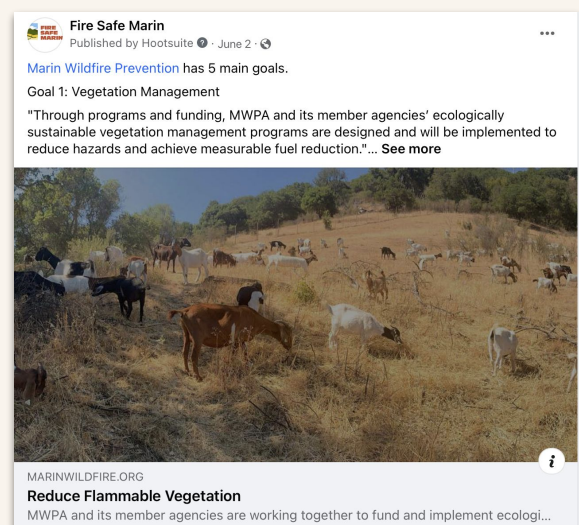
Aired June 2023



Banner  
ad



6 sec video, sp



Facebook post



**2023**

Fire Safe Marin's videos won two 2023 International Telly Awards for excellence in video production. The [Adapting to Wildfire](#)" campaign won a silver medal for Online Commercial Campaigns Not-for-Profit category. This series of 30 second public service announcements feature dramatic footage, compelling scenes and animation to explain wildfire risk and motivate residents to take action. The series was distributed widely to Marin County residents in English and Spanish via targeted web and social media advertising in 2022.

The second Telly Award came in the Animated Shorts under 40 minutes Non-Broadcast category for the whimsical and lighthearted production, "[Adapting to Wildfire: The Musical](#)." This one minute short film uses animated singing animals to convey the importance of taking proactive preventative steps to reduce wildfire risk.



**The Telly Awards honor excellence in video and television  
across all screens.**





## Newsletter & Social Media

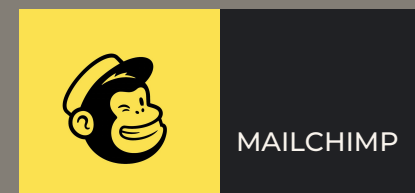
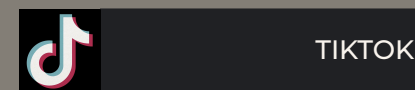
Fire Safe Marin produces a monthly e-newsletter distributed to 13,000 people. Published on the 2nd Tuesday of the month, we share timely news articles and provide residents tips and resources to prepare their home and family for wildfire. Each month is themed which allows for a deeper dive into the content. We create articles in response to the most common concerns we hear from residents. We amplify the work of the MWPA through a dedicated section of the newsletter. Daily, we create social media posts across the 7 most popular platforms, each serving slightly different demographics. This organic content is shared broadly with an overall reach of 425,000. We increased the number of posts created in the last year by a 50%. The average “click through rate” for our newsletter is 59%, double the industry standard of success.



The power of each media channel in **REACHING** residents. We coordinate messages across 8 platforms to maximize how we reach residents while increasing frequency.

425K

# of times  
posts  
appeared



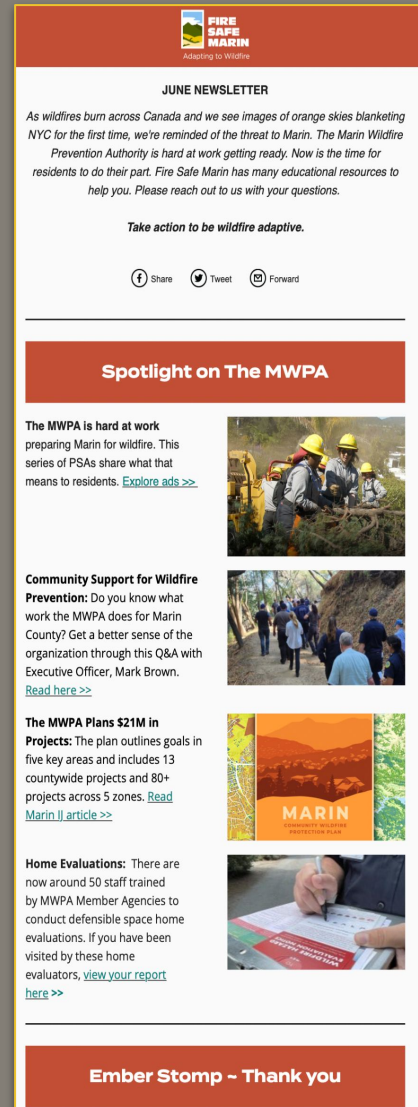
Facebook and Youtube have the largest reach; Instagram and LinkedIn are fastest growing, Mailchimp has the most engaged, TikTok skews to younger audience, and Twitter serves up headlines. Source: media channel analytics.

# 13,000 Engaged subscribers

We produced 12 newsletters providing residents with the best available resources to support their efforts in becoming wildfire-adaptive. Increasing open rates indicate a highly engaged audience.

**160,000**  
Emails sent

**60%**  
open rate  
up 9%



Click to access 2022-23 newsletters

## Open Rates

### 2022

Jul	Aug	Sep	Oct	Nov	Dec
57%	57%	56%	60%	61%	58%

### 2023

Jan	Feb	Mar	Apr	May	Jun
64%	58%	60%	56%	60%	58%

\*The industry standard for excellence is 30% open rate for nonprofits.

We created **1,225\*** individual social media posts, a **50% increase** from the previous year

FSM exceeds industry standards for engagement

**FY 2021-22**

**FY2022-23**

## Twitter

Established 9/2014  
1,580 followers

272

374

posts

3.4%

3.4%

engagement

## Facebook

Established 7/2011  
2,206 followers

254

363

posts

4.7%

5%

engagement

## Instagram

Established 10/2021  
1,274 followers

119

488

posts

11%

8%

engagement

\*1,225 represents posts on the top 3 social media channels. Engagement is measurement of comments, likes, and shares.

# Subscribers to FSM social media are 35% and growing

6,755

followers



Instagram

1,274 followers

+100% growth



Facebook

2,950 followers

+25% growth



Twitter

1,580 followers

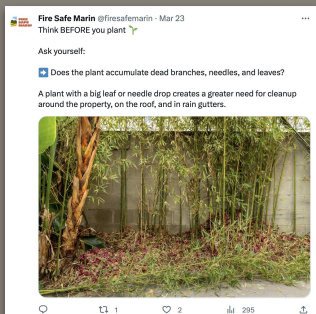
+11% growth



Youtube

951 followers

+28% growth



Facebook post



Youtube video



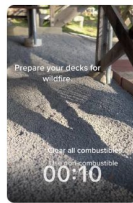
Instagram reel

# Expanding FSM's social network. New channels this year

**LinkedIn** is an important networking tool. We promote MWPA-FSM work to industry. We use **TikTok** to share eye-catching videos among younger audiences.



TikTok  
50 posts



Decks are vulnerable to #wildfire. Make sure you are protected.

