



This report provides updates and insights on Fire Safe Marin’s activities during the period **December 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 3 community events, engaging 133 residents.

Published the December [e-newsletter](#) promoting community action through Firewise.

PSAs continued to run throughout December promoting Marin Wildfire with the message: *Wildfire Preparedness is a Year Round Job in Marin.*

Added three new Firewise sites - Renaissance at Stonecreek and San Antonio in Novato, and Cascade Canyon NRG in Southern Marin bringing the total to 89.

Produced two new videos in the contractor training *Reduce the Risk* series: [Harden Your Outbuildings](#) and [Install Non Combustible Siding](#).

Met with Marin Realtors and began planning for a presentation to 50-100 Marin realtors in the spring.

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

Participated in CWPP stakeholder planning meetings and engaged agencies in organizing for public engagement at six mini-fairs.

Branding on public education and outreach materials reflects Marin Wildfire and local fire agencies connecting Marin Wildfire and fire agencies.

In coordination with CWPP consultants, published the next in the series of CWPP assessments: *Understanding Wildfire Risks and How to Protect Your Home: A CWPP Update* highlighting countywide analysis of wildfire risk.

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

## ACTIVITIES BY ZONE

### December 2025: Public Ed Activities by Zone

	CENTRAL MARIN	NOVATO	SAN RAFAEL	SOUTHERN MARIN	WEST MARIN
<b>Firewise Support</b> (89 active sites)	26 sites (7 engaged) 1 monthly meeting Deer Park Greenbrae Hills Madrone Canyon Manor Hill Meadow Crest Ridge Shelter Ridge Sleepy Hollow	16 sites (8 engaged) 1 monthly meeting Black Pt / Green Pt (2x) Indian Valley (2x) Partridge Knolls <b>New!</b> Renaissance at Stonetree <b>New!</b> San Antonio Road Western Oaks Village HOA	19 sites (5 engaged) 1 monthly meeting Bret Harte Heights Dominican/Black Canyon (2x) Green Oaks HOA Loch Lomond Highlands	19 sites (11 engaged) 1 monthly meeting Blackfield Drive Blithedale Highlands <b>New!</b> Cascade Canyon NRG Flying Y Ranch Homestead Valley FW Lower Edgewood Marina Vista Marsh Dr Scott Valley HOA Terraces Upper Sugarloaf	9 sites (6 engaged) 1 monthly meeting Kent Palm Rancho Santa Margarita (2x) Stinson Beach Woodacre (2x)
<b>Community Ambassadors</b> (3 in-person events)	Civic Center Farmers Market				
	-	-	-	Homestead Valley meeting (reported in Nov)	Tamarancho broom pull
<b>Kiosk Displays</b> (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
<b>Wildfire Safety Messaging</b> (new content)	<b>PSA:</b> Wildfire Prevention in Marin is a Year Round Job <b>Article:</b> Marin's Firewise Neighborhoods: A Powerful Community Force for Wildfire Resilience				
<b>Points of contact</b>	1,642	1,691	2,609	1,452	792
<b>Events*</b> (cumulative FY25 + FY26)	28	12	16	25	16

\*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 195 local events, engaging over 34,000 people in wild safety discussions.

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### DELIVERABLES

<p>1.</p>	<p><b>Website</b>  <i>Maintain FSM’s website as the premier, globally recognized, source for wildfire preparedness information in Marin.</i></p>	<p>Website engagement was strong again in December, with over 12,000 users (+87% YOY) viewing more than 17,000 pages (+61% YOY). Traffic continues to shift toward practical, action-oriented content, with a growing share of users accessing resource pages. The most frequently viewed topics focused on fencing and soffits, underscoring sustained interest in home-hardening guidance.</p>
<p>2.</p>	<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 December newsletter featured a range of articles highlighting both community action and regional leadership in wildfire prevention. Content included <i>Firewise: A Powerful Force for Wildfire Safety</i>, an overview of FSM’s participation at the Red Sky Summit, and a spotlight on winter outdoor experiences that promoted three volunteer opportunities to reduce wildfire risk. The newsletter also continued our Community Wildfire Protection Plan (CWPP) series with an article focused on fire pathways. Open rates remained steady, indicating consistent engagement. Last, the newsletter included FSM’s Annual Report, reinforcing how outreach and education is driving resident awareness and action.</p>
<p>3.</p>	<p><b>YouTube Channel</b>  <i>Position FSM’s YouTube as a trusted educational platform for wildfire preparedness content</i></p>	<p>Viewership of videos dropped to 6,000 (down 60% YOY). This is largely attributed to a slow down in video content creation that drives viewership. Subscribership remains strong at over 4,000 and existing content is still popular including: <i>Enclose Soffits &amp; Eaves</i>, <i>Understanding Wildfire Behavior with Mark Brown</i>, and <i>Fire Chief Debunks Defensible Space Myth</i>.</p>

