



Investing in a Fire-Adapted Marin County

Fire Safe Marin Program Overview 2022

Marin Firewise Demographics

260,000

Population

78

FIREWISE
SITES

50k

Firewise
Residents

212K

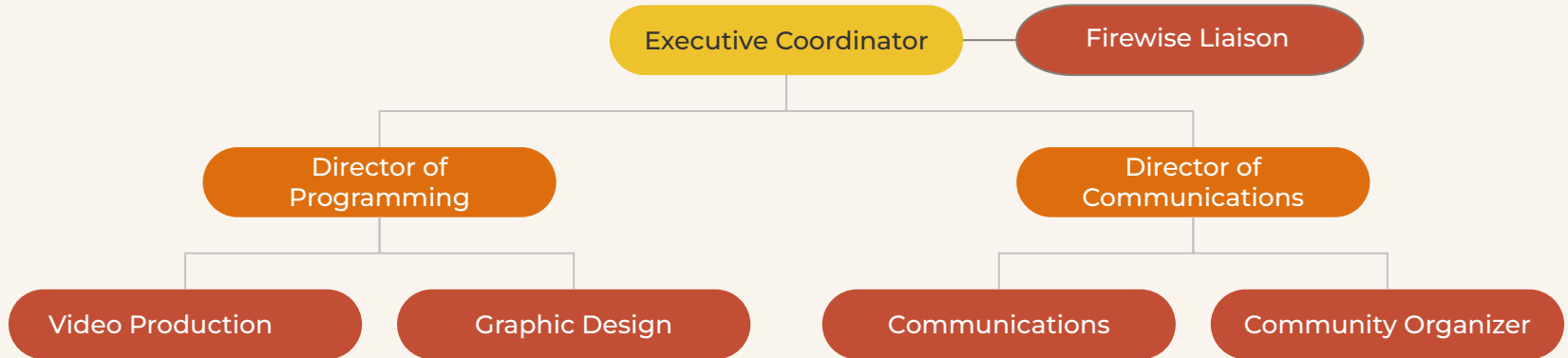
Volunteer
Hours

\$30M

Investment

Fire Safe Marin

Board of Directors (17)



The Four Buckets

Prepare Yourself

Sign up for severe weather alerts and warnings, have an evacuation plan, and invest in wildfire insurance for your home.

Ready Your Community

Wherever you live, you need to adapt to the realities of your surroundings. Living in Marin means adapting to wildfire—together.



Harden Your Home

Using fire-resistant building material and design considerations are necessary to protect your home against embers.

Create a Fire-Smart Yard

Preparing and maintaining adequate defensible space will guard against flame contact and radiant exposures from nearby vegetation.

Firewise Sites

SIZE MATTERS

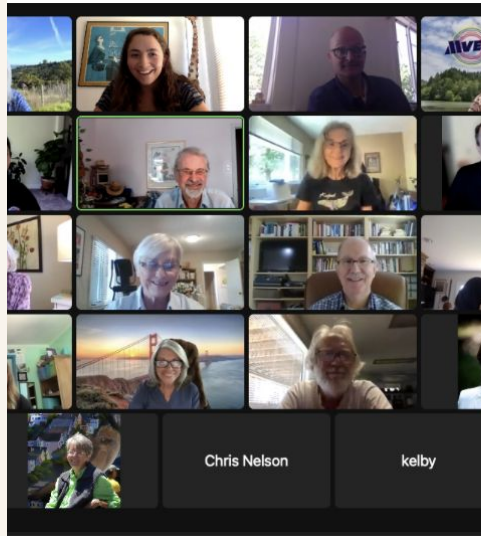
**Largest Firewise Site:
2,000 Homes**

Smallest Site: 10 Homes

Optimal Size: 100-200



Engaging & Supporting Firewise Communities



12

Meetings
per year

Firewise Sites do not thrive without support

Initial enthusiasm wears off



FIREWISE USA
RESIDENTS REDUCING WILDFIRE RISKS

35

Average
Meetings turnout

FSM employees a half time Firewise Liaison

- Monthly Leaders Meeting
- Firewise Newsletter
- Regular Engagement



The 7 UFA's

The 7 Universal Firewise Actions

1.

