



This report provides updates and insights on Fire Safe Marin’s activities during the period **October 1 - 31, 2025** 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

Deployed ambassadors at 12 community events, engaging 1,166 people on wildfire education.

Published the October [e-newsletter](#) delivered to 15,506 recipients with a 16% open rate; the theme was *Staying Vigilant* around home maintenance and defensible space. Content was expanded through social media.

PSAs ran digitally and e-blasts throughout October with the message: *Stay Vigilant. Embers Drive Wildfires.*

Supported the application process for two new Firewise sites: Knoll Rec Association in San Rafael, and Villa Real in San Rafael, bringing the total Firewise neighborhoods in Marin to 85.

Supported 38 existing and prospective Firewise sites, and had 16 touchpoints with agencies related to Firewise activities, totaling 54 engagements.

Responded timely to 35 inquiries through email and phone.

Awarded \$20,000 grant through Donner Foundation.

### Activities in Support of Building Awareness and Trust in Marin Wildfire

Participated in CWPP project team meetings.

Collaborated and published the 4th article in a series supporting the CWPP assessments - *Marin County Updates Wildfire Plan to Protect People, Nature, and Recreation.*

# Fire Safe Marin Work Plan to Marin Wildfire (FY26)

## ACTIVITIES BY ZONE

### OCTOBER 2025: Public Ed Activities by Zone

	CENTRAL MARIN	NOVATO	SAN RAFAEL	SOUTHERN MARIN	WEST MARIN
<b>Firewise Support</b> (85 active sites)	25 sites (13 engaged) 1 monthly meeting Cascade Canyon Forrest Ave FW Hidden Valley FW (x3) <b>New!</b> Laurel Grove FW (x2) Lagunitas/Willow (Prospect) Marinda Oaks FW Monte Cristo Palm Hill FW Ring Mtn FW Upper Sequoia FW	14 sites (4 engaged) 1 monthly meeting Bahia FW Novato Chase FW San Antonio Rd (Prospect) (x2)	19 sites (8 engaged) 1 monthly meeting Forbes FW Glenwood FW Knollwood Rec FW Knollwood Townhouses FW (x2) Rafael Highlands FW Racquet Club Estates FW <b>NEW!</b> Villa Real FW	18 sites (11 engaged) 1 monthly meeting Alta Molino FW (x2) Flying Ranch FW Homestead Valley FW Lovell Ave (Prospect) Lower Edgewood FW Mill Valley Meadows FW (x2) Shelter Ridge FW Sky Road (Prospect) Tam Valley FW	9 sites (2 engaged) 1 monthly meeting Skywalker Ranch FW (x2)
<b>Community Ambassadors</b> (12 in-person events)	Civic Center Farmers Market				
	Central Marin FD Open House, 14 Sleepy Hollow FPD	Novato FPD Pancake Breakfast Novato Car Show Novato Sanitary	Latino Festival Mont Marin Community Mtg Jackson's Hardware Appreciation	Alto Molino FW Community Mtg	Pt. Reyes Health Fair Tomales Health Fair
<b>Kiosk Displays</b> (10 deployed)	- Cactus Jungle - Fairfax Lumber & Hardware - San Anselmo Library	-Pini Hardware Ace -Buck's Saw Service	-Jackson's Hardware -Vivalon - Ace Hardware, Merryvale	- Goodman Building Supply	- Point Reyes Building & Supply
<b>Wildfire Safety Messaging</b> (new content)	<b>PSA:</b> Stay Vigilant: Embers Drive Wildfire <b>Website:</b> Smoke Preparedness, Zone 0 regulations <b>Article:</b> (CWPP ) Marin County Wildfire Plan Protects People, Nature and Recreation				
<b>Points of contact Events*</b> (cumulative FY25 + FY26)	1,548 26	1,532 11	2,609 16	1,419 23	767 15

\*In addition to the above zone stats, ambassadors participated in 31 countywide events, reaching another 18,606 community members from across Marin. Since inception of the Community Ambassador Program in June 2023, FSM has outreached at 187 local events, engaging 33,877 people in wild safety discussions.

