
FIRE SAFE MARIN

ANNUAL REPORT FY 2024

July 1, 2023 - June 30, 2024

**FIRE
SAFE
MARIN**

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WHERE WE ARE NOW

A holistic approach to adapting Marin residents to the new wildfire paradigm

In FY 2024, Fire Safe Marin (FSM) advanced its mission to deliver science-backed wildfire safety information to the Marin community, reaching residents over 5 million times across 18 distinct programs. Our website, recognized globally as a leading authority, remains the crown jewel, attracting 150,000 visitors and 200,000 page views annually with the most up-to-date, actionable wildfire preparedness resources.

Positioned at the forefront of industry leadership, FSM leverages expertise from fire prevention leaders, mitigation specialists, and wildfire scientists to translate knowledge into actionable insights for residents, empowering communities to adapt to the wildfire threat. Our extensive resource library in English and Spanish includes 250 original YouTube videos, print materials like how-to guides, checklists, and brochures all publicly available at the “cache,” outdoor signage, complemented by a robust social media presence. Additionally, our resource center provides responsive support, fielding thousands of calls and emails annually.

FSM continues to broaden its reach and impact by meeting residents where they are. In FY 2024, FSM participated in 73 community events, engaging directly with over 8,000 residents. We supported 76 Firewise communities, representing 50,000 residents in high-risk areas of Marin, to drive neighborhood-level action that is reflected in volunteer hours and financial investments.

Fire Safe Marin was established in 1992 after the Oakland Hills Fire and has a long history of raising awareness of the risk of wildfire in Marin and being at the forefront of inspiring change. In 2020, FSM was named the primary source of Marin Wildfire-funded public education, advancing education and outreach initiatives with a sense of urgency to adapt Marin to wildfire.



**FIRE
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MARIN**

MISSION

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 wildfire danger.



GOALS & OBJECTIVES



Provide education and outreach activities in support of Marin Wildfire’s objectives:

- 4.1 Alert, Detection, and Evacuations
- 4.2 Defensible Space & Home Hardening
- 4.3 Community & Strategic Partners
- 4.4 Unique Needs Communities



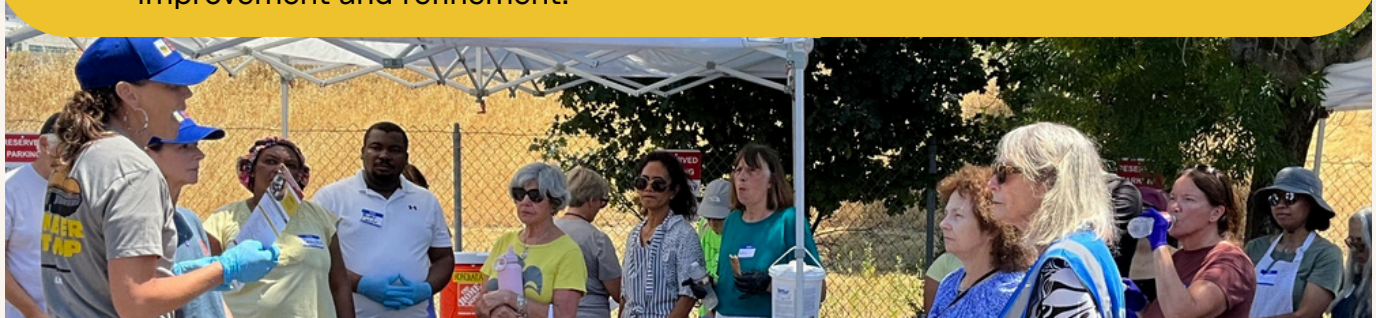
18 INITIATIVES

FSM delivers public education through 18 programmatic areas

- Ambassador Program
- Bilingual Content
- Ember Stomp*
- Firewise (Reg. Coordinator)
- Home Evaluation Support
- MW Social Media & Promotion
- New Educational Materials
- Newsletter
- Paid Advertising
- Partnerships
- Print & Outdoor Signage
- Professional Trainings
- Response to Public School Programs
- Social Media & YouTube
- Video Production
- Website
- Wildfire Watch Specials



INSIGHT: FSM's programs are interconnected, with each initiative strengthening the next. Frequent, indepth reporting ensures continuous improvement and refinement.



