



**FIRE  
SAFE  
MARIN**



**MARIN WILDFIRE  
PREVENTION AUTHORITY**

Investing in a Fire-Adapted Marin County

# 2021-22 Final Report

## Impact and Insights

## OUR MISSION

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

# Fire Safe Marin 2021-22 Final Report

Over the 2021-22 fiscal year, Fire Safe Marin (FSM) redefined the scope of its programs, partnerships and educational resources to increase our outreach throughout Marin and beyond. We teamed with government agencies, nonprofit and community-based organizations, and industry leaders to capitalize on the available expertise and deliver our message through trusted networks. We produced a TV series, an all-hazards elementary program, a 12-part emergency preparation series for adults, a wildfire safety brochure for mobile homes owners, training programs for landscapers and home hardening service providers, and a series of community workshops. Over 125,000 people visited our website and our monthly e-newsletter distribution increased by 240% to 12,350 subscribers. Our social media messaging inspired another 760,000 points of engagement. We also launched a multi-year advertising campaign and created over 85 videos, one of which earned a Telly Award and 14,000 total views. Mentoring 78 Firewise Sites, FSM facilitated 211,000 volunteer hours of work dedicated to lowering wildfire risks. Our year culminated in the first annual wildfire prevention festival that drew over 2,000 people and 46 participating organizations.

Fire Safe Marin is proud to report on these accomplishments and provide details about the deliverables, participants, and outreach achieved. Each section of this report includes metrics that tracks engagement with our programs and guides our strategies moving forward.





# OUTREACH

Fire Safe Marin is committed to helping all 260,000 residents of Marin County understand the risks wildfire presents to their lives, their homes, and our community. We strive to empower everyone with the knowledge to make changes that will mitigate risks.

We recognize the diversity of Marin's population in terms of age, ethnicity, backgrounds, access and functional needs, native and spoken languages, interests, income, geographical threats faced, daily activities and life priorities. All of these factors need to be taken into account as we try to get people to: **pay attention** to the message of wildfire safety; **appreciate the urgency** of wildfire threat to their personal safety and community; **understand** the layered and nuanced message of wildfire risk mitigation strategies; **trust** that the actions we espouse are effective in lowering risks; and **change** behaviors, aesthetics, and priorities to adapt to wildfire.



# 759,000

Touch Points

# 78

FIREWISE  
COMMUNITIES

# 85

VIDEOS  
PRODUCED

# 376K

WEB PAGES  
VIEWED

# 2,700

Hours of viewing FSM video content



# Biggest Accomplishments

## **Educational Content**

Increased and expanded informational resources available to residents improving upon quality, accessibility and clarity of messaging.

## **Adapt to Wildfire Campaign**

Launched the first phase of a multi-year public information campaign to motivate residents to “Adapt to Wildfire.”

## **Partnerships**

Strengthened and expanded relationships with stakeholders, building community and a culture around adaptation.

## **Ember Stomp**

Produced the first-ever wildfire prevention festival in Marin, engaging new audiences and collaborating with partner agencies and industry leaders.

## **Social Media**

Added new platforms and dramatically increased frequency and reach of messages in social media channels.

## **Website**

Rebranded and rebuilt the website, strengthening FSM identity and refining core content messages.

# Community Partners

Creating a wildfire adaptive community requires all hands on deck. FSM draws on the considerable expertise of our fire professionals to deliver effective messages that reflect the latest thinking on wildfire science and safety. We rely on the relationships and knowledge of government agencies, businesses, industry leaders, and nonprofit and community-based organizations to address the concerns of diverse segments of our community and reach people through established and trusted networks.

# Partnerships

FSM collaborates with public, private and non-profit organizations on a wide variety of public outreach and education efforts. Some of the ways we work together with our partners include: developing training programs for specific audiences like landscapers and contractors, creating new educational content, delivering resources to targeted audiences, and providing information and support to organized communities. We work in partnership with cities, towns, and community-based organizations to amplify our messages.





# Valued Partnerships



## Fire Foundry

Fire Safe Marin staff meets regularly with the Fire Foundry organizers and manages donations, acting as a fiscal sponsor for this program. The program provides a pathway towards full-time fire service careers for underrepresented groups in Marin County. Fire Foundry recruits played a major role in educating the public about wildfire safety at the Ember Stomp Festival.



CLCA came to FSM to create a training program for their 3,200 members who represent landscapers and contractors across the state. They have participated in FSM's video productions and are actively spreading our message of fire-smart landscaping throughout California.

## Marin Master Gardeners

As a valued advisor on FSM's Educational Committee, MMG provides input and guidance on content; contributes monthly fire-smart gardening tips; engages in the production of educational content relating to fire-smart landscaping such as DIY videos, photoshoots, and Spanish language materials. Additionally, FSM is working with MMG and photographer Saxon Holt to develop an inventory of photos showcasing fire smart landscaping. MMG coordinated a fire smart garden demo at the Ember Stomp Festival.



## Marin CIL

FSM established a new partnership with Marin CIL to address and meet the needs of the AFN community. The addition of CEO Eli Gelardin added an invaluable member to the FSM Educational Committee. We created a new FSM webpage - *"Resources and Tips for People with Access and Functional Needs"* - in addition to a dedicated webinar entitled *"Powered & Prepared: Emergency Training for People with Disabilities in Marin"*. We collaborated with MarinCIL to add wildfire preparedness tips to MCIL's new *"Powered and Prepared Planning Guide"*. The MarinCIL team also participated in Ember Stomp.

## Marin Realtors

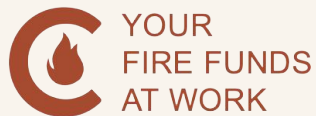
FSM furthered relationships with realtors in Marin, resulting in the addition of Romeo Arrieta of Marin Association of Realtors to FSM Board. Partnering with Carey Hagglund Condy Realtors brought awareness of FSM to new home buyers in Marin through their nonprofit giving program and outreach. CHC participated in Ember Stomp and amplifies our messages through their postcard outreach. We believe there is good opportunity in the future to partner with realtors to get the message out. Point of sale landscaping improvements is an opportunity to make fire smart landscaping decisions when money is available.



# Valued Partnerships Continued

## Wildfire Watch Advisory Team

The advisory team played an important role in developing Wildfire Watch TV. Advisors included wildfire experts Steve Quarles, Todd Lando and Quinn Gardner; Marin Master Gardeners rep Pat Randolph and Fay Mark; Marin CIL Eli Gelardin; Firewise leader Lucy Dilworth; and graphic designer Pam Kuhn.



## MWPA & Member Agencies

FSM works closely with MWPA to ensure that messages are coordinated and amplified. MWPA member agencies were especially critical in bringing messages to their jurisdictions. Board members Chief Tyler, Bruce Goines and executive officer Mark Brown contributed to Wildfire Watch TV. Chief Tyler hosted an episode entitled *The Cost of Wildfire*. Bruce Goines and Mark Brown appeared in a video about the MWPA. Mark Brown featured regularly in a segment called *Fire Beat* that highlighted the work of MWPA. Representatives from all 5 zones of the MWPA also participated in our Spring Workshop Series.



## Marin County Parks

Partnering with Parks, FSM piloted a successful Instagram Live broadcast that focused on birdnesting considerations for residents doing vegetation removal on their properties. We created a birdnesting informational brochure as an outcome of this collaboration. Messaging through the Parks Events Calendar and annual vegetation management brochure helped to amplify FSM messages.

## Marin County H.S. Instagram Team

Working with the County Instagram team, FSM shared fire prevention safety messages and the *Did You Know* campaign material. These messages were translated into Spanish and shared on the County Instagram platform.

## Landscapers

FSM received positive feedback for providing education to landscapers, designers and maintenance workers about what makes a landscape fire safe. We featured Johnson Tree and Garden Services in a Wildfire Watch segment entitled *Backyard Fuel Breaks*. Working with landscapers will be a top priority in the next FY.

## Public Information Offices (PIOs)

FSM works to establish relationships and regular communication with Public Information Officers throughout the county to improve coordination, frequency and timing of high priority fire safety messages.

## Nurseries

In FY 21-22, FSM collaborated with West End Nursery to create a DIY video about plant selection. West End provided the array of plants in the fire smart garden demo at the Ember Stomp Festival. Working with nurseries will be a major priority during next fiscal year. We would like all nurseries to have FSM literature, labels and displays for fire smart landscaping tips.