Develop and maintain a comprehensive contact list of residents

2.

Hold regular meetings - we recommend at least quarterly

3.

Promote wildfire education - utilize Fire Safe Marin resources

4.

Encourage participation in bi-annual chipper day events

5.

Hold an annual neighborhood walk to reassess hazards and note areas in need of improvement

6.

Hold an annual evacuation drill

7.

Work with your local fire department to report hazards

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”



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

The Annual Renewal

Avoiding Bureaucracy



Adapting to Wildfire

FY 2020-21 EDUCATION & OUTREACH

**FSM used to view itself as an
information hub**

**We are now actively engaging
new audiences, responding to
concerns and shaping the
conversation**

759,000

Touch Points/Impressions

376K

WEB PAGES
VIEWED

85

VIDEOS
PRODUCED

2700

VIEWING
HOURS

**645 Social
Media Posts**

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





Adapting to Wildfire



July/Aug/Sept/Oct 2022

Adapt Campaign: 3.8 Million impressions

Website: 50,000 visitors

Newsletter: 50,000

You Tube: 24,000 views

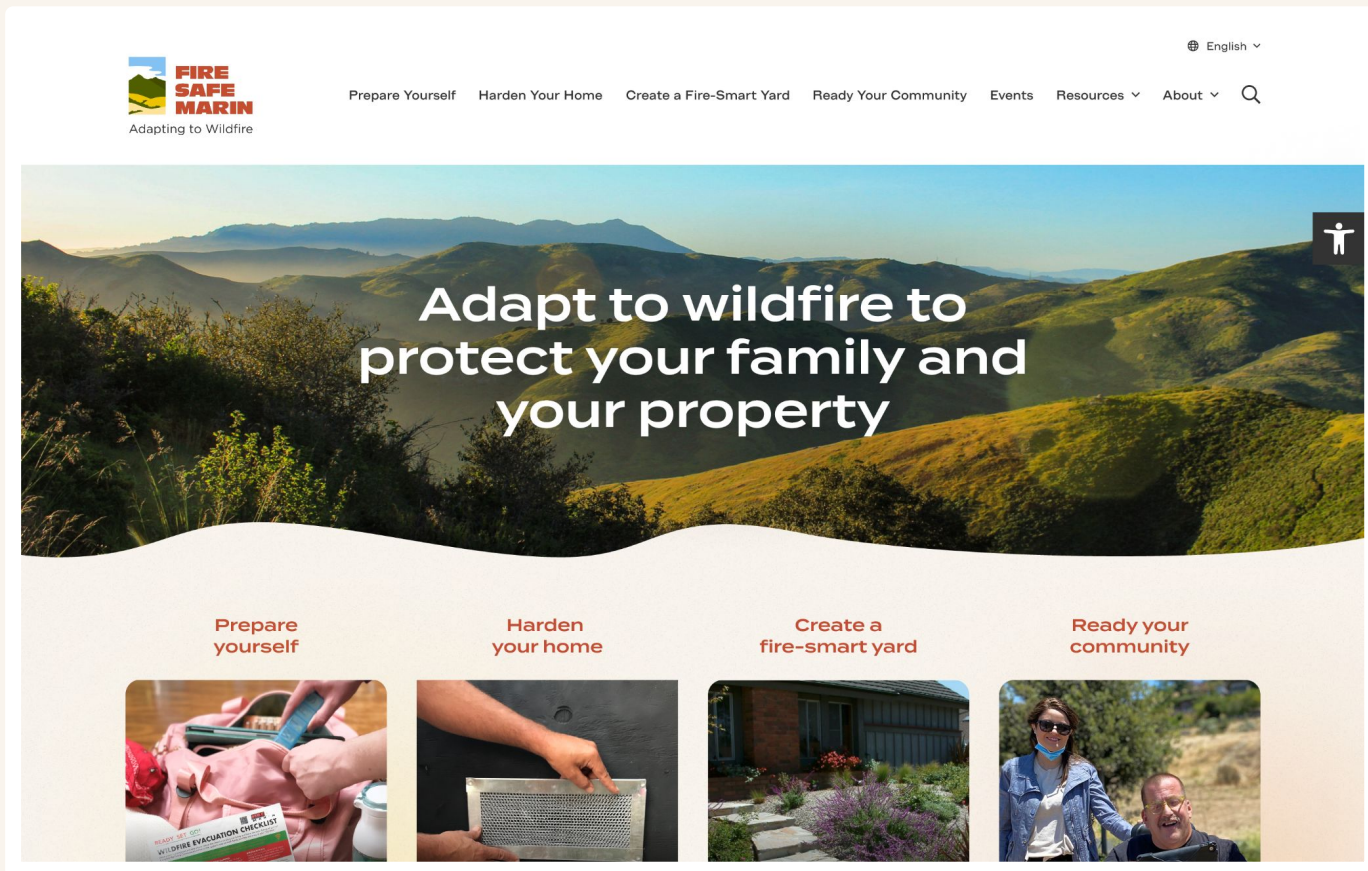
Social Media: 125,000 views

IJ Print Ads: 210,000 circulation

Plus amplification by 20+ partner agencies

**10,000
Visits Per
Month**

Find videos,
articles, events,
downloads, and
more at
firesafemarin.org



FIRE SAFE MARIN
Adapting to Wildfire

English ▾

Prepare Yourself Harden Your Home Create a Fire-Smart Yard Ready Your Community Events Resources ▾ About ▾ 🔍