▶ 863 ♥ 3 💬 0 ➡ 0 📌 0

Established Fall 2023  
9,000 video views  
1% engagement

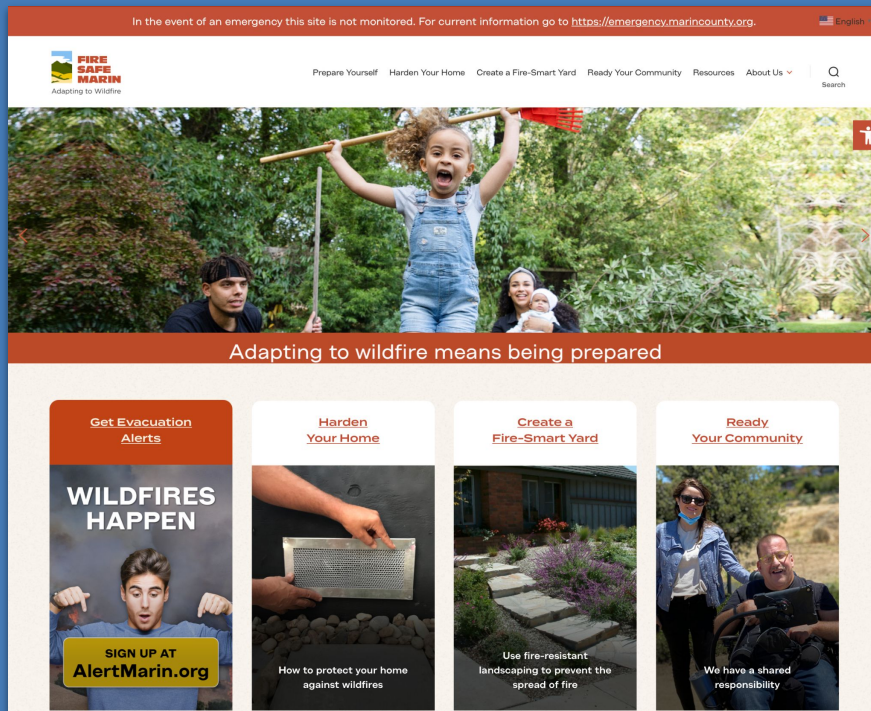


LinkedIn  
50 posts

Established 2023  
74 followers  
6.5% engagement







## Website

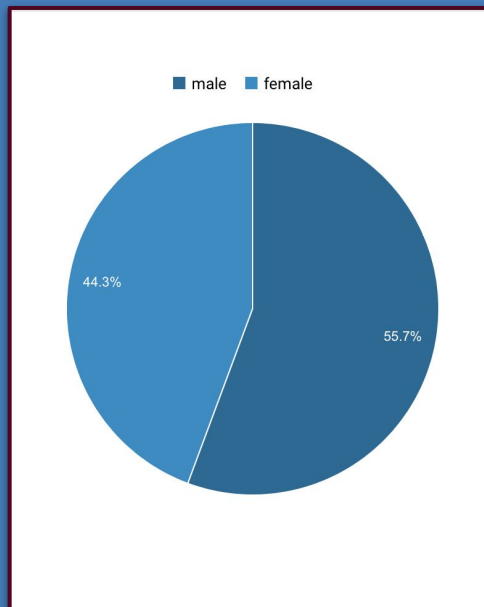
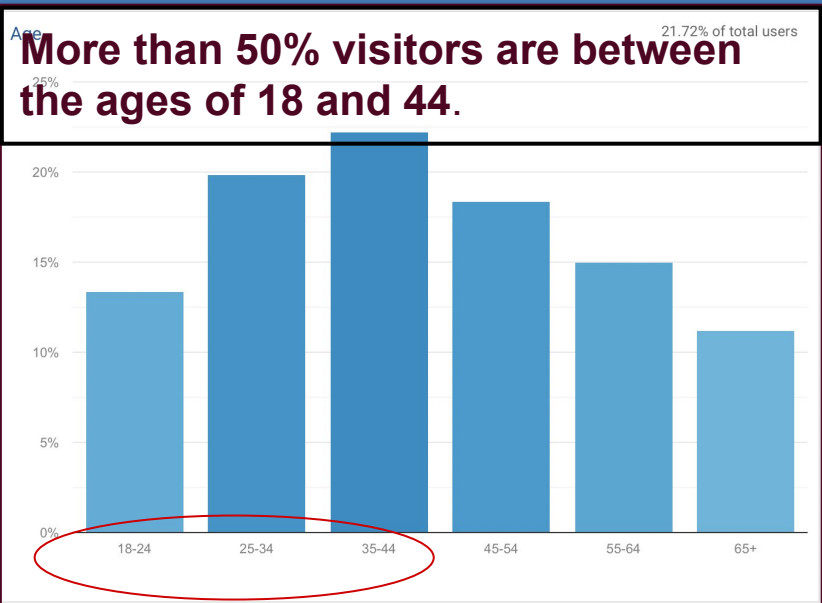
FSM's website is our crown jewel, viewed by users all over the world. With over 127,000 visitors, viewing 240,000 pages of content, we maintain 125 pages with the most up-to-date, science-backed information. Analyzing Google searches for wildfire prevention topics, we respond realtime to what residents are seeking. The top Improvements this year include:

- A new Resource Library that makes it easy for visitors and partner agencies to use and share our extensive materials.
- A comprehensive section on evacuation guidelines.
- New content; 3-4 feature articles each month.
- Upgraded search functionality.
- Downloadable print materials in English and Spanish free to use and distribute.
- Added a Google Search Console to track what users want to know.