## Defensible Space Inspectors

FSM facilitated regular meetings; participated in trainings, updated "Lightening Pages" that linked to home evaluation reports; and provided written materials for inspectors to use as handouts to residents.



# Website

Fire Safe Marin's most valued and prized resource is its **website**. There were more than **+125,000** users viewing over **376,000** pages of content in FY 21-22. FSM website is considered a the most trusted source of information on wildfire preparedness with visitors seeking information from as far away as Europe, Asia, and Australia. In August 2021, we launched a newly designed website after undergoing an extensive rebranding and rebuilding process. More than 110 pages of content was audited and improved, with an additional 25 new pages of content. New material is added regularly and maintenance is continual, keeping Fire Safe Marin ahead in delivering the most up-to-date information on wildfire safety.



# Rebranding Strengthened **Fire Safe Marin** Identity

The rebranding process was methodical and in-depth, taking place over several months where we defined:

- Who We Are
- Our Values
- Logo
- Color
- Typography
- Photography
- Our Brand In Use
- Brand Kit\*



\*Click image to access Fire Safe Marin Brand Kit

# An Extensive Process to Rebrand, Redesign and Rebuild the Website

Rebranding took place over several months and included input from FSM board members, Firewise Leaders, outside graphic designer, and relied on every member of FSM staff to review and implement the changes.

## Phase 1 (Spring 2021)

**Re-organizing content.** Working with *US Digital Response*, pro-bono technologists, FSM set to work to reorganize the vast amount of content on the website and reconsider how to deliver essential resources in an easy-to-find and easy-to-digest format. Key outcome: 4 pillars of content - personal preparedness, home hardening, fire smart yard, community - anchored the website and guided the process.

## Phase 2 (Summer 2021)

**Rebranding & Rebuilding.** During this phase, Fire Safe Marin, worked to develop branding guidelines. Reviewing and refining our mission and vision statements, we developed guidelines for Fire Safe Marin voice, style, tone.

## Phase 3 (Fall 2021)

**Testing & Completion.** On August 23, 2021 Fire Safe Marin launched a newly rebuilt and rebranded website, working the next month to monitor and troubleshoot issues.

# WEBSITE REDESIGN

The rebuild of the website gave impetus to refine FSM's core messaging, provided a new framework for adding content, simplified the maintenance process, and improved visitor flow. More than 25 new pages were added, including expansion of materials in Spanish. Below are some examples of the newest content.

Bird Nesting Surveys

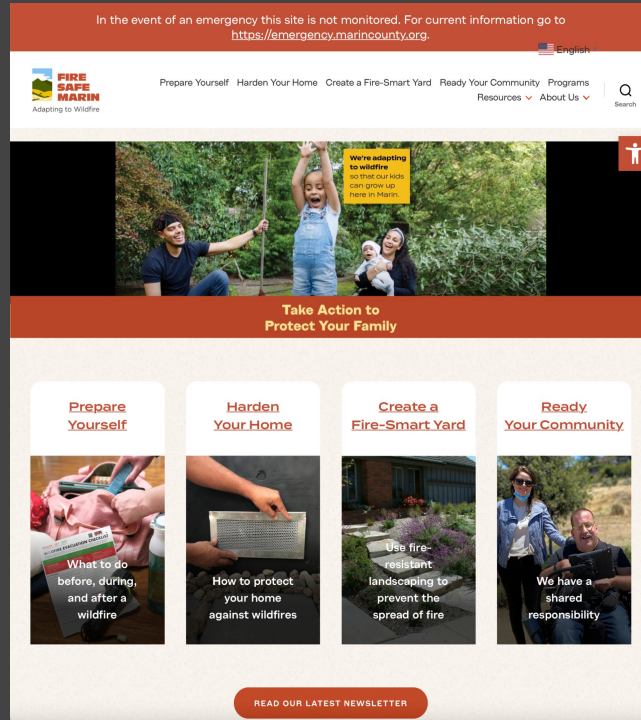
Wildfire Safety for  
AFN Community

Evacuation  
Practice Tips

All Hazard Videos

Universal Firewise  
Actions

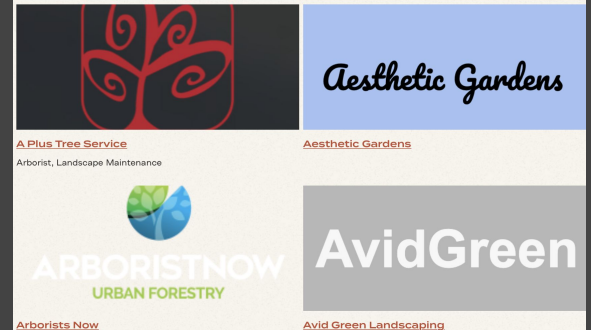
Recursos de Fuego en  
Español



Mobile Home Fire Safety



Are you a Fire Smart Contractor?



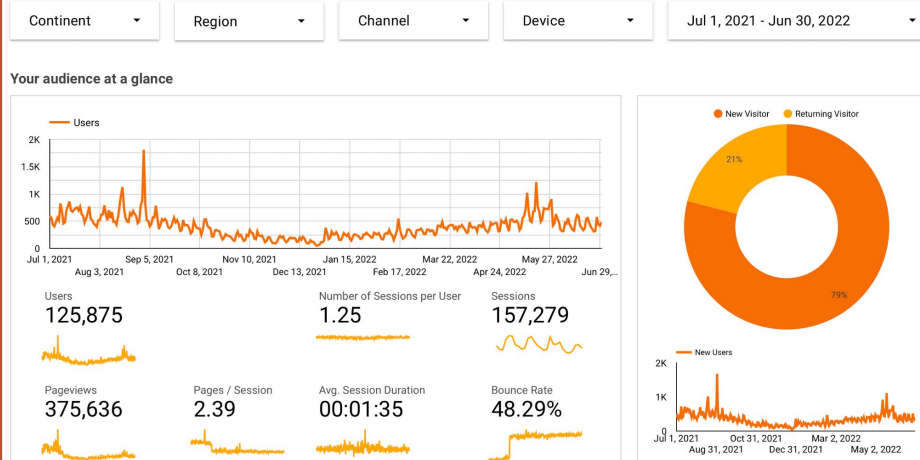
\*click on images to access material



# 10,000. The Average Number of Website Visitors per Month

80% of website users are new visitors. The bounce rate suggests visitors find what they need and exit. Traffic ebbs and flows with wildfire season and spikes during fire events. Notably, Fire Safe Marin is viewed by users in Europe, Asia and Australia.

## Google Analytics Audience Overview



## Country breakdown



Continent	Users	New Users
1. Americas	115,437	114,024
2. Europe	4,103	4,081
3. Asia	3,822	3,806
4. Oceania	1,804	1,803
5. Africa	443	442
6. (not set)	174	173

1 - 6 / 6 < >

# VENTS is the most searched topic on the website

While vents, soffits-eaves, go-bag and mulch pages receive the most visitors on the website, vents lead the way by 40% over the second most viewed page, soffits-eaves. 60% of website traffic is from Google searches.

## INSIGHT

*Top page views indicate an audience seeking strategies to adapt their homes to wildfire.*



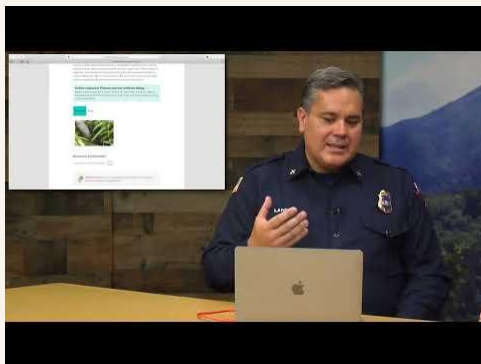
## Top 20 Pages by Page Views

1. Vents
2. Soffits-eaves
3. Go-bag
4. Mulch
5. Harden-your-home
6. Create-a-fire-smart-yard
7. Roofs
8. Fire Smart Plants
9. Fire-hazardous-plants
10. Ember Stomp
11. Evacuation Guide - evacuation-go-bag
12. Decks - patios - porches
13. Chipper Day
14. Plants
15. Prepare-yourself
16. Evacuation checklist
17. Defensible-space
18. Home Hardening
19. Exterior sprinklers-coatings
20. Red Flag Warnings

# How FSM Supports Home Evaluations

Fire Safe Marin coordinates with the Defensible Space Inspection Program by creating web pages that link directly to the new home evaluation report. These web pages contain information about how to fix problems identified in the report. FSM also created a video where Battalion Chief Todd Lando explains each page of the report.