Adapt to wildfire to protect your family and your property

Prepare yourself Harden your home Create a fire-smart yard Ready your community

WILDFIRE EVACUATION CHECKLIST

15

Video segments as stand-alone pieces in social media



Wildfire Watch Episodes Drive YouTube Viewership

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







Mythbusters ▶ Play all

Fire chief and wildfire mitigation specialist, Todd Lando, debunks common myths about wildfire.

					
Be Ready for Evacuation: Mythbuster Fire Safe Marin 525 views · 1 month ago	What Smokey the Bear didn't tell us. Fire Safe Marin 185 views · 4 months ago	Your Garden Doesn't Need to be Ugly to be Fire Safe Fire Safe Marin 121 views · 8 months ago	The Smartest Hardscaping Choices You Can Make Fire Safe Marin 106 views · 8 months ago	Building a Fire Resistant Home Costs What?? Fire Safe Marin 420 views · 10 months ago	Fire Chief Debunks Your Worst Fear Fire Safe Marin 150 views · 11 months ago






Animated shorts: Firehouse Rock ▶ Play all

Goat & friends prepare for wildfire

					
How to Sign Up for Alert Marin Fire Safe Marin 760 views · 7 months ago	Goat and sheep prepare for wildfire embers Fire Safe Marin 129 views · 10 months ago	Sign Up for Alert Marin - En Español Fire Safe Marin 112 views · 7 months ago	Goat and dog prepare for evacuation Fire Safe Marin 110 views · 10 months ago	Goat Prepares for Chipper Day Fire Safe Marin 101 views · 10 months ago	Adapting to Wildfire: The Musical Fire Safe Marin 95 views · 5 months ago