**127,000 website visitors a year. Traffic peaks August to October.**

**458**  
spanish speaking  
visitors,  
nearly  
exclusively  
on mobile.

Based upon  
preferred  
browser  
settings



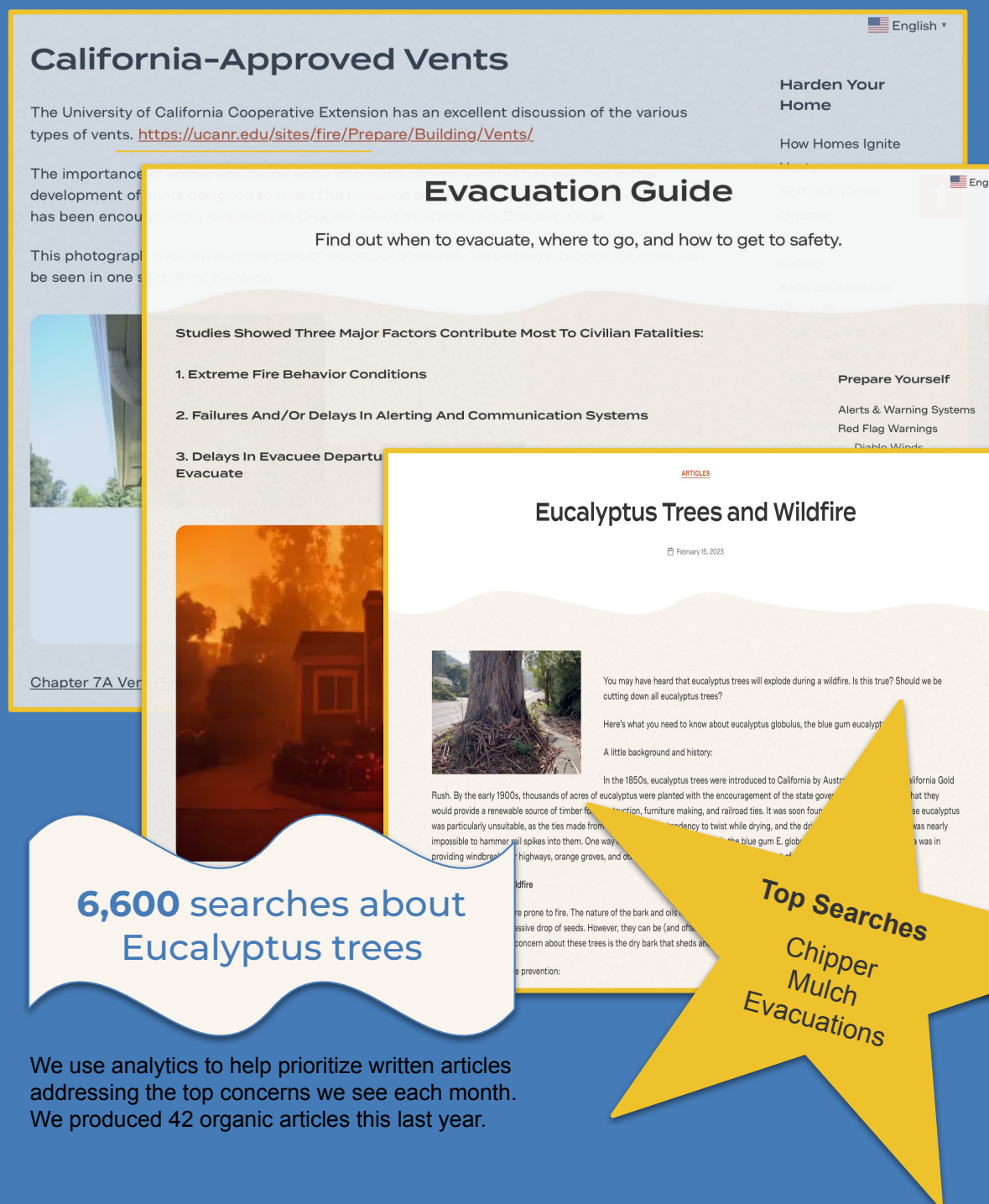
Users skew  
male

56%

44%

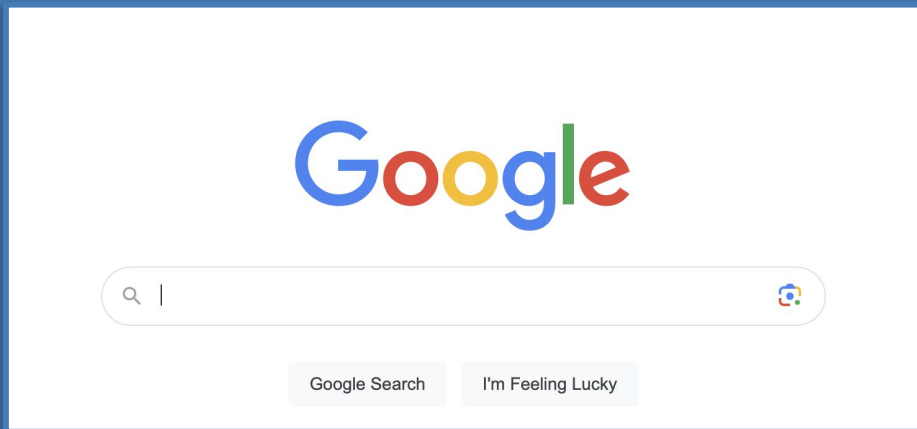
Source: Google Analytics

We maintain 124 pages of content and created 42 articles. **Most popular pages:** fire resistant vents, roofs, soffits & eaves, fencing, mulch, eucalyptus trees, and evacuations.



Google Search has a big impact on website use. **60%** users come from the search engine

**43%** of visitors access the website via mobile device



## Top Google search terms

Red flag warnings  
Chipper  
Mulch  
Evacuations  
Ember Stomp

## Top Referrers

Where traffic is coming from

Google search  
Facebook  
MWPA  
DSpace Reports

Website traffic ebbs and flows with season and wildfire events. May, August thru October is highest.

Source: Google Search Console Analytics



# New! Resource library

We initiated a major overhaul of the collection of educational materials available so they are easily accessible to the 17 partner agencies and public.

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



## Adapt To Wildfire Campaign

PSAs: digital, print, video

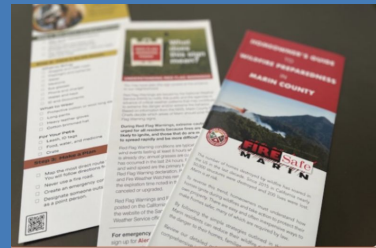
[READ MORE](#)



## Articles

Preparing family, home, yard and community

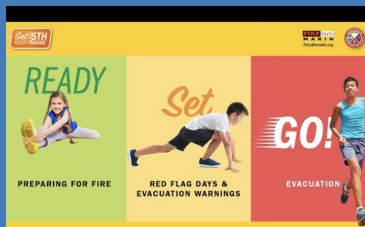
[READ MORE](#)



## Brochures, Guides & Maps

Resources, Checklists, Evacuation Maps

[READ MORE](#)



## Education and Training

[READ MORE](#)



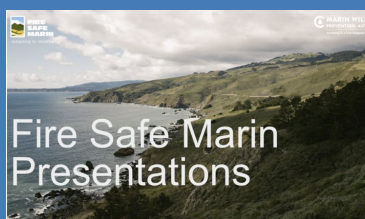
## Firewise USA

[READ MORE](#)



## Find a Fire-Smart Contractor

[READ MORE](#)



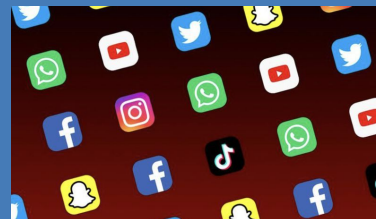
## Powerpoint Presentations

[READ MORE](#)



## Science & Research

[READ MORE](#)



## Social Media Campaigns

[READ MORE](#)



**FIRE  
SAFE  
MARIN**

Adapting to Wildfire



## Video Streaming

FSM produces long and short form videos, featuring expert advice, step-by-step instructions and motivation for residents to prepare themselves and their homes for wildfire. Our videos were viewed 50,000 times in the last fiscal year, an increase of 33%. Users are finding FSM through YouTube searches, suggested videos, and through direct links from our website, newsletter, and partner networks.

The reel above is a sample of the most popular FSM short-form videos under one minute that address common questions and concerns, and clarifies wildfire terminology.

# +33%

Video Viewership increase from previous year



Under 30 seconds, these **popular video** series are available on FSM's Youtube channel. They explain wildfire terminology, debunk misconceptions and give quick tips to adapt home and yards to wildfire.

### Mythbusters Series

30 sec

*Will Eucalyptus explode during wildfire?*

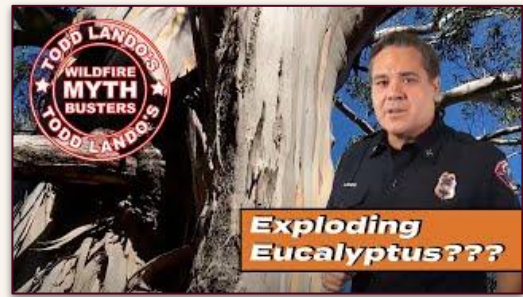
*Can you predict when wildfire will strike?*

*Will my car explode during wildfire?*

*Will winter rainfall predict how severe wildfire season will be?*

**3,174  
views**

### MOST POPULAR



Eucalyptus, 2,083 views



Predicting, 610 views



Cars, 326 views



Rain, 265 views

Videos showcase the expertise of Marin's leadership, and individuals dedicated to fire prevention efforts. These video series were produced for use in social media and address the most common questions.

### What Is? Que es?

30 sec

What is a Red Flag Warning Day?

What is Defensible Space?

How will you be warned?

### Did You Know?

30 sec

Fences are one of the most common...

Clearing zone 0 of combustibles...

When a tree is pruned properly...

Adding space between plants...



Produced in English and Spanish



Viewers are consuming short-form videos at higher rates and at **higher completion rates**. The average completion rate is over 90% compared to 3-4% of longer form videos.

*"Marin County really has their act together. One additional step that I'm taking right now, is to install permanent fire resistant vents and back-up generator"*  
2022 Youtube comment

## Top Performing Videos Are UP 140%

FY 2022-23		vs	FY 2021-22	
Video	Views		Video	Views
Be Ready to Evacuate	5,480		What to do when a wildfire is near your house...	2,000
What is Red Flag Warning	4,200		Wildfire Watch: "Evacuation-Be Ready"	1,500
¿Qué debe de tener una mochila de emergencia en caso de evacuación?	1,800		Wildfire Watch: Ember Storms	1,300

**+140%**

Source: Youtube analytics

# Top Performing Videos

**EVACUATION**  
content is top of  
mind for residents

Videos produced in FY 2022-23

TITLE	VIEWS
<b>Are You Ready to Evacuate?</b>	<b>5839</b>
Estas listo para evacuar?	1181
Exploding Eucalyptus Trees	1019
Weber's Weber: The Dangers of Italian Cypress	985
Stop Burning Wildfire Embers from Igniting Your Home	676
Mythbuster: Be Ready for Evacuation	583
How to make a Backyard Firebreak	560
Wildfire Watch Special: "Beyond Go Bags" Marin's Evac Plan	489
Adapting to Wildfire	465
Harden Your Home for Wildfires	349

Up  
+82%

**16,012**

Videos produced in FY 2021-22

TITLE	VIEWS
<b>Wildfire Watch: "Evacuation- Be Ready"</b>	<b>1499</b>
Wildfire Watch: Ember Storms	1333
How to make a landscape fire-safe	1310
Wildfire Watch: Are Trees A Threat?	903
What To Expect during your Defensible Space Inspection	710
Adapting to Wildfire is a Must for Marin Residents	703
Making a Chipper Pile	648
Wildfire Science: How Fires Spread	573
Wildfire Watch: The Cost of Wildfire	555
Creating Defensible Space & Fire Resistant Landscapes	540

**8,774**





## Wildfire Watch Specials

We transitioned from pre-recorded monthly TV programs to producing live Wildfire Watch Specials to respond to current events and timely concerns of the community. As part of this shift, we produced two live specials: '*Evacuations: Beyond Go Bags*,' which focused on Marin's evacuation plan, and '*Flooding in Marin*,' a collaborative effort involving Marin County Fire, Ross Valley Fire, and Ready Marin.

During our live broadcasts, we typically engage with an audience of 200 to 300 residents. Moreover, the viewership of the recorded broadcasts after the event rises to approximately 800 +. The shows gain many more views through Marin TV's rebroadcasting cycle on Comcast Channel 30.