Video: *Learn About the Home Evaluation Report* (10 minutes)



## Home Evaluation Tips

The following links provide guidance to fix some of the most common issues cited in home evaluations:

- [Stop fire ladders](#)
- [Cut annual grasses and weeds](#)
- [Remove leaf litter](#)
- [Remove dead or dying trees](#)
- [Remove tree limbs within 10' of chimney](#)
- [Remove tree limbs overhanging structure](#)
- [Clear trees or limbs encroaching on roadway or driveway](#)
- [Clear shrubs encroaching on roadway or driveway](#)
- [Clear combustible vegetation or debris near roadway or driveway](#)
- [Remove or replace combustible mulch](#)
- [Relocate firewood at least 30' away from structures](#)
- [Relocate recycling and garbage cans vulnerable to embers](#)
- [Install high-visibility address numbers to meet standards](#)
- [Install high-contrast and reflective address numbers to meet standards](#)

Tips to fix the most common issues cited in home evaluation reports

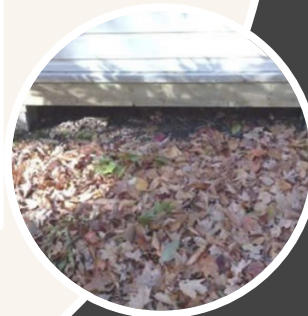
Stop fire ladders



Remove tree limbs within 10' of chimney



Remove leaf litter



\*click image to access home evaluation tip



# Video Streaming

Recognizing that people are moving towards viewing media through video streaming, Fire Safe Marin produced short, informative, and entertaining videos that capture attention and address concerns.



# GET READY

At the request of the Marin County Fire Department, FSM completed several all-hazard projects funded by the State Homeland Security Grant Program. Projects included 12 new disaster preparedness videos, online all-hazard training program for 5th graders in English and Spanish, a new web page and assistance to Marin Center for Independent Living, and a 3 month add buy in IJ for Adapt Campaign - digital and print ads.

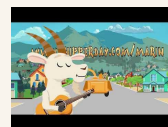


## Animated Shorts

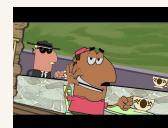
FSM produced animated short videos in a series called “Firehouse Rock”. At under two minutes each, Goat and friends teach residents about wildfire preparation, signing up for alerts, evacuations, and other prevention messages.



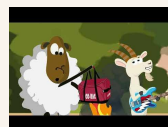
Goat and Dog  
Prepare for  
Evacuation



Chipper Day



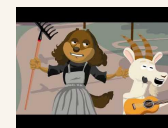
Sign Up for Alert  
Marin - **En Español**



Goat and Sheep  
Prepare for  
Wildfire Embers



Sign Up for Alert  
Marin



Adapting to Wildfire  
the Musical

# Wildfire Watch TV

FSM produced 6 episodes of **Wildfire Watch TV**, a series dedicated to wildfire safety. Each 30-minute episode focused on one of FSM's core educational themes and delivered the message through a variety of entertaining segments, the most popular being *DIY with Arann Harris* and *Mythbusters* by Fire Chief Todd Lando. Wildfire Watch and associated videos have been viewed over 20,000 times on our Youtube Channel and more viewers tuning in through weekly broadcasts on Marin TV, Comcast Channels 30 and 26.





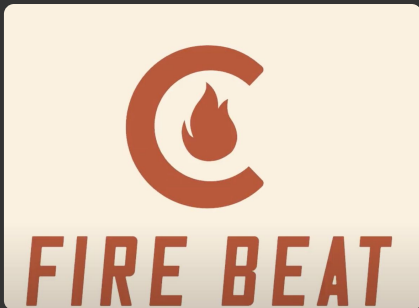
Todd Lando's "Mythbusters" segment cleared up common misconceptions about wildfire in under a minute. **7 videos, 830 views**



The opening segment of WFW, "Voices of Marin," featured residents asking questions, relating experiences and expressing concerns.



DIY segments taught people how to make improvements to their home and yard, and get ready to evacuate. **7 videos, 1,101 views**



MWPA Executive Officer Mark Brown hosted a recurring segment on WFW TV titled *Fire Beat* which included the latest wildfire news and updated information about MWPA programs and projects. FSM will continue to produce these popular and informative episodes during wildfire season.

Using **Wildfire Watch TV** video segments as stand-alone pieces in social media extended reach and frequency of FSM messaging. Steady increase in viewership continues to grow overtime.



# Extending Wildfire Watch TV Viewership

Viewership of Wildfire Watch TV and its stand-alone short video segments continues to grow in FSM's Youtube Channel. We played with different thumbnail and title versions to extend the reach and test what resonates with viewers. Repackaging the short **segments from each WFW episode increased viewership by 100%**. *Evacuations and fire smart landscaping* were the most popular topics. Episode #1 ran 60 minutes with all other episodes running ~ 30 minutes or under. Overall viewership was greatest during wildfire season.

Episode	Release Date	Views (Impressions)	+Segment Est.Views	Marin TV (# of airs)
<b>Episode 2: Evacuation - Be Ready</b>	October 2021	1,500 (7,000)	2,700	57
<b>Episode 1: Ember Storms</b>	September 2021	1,400 (5,200)	2,500	87
<b>Episode 5: Backyard Do's and Don'ts</b>	February 2022	1,300 (3,800)	1,700	66
<b>Episode 3: Are Trees a Threat</b>	November 2021	903 (5,000)	1,200	66
<b>Episode 4: The Cost of Wildfire</b>	December 2021	600 (3,000)	1,500	48
<b>Episode 6: Adapting to Wildfire</b>	May 2022	250 (946)	1,600	32

# Webinars

FSM produced two webinars in 2021-22 to complete the 14-month series beginning during the pandemic when community meetings moved to virtual. Responding to audience viewing trends and improving production quality engaged more viewers and offered greater flexibility in viewing, FSM created **Wildfire Watch TV**, developing content in more visually appealing and accessible ways while broadening our network of partners and how we work together.

## Powered & Prepared: Resources and Training for People with Disabilities.

We collaborated with Marin Center for Independent Living for this webinar, and created a short video featuring Marin CIL and the work they do. The event focused on resources for people with access and functional needs. Highlights included MarinCIL's free battery program and their Powered & Prepared personalized planning program. The show concluded with a roundtable discussion from NRGs, and Firewise communities on the power of neighbors helping neighbors.



## Fire Insurance: Are You Covered?

Insurance industry experts from United Policyholders, Insurance Institute and regulatory advisors led this popular webinar that received 500 views and growing. Audience members were highly engaged.



\*click on an image to access the material

A woman and a young girl are raking leaves in a yard. The woman is crouching on the left, holding a rake. The girl is standing on the right, also holding a rake. They are surrounded by a large pile of brown leaves. The background is a lush green garden with various plants and trees.

## Adapt to Wildfire Campaign

The **Adapt to Wildfire** public information campaign aimed to shape the awareness, knowledge, attitudes, social norms and behavior of Marin residents. Seeking to create a “Culture of Wildfire Adaptation,” our goal was to change the conversation around wildfire from fear and apathy to empowerment. The first phase of the campaign ran **February through June 2022** and included print and digital media purchases through the *Marin IJ*. FSM relied heavily on partners to amplify the messages through their distribution channels. In total, we developed 9 ads appealing to different audiences and tapping into different motivations for adapting. Five hundred thousand impressions were delivered in the first phase of the campaign. This did not include partner outreach efforts or physical signage. Working with the County, several of the ads were made available in Spanish.

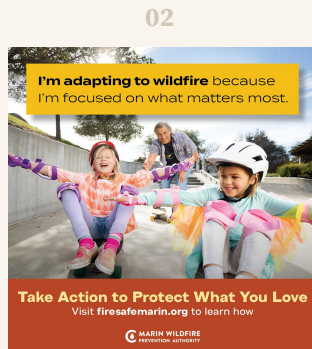


# Tapping into Motivations for Adapting to Wildfire

The **Adapting to Wildfire** campaign focused on our residents and their motivations for living in and protecting Marin. The campaign seeks to empower people to take action and create a social norm around adaptation. FSM developed 9 ads that appeared in print and digital advertising. Supporting materials like native ads, e-blasts and short video rounded out the campaign.