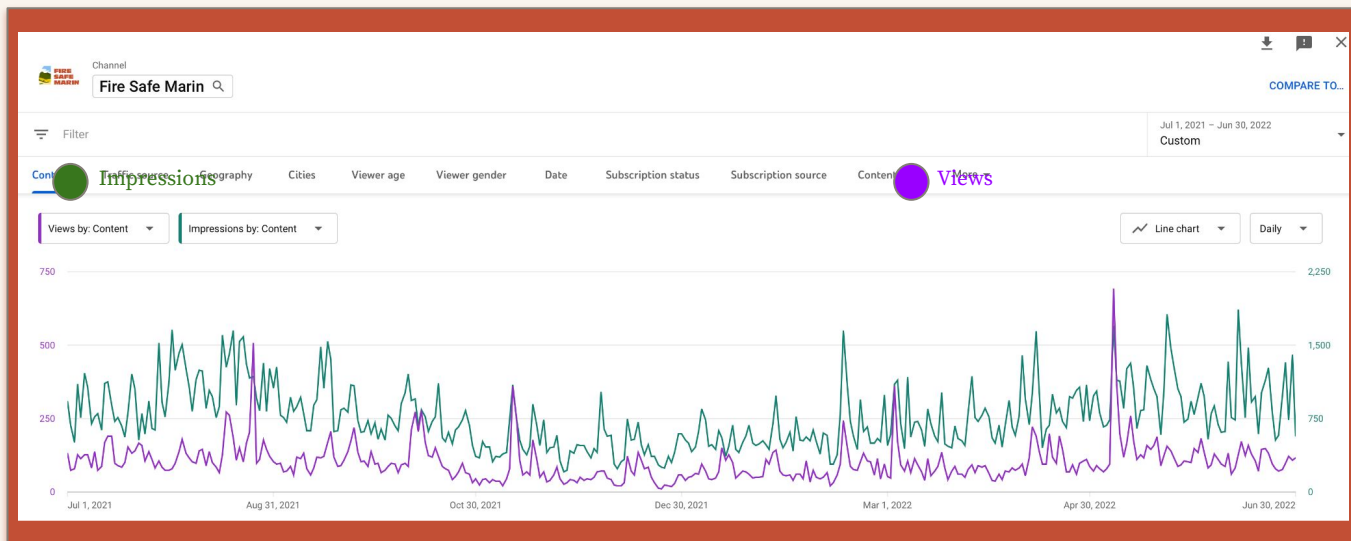
DIY with Arann Harris ▶ Play all

Join Fire Safe Marin's DIY guy Arann Harris as he works with local community members and experts to show you easy fixes and common-sense solutions to hardening your home against...

					
DIY: This Quick Trick Could Save Your Home from... Fire Safe Marin	Preparing for Evacuation Warnings and Orders Fire Safe Marin	How to Save Your Home from Wildfire Fire Safe Marin	How to take care of your trees Fire Safe Marin	Visit the Nursery Like a Pro Fire Safe Marin	How to Prepare Your Garden for Wildfire Fire Safe Marin

2020-21 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.



Insight

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

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.

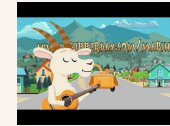


Animated Shorts

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



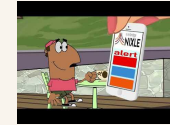
Chipper Day



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



Goat and Sheep
Prepare for
Wildfire Embers



Sign Up for Alert
Marin



Adapting to Wildfire
the Musical

FSM Getting Recognition

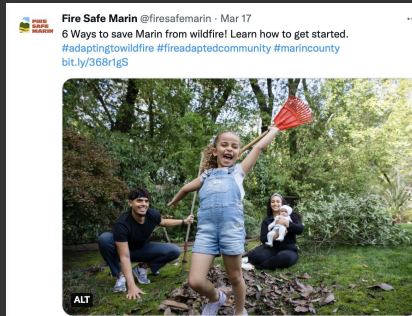


2022

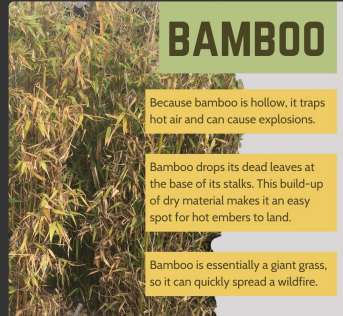


Fire Safe Marin was named a Telly Award winner for the *Adapt to Wildfire* short video that captures the essence of what it means to “adapt to wildfire”. Highlighting local residents, leaders and business community, this piece inspires and empowers action to protect Marin. The video runs under three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

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



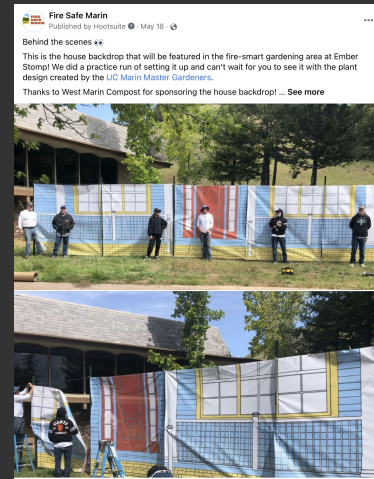
Examples of how we use Twitter to 1) amplifying news coverage of Ember Stomp and 2) extending reach of a native ad appearing in the Marin IJ



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 5,500 across the three platforms.