Wildfire Watch has played a pivotal role in facilitating collaborations and strengthening the sense of community among the County's top leadership. This is evident through positive feedback from residents and our increased ability to initiate new projects and outreach efforts.

Wildfire Watch serves as a platform for residents to **engage directly with Marin's top leadership** in wildfire prevention AND fosters strong community connections.



Photos: MarinTV Studios

*"What a beautiful awesome presentation tonight. Well done! I am so proud and grateful to be part of this community. The panel was so strong and informative and obviously a close team. I loved how you kept it to a half an hour, so people would stick around. I'm inspired to really get myself prepared. Thank you, thank you."*

Mill Valley resident comment  
Wildfire Watch episode  
Beyond Go Bags  
September 2022



Marin Community Clinics Health Hub Supervisor, Carlos Garcia

## COMMUNITY PARTNERS

FSM recognizes the importance of collaboration in our crusade to reach all 260,000 residents of Marin. We have actively cultivated partnerships across community based organizations, industry groups, government agencies and private and public institutions to meet this goal. We are excited about our new and evolving relationships.

# PARTNERSHIPS

40

Partnerships

300

Partner Meetings

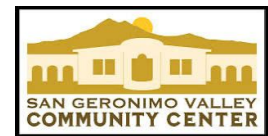
50

Wildfire Industry Engagements





# Partnerships



Investing in a Fire-Adapted Marin County

# Partnerships



We work closely with leaders and agencies of the **MWPA** to guide our programming

The **MWPA** and its member **agencies** continue to vet and coordinate our messaging with timely priorities and participate in our videos, and digital campaigns.



#### **MWPA AND FIRE CHIEFS**

The team prepping for a live Wildfire Watch TV Special: Evacuations - *Beyond Go Bags, Marin's Evacuation Plan*.





# Reaching underserved and vulnerable populations

West Marin Community Services, North Marin Community Services, Marin Community Clinics Marin Center for Independent Living, Vivalon help us to reach vulnerable and underserved communities at community centers, local events and food distribution centers.



Attending Marin Clinic health hub food distribution sites in San Rafael and Novato to share evacuation info with recipients.





# We contribute to countywide preparedness



**12**  
Organizations  
working  
together

We meet monthly with **The Community Preparedness Coalition**, a working group of emergency outreach coordinators of Marin County helps us all share information and amplify disaster messaging throughout the county. FSM provides vetted wildfire preparedness messages.

**A network of communication personnel from jurisdictions throughout the county** collaborate to coordinate the dissemination of wildfire information effectively. We hosted the first annual Wildfire Communication Luncheon in August 2022 at the Fire Safe Marin offices in Sleepy Hollow.



# We rely on media partners for radio coverage

**KCBS Radio, KWMR Radio and Marin TV Studios** have become our media partners enabling us to broaden our reach across Marin through trusted news sources.

KCBS Radio is the official emergency broadcast system in the Bay Area. 24/7 live, local coverage.



**Marin TV's** team manages the set, props, recording and production of Wildfire Watch live episodes.



**KCBS** participating in a Wildfire Watch episode on evacuations.



# We respond to request for input from community partners

## Ecologically Sound Practices-F.I.R.E Foundry

FSM was instrumental in the design and instruction of the Frontiers of Fire curriculum for F.I.R.E Foundry. The year-round program offers recruits education to meet fire and fire adjacent career pathways.



Frontiers of Fire Survey Course:  
Managing Wildfires with  
Ecologically Sound Practices.

## Master Gardeners

continues to provide expertise on plants and tips for firesmart yards through our monthly newsletter.



MMG participating at Ember Stomp  
2023

# Industry Partners

**Yardzen** is an industry partner helping us demonstrate a new aesthetic in firesmart home landscaping. Yardzen created the designs for the Ember Stomp fire smart landscaping exhibit.



**Master Builders** are our newest industry partner. We look forward to helping local contractors employ best practices for home hardening.

**Northern California Landscape Contractors** has partnered with us to create a fire smart landscape training program for landscapers.







## Firewise USA™ Program

Fire Safe Marin collaborates closely with the National Fire Protection Agency's Firewise USA™ program and local residents to enhance wildfire safety in our communities. Marin proudly boasts **80 active** Firewise sites, encompassing nearly 50% of all households in the county, totaling over 50,000 homes in the highest fire-risk areas.

We maintain regular monthly meetings with dedicated Firewise Leaders, providing them with essential resources and guidance to organize and empower residents to implement effective strategies to bolster their neighborhood's wildfire resistance.

In fiscal year 2022-23, Marin's Firewise sites collectively volunteered 196,934 hours and invested \$11,430,808 into enhancing their communities' readiness for wildfire. Firewise Leaders play a pivotal role in delivering crucial fire safety messages, offering volunteer support, and advocating for wildfire safety.



**200,000**  
hours

---

**\$11.4M**  
Investment

# Firewise Leaders increase awareness and prevention activities in the highest fire risk areas of Marin



Top activities include outreach to neighbors, neighborhood walks, and evacuation drills.

# Firewise Leaders' role in activating their communities

**CERTIFICATION.** 78 sites renewed their certification in FY 2022-23 with 2 new sites receiving the Firewise USA™ certification for the first time. FSM team works closely with leaders throughout this annual process.

## **EVACUATION DRILLS.**

Firewise leaders are encouraged to hold evacuation drills in their communities. FSM provides five options from the very simple driveway evacuation and self-reporting to a coordinated evacuation.

## **NEIGHBORHOOD**

**OUTREACH.** Promotes wildfire safety messages in their communities; amplifies key messages like Chipper Days, Grants, Ember Stomp; builds and maintains contact lists and organizes evacuation drills.

**EMBER STOMP.** Firewise leaders provide critical support during Ember Stomp by promoting the event and volunteering to staff positions.

**PGE GRANTS.** FSM submitted a grant to PGE for 6 vegetation management projects put forth by Firewise sites, with 3 approved for \$30,000. Completion Fall 2023.



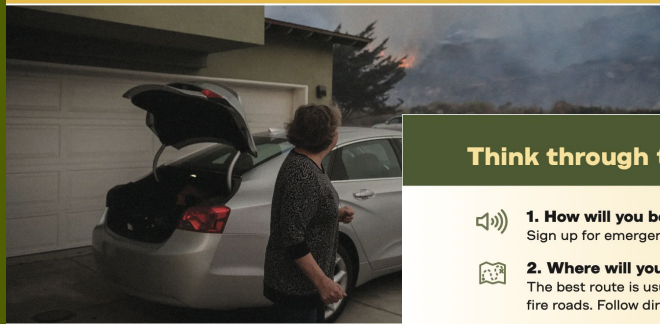
## **MONTHLY MEETINGS.**

Leaders stay informed through monthly meetings featuring presentations on timely topics. This year's best received ones include: F.I.R.E Foundry luncheon, Marin CIL resources, Ember Accumulation, Grants, Alerts & Warnings.

# FSM provides resources to support Firewise Leaders' efforts

## Monthly Education

### WILL YOU SURVIVE A WILDFIRE EVACUATION?



#### 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](http://AlertMarin.org) and [Nixle.com](http://Nixle.com)



##### 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.

Learn more at [firesafemarin.com](http://firesafemarin.com)

Print postcards

## Outdoor signage

# DID YOU KNOW... ?

## Clearing under decks saves homes



## MARIN COUNTY FIREWISE LEADERS

This Friday's Firewise Leaders' Meeting

([Click here](#) for agenda)

11:00-12:30

[Slides & Notes from Past Meetings](#)



Click [here](#) or on the above graphic to sign up for your community.

PG&E Fuel Reduction Grant

MWPA Workplan Update

## Insiders Newsletter

# Evacuation Survival checklists

These have been widely distributed to residents including at food distribution areas

## WILDFIRE EVACUATION Survival Checklist



### Are you prepared?

Follow this checklist to make sure you know what to do during a wildfire evacuation.

### Step 1: Get Alerts and Stay Informed

- ☐ Sign up for [AlertMarin.org](https://www.alertmarin.org) and [Nixle.com](https://www.nixle.com).
- ☐ Monitor AM 740 Radio and [emergency.marincounty.org](https://www.emergency.marincounty.org).
- ☐ Pay attention outdoors. Use your eyes, ears, and nose.