Targeted: 35-55 yrs



Targeted: 55+ yrs



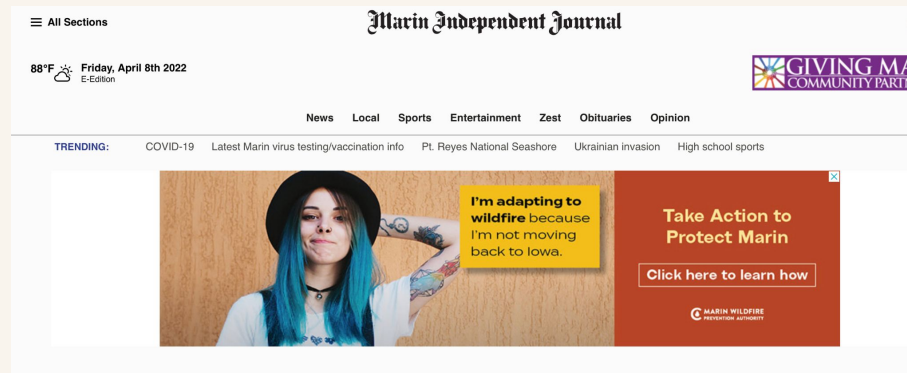




**PHOTOSHOOTS.** Working with Paige Green Photography, Fire Safe Marin completed a series of 5 photo shoots to capture the people of Marin and their motivations for adapting to wildfire. The collection of photos are used in social media, website, newsletter and other ways to extend the use and visuals of the campaign.

# Advertising in the Marin IJ

Phase 1 of the Adapt Advertising Campaign focused on Marin IJ suite of print and digital products. Here is the schedule that ran **March - June 2022**.



Marin IJ																			
	Feb	March				April				May					June				
	2/28	3/7	3/14	3/21	3/28	4/4	4/11	4/18	4/25	5/2	5/9	5/16	5/23	5/30	6/6	6/13	6/20	6/27	
Digital Ads (impressions)	50K	80,000				100,000				100,000					125,000				
1/2 page ads (Sunday IJ)	x	x	x	x	x	x	x	x	x	x	x	xx	x						
Full page ads (Sun & Thrus IJ)											x		x	x		x			
Native ad			What it means to adapt				Quiz: Can you survive a wildfire?				TBD								
Facebook ads			2 creative ads				2 creative ads				2 creative ads								
Good morning e-blast (50K)					x														
Landing page (Ember Stomp)										?				x					

Delivered **500,000** Impressions\*



# Incorporating the Adapt Campaign into educational materials

Advertorials, native ads, and e-blasts expanded the Adapt Campaign providing more content around what it means to Adapt to Wildfire. The Quiz, *Would You Survive a Wildfire in Marin*, was a popular native ad appearing in the Marin IJ that generated additional website traffic. The Marin IJ e-blast promoting FSM newsletter resulted in +200 new subscribers.

SPONSORED ADVERTISEMENT



**I'm adapting to wildfire because I'm focused on what matters most.**

**Take Action to Protect What You Love**  
Visit [firesafemarin.org](https://firesafemarin.org) to learn how

**The reality is that if we live in Marin County, we must change how we approach wildfire.**

When it comes to wildfire, we are all in this together. We must learn to adapt to wildfire and take action now to protect our families and community. It is up to us to do the work to reduce our risks and be a part of a fire-resilient Marin.

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

Stay up to date on Marin's wildfire prevention efforts!

[MARIN WILDFIRE PREVENTION AUTHORITY](https://firesafemarin.org)  
marinwildfire.org

**Marin Independent Journal**

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**6 Ways to save Marin from wildfire**

By FIRESAFE MARIN  
March 15, 2022 at 4:00 AM

**Marin Independent Journal**

**I'm adapting to wildfire because I'm not moving back to Iowa.**

**Take Action to Protect Marin**  
Click here to learn how

**SPONSORED CONTENT**

**6 Ways to save Marin from wildfire**

By FIRESAFE MARIN  
March 15, 2022 at 4:00 AM

**Fire Safe Marin**  
7 months ago

Behind the scenes... Our team has been hard at work planning Ember Stamp—the Fire Wildfire Prevention Festival in Marin. We have been walking the site at the Civic Center Fairground Island to make sure everything is in the right spot—community partners, vendors, demonstration fire-smart garden, goats, food trucks.

**6 Ways to save Marin from wildfire**

A deer has eyes on the slope of its head to help it be aware of its surroundings and predators. This is an adaptation. A tree loses its leaves to help it conserve energy in the winter when there is less sun. This is an adaptation. Our climate is changing and there will be longer and more intense wildfire seasons. We must adapt. We must become an adaptive community.

Protection from wildfire is no longer a job for firefighters alone. It will take a community-wide effort to protect Marin. This means that every Marin resident needs to rethink their relationship with wildfire. Instead of fearing the smoke in the sky with fear and apathy, communities can become empowered and create a culture of collective action. The people, neighborhoods, towns, and cities of Marin are our responsibility.

So how to start? Here are 6 easy ways to adapt.

1. Understand how wildfire spreads: 80-90% of homes catch on fire by burning embers that blow ahead of wildfires. These embers land on dried leaves and fuel and start "leap fires." The key is to stop spot fires from spreading to the home.
2. Clear Zone Zero or corrugations: The area closest to your house is called "Zone Zero." This area has a huge impact on the safety of your home. Removing flammable materials from this area prevents ember ignition.
3. Insulate your home: Hot embers blow into homes through vents and can ignite leaves trapped under decks. Installing fire-resistant vents and screening decks can go a long way in protecting your home.

**Take Action to Protect Your Family**  
Click here to learn how

Tweets by @firesafemarin

[Fire Safe Marin](https://firesafemarin.org) Retweeted

**Marin Independent Journal**

News Local Sports Entertainment Zest Obituaries Opinion e-Edition


**TRENDING:** Latest Marin COVID contraction numbers Wildfires Marin County Fair Working for the county Abortion debate

**SPONSORED CONTENT**

**Quiz: Would you survive a wildfire in Marin?**

By FIRESAFE MARIN  
April 13, 2022 at 10:02 PM

[f](#) [t](#) [i](#) [p](#) [e](#)



Wildfire burning in the hills above a neighborhood in Marin County.

**Would you survive a wildfire in Marin? Take a quiz to find out!**

Smoke is blanketing the sky.  
Strong winds are blowing.  
The power has gone out.  
Are you ready?  
Can you survive this wildfire?

1. If there is a wildfire close to you, will you get an alert?
  1. Yes, I am signed up for Alert Marin
  2. Yes, I am signed up for Note
  3. Yes, I am on Facebook
  4. Yes, I watch the news
2. How should you prepare your car to evacuate?
  1. Sunscreen
  2. Mask
  3. Appoint book
  4. Copies of important documents

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## **Paid Advertising**

Marin IJ  
Pacific Sun  
Facebook  
NextDoor

## **Our Partners**

PIOs  
Cities & Towns  
E-newsletters  
Social media a/cs  
Mailings

## **Wildfire Watch**

Content  
Video

## **Social Media**

FSM E-newsletter  
Facebook  
Instagram  
Twitter

# **Expanding Outreach Efforts**

The Adapt Campaign launched in February appearing in the Marin IJ in full page ads. In March, digital advertising and outreach to our partners began. Partners and stakeholders amplified the message in their e-newsletters and social media channels. Firewise leaders were also an important part of bringing the campaign to their communities.

## **Community Events**

Ember Stomp  
Ecofest  
Rotary  
Wildfire Watch

## **Stakeholders**

Firewise  
FSM board  
MWPA board  
Public info officers  
City & town managers

## **Printed Materials**

Postcards  
Door hangers  
Poster displays





# FSM Getting Recognition



2022



Fire Safe Marin was named a Telly Award winner for the *Adapt to Wildfire* short video that captures the essence of what it means to “adapt to wildfire”. Highlighting local residents, leaders and business community, this piece inspires and empowers action to protect Marin. The video runs under three minutes. Now showing in local movie theatres.

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



## Firewise USA

Fire Safe Marin continued to grow and strengthen the **Firewise USA® program** in Marin, leading the country in community participation with 78 Firewise neighborhoods, the majority of them located in higher-risk WUI areas. We consistently engage and support neighborhood leaders, providing the resources and tools they need to organize and effect change in their communities. In 2021-22, we recorded 211,198 volunteer hours from Firewise sites for a total investment of \$30 million dollars.