Meeting Goals & Objectives

Fire Safe Marin takes a strategic and measured approach to achieving its goals. We use a systematic process, ensuring that all efforts are aligned and interconnected to maximize impact. Regular measurement and small, ongoing adjustments ensure continuous improvement and progress toward our objectives.



Tracking Outcomes

FSM uses advanced applications and online tools to schedule and track metrics across communication platforms (like social media, newsletter, website and custom built spreadsheets) to inform how we disseminate information to various target audiences.

OVERVIEW

TARGET AUDIENCES

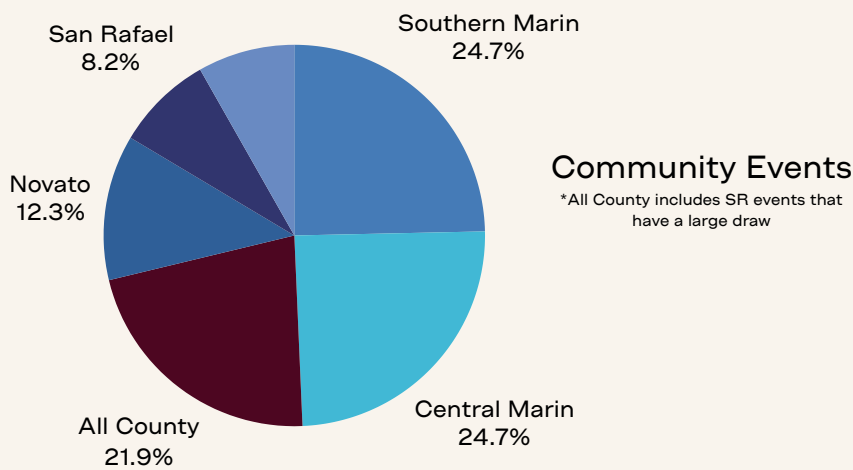
We recognize that Marin County is made up of different audience segments with unique needs, risks and concerns. Our outreach strategies strive to respond to this diversity.

TARGET AUDIENCE	TOTAL	OUTREACH EFFORTS
Residents 18+	260,000	<ul style="list-style-type: none"> Advertising (radio, digital, print, outdoor) Community events Ember Stomp Wildfire Watch TV Specials
AFN (vulnerable communities)	60% of Marin	All of the above, plus: <ul style="list-style-type: none"> MarinCIL and other partnerships Kiosk at Vivalon Campus, Libraries Health hubs and food distribution sites
Seniors 65+	62,700	All of the above, plus: <ul style="list-style-type: none"> Presentations to groups
Spanish Speaking (preferred language)	25,000	All of the above, plus: <ul style="list-style-type: none"> Community events Core content is translated Advertising Trainings & workshops Partnerships
Firewise Communities	76 (50,000 residents)	<ul style="list-style-type: none"> Monthly meetings Recruit for Community Ambassador Program Support renewals and certification process Provide resources for Universal FW Activities
Contractors (landscaping + builders)	1,000	<ul style="list-style-type: none"> Marin Builder portal and partnership Annual 101 landscaping to NLCLA members Provide content to MBA annual guide
Schools	50+	<ul style="list-style-type: none"> Wildfire prevention clubs Terra Linda HS/MarinSEL 5th Grade Ready, Set, Go
Community Partners	95	<ul style="list-style-type: none"> Monthly wildfire safety message distribution Local initiatives Collaborative efforts

PREPARING THE COMMUNITY FOR WILDFIRE

Fire Safe Marin prepares the community for wildfire through a multi-faceted approach that leverages on-the-ground outreach, digital engagement, and strategic partnerships.

* Our **Community Ambassador Program** deploys a trained network of individuals to engage residents by sharing critical wildfire safety information and answering their questions. This network includes 11 F.I.R.E. Foundry recruits, 5 Firewise leaders, 5 Defensible Space inspectors, and 4 community leaders.



* FSM connects with the community through **social media and ad campaigns** that run strategically throughout the year. With a presence on seven platforms and a growing following of 8,000 users, we provide ongoing education to diverse audiences that include Firewise Councils and fire prevention leaders beyond Marin.

