



This report provides updates and insights on Fire Safe Marin’s activities during the period **January 1 - 31, 2026** in support of Marin Wildfire’s education and outreach goals and objectives (Goal #4, Objectives 4.1 - 4.4). See the end of the report for stated objectives.

HIGHLIGHTS

Activities in Support of Goal #4: Objectives 4.1 - 4.4

Ambassadors participated in broom pulls in Tamarancho, coordinated with Marin County Fire.

Published the January [e-newsletter](#) , highlights included insurance tips, Reduce the Risk video about installing noncombustible siding, and an update on Zone 0 regulations.

PSAs in January promoted the *Renters Guide to Wildfire* in English and Spanish; The guide was delivered through targeted [eblasts](#), social media and the newsletter.

Onboarded one new Firewise site, Blackfield Drive in SMFD jurisdiction, bringing the total to 90. Since 2017, Marin's Firewise neighborhoods have voluntarily spent more than \$90,000,000 and committed nearly 1.4 million hours towards wildfire mitigation activities.

Produced eight 90-second videos to promote the "Reduce the Risk" [contractor training](#) series, generating 4,500+ views within the first month of release.

Published targeted e-blasts entitled *Smart Home Upgrades in Marin - Contractor & Realtor Tips* in [English](#) and [Spanish](#). Delivered to 13,000+ contractors, landscapers and realtors.

Activities in Support of Building Awareness and Trust in Marin Wildfire

Supported CWPP stakeholders meetings.

Promoted the accomplishments of Marin wildfire in an infographic; delivered through newsletter and social media.

Marin Wildfire promoted through PSAs that ran in IJ, newsletter and social media increasing awareness of programs.

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Stakeholders in Marin's Wildfire Safety

Thank you for all you do to protect Marin residents and prepare our county for wildfire. To support public understanding of practical, effective **home-hardening** actions, we've created a series of concise **90-second videos** focused on improving **home resilience**.

Please consider sharing these videos through your newsletters, websites, or social media channels to help amplify clear, **actionable wildfire-preparedness guidance**.

Got questions? Contact [Fire Safe Marin](#).

New, 90-second *Reduce the Risk* videos: social media ready and user-friendly

1. **Fire-resistant vents** – Using exterior wall vents to block ember intrusion.
2. **Metal gutter guards** – Reducing maintenance needs and risk of debris ignition.
3. **Exterior walls** – Installing non-combustible siding at exterior surfaces.
4. **Enclosed eaves** – Replacing open eaves with enclosed eaves to reduce roof risk.
5. **Retrofitting decks** – Even minor improvements to decks can make a big impact.
6. **Hardening outbuildings** – Making buildings ember resistant to lower fire transfer.
7. **Install fire-resistant fence** – Reducing risk of fences carrying fire to your home.
8. **Zone 0 space** – Using fire-resistant, yet attractive, materials in the crucial space.

Fire Safe Marin Work Plan to Marin Wildfire (FY26)

ACTIVITIES BY ZONE

January 2026: Public Ed Activities by Zone

	CENTRAL MARIN	NOVATO	SAN RAFAEL	SOUTHERN MARIN	WEST MARIN
Firewise Support (90 active sites)	26 sites (9 engaged) 1 monthly + 1 zone meeting Barber Winship Canon Village Cascade Canyon Forrest Ave Area Marinda Oaks Monte Cristo Tract Oak Springs Summit-Woodside Sleepy Hollow Upper Sequoia	16 sites (1 engaged) 1 monthly meeting Pleasant Valley HOA	19 sites (2 engaged) 1 monthly meeting Bret Harte Heights Los Ranchitos	20 sites (9 engaged) 1 monthly meeting New! Blackfield Drive Lower Edgewood Tam Valley Wolfback Ridge	9 sites (0 engaged) 1 monthly meeting
Community Ambassadors (1 in-person events)	-	-	-		Tamarancho broom pull
Kiosk Displays (11 deployed)	- Cactus Jungle - Fairfax Lumber & Hardware - San Anselmo Library	-Pini Hardware Ace -Buck's Saw Service	-Jackson's Hardware -Vivalon - Ace Hardware, Merryvale - Golden State Lumber	- Goodman Building Supply	- Point Reyes Building & Supply
Wildfire Safety Messaging (new content)	PSA: Renters Guide to Wildfire Safety Articles: 1. From Policy to Practice: The Path to a More Resilient California 2. How Wildfire Mitigation Can Stabilize Insurance 3. The French Broom Menace: Efforts to Eradicate a Fire Hazard in Marin				
Points of contact Events* (cumulative FY25 + FY26)	1,642 28	1,691 12	2,609 16	1,452 25	842 17