### Step 2: Have a Go Kit Ready

#### What to Bring

- ☐ Goggles and N95 mask
- ☐ Flashlight and batteries
- ☐ Water
- ☐ Medicine
- ☐ Eye glasses
- ☐ Phone and charger
- ☐ Wallet and keys
- ☐ ID and Documents

#### What to Wear

- ☐ Protective cotton or wool long sleeve shirt
- ☐ Long pants
- ☐ Heavy leather gloves
- ☐ Cotton brimmed hat

#### For Your Pets

- ☐ Leash, ID tags
- ☐ Food, water, and medicine
- ☐ Crate

### Step 3: Make a Plan

- ☐ Map the most direct route to a main road. You will follow directions from there.
- ☐ Never use a fire road.
- ☐ Create an emergency contact list.
- ☐ Designate someone outside your area code as a point person.



## WILDFIRE EVACUATION Alerts and Warnings

### Know the Meaning



**Evacuation Order**  
means you must leave now! You are under an immediate threat and need to leave as fast as you can.



**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**  
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 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.

### Take Action

#### On your way out:

- ☐ Put on long pants and long sleeve shirt and grab your Go Kit.
- ☐ Get your family in the car.
- ☐ Drive down hill on paved roads toward the valley floor.
- ☐ Follow traffic guidance and stay informed.

#### Get Ready to Go

- ☐ Get your family ready and pack your Go Kit in the car.
- ☐ Review your evacuation routes.
- ☐ Check in with neighbors and loved ones who may need help.
- ☐ Gather and pack pre-selected valuables that fit in your car.
- ☐ Park your car facing out in your driveway.
- ☐ Evacuate if you don't feel safe; don't hesitate!

#### Stay Calm and Protected

- ☐ Close doors, windows, vents, garage doors.
- ☐ Turn off gas and propane.
- ☐ Take a cellphone, fire extinguisher, bottled water and flashlight to a protected place in the home away from windows.
- ☐ Close heavy window coverings and remove lightweight window coverings.
- ☐ Stay informed!

#### Be prepared to evacuate, then get your home ready

- ☐ Fill your gas tank and park your car facing out.
- ☐ Charge your cell phone and monitor for alerts.
- ☐ Remove combustibles from near your house.
- ☐ Rake leaves and clean your gutters.
- ☐ Do not use power machinery that could spark a fire.
- ☐ Close windows and doors.

Visit [firesafemarin.org](https://firesafemarin.org) for more fire safety tips.





# The Cache

We maintain a “cache” of print and outdoor materials for use by Firewise Leaders, Community Ambassadors and partners who are out in the community promoting fire safety messages. Last year we moved to a more central location, reorganized for easier access, and closely keep track of what we distribute.

# FSM makes resources available for our partners at “The Cache”

Self-Service

## FLYERS & BROCHURES

- ☐ 5 Qs to Evacuation
- ☐ Birdnesting
- ☐ Chipper Day Promo
- ☐ Evacuation Checklist
- ☐ Homeowners Guide
- ☐ Mobile Home Safety
- ☐ Pet Checklist
- ☐ Pets Preparedness
- ☐ Powered & Prepared
- ☐ Red Flag Warning
- ☐ Sign up for Alert Marin
- ☐ Survival Checklist

## OUTDOOR SIGNS

- ☐ Adapt Campaign ads
- ☐ Did You Know?

## GAMES

- ☐ Home Ignition Risks
- ☐ Spin the Wheel



Firewise leaders and Community Ambassadors regularly visit the storage unit for materials. Centrally located off the 101. Open daily from 9A - 6PM.



**¡Listo! ¡Preparados! ¡Ya!**

## Schools

In the fiscal year 2022-23, Fire Safe Marin strengthened its commitment to enhancing wildfire safety awareness among students by maintaining its ongoing partnership with Terra Linda High School, supporting the 5th Grade Get Ready program in elementary schools, and establishing a new collaboration with the 7th-grade science class at San Domenico School.

## ELEMENTARY

In partnership with Marin Schools, FSM has offered the wildfire preparedness part of this program to 5th graders throughout the county. A series of short and engaging videos help children understand the threats posed by wildfires, and activities test comprehension and encourage conversation. The program is offered in English and in Spanish.



## MIDDLE SCHOOL

FSM collaborated with San Domenico Middle School to develop an interdisciplinary program that explores wildfire mitigation and safety through the 7th grade science, language arts, and media studies. Students learned about wildfire science, evacuation planning, vegetation management and home hardening and chose one of 4 projects to demonstrate their understanding.

- Wrote and illustrated children's books about wildfire safety.
- Produced a PSA encouraging wildfire safety to a Taylor Swift song.
- Created games that taught the basics of firesmart landscaping and home hardening.
- Led students and parents on tours of the **shaded fuel break** that surrounds the school, pointing out the ecologically sound mitigation features of this treated area.

## HIGH SCHOOL

For the second year, FSM served as a partner for Terra Linda's School of Environmental Leadership (LEAD). Meeting biweekly with students, FSM helped students learn about wildfire mitigation and safety and develop an educational presentation for their younger peers. They created a slideshow, Tik-Tok dance, and game to engage students at Miller Creek Middle School.





## Resource Center

FSM is a reliable, accessible and responsive resource for residents to ask questions about home hardening, landscaping, and diverts call load from grants and home evaluations programs.

FSM is also a trusted resource for other fire safe councils looking to do outreach in their own communities receiving many calls throughout the year. We share best practices and make ourselves available when requested.





Calls and emails are up **3x**  
the previous year

6,600

Responses by phone, email, forms, social media,  
and in person engagements

**Responsive,  
Accessible, Fast.** We  
respond daily to resident inquiries  
that are often nuanced and specific.  
Residents communicate through  
email, phone, website submission  
forms, and the 8 social media  
platforms.

Reducing  
workload and  
call volume for  
fire departments

**500**  
comments



Responses to comments  
and questions on social  
media.

**3,600**  
In person  
engagements



High quality, in-person  
engagements with residents.

**2,500**  
Phone calls, emails



Responses to inquiries  
from residents.

# What Marin Residents are Asking about...

**Marin County is seen from outsiders as having recommendations constituting BEST PRACTICES**

I'm calling about a Dead Oak Tree on another person's property above our development. It really needs to come down last year to big huge branches fell off of it roll down the hill onto our property. We Haul them away, but we are now concerned the tree is definitely dead

We were visited today by a defensible space representative. We presently have someone quoting us a price for our recovering our gutters, and we're wondering if there was a rebate. Some kind of a financial assistance for making the changes?

Most inquiries get a reply same day

# Questions are increasingly technical

I am going to reroof a 1961 moderate sloped home with cathedral ceilings (3:12 roof) in Greenbrae. I want to add insulation using a nail base product. They come in vented and unvented configurations. Which would be better?

We are in the process of trying to get fire-resistant soffits put under the eaves of our house. We are located in what would be considered a fire-prone area of Mill Valley and our insurance is requiring us to do this.

What material is best to do this with? Is fiber cement the best material? Do roofers do this or general contractors and how do we know what product/material would suffice to satisfy most insurance companies requests for this?

We do not wish to replace our redwood deck with trex but we would like to slow down embers from above and below. In addition to other tips on your web site, which we follow, we want to investigate a fire retardant coating. Our handyman recommends RDR FP100 or POLASEAL EFM. Do you have experience with these or other fire retardant coatings? Thank you.

Most questions relate to home inspections



**Print & signage.** We produced **2** new print materials for tabling at in-person events; piloted **3** evacuation stations for non-digital audiences at community spaces; and created a series of Did You Know's signs in Spanish.



**EVACUATION STATIONS** located at San Anselmo Library and Vivalon.



**SABÍAS Que?** Personal preparedness messages available in Spanish

## BASIC EVACUATION CHECKLIST



### Step 1: Get Alerts and Stay Informed

- ☐ Sign up for [AlertMarin.org](https://AlertMarin.org) and [Nixle.com](https://Nixle.com).
- ☐ Monitor AM 740 Radio and [emergency.marincounty.org](https://emergency.marincounty.org).
- ☐ Pay attention outdoors. Use your eyes, ears, and nose.