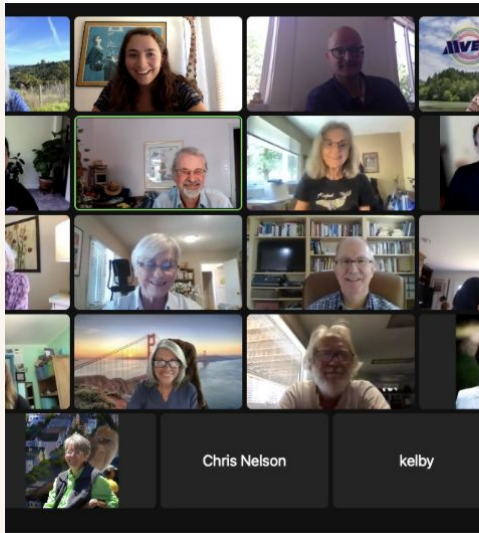
**FIREWISE USA®**  
RESIDENTS REDUCING WILDFIRE RISKS



**FIRE  
SAFE  
MARIN**

## Supporting Firewise Communities

FSM meets monthly with FW leaders to keep them up to-date on mitigation activities, available funding, and timely preparedness information. FW leaders are an invaluable partner and connection to local neighborhoods. They are a primary distribution channel for FSM information and resources.



# 12

Meetings  
per year

# 78

Certified  
Firewise USA sites



**FIREWISE USA®**  
RESIDENTS REDUCING WILDFIRE RISKS

# 35

Average  
Meetings turnout

# 211K

Volunteer hours



# 55K

FW site households

# High Priority Firewise Activities

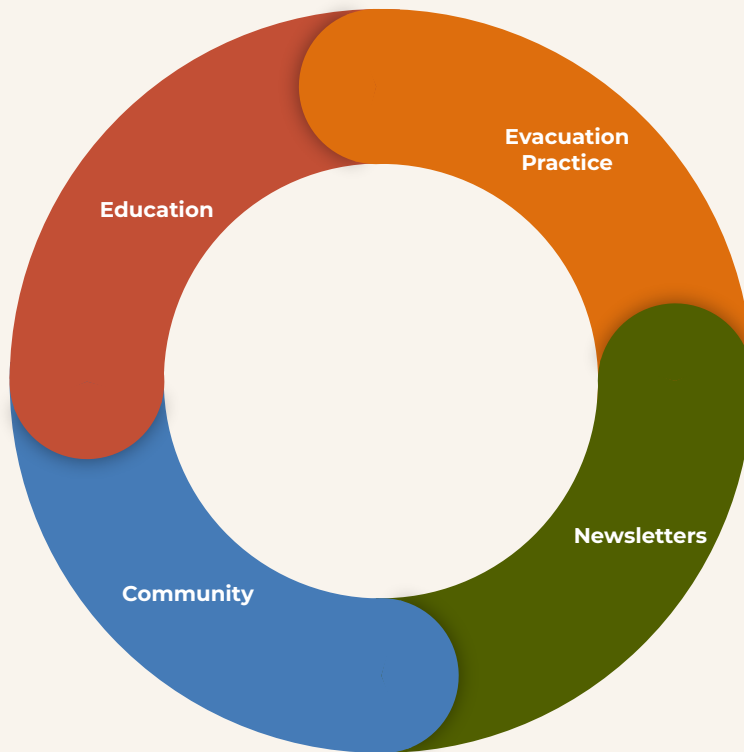
Firewise leaders are highly engaged in activating their communities.

## Education

FW leaders promote wildfire education in a variety of ways- newsletters, door hangers, events, signs, and neighbor talking to neighbors.

## Community

FW leaders are encouraged to uphold the tenant of “neighbors helping neighbors.” Many FW sites organize neighborhood gatherings and have block captains who welcome newcomers into the neighborhood.



## Evacuation Practice

FW leaders are responsible for organizing some sort of evacuation practice for their neighborhood. COVID hindered many sites from conducting them in 21-22, but will resume as a yearly practice in 22-23.

## Newsletters

FW leaders send out regular newsletters to their neighborhoods. These newsletters include prevention and preparedness resources.



## FSM provides many resources to support Firewise Leaders' efforts

### Firewise Newsletter



A newsletter is sent to the FW leaders twice a month. These newsletters include meeting agendas, videos produced by FSM, grant information, and other resources. This information is disseminated to the FW neighborhoods through the newsletters that the leaders write.

### Evacuation Drill Templates

FSM created guidelines for running turn-key community evacuation practices drills offering options to simplify the activity.

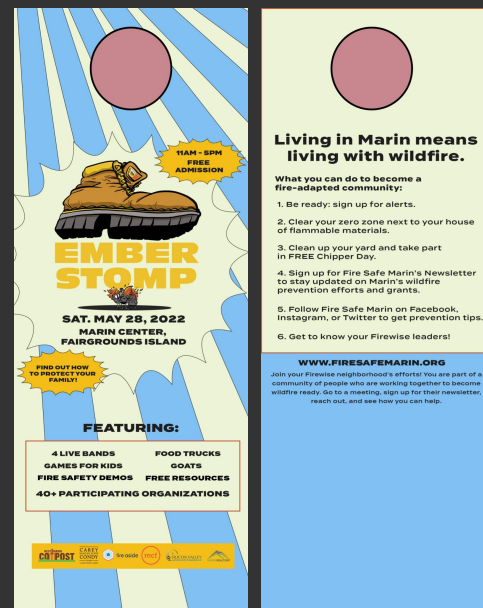
### Did You Know Signs

A series of *Did You Know* signs with wildfire safety messages were made available to FW leaders to display in their neighborhoods. Signs could be picked up and exchanged at the "cache".



### Door Hangers

Dual-purpose door hangers used to promote Ember Stomp and tips for living with wildfire. 500 door hangers were distributed by FW leaders in their respective communities.



Front

Back

# The “Cache”

---

FSM created a “cache” of print materials and signs in a San Rafael storage locker accessible to Firewise communities. “The Cache” has proved very popular and is regularly used by our Firewise and community partners.



Materials available in the “cache” located at 7 Gary Place in San Rafael

# Newsletter and Social Media

Fire Safe Marin is committed to delivering information to all **260,000 residents of Marin** so they understand the risks wildfire presents to their lives, their homes and our community. Through our outreach efforts we strive to empower everyone with the knowledge and ability to make changes that will mitigate risks. This year we made significant strides in the number of residents reached and engagement levels, including advancing efforts to create materials for Spanish-speaking residents. The newsletter gained popularity with subscribership increasing from 5,000 to over 12,000. Engagement levels are strong with 56% open rate and averaging 7% click through rate, both considered very high for non-profits. We added Instagram and Nextdoor as new platforms for outreach.





## E-newsletter Shows an Engaged Resident and an Appetite for More Information

FSM published 12 e-newsletters with 40,000 opens. Content was initially driven by our monthly webinar series and Wildfire Watch TV episode topics. Mid-year we shifted to a themed approach to deliver timely information when residents needed it. Topics included personal preparedness to coincide with Wildfire Awareness month, winter prevention information to drive action during winter, and landscaping resources during spring. We saw subscribership increase from 5,000 to 12,000 as a result of chipper registration opt-ins. The open rates increased from and average ~34% in the fall to greater than 56% mid-year with click-through rates increasing from 4% to 8%. UC Marin Master Gardeners and MWPA contributed content each month.