* Through **community-based partnerships**, we deliver vital information to ensure that hard-to-reach and vulnerable populations are not left behind in wildfire preparation. We also foster relationships with local schools, supporting wildfire prevention clubs, educational experiences and hands-on participation at Ember Stomp.

73
Community Events

8,006
Community Engagements

25
Ambassadors

- 11 FIRE Foundry recruits
- 5 Firewise leaders
- 5 Defensible Space Inspectors
- 4 Community leaders
- *11 Spanish speaking



DRIVING COMMUNITY ACTION


Fire Safe Marin motivates residents to action through a range of educational experiences that are accessible, timely and impactful.

We are committed to **direct engagement**, responding to thousands of phone calls, emails, and social media comments. The YouTube channel features over 250 unique wildfire safety videos, viewed 78,600 times last year alone, bringing us to a total of 12.8K total viewing hours. As a recognized leader in content creation, FSM joined the **YouTube Partnership Program**, expanding our reach and frequency among a larger audience.

We provide core **educational materials** in both English and Spanish. Strong partnerships, such as with North Marin Community Services, help ensure cultural competency in our Spanish outreach efforts. Additionally, the CACHE—a centrally located storage unit—offers Firewise leaders and partners easy access to educational print materials and outdoor resources, further supporting community preparedness initiatives.

PREPARING MARIN

WILDFIRE WATCH



***** 3,000 VIEWERS *****

1. Marin’s Emergency Alerts
2. Lessons from Lahaina
3. Home Insurance

RED FLAG WARNING
Be Prepared

A **Red Flag Warning** means weather conditions are right for a small fire to get out of control and spread rapidly. These are extremely dry and windy days when you need to be ready to evacuate at a moment’s notice.

What to Do During a Red Flag Warning

1. **Prepare your Go Bag:** Keep it by the door.
2. **Fuel your car:** Make sure your car is filled with gas or fully charged.
 - If you don’t have a car, arrange to evacuate with a neighbor.
3. **Review your evacuation route:** Plan to travel downhill to a main road.
4. **Stay Informed:**
 - Listen to AM 740 KCBS
 - Visit the Marin Emergency Portal at emergency.marincounty.org

If You Need Assistance to Evacuate:

- **Leave early:** Stay with a friend or loved one until the warning is over.
- **Contact a caregiver:** Ask them to stay with you until the warning is over.
- **Call a neighbor:** Ask someone in your neighborhood to pick you up if there is an Evacuation Order.


Helping Others:

- **Plan Ahead:** If you know someone who needs assistance, make a plan in advance for someone close by to help them during an evacuation.
- **Check In:** On a Red Flag Day, call and check in on those who might need help to ensure no one is left behind.

On Red Flag Days, let’s all look out for those who need help. Working together, we can ensure everyone’s safety.




Example of print materials produced to educate residents. This is about what to do during Red Flag Warnings. In English and Spanish



INSIGHT: Steep increases in video viewership, collaboration among community partners, and Firewise initiatives underscore Marin’s high level of engagement.

INSPIRING FIRE SMART YARDS



Transforming Marin’s yards into defensible space takes buy-in and action from residents, landscape professionals and maintenance crews. FSM is working with each of these stakeholders to make this happen.

INFORMING RESIDENTS

Multi-media ad campaigns included videos, print ads, digital ads and social media support. A series of articles shared through our newsletter explained the risk of hazardous plants and a breakdown of fire smart landscaping practices. Our Community Ambassadors were out in force providing information and answering residents’ questions.



SHARING GOOD WORK

We invited homeowners to show us changes they have made as the result of the Home Evaluation Program. These properties serve as valuable case studies to inspire and guide others.