*In addition to the above zone stats, in FY 24-25, ambassadors participated in 33 countywide events, reaching another 5,000 community members from across Marin. Since inception (June 2023) of the Community Ambassador Program, FSM has outreached at 196 local events, engaging over 34,000 people in wild safety discussions.

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DELIVERABLES

<p>1. Website <i>Maintain FSM’s website as the premier, globally recognized, source for wildfire preparedness information in Marin.</i></p>	<p>The website continues to attract a high volume of traffic, with 13,000 users viewing +21,000 pages. The most popular topics included updates on Zone 0 regulations, the renter’s guide, and information on fencing and soffits. Fifty percent of traffic is driven by MarinIJ, social media, and newsletter. Notably, for the first time, we are seeing referrals from ChatGPT indicating people are using AI to find wildfire preparedness information.</p>
<p>2. Monthly E-Newsletter <i>Deliver a consistent, engaging monthly newsletter that informs and motivates residents to take wildfire preparedness actions.</i></p>	<p>The January newsletter featured insurance tips, new 'Reduce the Risk' 90-second videos, an article on eradicating French broom, and an infographic highlighting Marin Wildfire’s accomplishments. We have also introduced a FAQ section at the top of the newsletter to address common questions and have improved the accessibility of Spanish-language materials. Delivered to 15,000 subscribers monthly, the newsletter serves as an important resource that drives engagement and generates valuable feedback via email and phone calls. Additionally, a recent redesign has enhanced its readability, accessibility, and overall conciseness.</p>
<p>3. YouTube Channel <i>Position FSM’s YouTube as a trusted educational platform for wildfire preparedness content</i></p>	<p>Video viewership rose to 11,000 in January. The addition of eight new 90-second <i>Reduce the Risk</i> videos that highlight common wildfire risks and provide actionable solutions were effective in engaging audiences. Notably, the video on installing noncombustible siding was the most viewed of the month.</p>
<p>4. Social Media Management <i>Maintain high-impact social media channels that amplify wildfire messaging and Marin Wildfire value.</i></p>	<p>FSM continues to post a steady stream of wildfire safety content in new and inviting ways. In January, 50 posts appeared across MW and FSM handles, engaging thousands of people who are commenting, sharing, responding or reacting.</p>

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		Low levels of boosting on FSM channels quadruples our ability to reach and engage audiences.
5.	Wildfire Watch Specials <i>Deliver timely Wildfire Watch TV Specials to inform residents.</i>	-
6.	Community Ambassador Program <i>Expand and empower a diverse Ambassador network to deliver wildfire preparedness information at in-person events countywide.</i>	In January, Community Ambassadors participated in a broom pull event at Tamarancho. Twelve ambassadors attended the monthly continuing education session, providing valuable feedback to inform program improvements. Ambassadors participated in a Jeopardy-style game to sharpen their wildfire preparedness knowledge. These monthly meetings serve as an important feedback loop for information sharing and sustained engagement. Looking ahead, recruitment for the next season will begin this spring.
7.	Response to Public Inquiry <i>Provide timely, accurate, and personalized wildfire preparedness information to residents through direct communication channels.</i>	Resident inquiries picked up in January with several residents asking for Firewise certificates, Chipper Day registration timeline, and where to find local contractors to install fences. FSM responded to 21 emails, and 4 voice calls.
8.	Ambassador Speakers Bureau <i>Build a cadre of trained community speakers to expand wildfire message reach.</i>	-
9.	Marin Wildfire & Member Agency Support <i>Strengthen Marin Wildfire’s visibility and public trust through integrated messaging and strategic communication support.</i>	Attended monthly Fire Prevention Officer and Fire Chief meetings, providing timely updates. Participated in weekly Marin Wildfire staff meetings to report out on outreach activities. Participated in CWPP project team meetings.