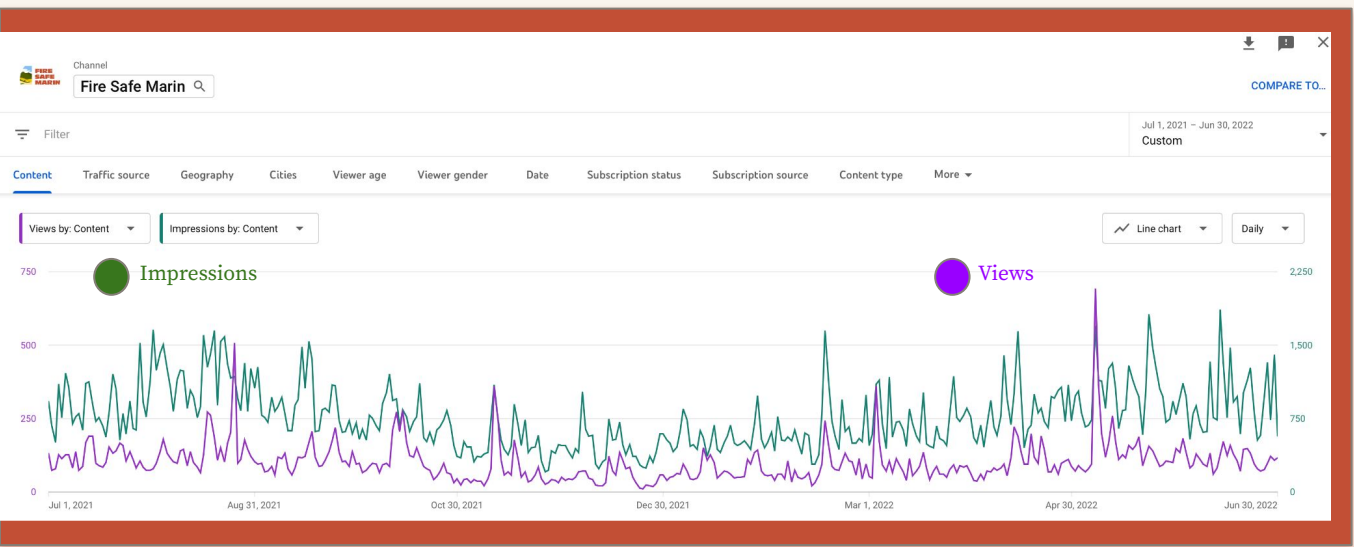
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## Access E-newsletters



# FSM YouTube Channel expands to 37,000 views representing 2,700 hours of viewing

FSM produced 85 videos in 2021-22, 50% more content year-over-year. Viewership increased 85% and engagement up 30% in this channel. The use of “cards” helped increase viewership of more FSM videos. The top local areas viewing material include San Rafael, San Anselmo, Novato and Mill Valley with a noticeable amount of viewers from outside the Bay area like Los Alamos, Calabasas, Phoenix and Albuquerque. Improved thumbnail images and tight, snappy titles resulted in greater click-thru-rates averaging 4.3%, up from 3.3% the previous year. We see significant opportunities to expand in the next year.



**Insight**  
Evacuations, Fire smart landscapes and Zone Zero are the most popular topics. Viewership increases during fire season and spikes during events.

\*Youtube data represents *views* and *impressions* from July 1, 2021 - June 30, 2022  
**View** - Each time a viewer intentionally initiates the playing of a video on their device and watches for at least 30 seconds  
**Impression** - How many times your thumbnails were shown to viewers on YouTube

# Wildfire Watch Episodes Drive YouTube Viewership

YouTube

Established April 2015

FSM YouTube channel experienced tremendous growth this last year. Increased video content drove overall viewership. New content included animations and short recurring videos like Mythbusters and DIY. We see many opportunities to expand in the next year. We hope to improve engagement with viewers, how we market videos in the channel, and align YT content with other outreach channels.

85

videos

37K

views

89K

impressions

4.3%

engagement

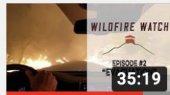
72%

increase  
in views

2,670

viewing  
hours

Evacuations and fire smart landscaping are among the most popular FSM Youtube videos. Viewership skews female.



## Wildfire Watch: "Evacuation- Be Ready"

Fire Safe Marin



## Wildfire Watch: Ember Storms

Fire Safe Marin



## Wildfire Watch: Are Trees A Threat?

Fire Safe Marin

Top 10 Videos (of videos produced in 2021-22)	
Rank	
1	Wildfire Watch: "Evacuation- Be Ready"
2	Wildfire Watch: Ember Storms
3	How to make a landscape fire-safe
4	Wildfire Watch: Are Trees A Threat?
5	What To Expect during your Defensible Space Inspection
6	Why Adapting to Wildfire is a Must for Marin Residents
7	Wildfire Science: How Fires Spread
8	Wildfire Watch: The Cost of Wildfire
9	Creating Defensible Space & Fire Resistant Landscapes
10	A New Kind of Show

# FSM significantly grows reach and engagement within social media

FSM delivered over **645 posts** through its social media platforms Twitter, Facebook and Instagram. While Facebook has the greatest reach of audience, our newest platform, Instagram, is the most rapidly growing. Instagram has the highest engagement rate, far exceeding what is considered “strong engagement” in the channel.

## Twitter

Established in September 2014  
1,405 followers

**272**

Posts

**3.4%**

Engagement\*

**113K**

Impressions\*\*

## Facebook

Established in July 2011  
2,206 followers

**254**

Posts

**4.7%**

Engagement\*

**447K**

Impressions\*\*

## Instagram

Established in October 2021  
667 followers

**119**

Posts

**11%**

Engagement\*

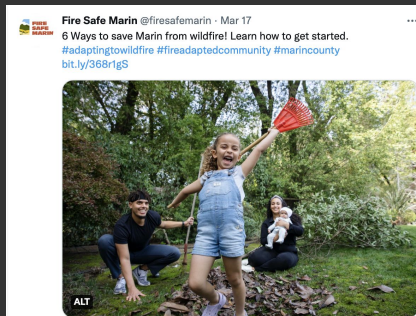
**114K**

Impressions\*\*

FSM far exceeds what social media marketing experts agree is strong engagement:  
Above 1% in Twitter and FB  
Between 1% - 5% in Instagram

\*Engagement: Measurement of comments, likes, and shares.

\*\*Impressions: The total number of times any organic or paid content from FSM Page or about FSM Page appeared on someone's screen.



Examples of how we use Twitter to 1) amplifying news coverage of Ember Stomp and 2) extending reach of a native ad appearing in the Marin IJ

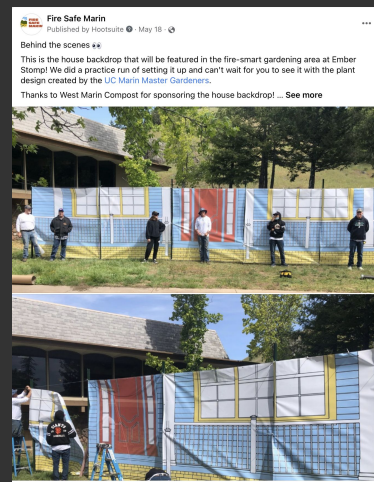


This infographic is an example of new creative content used in Instagram. Viewers swiped right to view the hazardous tree species. This was a popular post where we saw increased engagement (110 interactions) and viewership (reached 6,000 Instagram users) and resulted in 32 new followers. FSM also created a similar type of infographic for vents.



## Use of Social Media

FSM posts regularly to Facebook, Twitter and Instagram feeds, growing followers to more than 4,500 across the three platforms. “Followers” mean users receive FSM posts directly to their feeds. We reach approximately 10,000 users per month beyond our follower base, and many more when we pay to boost content. We average 3-4 posts per week, per channel and often times more leading up to events like Ember Stomp Festival.



Popular Facebook posts include those like this behind-the-scenes look at the work and crew involved in bringing about the demo garden for Ember Stomp. We reached 220 FB users (unboosted) and had 11 engagements.



# Responding Timely to Residents' Inquiries

FSM responds daily to a wide range of residents' email and phone inquiries. Response is timely and typically same day. We ensure consistent messaging and reduce the workload of local fire agencies.

**350**

# of calls

FSM averages 12-15 calls per week. The most common questions are about the chipper program, defensible space evaluators, grants and wildfire hazard concerns in neighbors' yards.

**500**

# of emails

FSM fields a steady stream of emails from website users and direct to staff. On average, we respond to 15 resident emails per week increasing dramatically in the spring and summer and slowing in the winter. Questions focus on hazard complaints on public and private properties; technical home hardening questions like screening, fire-resistant paints, and vents; and, confusion around who to contact about the home evaluation program and grants.

**30**

USPS mail

FSM receives letters of thanks for the work we do and donations throughout the year.

# School Programs

Ready, Set, Go!

Get Ready for Disasters

LEAD Program

Fire Flora

Fire Safe Marin offers programs for students and their families to prepare for emergencies. Through video resources, virtual classroom visits and presentations, we teach kids about wildfire science, what to do in the event of a wildfire and how to help their families and community get ready.