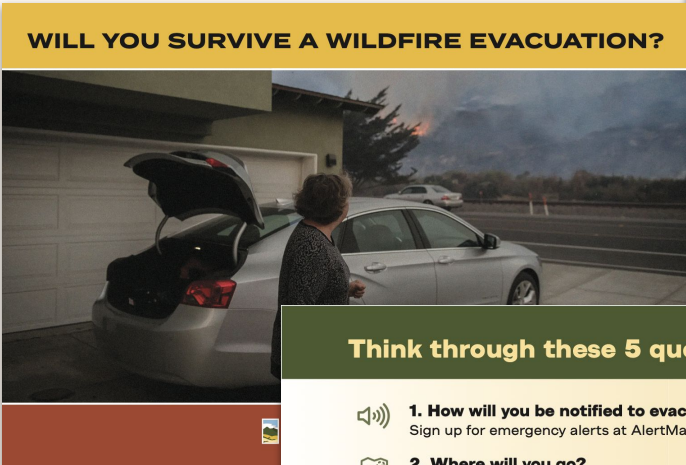
### Step 2: Have a Go Kit Ready

#### What to Bring

- ☐ Goggles and N95 mask
- ☐ Flashlight and batteries
- ☐ Water
- ☐ Medicine
- ☐ Eye glasses
- ☐ Phone and charger
- ☐ Wallet and keys
- ☐ ID and Documents

#### What to Wear

- ☐ Protective cotton or wool long sleeve shirt



**EVACUATION POSTCARD** used at tabling events to encourage residents to think through their plan

### 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](https://AlertMarin.org) and [Nixle.com](https://Nixle.com)



#### 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.

Learn more at [firesafemarin.com](https://firesafemarin.com)



# En Español

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 Spanish messages in our monthly outreach to community partners. All of our major print materials are available in Spanish. FSM works closely with three Spanish translators. Staff collaborate on the 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/>.



Recursos de  
Fuego en  
Español





**EVACUACIÓN DE INCENDIOS FORESTALES**  
 Guía de Supervivencia

**¿Estás preparado?**

Sigue esta lista para saber qué hacer en caso de una evacuación de incendio forestal.

**Paso 1: Recibe Alertas y Mantente Informado/a**

- ☐ Suscríbete a [AlertMarin.org](http://AlertMarin.org) y [Nixle.com](http://Nixle.com).
- ☐ Monitora la radio AM 740 y [emergency.marincounty.org](http://emergency.marincounty.org).
- ☐ Presta atención a los exteriores. Usa tus ojos, oídos, y olfato.

**Paso 2: Mantén Lista una Maleta de Emergencia**

**Qué Traer**

- ☐ Gafas de protección y máscara N95
- ☐ Lámpara y baterías
- ☐ Agua
- ☐ Medicina
- ☐ Anteojos
- ☐ Teléfono y cargador
- ☐ Billetera y llaves
- ☐ Identificación y documentos

**Qué Ponerte**

- ☐ Camisa manga larga protectora de algodón o lana
- ☐ Pantalones largos
- ☐ Guantes de cuero grueso
- ☐ Sombrero de algodón de ala ancha

**Para Tus Mascotas**

- ☐ Correa y placa de identificación
- ☐ Comida, agua, y medicina
- ☐ Jaula

**Step 3: Haz Tu Plan**

- ☐ Familiarízate con la ruta más directa a la carretera principal. Desde allí recibirás instrucciones.
- ☐ Nunca uses carreteras cortafuegos.
- ☐ Crea una lista de contactos de emergencias.
- ☐ Designa a alguien fuera de tu código de área como persona de contacto.

Examples of the more popular Spanish materials available for outreach



**Piensa y reflexiona a fondo estas 5 preguntas para salvar tu vida**

**1. Como serás notificado de una evacuación?**  
Inscríbete para recibir alertas a [Alertmarin.org](http://Alertmarin.org) y [Nixle.com](http://Nixle.com)

**2. A donde ir?**  
La mejor ruta es usualmente una calle principal, bajando Landeros o colinas y alejándote del fuego. No uses rutas de uso para los bomberos (fire roads), sigue las indicaciones de las autoridades de emergencia.

**3. Como llegar allí?**  
Por carro y saliendo lo más pronto posible. Un vehículo te protegerá de calor y las brasas encendidas. Si no tienes carro o necesitas asistencia, planea con anticipación.

**4. Que debes traer?**  
Lo más importante de traer es tu vida. Llévate lo esencial—medicinas, identificación, lentes, teléfono, cargador y tu Go Kit ya listo y muévete rápido!

**5. A quien llamar?**  
Una vez a salvo, llama a tus contactos de emergencia y déjales saber que has evacuado.

Aprende más en [firesafemarin.com](http://firesafemarin.com)





## Community Ambassador Program

Launched June 2023 at the Marin County Fair, the Ambassador program provides paid stipends for interested members from the F.I.R.E. Foundry program, the Home Evaluation program, and Firewise leaders program to represent Fire Safe Marin at community events. The initial focus of the program is tabling at events such as: farmers markets, food pantries, festivals, town sponsored activities, fair, etc. The Ambassadors are trained to communicate the basic Fire Safe Marin wildfire preparedness messages and how to effectively interact with residents. As the program evolves, interested Ambassadors will be trained to give presentations to public groups.



# 18 recruits. 6 Spanish-speaking.

**2,500**

The number of engagements at  
the Marin County Fair

Firewise + Defensible Space Inspectors + F.I.R.E. Foundry





Highlight reel

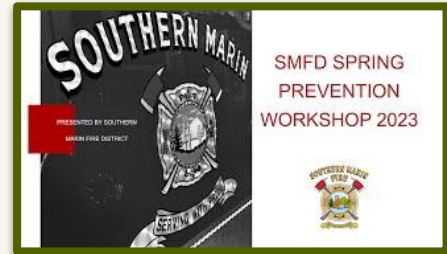
## Spring Workshops

Fire Safe Marin produced videos showcasing fuels reduction projects in the 5 MWPA Zones.

We shine a spotlight on **PROJECTS** aimed at safeguarding Marin residents from wildfire. Each MWPA Zone presented their top projects, with each presentation lasting 30 minutes. A highlight reel showcases the countywide efforts.



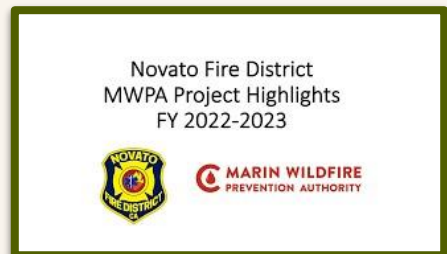
West Zone



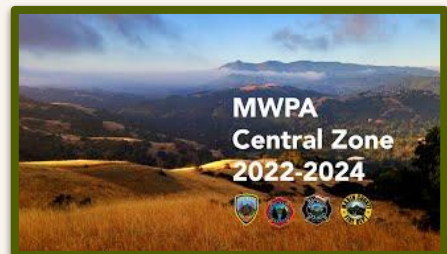
Southern Marin



San Rafael



Central Marin



Novato



## Ember Stomp

The 2nd annual Wildfire Prevention Festival at the Civic Center Fairgrounds on May 20, 2023 was a huge success measured by partner and resident participation, range and depth of educational opportunities, scale and effectiveness of demonstrations and exhibits, quality of entertainment, and sheer fun.

The event drew 5,000 attendees and showcased Marin's leadership in bringing the community together to address wildfire and the significant prevention efforts underway. We doubled attendance, participation rates and fundraising dollars from the previous year. The outreach for the event helped make new connections with radio stations, podcasts, local blogs, and put the message of wildfire prevention in places that it had not been seen before like the ferry terminal, bus stop shelters and over-the-street banners.





# 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



A&S Landscape Materials Inc.



# 2023. Bigger, better, greater impact.

**I'M  
READY!**

[firesafemarin.org](https://firesafemarin.org)



**5,000  
Attendees**

100% Increase from 2022



**2022**

2,000

24

43

7

2

attendance

volunteers

participant orgs

sponsors

exhibits

**2023**

5,000

45

82

13

8

The numbers in review evidence the big increases in interest, participation and activity. Ember Stomp was successful in creating enthusiasm and coalescing stakeholders. We heard from organizations outside of Marin asking for advice on how to organize and one community in Canada asked to use the event name. We were also interviewed by a researcher who is studying how community events drive change.