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.



**FIRE
SAFE
MARIN**

Adapting to Wildfire

ADAPT TO WILDFIRE CAMPAIGN

2022



**Adapting to
wildfire** means
being prepared.

**Sign up for alerts. Plan your route.
Pack your bag.**

Learn how at firesafemarin.org



**FIRE
SAFE
MARIN**

Tapping into Motivations for Adapting to Wildfire

The campaign seeks to empower people to take action and create a social norm around adaptation.

01




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

Take Action to Protect Marin
Visit firesafemarin.org to learn how

MARIN WILDFIRE PREVENTION AUTHORITY

Targeted: 35-55 yrs

02



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

Take Action to Protect What You Love
Visit firesafemarin.org to learn how

MARIN WILDFIRE PREVENTION AUTHORITY

03



I'm adapting to wildfire so that Henry and I are ready to evacuate.

Take Action to Protect Yourself
Visit firesafemarin.org to learn how

MARIN WILDFIRE PREVENTION AUTHORITY

Targeted: 55+ yrs

04



We're adapting to wildfire because we're focused on what matters most.

Take Action to Protect What You Love
Visit firesafemarin.org to learn how

MARIN WILDFIRE PREVENTION AUTHORITY

05



We're adapting to wildfire so that our kids can grow up here in Marin.

Take Action to Protect Your Family
Visit firesafemarin.org to learn how

MARIN WILDFIRE PREVENTION AUTHORITY

06



We're adapting to wildfire to save our world!

Make your home wildfire safe
Learn how at firesafemarin.org

MARIN WILDFIRE PREVENTION AUTHORITY

07



I'm adapting to wildfire to protect Marin, the birthplace of mountain biking!

Do your part. Limb up your trees.
Learn how at firesafemarin.org

MARIN WILDFIRE PREVENTION AUTHORITY

08



Adapting to wildfire is delicious!

Do your part and cut your grass
Visit firesafemarin.org to learn how

MARIN WILDFIRE PREVENTION AUTHORITY

09



I'm adapting to wildfire because I have the flexibility to change.

Make Changes to Your Yard to Protect Marin
Visit firesafemarin.org to learn how

MARIN WILDFIRE PREVENTION AUTHORITY

Adapt to Wildfire PSAs

Themes, Formats, Spanish

Fall 2022

EVACUATION



We're ready to evacuate!

Adapting to wildfire means being prepared
Learn how at firesafemarin.org



HOME HARDENING



Protect Your Home from Burning Embers



Adapting to wildfire means being prepared
Learn how at firesafemarin.org



Protect Your Home from Burning Embers



Adapting to wildfire means being prepared
Learn how at firesafemarin.org



- Print
- Digital
- Videos
- Spanish



Adapting to Wildfire

Videos



Evite que su hogar se encienda durante un incendio forestal

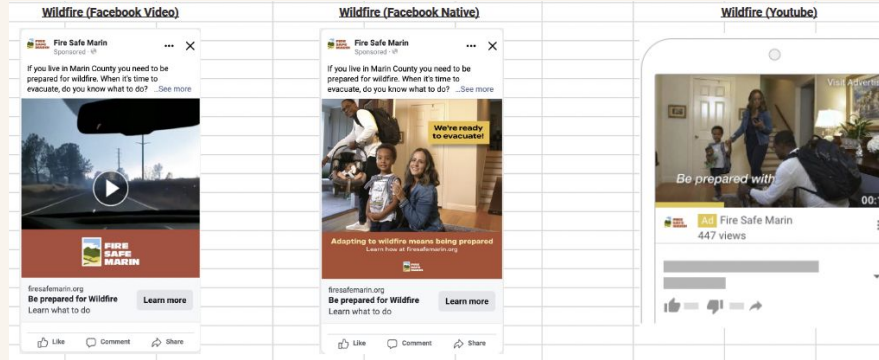


PSAs

28 versions

English & Spanish

Social media



Digital

Adaptarse a incendios forestales significa estar preparado
Aprenda en firesafemarin.org



Print



Adapting to wildfire means being prepared
Learn how at firesafemarin.org



WILDFIRE ACTION PLAN CHECKLIST

Sign Up for Alerts and Warning Systems
Subscribe to Alert Marin www.alertmarin.org and Nice www.nice.com warnings. Familiarize yourself with the County's emergency alert system, emergency alerting by text, email, and voice call. Be ready to act.