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### DELIVERABLES

1.	<p><b>Website</b> <i>Maintain FSM’s website as the premier, globally recognized, source for wildfire preparedness information in Marin.</i></p>	<p>Added new content to the website: 1) CWPP assessment article - <i>Wildfire Plan to Protect People, Nature, Recreation</i> and 2) Plant Spacing for a Fire Smart Yard.</p>
2.	<p><b>Monthly E-Newsletter</b> <i>Deliver a consistent, engaging monthly newsletter that informs and motivates residents to take wildfire preparedness actions.</i></p>	<p>The theme for October newsletter was <i>Staying Vigilant</i>. Primary content included a new video about fire resistant fences, a take on Zone 0 by Todd Lando, a spotlight on the Chipper Program at 5 years, and the next in a series of CWPP articles. We’ve started incorporating a FAQ that aligns with the theme.</p> <p>💡 The new FAQ is driving reader questions to inbox and also informs future FAQs.</p>
3.	<p><b>YouTube Channel</b> <i>Position FSM’s YouTube as a trusted educational platform for wildfire preparedness content</i></p>	<p>12,000 video views in October marked a slowing period and inline with viewership and hours watched compared to one year ago.</p>
4.	<p><b>Social Media Management</b> <i>Maintain high-impact social media channels that amplify wildfire messaging and Marin Wildfire value.</i></p>	<p>FSM and MW collectively reach more than 12,000 followers across social media platforms. In October, we produced 72 posts highlighting key wildfire prep actions and MW projects. Content included a <i>Reduce Risk</i> video, the science behind Zone 0, benefits of prescribed burns, Community Ambassadors in action at local events, resilient roads article, five years of Chipper Days, and a before-and-after of the Novato shaded fuel break.</p>
5.	<p><b>Wildfire Watch Specials</b> <i>Deliver timely Wildfire Watch TV Specials to inform residents.</i></p>	-
6.	<p><b>Community Ambassador Program</b> <i>Expand and empower a diverse Ambassador network to deliver wildfire preparedness information at in-person events countywide.</i></p>	<p>Community Ambassadors were deployed at 12 events, engaging 1,166 people during October. Events ranged from a Latino Festival in San Rafael and West Marin Health Hubs to community</p>

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		<p>appreciation days at Jackson’s Hardware and Novato Sanitary District. Before each event, we reach out to local fire agencies to let them know of our presence in their jurisdiction and to create opportunities to work together.</p>
7.	<p><b>Response to Public Inquiry</b>  <i>Provide timely, accurate, and personalized wildfire preparedness information to residents through direct communication channels.</i></p>	<p>Inquiries from the public remained steady in October. We responded to 25 emails and 10 voicemails. The most common questions related to vegetation concerns, use of mulch, inquiries from other fire safe councils, and questions relating to Firewise renewals.</p>
8.	<p><b>Ambassador Speakers Bureau</b>  <i>Build a cadre of trained community speakers to expand wildfire message reach.</i></p>	<p style="text-align: center;">-</p>
9.	<p><b>Marin Wildfire &amp; Member Agency Support</b>  <i>Strengthen Marin Wildfire’s visibility and public trust through integrated messaging and strategic communication support.</i></p>	<ol style="list-style-type: none"> <li>1. Attended monthly Fire Prevention Officer and Fire Chief meetings, providing timely education and outreach updates.</li> <li>2. Developed messaging that promoted the year round work of Marin Wildfire. Digital ads link to vegetation storymap on MW’s website, and will run in November.</li> <li>3. Participated in CWPP project team meetings.</li> <li>4. FSM worked with RVFD on co-branding print materials, including <i>Retrofitting for Wildfire, How to Create a Fire-Smart Yard, Open Your Wildfire Risk Report, Will You Survive a Wildfire Evacuation?</i>, and the <i>Wildfire Survival Checklist</i>. The materials prominently featured the RVFD logo while maintaining the original style and messaging. FSM provided an initial small print run, with RVFD managing future printing independently.</li> </ol> <p>💡 <i>Using established design templates and messaging ensures consistency across Marin’s wildfire preparedness outreach, while displaying RVFD logo prominently to localize the message. This is a sustainable model that maximizes reach,</i></p>