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10.	<p>Firewise Communities <i>Expand, activate, and support Firewise communities to take measurable, collective action on wildfire risk reduction.</i></p>	<p>FSM hosted the monthly Firewise Leaders meeting with 65 participants attending. The session included updates on the CWPP, current FSM activities, and Zone 0 regulations. Leaders were asked to complete a SWOT analysis in advance of the next meeting. To further enhance collaboration and peer learning, we introduced new zone meetings aligned with the five MWPA areas, organized in coordination with local fire districts. The Southern Marin (18 attending) and Ross Valley (11 attending) zone meetings were well-received.</p>
11.	<p>Professional Trainings & Partnerships <i>Build a skilled, fire-smart workforce by expanding training for professionals.</i></p>	<p>Eight 90-second videos were produced to enhance the promotion of the <i>Reduce the Risk</i> video series. This is part of the Marin Builders as contractor training effort through Marin Community Foundation grant.</p>
12.	<p>Strategic Partnerships <i>Strengthen and expand partnerships for message consistency.</i></p>	<p>FSM shares new educational content regularly with stakeholders including Fire Chiefs, Fire Prevention Officers, MWPA and FSM Boards or Directors.</p>
13.	<p>School Programs <i>Engage Marin’s parents and youth through wildfire education.</i></p>	<p>January marked the start of the spring cohort of freshman MSEL students. The spring semester is three weeks longer than the fall term and aligns with several schoolwide events where the MSEL group will participate in required tabling.</p> <p>This semester will also include development of a video PSA to help students share important wildfire safety messages with their peers.</p>
14.	<p>Paid Advertising <i>Drive large-scale awareness and action through seasonal, bilingual public education campaigns.</i></p>	<p>January messaging promoted the new Renter’s Guide to Wildfire. The guide was distributed digitally and targeted through e-blasts and social media. The MarinIJ is a major driver of audiences to the website providing users with practical and actionable information. In previous years, we would see a drop off in attention during the winter months based on website traffic; with</p>

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		sustained messaging, we now see a steady rise in audiences seeking wildfire safety information during this time period.
15.	Educational Materials <i>Design and distribute clear wildfire safety guidance.</i>	Renter’s Guide to Wildfire.
16.	Video/Media Production <i>Create engaging video content reflecting wildfire priorities.</i>	Produced eight 90-second (Youtube shorts) videos that enhance the contractor training <i>Reduce the Risk</i> series. They include: Install fire resistant vents, Install metal gutter guards, Install noncombustible siding, Install noncombustible fences, Create Zone 0, Hardening Outbuildings, Enclose eaves and soffits, Retrofit your deck.
17.	Bilingual Content & Translation <i>Ensure equitable access to wildfire info via bilingual communications.</i>	All educational materials and primary messaging are created in English and Spanish. Materials are also vetted for cultural competency through trusted and local Spanish speaking partners.

Goal #4

- 4.1 Conduct outreach and education activities in support of Goal #2: Detection, Alert and Evacuation.
- 4.2 Conduct outreach and education activities in support of Goal #5: Defensible Space and Home Hardening.
- 4.3 Conduct outreach and education activities to community and strategic partners.
- 4.4 Provide inclusive outreach and education activities for unique needs communities.