# Working with Elementary Schools

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 between each video test comprehension and encourage conversation and actions to keep safe. Homework assignments invite the whole family to take part in making a plan to mitigate risks and be prepared for disasters. The program is offered in **English and in Spanish** and includes a Teachers Guide and a homework assignment to invite the families' participation.

Last year, in partnership with the San Rafael FD, fire engines visited SR elementary schools as incentive for completing the program. We are currently expanding on this successful implementation model, partnering with local fire departments and extending outreach to include presentations to parents at back-to-school events.

In 2021-22, we have partnered with CERT and Get Ready Marin to expand this program to address all hazards. Our new series, "Prepare for Disasters," follows the same format of video lessons with student activities and helps kids and their families get ready for earthquakes, floods and power outages. The development of this program has strengthened the collaboration among emergency preparedness organizations in an effort to serve all the students of Marin county equitably.



5th Graders engaging in wildfire preparedness program in San Rafael.

# High School Program Elevates Wildfire Preparedness Among Students

FSM has formed a productive partnership with **Terra Linda High School**, fostering several student-led projects promoting wildfire preparedness. Terra Linda's Leadership and Environmental Action Development (LEAD) Projects are semester-long group projects completed each semester of 9th grade. Our spring semester's Wildfire Group took things to a new level, disseminating a successful school-wide campaign to encourage fellow students to take actions to ensure personal safety during a wildfire and initiating a partnership with **Petaluma High School**. The students estimated their total engagement with their peers and the public as 4,565 interactions (including social media impressions, live events, email blasts, surveys, and presentation.)

FSM also worked with a third group of students from Terra Linda HS called **Fire Flora**. These juniors and seniors asked for our input on a class project for a course on small business. The Fire Flora group produced and sold a "Wildfire Preparedness Kit"

4,565  
interactions



**Terra Linda** Leadership and Environmental Action Development students tabling fire safety information at a school-wide fair.



**MarinSEL** students displaying their wildfire project accomplishments at Embers Stomp. Student led efforts.

**Fire Flora**, another high school group produced and sold a "Wildfire Preparedness Kit" that included Fire Safe Marin's Home Owner's Guide and Emergency Checklist, information on firesmart yards, a small succulent plant, and a Fire Smart Calendar that features prevention tips throughout the year. Fire Flora also participated in Ember Stomp and offered their kits to the public.



# En Español

FSM works in consultation with multiple community-based organizations active in **Spanish speaking** communities.



# En Español

In an effort to reach all Marin residents, FSM strives to deliver our core wildfire safety and preparation messages in **Spanish and English**. In the past year, we produced school programming, video resources, social media messaging, posters and advertisements in Spanish. And we are building distribution networks through our Community Response Teams, Marin Multicultural Center, the County of Marin, North Marin Community Services, the VOAD, Marin CIL, and social media channels to provide vital information and resources to our Spanish speaking residents.

## Videos

### How to Pack a Go Bag



### Fire Smart Landscaping

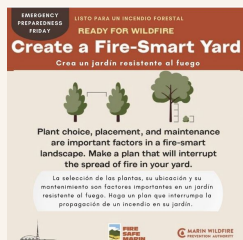


### Animation: Sign up for Alerts



## Social Media

We worked with the Marin County Instagram team to translate FSM materials that appeared in weekly "Emergency Preparedness Friday" posts.



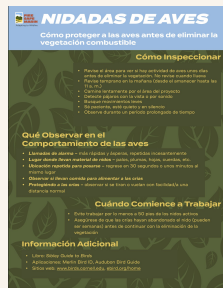
## Printed Materials

1. Evacuation Checklist
2. Ember Stomp postcard
3. Ember Stomp poster
4. Birdnesting



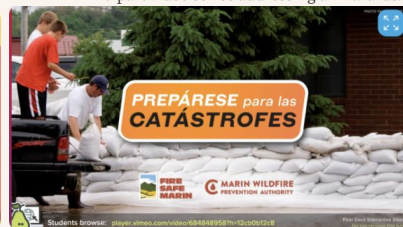
### Dedicated Webpage

Recursos de Fuego en Español



## Educational Programs for Students

FSM developed a 5th Grade Get Ready program that launched in elementary schools, as well as a 10-part video series addressing all-hazards.



# Training Programs

Landscapers, Mobile Home, Home Hardening



# Creating training resources for home hardening contractors and landscapers

## Home Hardening

FSM and the international non-profit “All Hands and Hearts” successfully completed a home hardening project in Marin based on a training program using curriculum developed by FSM, CCNB and Steve Quarles. All Hands and Hearts volunteers and general contractor **Fire Farms** made major wildfire safety improvements to a home needing significant work and whose owner did not have the required financial resources. Improvements made included replacing old decking with pavers and using gravel mulch in Zone Zero; installing fire-resistant vents and metal flashing over hazardous moisture barrier. The project was intended to provide home hardening training to the volunteers. The project was filmed and will be used as a training resource for similar work in other parts of California.



Before



Pavers replaced old decking in Zone Zero



NCLA members meeting


## Firesmart Landscaping 101

A program developed by FSM in 2020-21 was implemented by Northern California Landscapers Association this year. Training materials were presented to NCLA members during meetings and received enthusiastic response. We estimate training was delivered to 100 landscapers.





Mobile homes or manufactured homes have special fire safety considerations.



## MOBILE HOME FIRE SAFETY

Mobile homes are more properly called manufactured homes. Manufactured homes are produced according to the Federal Housing and Urban Development (HUD) safety standards. These unified national safety standards help make sure that manufactured homes are as safe as site-built homes.

**Embers from nearby fires are the most common cause of ignition for both site built and manufactured homes.**

When embers land on or near your house, they can ignite nearby vegetation, accumulated debris, or enter the home through openings or vents. Homes can also ignite from direct flame contact exposure or radiant heat exposure (the heat felt when standing next to a campfire or fireplace). In most mobile home parks the homes are sited relatively close together. This can make mobile homes more vulnerable if adjacent homes are ignited by wildfire.

**Take Action in Four Areas to Reduce Fire Risk.**

- 1.** Create defensible space around your home. The first five feet around the home should be clear of all combustibles. Clear dead vegetation and foliage from within 30 feet from your home. Limb up trees and create space between plants. [firesafemarin.org/create-a-fire-smart-yard](https://firesafemarin.org/create-a-fire-smart-yard)
- 2.** Improve the fire resistance of your home exterior by choosing the right exterior cladding. Fire-resistant siding can increase energy efficiency and improve curb-appeal. Harden attached decks and fences to resist embers. Use metal trash containers. [firesafemarin.org/harden-your-home/mobile-home-wildfire-safety](https://firesafemarin.org/harden-your-home/mobile-home-wildfire-safety)
- 3.** Prepare yourself and your family. Make a disaster plan, sign up for alerts and warnings, know your evacuation routes, pack a go bag, make a plan for your pets. [firesafemarin.org/prepare-yourself](https://firesafemarin.org/prepare-yourself)
- 4.** Become a firewise community. Mobile home parks tend to be community oriented. Neighbors helping neighbors is a great way to prepare. [firesafemarin.org/programs/firewise-usa](https://firesafemarin.org/programs/firewise-usa)

Distributed to 1,400 households living in Marin mobile home parks.

# Helping Mobile Home Communities Prepare for Wildfire

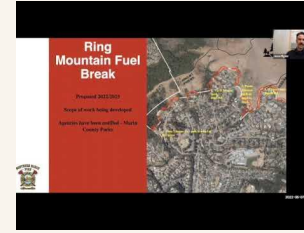
FSM partnered with local experts John Hansen and Steve Quarles to develop fire safety guidelines and tips for owners of manufactured (mobile) homes. Topics included: wildfire safety strategies, home hardening recommendations, efficacy of sprinkler systems, and general fire safety tips. Detailed information is available on our website and a summary guide was created and distributed to Marin's nine mobile home parks.

# Spring Workshops

Fire Safe Marin produced five spring workshops on June 7, 8 and 9. Using an interactive virtual format, representatives from each MWPA zone showcased their wildfire prevention projects that have been undertaken in the last year. A 15-minute highlight reel of all the projects was completed, shared with each zone and promoted on FSM Youtube Channel.



Highlight reel covering work in the 5 MWPA zones.



Southern Marin



San Rafael



Novato



Central Marin



West Marin

# Curbside Chipper Program

In its third year, the free curbside chipper program runs May through October. Chipper managers will submit a full report at the conclusion of this year's season.