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<p>4. <b>Social Media Management</b>  <i>Maintain high-impact social media channels that amplify wildfire messaging and Marin Wildfire value.</i></p>	<p>In December, 59 social media posts reached more than 16,400 followers across FSM and MW channels. Marin Wildfire content emphasized vegetation management, highlighting the benefits of broom removal, and reinforced the evacuation routes. FSM posts focused on elevating the work of Firewise communities and recognizing the contributions of Community Ambassadors.</p>
<p>5. <b>Wildfire Watch Specials</b>  <i>Deliver timely Wildfire Watch TV Specials to inform residents.</i></p>	<p style="text-align: center;">-</p>
<p>6. <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 3 events in December, engaging 133 residents. Ambassadors tabled at the Marin Civic Center, supported a community Firewise meeting and broom pull at Tamarancho. Sixteen ambassadors attended the monthly continuing ed session which focused on beneficial fire. Ambassadors discussed engagement strategies.</p>
<p>7. <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 continued to slow in December. We responded to 9 emails and voicemails. Inquiries related primarily to home hardening and landscaping upgrades.</p>
<p>8. <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>
<p>9. <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>	<p>Attended monthly Fire Prevention Officer meeting, providing timely updates;</p> <p>Participated in weekly Marin Wildfire staff meetings to report out on outreach activities.</p>

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		Participated in CWPP project team meetings to advance mini-fair events.
10.	<p><b>Firewise Communities</b>  <i>Expand, activate, and support Firewise communities to take measurable, collective action on wildfire risk reduction.</i></p>	<p>FSM hosted an end-of-year Firewise Leaders celebration and meeting at Marin Wildfire offices. Leaders were treated to refreshments and were invited to participate in a fun exercise. In our continuing effort to make Firewise more meaningful and productive, we asked our FW Leaders to bring their best ideas on improving their Firewise communities and share their perspective on: What should we START doing, What should we STOP doing, and What should we CONTINUE to do.</p> <p>FSM will use this feedback to inform improvements. 38 Firewise leaders attended. The number of Firewise sites increased to 89, a total of 11 new sites in 2025.</p>
11.	<p><b>Professional Trainings &amp; Partnerships</b>  <i>Build a skilled, fire-smart workforce by expanding training for professionals.</i></p>	Two new videos were distributed to Marin Builders as part of the contractor training effort through Marin Community Foundation grant.
12.	<p><b>Strategic Partnerships</b>  <i>Strengthen and expand partnerships for message consistency.</i></p>	Met with Marin Realtors and began planning for a presentation to 50-100 Marin realtors in the spring.
13.	<p><b>School Programs</b>  <i>Engage Marin's parents and youth through wildfire education.</i></p>	<p>In early December, MSEL students at Terra Linda High School completed their final project and presented it to an audience of peers and parents. The presentation reflected on a semester of hands-on wildfire preparedness work, including organizing a community broom pull and tabling with Fire Safe Marin and presenting to a local middle school about wildfire safety.</p> <p>Throughout the semester, this freshman cohort built confidence and literacy in discussing wildfire and emergency preparedness. Their final presentation highlighted both their team accomplishments and</p>

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		individual growth in communication, collaboration, and leadership.
14.	<b>Paid Advertising</b> <i>Drive large-scale awareness and action through seasonal, bilingual public education campaigns.</i>	December messaging continued to center on the work of the Marin Wildfire. PSAs - <i>Wildfire Prevention is a Year Round Job in Marin</i> - appeared digitally, in print, and e-blasts. We expanded content through social media. These messages were delivered in English and Spanish, and shared with communication partners to amplify the message.
15.	<b>Educational Materials</b> <i>Design and distribute clear wildfire safety guidance.</i>	Finalized a Renter’s Guide to Wildfire that included agency input and review.
16.	<b>Video/Media Production</b> <i>Create engaging video content reflecting wildfire priorities.</i>	Produced two new videos in the contractor training <i>Reduce the Risk</i> series: <a href="#">Harden Your Outbuildings</a> and <a href="#">Install Non Combustible Siding</a> .
17.	<b>Bilingual Content &amp; Translation</b> <i>Ensure equitable access to wildfire info via bilingual communications.</i>	Translated the new Renter’s Guide to Wildfire including supporting outreach, including the digital ads that will run in January.

### 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.