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		<i>maintains quality, and reduces duplication of effort and cost across agencies.</i>
10.	<p><b>Firewise Communities</b>  <i>Expand, activate, and support Firewise communities to take measurable, collective action on wildfire risk reduction.</i></p>	Sixty Firewise leaders participated in the October meeting where presentations included Zone 0 regulations and the new Zone 0 in a box program by Mark Brown; leaders received an update on the CWPP progress; and, support for annual FW renewals that are due on 11/21. Leaders were reminded to complete the annual survey to help inform support.
11.	<p><b>Professional Trainings &amp; Partnerships</b>  <i>Build a skilled, fire-smart workforce by expanding training for professionals.</i></p>	The contractor training program continues to progress.
12.	<p><b>Strategic Partnerships</b>  <i>Strengthen and expand partnerships for message consistency.</i></p>	Co-presented with Kazoo Shearman to the Marin Builders Association Women’s Group, introducing FSM’s programs and resources. The presentation provided an overview of wildfire behavior, history of wildfire and prevention efforts in Marin, and homeowner actions to reduce risk.
13.	<p><b>School Programs</b>  <i>Engage Marin’s parents and youth through wildfire education.</i></p>	<p>Met with Terra Linda High School students to support their LEAD projects: 1) Presentations to local elementary school 2) Tabling at the Farmers Market (mid/ late November) and 3) Promoting a community broom pull event.</p> <p>We established a single point of contact at Marin County Office of Education (MCOE) to share seasonal wildfire preparedness resources with districts and families.</p>

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<p>14.</p>	<p><b>Paid Advertising</b>  <i>Drive large-scale awareness and action through seasonal, bilingual public education campaigns.</i></p>	<p>October messaging centered on staying vigilant with home maintenance and defensible space during peak of wildfire seasons. PSAs - <i>Stay Vigilant. Wildfire Drives Embers</i> - appeared digitally, in print, and e-blasts. These messages were delivered in English and Spanish, and shared with communication partners to amplify the message.</p> <p>💡 <i>FSM maintains a dedicated advertising space in the Marin IJ's Good Morning Marin email blast, one of only five featured advertisers. This consistent weekly presence ensures that wildfire preparedness remains top of mind year-round while allowing us to tailor messages seasonally. The placement delivers recognition and message continuity at a fraction of traditional advertising costs, making it a highly efficient use of ad dollars. During winter months, the space will be used to spotlight Marin Wildfire's ongoing prevention and vegetation management work, building trust and awareness of MW outside of wildfire season.</i></p>
<p>15.</p>	<p><b>Educational Materials</b>  <i>Design and distribute clear wildfire safety guidance.</i></p>	<p>The <a href="#">Visual Guide to Zone 0</a> produced digitally, is being converted to hard copies based on positive feedback and requests. We plan to distribute 25 copies to local stakeholders.</p>
<p>16.</p>	<p><b>Video/Media Production</b>  <i>Create engaging video content reflecting wildfire priorities.</i></p>	<p style="text-align: center;">-</p>
<p>17.</p>	<p><b>Bilingual Content &amp; Translation</b>  <i>Ensure equitable access to wildfire info via bilingual communications.</i></p>	<p>Translated digital, e-blast, and print for November messaging: <i>Wildfire Prevention is Year-Round. Know the Risks. Get the Facts.</i> Secured translation support and services for the CWPP outreach expected to happen in early 2026.</p>

**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.