Pay Attention to Red Flag Warnings
Red Flag Warnings are issued by the National Weather Service on days when a wildfire is likely to occur and spread quickly. During these days, residents and visitors need to be particularly aware and ready to take action.

Make a Plan
Review your evacuation route and at least two safe meeting points (places of refuge). Use the fastest paved road and head downhill towards the safer floor. Make sure everyone in your family knows the plan.

Be Ready to Evacuate
Make sure that you and your family are prepared to evacuate at a moment's notice. Prepare an evacuation go-bag, create a family communication plan, and have your evacuation checklist ready.

Help those needing assistance during disaster
Make sure your emergency plans take into consideration different needs and abilities for those who may need assistance during a disaster.

Evacuation Information

Prepare Your Go Bag

What to Wear

When You Leave



MARIN WILDFIRE PREVENTION AUTHORITY



Protect Your Home From Burning Embers

:30



:15
En Español



:06



Stats: Evacuation PSAs (9/12 - 10/16)

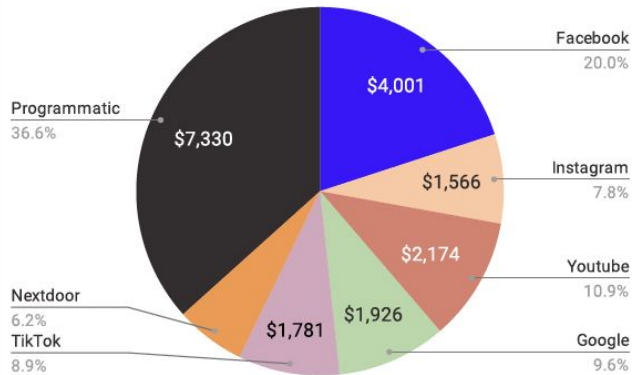
Highlights

All Time Platform Stats

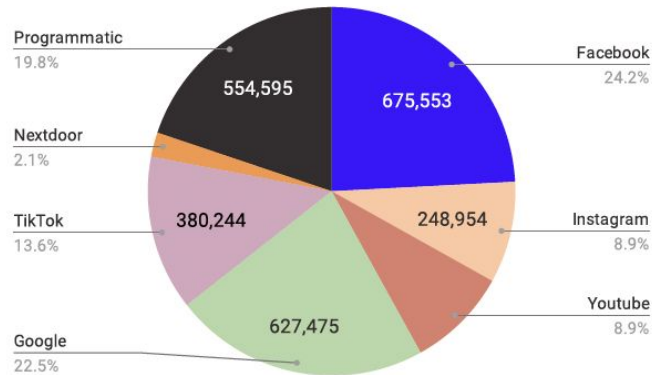
Platform	Spend	Impressions	Reach	Frequency	CPM	Clicks	Engagements	CTR
Facebook	\$4,001	675,553	71,264	9.48	\$5.92	882	141	0.13%
Instagram	\$1,566	248,954	40,608	6.13	\$6.29	129	87	0.05%
Youtube	\$2,174	247,850	-	-	\$8.77	91	n/a	0.04%
Google	\$1,926	627,475	-	-	\$3.07	326	n/a	0.05%
TikTok	\$1,781	380,244	-	-	\$4.68	801	0	0.21%
Nextdoor	\$1,232	59,546	-	-	\$20.70	106	0	0.18%
Programmatic	\$7,330	554,595	-	-	\$13.22	208	n/a	0.04%

- +2.8 million ads
- Facebook, Google, Programmatic
 - SFgate, Yahoo, MSN, CNN, MarinIJ
- Target by high-risk areas
- Ads finding viewers
- Low CPM
- Good engagement
- 5% Spanish speaking - viewer browser setting preference
- 50% videos