**56** participating partners

The MWPA, the Fire Chiefs Association, fire agencies, government agencies, community-based organizations, disaster service agencies, and non-government agencies

**26** wildfire product & service providers. Professional Organizations representing fire-resistant products and services, businesses, and the media

**90% increase in participation among partners and services**





## 2023 PARTICIPATING PARTNERS

<p><b>FIRE AGENCIES</b></p> <ul style="list-style-type: none"> <li>Central Marin Fire</li> <li>Fire Foundry</li> <li>Firewise Communities</li> <li>Fire Safe Marin</li> <li>Marin County Fire Department</li> <li>Marin Wildfire Prevention Authority</li> <li>Novato Fire Protection District</li> <li>San Rafael Fire Department</li> <li>Southern Marin Fire Protection District</li> </ul> <p><b>GOVERNMENT AGENCIES</b></p> <ul style="list-style-type: none"> <li>Bay Area Air Quality Management District</li> <li>HHS Nutrition Wellness Program</li> <li>Marin County Parks &amp; Open Space</li> <li>Marin Search and Rescue</li> <li>Marin Water</li> <li>State Parks</li> <li>Zero Waste Marin</li> </ul> <p><b>ENVIRONMENTAL AND GARDENING</b></p> <ul style="list-style-type: none"> <li>Bee Audacious</li> <li>California Native Plant Society</li> <li>California Urban Forest Council (CAUFC)</li> <li>Ecologically Sounds Practices</li> <li>Habitat Corridor Project</li> <li>Marin Conservation League</li> <li>Marin County Sustainability Team</li> <li>One Tam</li> <li>The Nature Conservancy</li> <li>UC Marin Master Gardeners</li> </ul> <p><b>SCHOOLS</b></p> <ul style="list-style-type: none"> <li>Terra Linda Lead Project</li> </ul>	<p><b>ANIMALS</b></p> <ul style="list-style-type: none"> <li>Chasin Goat Grazing</li> <li>First Responder Therapy Dog</li> <li>Marin Humane</li> <li>The Halter Project</li> </ul> <p><b>DISASTER SERVICE AGENCIES</b></p> <ul style="list-style-type: none"> <li>Community Emergency Response Teams</li> <li>Marin Medical Reserve Corps</li> <li>Marin Office of Emergency Management</li> <li>Marin VOAD</li> <li>Neighborhood Response Groups</li> <li>OD Free Marin</li> <li>Ready Marin</li> <li>Red Cross</li> </ul> <p><b>NON GOVERNMENT ORGANIZATIONS</b></p> <ul style="list-style-type: none"> <li>Annie Tull Visual Artist</li> <li>Community Action Marin</li> <li>Creative Crisis Leadership</li> <li>KCBS All News Radio</li> <li>KWMR Marin Community Radio</li> <li>Marin Center for Independent Living</li> <li>Marin IJ Sales</li> <li>Marin Sanitary Services</li> <li>Resilient Neighborhoods</li> <li>Rising Sun Center for Opportunity</li> <li>United Policy Holders</li> <li>Zoe Fry Artist</li> </ul> <p><b>SUPPORTING ORGANIZATIONS</b></p> <ul style="list-style-type: none"> <li>County of Marin</li> <li>Golden State Lumber</li> <li>Marin Association of Realtors</li> <li>Marin County Fire Chief's Association</li> <li>Silicon Valley Community Foundation</li> </ul>
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## 2023 WILDFIRE PRODUCTS & SERVICES

<p><b>WILDFIRE SAFETY PRODUCTS</b></p> <ul style="list-style-type: none"> <li>A&amp;S Landscape</li> <li>Brandguard Vents</li> <li>Brushfire Battle Systems</li> <li>Fire Aside</li> <li>Fortress Fire Retardant Systems</li> <li>Frontline Wildfire Defense Services</li> <li>James Hardie Building Products</li> <li>Leaf Filter</li> <li>Mighty Fire Breaker</li> <li>Moon Valley Nurseries</li> <li>Terra Outdoor Furniture</li> <li>Vulcan Vents</li> <li>Wildfire Defense Mesh</li> </ul> <p><b>WILDFIRE SAFETY SERVICE PROVIDERS</b></p> <ul style="list-style-type: none"> <li>Burnbot</li> <li>Chasin Goat Grazing</li> <li>CSAA Insurance</li> <li>Ember Defense LLC</li> <li>Ember Protection Services</li> <li>Mayan Tree Climber</li> <li>Shearman Builders</li> <li>Small World Tree Service</li> <li>Solarcraft</li> <li>State Farm Insurance</li> <li>Wildfire Services Group</li> <li>WRA Environmental Consulting</li> <li>Yardzen Landscape Design</li> </ul>
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**Fundraising** | The cost of the event was made possible by rigorous fundraising efforts, in-kind contributions, and community partnerships' donations.

We added **3** new innovative exhibits and an expanded the family zone



## Highlights

- ★ Fire Smart landscape design expo
- ★ Wildfire inspired art exhibit
- ★ Demo model house
- ★ New Frontiers stage
- ★ Wildfire prevention products and service providers
- ★ Community partners
- ★ MWPA and local fire agencies
- ★ Children's experience
- ★ Goats and sheep
- ★ Food trucks
- ★ Live music



# 2023

## SCHEDULE OF EVENTS

<b>MUSIC STAGE</b>		
11:00am	School of Rock	
11:45am	Twilight Brass Band (marching)	
12:15pm	TBA Jazz Fusion	
1:00pm	Twilight Brass Band	
1:30pm	Orquesta Bembe	
2:15pm	Twilight Brass Band	
2:45pm	Backyard Party Kings	
3:30pm	Twilight Brass Band	
4:00pm	Eclipse Musical de Guatemala	
<b>GO-GO BAG STAGE (KIDS ZONE)</b>		
11:15am	Songs and Skits	
11:30am	Magic Show	
12:00pm	Songs and Skits	
12:30pm	Story Time	
1:30pm	Magic Show	
2:00pm	Wildfire Sing-Along	
2:30pm	Story Time	
3:15pm	Evacuation Activity	
4:00pm	Therapy Dogs	
4:30pm	Songs and Skits	
<b>NEW IDEAS STAGE</b>		
11:20am	Intro to New Idea Stage	
11:30am	Adaptive Communities	
12:00pm	MWPA	
12:15pm	Home Evaluations	
12:30pm	Vulcan Vents	
12:45pm	Fortress	
1:15pm	Fire Foundry	
1:30pm	MWPA Grants Program	
1:45pm	Shaded Fuel Breaks	
2:00pm	Yardzen	
2:30pm	Master Gardeners	
2:45pm	Outdoor Warning System	
3:00pm	United Policyholders	
3:15pm	Ecologically Sound Practice Partnership	
3:45pm	Biomass	
3:45pm	New Wildfire Research	
4:15pm	Fire Cameras	
<b>LIVE BURN DEMO</b>		
12:00pm	1:15pm	2:30pm



Adapting to Wildfire





Overwhelmingly  
**POSITIVE** feedback from  
the community. Here is what  
residents and partners had to say.



Steve Quarles at live burn demo

## COMMENTS

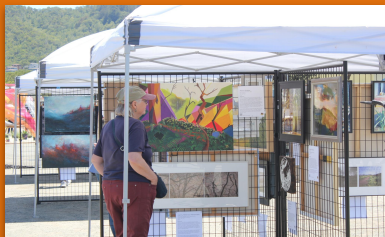
I was very impressed with the event and felt grateful to participate. Thank you all for the hard work you put into making this event possible for the community. **Mimi Choudhury, F.I.R.E Foundry**

Thanks for a fantastic event. You guys did an incredible job. **James Greer, Wildfire Defense Mesh**

You guys absolutely killed it. I can't say enough about how much I am in awe of your work. **Mike Swezy Vegetation Management Program Manager**

Such an amazing and wonderful event ...!! Your clever and talented in all the ways you invented the Ember Stomp, even the personal signs behind the folks at the tables Fun and educational day. **Marin resident**

A huge thank you for all your work on Ember Stomp and for answering my metal fence/gate questions! After seeing the New Euro metal gates at Embers Stomp, I decided to buy from them since their gates are pre-assembled and a lot less complicated than what I was going to get. They are also a lot less expensive which is nice too! **Marin resident**



Wildfire art exhibit



Spanish storytelling at  
kid stage



One Tam van



## 3 Live-Burn Demos

**Excellent  
Media  
Coverage by  
KCBS Radio &  
KWMR**



Todd Lando and Steve Quarles run three live burn demos contrasting the flammability of traditional building materials with fire-resistant options. Materials were donated by Hardie Board and Vulcan Vents.



## New IDEAS Stage

New Frontiers Stage highlighted new thinking, new technologies and new solutions at the forefront of wildfire management. In total 17 speakers delivered 10-minute or under presentations in their area of expertise.