AD CAMPAIGNS

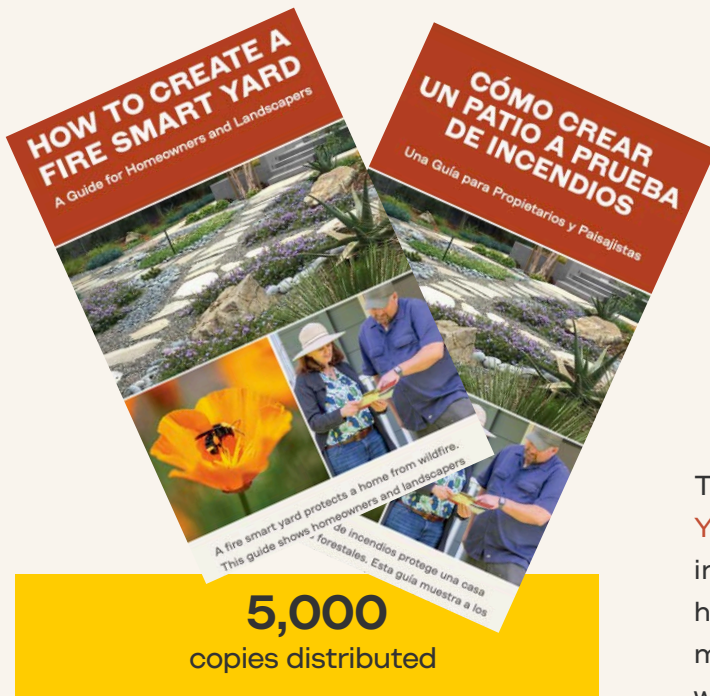
1. Slow the Spread of Fire
2. Maintenance: Where Leaves Go
3. Create an Ember Resistant Zone

4.2M

Impressions

Drawing on Marin’s Expertise

FSM works with leaders in fire science, landscaping, environmental resilience, and risk management to create clear and succinct educational resources.



PARTNERS

In collaboration with Marin Master Gardeners and FIRE Foundry, FSM produced a guide for homeowners and landscapers entitled **How to Create a Fire Smart Yard**. The guide is available in English and Spanish.

The **Fire Smart Yard Checklist** is intended for homeowners and maintenance workers to use as a weekly guide to fire mitigation. Available in English and Spanish.



INDUSTRY

We work in cooperation with Northern California Landscaper’s Association. A training on **Landscaping for Wildfire Resilience** is delivered annually to their 500 members.

EXPERTISE

Articles like the two examples here are produced for the e-newsletter and later repurposed for social media and website, contributing to a robust collection of content about creating fire smart yards.



HARDENING HOMES FOR WILDFIRE RESISTENCE

Supporting the Home Evaluation Program



Fire Safe Marin participated in a months-long collaboration with Marin Wildfire, San Rafael Fire, The Alliance (representing fire departments from Southern Marin, West Marin, and Central Marin) and Fire Aside. Together, we developed unified branding guidelines, standardized key terminology, and produced creative materials for the **Wildfire Risk Home Evaluation Program** and ensured consistency in messaging. The collaboration culminated in a successful multi-media advertising and outreach campaign that helped to increase the open rate of the Wildfire Risk Reports across the county. Media included print, radio, digital ads, video ads, lawn signs, back of busses, bus stops, and ferry terminal.

Advertising Campaign	
MEDIA	REACH
Outdoor	4,000,000
Digital	975,000
Print	230,000
Social media	+
Grassroots	+
5,200,000 Impressions	

Educational Print Materials



Post card promoting the Home Evaluation Program including door hangers used by home inspectors.

PARTNERSHIPS IN ACTION

High Impact Collaborations Expand Reach, Engagement and Adaptation.

Marin Builders



FSM participates in Marin Builders meetings and contributes specialized content through their portal that reaches a membership of 580. FSM’s featured article, [Home Hardening for Wildfire Resistance](#), premiered in the MBA’s annual Marin Home Resource Guide. Over 160,000 copies were distributed to homeowners and select retailers throughout Marin.

IBHS



We work [cooperatively with IBHS](#) to ensure we have the latest science-backed information on building design and materials for wildfire resiliency. We share their expert factsheets and amplify their social media posts to educate our community. IBHS’s deep expertise also helps inform our website content.