In FY21-2022, there were **3,558** completed pickups and over **12,000** cubic yards of vegetation removed. More than 95% of participants rated the program as a 5 (the highest rating).

*"...[the problem facing homeowners] is usually not the work of cutting all the low hanging branches and the gathering of the dead vegetation, it's how to dispose of it all. Your crew efficiently chipped everything and even cleaned the driveway before moving on to the next pile down the road." - San Anselmo resident*





## Ember Stomp

Fire Safe Marin presented **Ember Stomp**, the first-ever wildfire prevention festival in Marin on May 28, 2022 at the Marin Center Fairgrounds Island.

The event was attended by more than **2,000 people** representing a broad cross-section of Marin residents, key stakeholders and industry. Over 46 participating organizations attended sharing with residents information and their role in wildfire prevention. The main highlights included a “Demo House,” showcasing home-hardening features and materials; and a “Demo Garden,” organized by UC Master Gardeners teaching residents about the principles of fire-smart landscaping. The MWPA, fire agencies and Firewise communities made up the Prevention Hall and were available to answer questions. Live music and a stage for family entertainment drew crowds and provided fun for the whole family. Six awards were presented highlighting the great work of our partners and fire prevention leaders.



## Ember Stomp

# Exceeding Expectations

Attendance and participation among stakeholder and industry leaders were higher than expected with greater media coverage pre-event, during and post-event, amplifying the most important message - everyone in Marin has a role to play in fire prevention.

### Media Coverage with Links

ABC7 News: [New Marin County festival aims to prepare the community for catastrophic wildfires](#)

CBS News: [Wildfire readiness is focus of 'Ember Stomp' in Marin County - CBS San Francisco](#)

KCBS radio: Pre-interview with Meg  
KTUV: Pre-interview with Meg  
KWMR radio: Pre-interview with Kaya

Marin IJ: [Marin festival promotes wildfire prevention efforts](#)

Pacific Sun: [Stomp' it Out - Marin's first fire prevention festival](#)

### Video Recap of the Festival



MarinSEL showcasing youth efforts to promote wildfire safety.



Fire Foundry volunteers leading fire prevention games for families with kids.



A Marin Master Gardener talks about fire smart landscaping principles with resident.

## Ember Stomp Engaging a Diverse Range of Audiences

Ember Stomp provided a variety of hands-on activities and informational resources that engaged the diverse range of attendees from prevention professionals, residents, kids, businesses and organizations. Main outcomes: community building, networking, sharing informational resources, and educating about fire prevention.



# Ember Stomp

## Community Building

Fire agencies, emergency services, home vendors and fire smart landscaping related organizations made up the 46 participating organizations. Here is what they had to say:

### 1. Agencies & Emergency Services

*"I was super impressed with how everything came together for Ember Stomp and how many families came AND engaged with the different booth- big win for sure!"* **Quinn Gardner | San Rafael Emergency Services**

### 2. Home vendors

*"Thank you... for creating this transformative event, and for inviting us to participate! We had a great time:) We are eternally grateful for our partnership with Fire Safe Marin."* **FIRE Farms | Shearman Builders**

### 3. Fire smart landscaping

*"I just wanted to thank you again for including us yesterday. We had a great time chatting with folks about plants and bees :-)) And it would seem by the constant flow of traffic at our booth that people enjoyed the observation hive. (I loved when adults would insist on getting a "I found the queen!" sticker for their efforts."* **Bonnie Morse Audacious Bee 10 x 10**

### 4. Media

*"It was a terrific, well organized fun event. I agree it was a good crowd and of course all the kids bring along their parents/grandparents who are exposed to some pretty practical ideas on how to stay safe."* **Dick Spotswood | Marin IJ**

## INSIGHT

Overwhelmingly positive feedback from participating organizations

### Agencies & Community Organizations

Marin Wildfire Prevention Authority  
Firewise USA  
Novato Fire Protection District  
Marin County Fire  
Southern Marin  
San Rafael Fire  
Central Marin Fire  
Fire Foundry  
Marin Office of Emergency Services  
Red Cross  
CERT  
NRG  
Marin Center for Independent Living  
Voluntary Organizations Active in Disaster

### Home Vendors

Ember Defense  
Frontline Wildfire Defense Systems  
Fire Farms  
Vulcan Vents (new cal metals)  
Embers Out  
Brandguard  
James Hardie Board  
Marin Sustainability Team  
waveGuard  
Fortress  
Leaf Filter

### Animals

Goats Demo - Star Creek  
HALTER Project  
First Responder Therapy dogs

### Bands

Element Brass Band  
AJ Lee & The Blue Summit Band  
Marti O'Reilly  
Centzotles

### Other Vendors - Sponsors

Marin Sanitary Services  
David Wong State Farm Insurance Agency  
Carey Hagglund Condy Team  
CSAA/AAA  
Bay Area Air District Quality Management District  
KCBS

### Fire Smart Landscape Related Orgs.

West End Nursery  
West Marin Compost  
UC MMG  
Small World Tree - World Tree Service  
The Tree Man  
Clement's Tree Service  
Art work  
Spye General

### Food

El Yucateco  
Casablanca Moroccan  
Brosch Mobile  
Shaved Ice

## Ember Stomp Inspiring Action



## Wildfire Action Board

Residents were invited to take a pledge after attending Ember Stomp. More than **500** people pledged to take steps to be wildfire adapted. The top 3 actions:

- #1 packing a go bag
- #2 helping a neighbor
- #3 following Fire Safe Marin.



Grizzly Corp volunteers managed the action board and encouraged residents to take a pledge.



# Fire Safe Marin Team

Our team is made up of three full-time and four part-time staff. We also work collaboratively with two outside contractors who are integral to our success. The diverse range of skills and perspectives on the team shape what we do, what we create, and how we get it done.



**Rich Shortall**

**Executive Coordinator.** Rich is an emergency preparedness and fire prevention professional with decades of experience in the field. He only brings his A-game and brings out the best in his team. His biggest contributions this year: vision, technical knowledge, relationships, hosting Wildfire Watch, and getting things done. Beloved by team.



**Meg McCabe**

**Programs Director.** Meg is a pioneer in online education and curriculum development. She is the lead at FSM who develops content for various audiences, and shapes FSM messages. Her greatest contributions: massive content development, refining core messages, relationship building with community organizations, creative zeal, and directing. She makes things happen.



**Jen Gauna**

**Communications.** Jen is an organizational wizard, hub of information and operational backbone for FSM. She is responsible for getting FSM messages out to the community. Biggest contributions: building FSM's outreach channels, organizing Ember Stomp, and data analytics. Jen keeps the team on track.



**Steven Peters**

**Chipper Program.** Steven runs the countywide free curbside Chipper Day Program with remarkable efficiency. He is quick, kind and responsive to residents' inquiries and requests. Friendly with a can-do attitude.



**Kaya Halpern**

**Educator.** Kaya is our go-to writer in the group. She is creative and thoughtful and brings fresh ideas to any project. Biggest contributions: writing content, Firewise supporter, pumping up FSM social media. Can do anything.



**Arann Harris**

**Educator.** Arann brings big and bold ideas to FSM. His star power is his creative input to programs and projects. Biggest contributions: Ember Stomp vision, Firewise supporter, role in DIY video series, and music talent. Shows up bearing gifts.



**Jasiel Lampkin**

**Graphic designer.** Jas is a talented graphic designer and writer. They are speedy and deliver high-quality work. Biggest contributions: Ember Stomp signage, E-newsletter improvements, creation of infographics, keeping up with editing digital ads. Delivers impressive designs.



**Brendan Devlin**

**Finance.** Brendan brings thoughtful financial and operational expertise to the FSM team. Forward thinking and efficiency are his hallmarks.



**Josh Hampshire**

**Grizzly Corp for MWPA.** Josh was our connector to MWPA. He was a central contributor to Ember Stomp and reliable for input on projects. Always creative and fun.



**Chikara Motomura**

**Video creator.** Chikara worked closely with FSM to produce Wildfire Watch and the 85 associated videos. His creative contributions coupled with lightning-speed work allowed FSM to deliver high-quality work timely and with a quick turnaround. Joyful and talented.



**FIRE  
SAFE  
MARIN**

Adapting to Wildfire

# Thank You

Visit us at <http://firesafemarin.org>  
or contact us at [info@firesafemarin.org](mailto:info@firesafemarin.org) for  
more information.