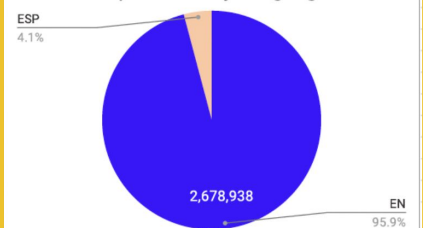
Spend by Platform



Impressions by Platform



Impressions by Language

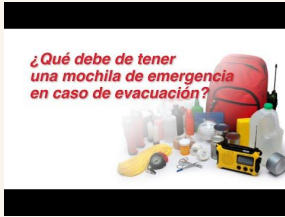


En Español

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

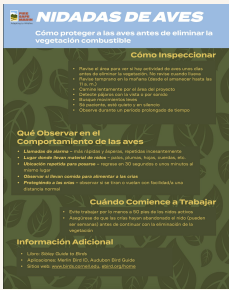


Dedicated Webpage



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.



Working with Elementary Schools

- Partnership with Marin Schools
- Designed for 5th graders
- Short and engaging videos help children understand the threats posed by wildfires
- Activities between each video test comprehension and encourage conversation
- Homework invites the whole family to take part in making a plan
- Offered in **English and in Spanish**
- Teachers Guide and a homework assignment



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.

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.

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



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.

SAVE THE DATE!!



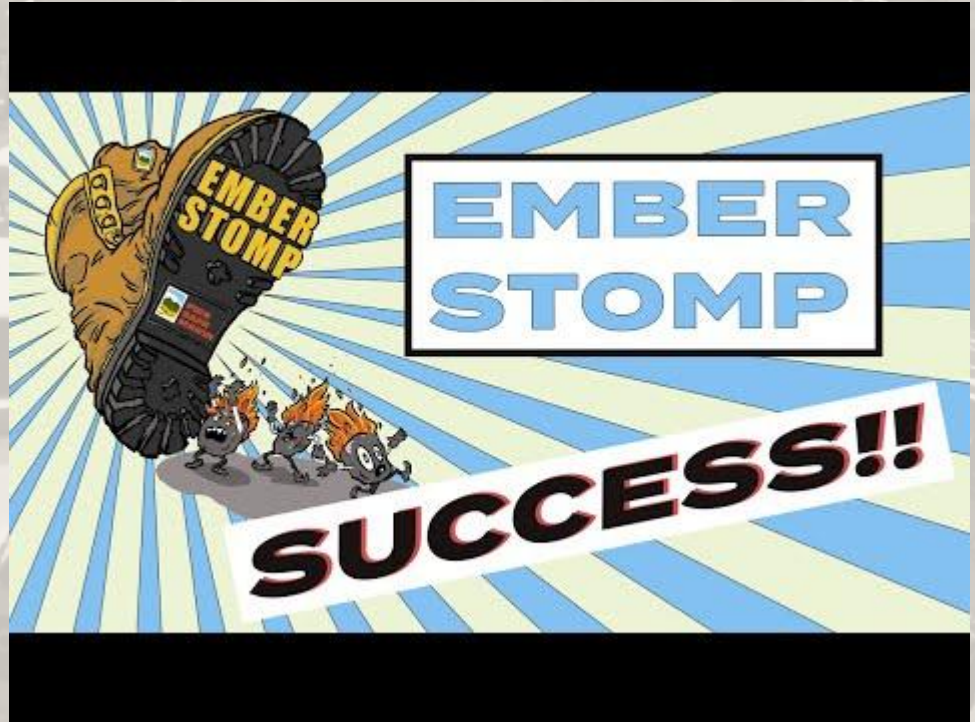
**EMBER
STOMP**



MAY 20, 2023



Marin's 2nd Annual Wildfire Prevention Festival
info@firesafemarin.org



Ember Stomp Engaging a Diverse Range of Audiences

Hands-on activities and informational resources engaged the diverse range of attendees from prevention professionals, residents, kids, businesses and organizations.





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Adapting to Wildfire

Thank You

Visit us at <http://firesafemarin.org>
or contact us at info@firesafemarin.org for
more information.