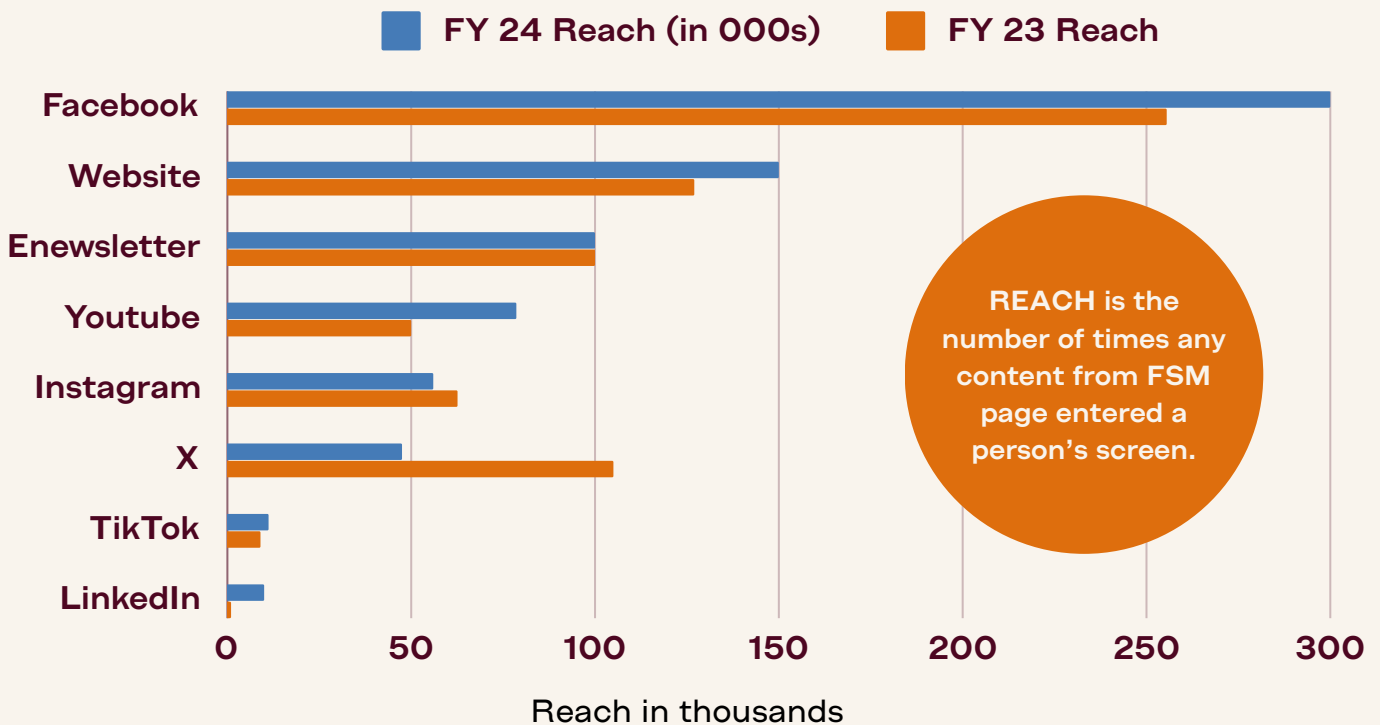
INSIGHT: Residents want cost efficient solutions and contractors who can do this work.

UNPAID DIGITAL OUTREACH

Social media is a key component of FSM outreach strategy, complementing the various education and engagement initiatives. In FY24, leveraging multiple platforms to share vital wildfire safety messages, FSM published 1,300 posts, 12 e-newsletters, and produced 21 videos in various formats, meeting unique needs of various audiences including Spanish speaking. Messages appeared 740,000 times, with a strong 16% engagement rate—highlighting Marin’s active involvement in wildfire preparedness.

740K
Impressions

16%
Engagment rate



 **INSIGHT:** Social media allows us to reach vast audiences and insert fire safety into the cultural narrative of the moment.