**17**  
**mini presentations**

### 3 Fire smart yard exhibits

showcased beautiful and functional landscape designs with features to protect a home from embers. This was an excellent collaboration among local companies including Yardzen Landscape Design, Terra Outdoor Furniture, A & S Landscape, and Moon Nurseries. All donating time, expertise and materials to complete the display

16' h  
x  
40' w  
display size



F.I.R.E. Foundry recruits and Defensible Space Inspectors staffed the exhibit acting as docents.



Bungalow



Modern



Traditional



**Firewise communities evacuate to Ember Stomp.** Coordinating the arrival of various neighborhoods to the event required pre-planning with OEM, FW leaders, Fire agencies and offered insight to how we might expand evacuation to wider audience next year.



Novato Firewise communities and one Fairfax Site evacuated to Ember Stomp. 52 residents checked-in at the Fire Safe Marin tent upon arrival.

Thank you to the 13 **major donors** who ensured the 2nd annual **Ember Stomp**. FSM fundraised 100% of the cost to hold the event.

\*

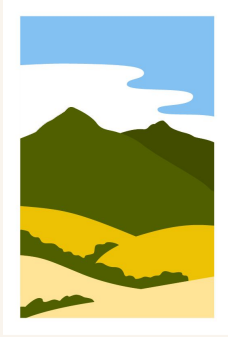
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Investing in a Fire-Adapted Marin County

**FIRE  
SAFE  
MARIN**

## Public Outreach & Education Deliverables



FSM team strategy session



***Goals and objectives are used in prioritizing projects and are measured and evaluated***

- |               |  |
|---------------|--|
| Objective 4.1 | Detection, Alert and Evacuation                              |
| Objective 4.2 | Defensible Space and Home Hardening                          |
| Objective 4.3 | Community and strategic partners                             |
| Objective 4.4 | Inclusive outreach and education activities for unique needs |

# Detection, Alert & Evacuations

FSM's Outreach and education activities to Marin residents in support of objective 4.1

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- 2** Piloted evacuation stations for non-digital audiences; included Survival Checklist and Homeowners Guide to Wildfire
- 4** Short-form videos addressing alerts and evacuation preparedness. Created for social media, under 30 seconds: Did You Know, Mythbuster, What Is series
- 6** Published articles for monthly newsletter. Topics include: *Preparing for Red Flag Days, Evacuation Quiz, Evacuation Story, Surviving a Wildfire Evacuation* among others
- 30** The number of Firewise communities reporting evacuation drills
- 35** The number of participants who attended the first annual wildfire communications luncheon
- 330** Social media posts addressing alerts, evacuations, personal prep
- 700** The number of participants attending 2 live Wildfire Watch TV Specials
- 1,000** Distributed evacuation planning postcards - *5 questions that will save your life*
- 5,000** Distributed basic evacuation checklist
- 100K** The number of website users who visited *A Comprehensive Guide to Evacuations*
- 3.2M** The number of times *Be Ready for Evacuations* ad appeared. English and Spanish. Buy 90/10



# Defensible Space & Home Hardening

FSM's Outreach and education activities to Marin residents in support of objective 4.2



- 1** Large scale collaboration with Yardzen to create Fire Smart yard exhibits at Ember Stomp
- 3** Infographics to explain vents, hazardous trees, and plant spacing
- 6** Short form videos addressing home hardening and d.space. Created for social media, under 30 seconds: *Did You Know*, and *Mythbuster* series.
- 10** Published articles for monthly newsletter. Topics include: *Creating Fire Smart Yard*, *All You Need to Know about Eucalyptus Trees*, *The Right Mulch*, *Protecting Your Deck*, *Zone 0 the first line of Defence*, *Make Use of Green Bin* among others
- 12** F.I.R.E Foundry and DSI recruits who partner with FSM for outreach at live community events; 5 of the 12 are bi-lingual
- 576** Views of the recruiting video we created for Home Evaluation Program
- 600** Social media posts addressing home hardening & defensible space
- 700** The number of website users who visited D.Space Lightning pages
- 2,000** Homeowners Guide to Preparedness distributed to residents
- 1.7M** The number of times *Install Fire Resistant Vents* ads appeared
- 1.7M** The number of times *Clear Your Gutters* ads appeared
- 1.9M** The number of times *Trim Your Trees* ads appeared
- Daily** Manage resident calls with specific and technical Qs
- Monthly** Fire safety messages shared to communication partners



# Community & Strategic Partners

FSM's Outreach and education activities to Marin residents in support of objective 4.3



F.I.R.E. Foundry + Firewise

- 1** Marin County Survey: Attitudes, Awareness, Knowledge
- 2** Live Wildfire Watch TV Specials
- 10** Meetings with Community Preparedness Coalition
- 15** F.I.R.E Foundry recruits at Ember Stomp acting as docents
- 40** Tabling at community events
- 100** Collaborative partner meetings
- 300** Social media posts promoting community
- 5,000** Ember Stomp participants
- 52K** Residents living within Firewise Communities
- 1.7M** The number of times the *MWPA is Hard at Work* ad appeared. English and Spanish. Buy 90/10.
- 1.7M** The number of times *Ember Stomp* ad appeared. English and Spanish. Buy 90/10.
- Daily** Manage resident calls with specific and technical Qs
- Monthly** Fire safety messages shared to communication partners

# Unique Needs Communities

FSM's Outreach and education activities to Marin residents in support of objective 4.4

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- 1** Senior's luncheon at Vivalon to promote evacuation preparedness
- 3** Staffing support for Spanish translations
- 4** Themes where core educational content is translated to Spanish
- 6** F.I.R.E Foundry recruits who partner with us for outreach at live community events; 3 of the 6 are bi-lingual
- 10** Collaborative partnerships with unique communities include: landscape association, realtors association, Marin Builders, Marin Master Gardeners, Marin Community Clinics, San Geronimo Valley Community Services, West Marin Community Services, North Bay Community Services, San Anselmo Library, etc
- 1,200** Evac checklists and Sign up for Alerts postcards delivered to Spanish speaking residents at food distribution sites
- 1.7M** The number of times *Ember Stomp ads* appeared. English and Spanish. Buy 90/10
- 3.2M** The number of times *Be Ready for Evacuations* ads appeared. English and Spanish. Buy 90/10
- Monthly** The frequency FSM shares Spanish creative materials with communication partners
- Annual** Ember Stomp drew Spanish-speaking families with children. Family stage conducted several activities in Spanish

**FSM Board of Directors** is a diverse group of fire agencies, landowners, elected officials, wildfire experts, landscape and real estate associations, and various stakeholders, united in reducing wildfire risk in Marin. Bi-monthly meetings serve as a focal point, but directors are actively involved in year-round outreach efforts, sharing their expertise and resources, and participating in initiatives like Ember Stomp and starring in our video series.

## FSM Celebrates 30 Years

Board members are deeply committed. Several have been on the board for decades with the longest serving member having served +25 years.

**Katie Rice**

**Jim Chayka**

**Todd Lando**

**Roger Meagor**

**Eva Denegri Baker**

John Hansen

Quinn Gardener

Jason Weber

Larry Pasero

Shaun Horne

Pete Martin

Stephen Quarles

Jordan Reeser

Jerry Meral

**Honorary Chair**

**President**

**Vice President**

**Treasurer**

**Secretary**



2023 Board meeting via Zoom



# Directors at Ember Stomp



Director Lando

Director Hansen



Director Gardner



Director Quarles



Director Way





**Our Team** comprises three full-time and three part-time staff members who work seamlessly alongside knowledgeable contractors, combining their expertise to drive our mission forward. Through open communication and a strong spirit of collaboration, we are committed to empowering Marin residents to adapt to wildfires.

### Full-time staff



**Rich Shortall**

Executive Officer



**Meg McCabe, Ed.D**

Creative Director



**Jennifer Gauna**

Administration &  
Communications

### Part-time staff



**Jasiel Lampkin**

Graphic Designer



**Josh Hampshire**

Firewise Liaison



**Kaya Halpern**

Social Media Content Creator

### Contractors



**Brendan Devlin**

Chief Financial Officer



**Charles Heath**

Communications  
Strategist, CivX



**Chikara  
Motomura**

Videographer



**George White**

Graphic Designer



**FIRE  
SAFE  
MARIN**

## Adapting to Wildfire

Prepared by Fire Safe Marin

Delivered to MWPA 10/2023



**Investing in a Fire-Adapted Marin County**