FACEBOOK & INSTAGRAM

Engagement

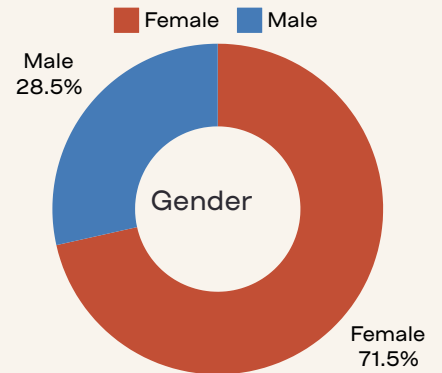
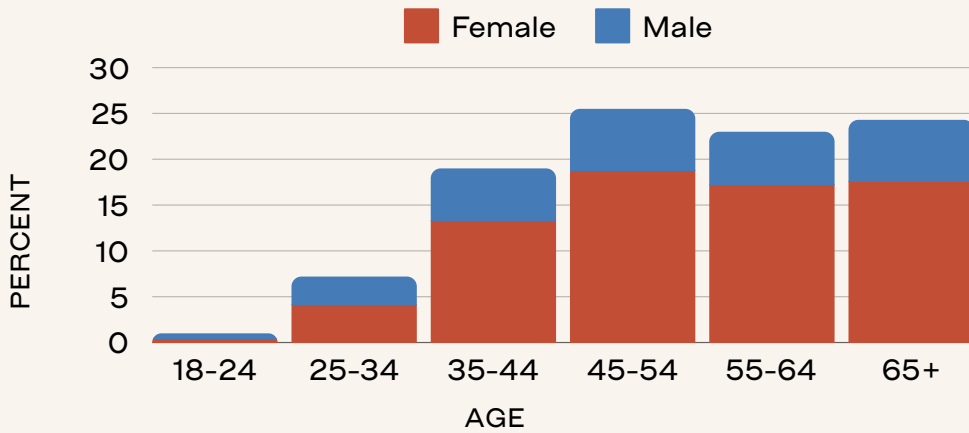
Social media plays a key role in our outreach. Facebook and Instagram lead our efforts, supported by TikTok, X, and LinkedIn, with a combined following of over 7,600. In FY24, we delivered 1,297 posts across all platforms at a strategic pace to optimize algorithms.

7.1.23 - 6.30.24



INSIGHT: Social media analytics allow us to understand the demographics we are reaching.

FACEBOOK Audience Demographics



Followers

2,560

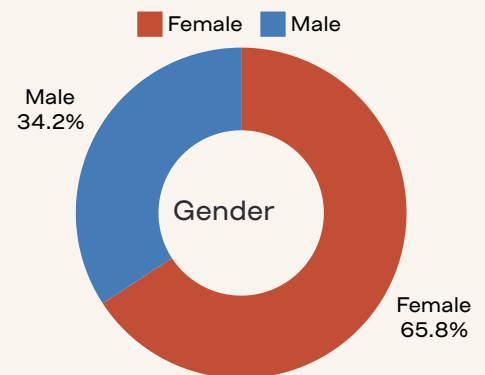
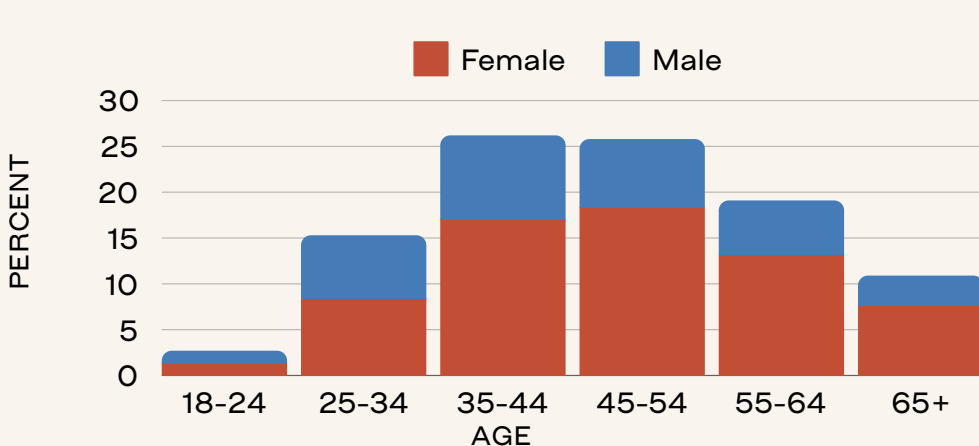
Reach

300,000

Engagement Rate

5.02%

INSTAGRAM Audience Demographics



Followers

1,500

Reach

55,600

Engagement Rate

9.5%

YOUTUBE

Engagement

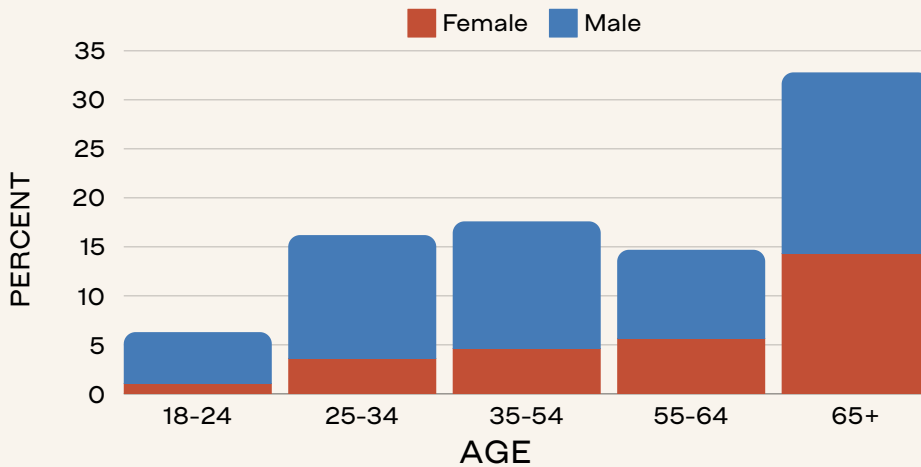
FSM maintains a video library with over 250 unique videos including in Spanish. Videos were viewed over 78,000 times in FY24, an increase of 60% over the previous year indicating there is a strong interest and demand for wildfire preparedness information.

7.1.23 - 6.30.24

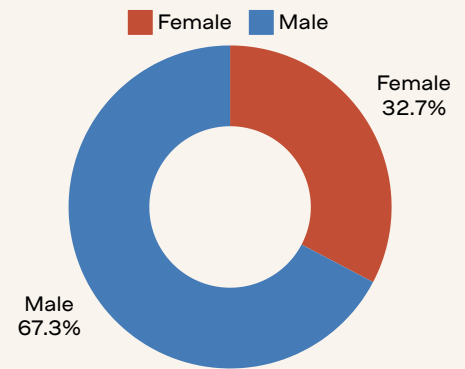


INSIGHT: People are seeking in-depth, new information about wildfire safety, beyond the basic messages.

YOUTUBE Audience Demographics



Gender



Video Views

78,600

Interactions

4,400

Average View

3:19

YOUTUBE Top Performing Videos



Wildfire Evacuation: Make It Downhill Alive

12,000 views



Exploding Eucalyptus Trees

5,000 views



Home Ignition 101: Soffits and Eaves

4,200 views

WHAT'S AHEAD

As we reflect on the previous year's work, FSM will apply the lessons learned to strengthen our programming and partnerships to reach broader audiences and better serve the most vulnerable.

FUTURE PLAN

1. Support Marin Wildfire in reaching their goals and objectives.
2. Strengthen partnerships with member agencies and community organizations through shared initiatives.
3. Apply lessons from the success of our Community Ambassador Program to enhance Firewise efforts.
4. Develop templates for core print materials to share with partner agencies for consistent messaging.
5. Activate industry leaders through ongoing home hardening and fire smart landscaping trainings.
6. Utilize the new YouTube Partnership Program to expand online presence across demographics.
7. Create a visual and anecdotal narrative, capturing the positive changes happening across Marin.
8. Prepare for the renewal of Marin Wildfire (MW) funding, ensuring residents are well-informed and supportive of continued work.



INSIGHT: We work better together.

THE TEAM

PEOPLE BEHIND THE WORK

Fire Safe Marin is powered by a small, dedicated team of three full-time and four part-time staff members, complemented by the expertise of long-term contractors who share a deep commitment to wildfire safety. We provide regular updates on our activities to Fire Safe Marin and Marin Wildfire Board of Directors.

Full -time



RICH SHORTALL
EXECUTIVE OFFICER



MEG MCCABE
CREATIVE



JEN GAUNA
OPERATIONS

We want to recognize Rich Shortall for his exceptional leadership of Fire Safe Marin for the past five years.

Thank you,

The FSM Team

Part -time



KAYA HALPERN
SOCIAL MEDIA



CHRISTINE ABELA
OFFICE MANAGER



JOHN POULSON
FIREWISE LIAISON



JESSAMYN HISE
COMMUNITY OUTREACH

Contractors



BRENDAN DEVLIN
CFO



CHARLES HEATH
Communication Strategist



CHIKARA MOTOMURA
Videographer



GEORGE WHITE
Graphic design

BOARD MEMBERS

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 educational video series.

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Honorary chair

TODD LANDO

President

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Vice President

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