



This report provides updates and insights on Fire Safe Marin’s activities during the period **February 1 - 28, 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 2 events: a broom pull in Tamarancho, coordinated with Marin County Fire, and the CRT Ross Valley School Health Fair at Manor Elementary. Total engaged 165

Published the **February e-newsletter**. This month we flipped the script on “home hardening,” moving beyond the stigma of barren and bleak designs, and showing how safer homes can also be welcoming, vibrant, and family-friendly.

February **PSAs promoted the *Fire Resilient Homes*** campaign, featuring images of residents enjoying beautiful, welcoming outdoor spaces that also model wildfire resilience principles. FSM partnered with local landscape design company, Yardzen, for photos. Targeted [eblasts](#) to homeowners reinforced the idea that resilience is an upgrade not a compromise, and included affordable and effective tips focused on Zone 0 improvements.

**Convened 50 Firewise leaders** for their monthly meeting; leaders received a presentation from United Policyholders about the Sustainable Insurance Strategy, an update on MWPA activities.

**Responded to resident calls and emails.** Here is an example of the learning curve Marin residents are navigating. The specific question around windows demonstrates a basic understanding of wildfire risk, and their willingness to plan/budget for improvements. *“Our home was built in 1988 and it has dual pane windows but I can’t tell if they are tempered glass. However, the windows and doors on the first level all have functioning shutters that can be fastened. However, the shutters are made of wood and are painted. Is that sufficient or do we need to budget for replacing all of the doors and windows?”*

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

Published the 5th in a series of CWPP articles, [Structure Vulnerability](#)

Coordinated with CWPP working group to plan a public forum on May 2 at Embassy Suites, 10AM - 12noon, that will present new elements of Marin’s Community Wildfire Protection Plan.

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

### February 2026: Public Ed Activities by Zone

	CENTRAL MARIN	NOVATO	SAN RAFAEL	SOUTHERN MARIN	WEST MARIN
<b>Firewise Support</b> (90 active sites)	26 sites (2 engaged) <b>1 monthly + 1 zone meeting</b> Barber Winship Laurel Grove	16 sites (2 engaged) <b>1 monthly meeting</b> Los Robles Mobile Home Park Renaissance at Stone Tree	19 sites (14 engaged) <b>1 monthly meeting</b> Bayside Acres x 2 Blackston (prospect) Mont Marin San Rafael Park Racquet Club Estates San Pedro Cove The Knoll Rec Assoc Ready Country Club x 2 Knollwood Townhouses Lucas Valley Loch Lomond Highlands Fairhills Los Ranchitos	20 sites (6 engaged) <b>1 monthly meeting</b> Alta Molino Blackfield Drive Cascade Canyon NRG Marinview Shelter Ridge HOA Tam Valley	9 sites (2 engaged) <b>1 monthly meeting</b> Fox Drive, 2x
<b>Community Ambassadors</b> (2 in-person events)	CRT Health Fair at Manor School	-	-		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)	PSA: <a href="#">Resilience Reimagined</a> Articles: 1. CWPP <a href="#">Structure Survivability</a> 2. <a href="#">FSM's Student Partnership</a> 3. <a href="#">Smoke Preparedness</a>				
<b>Points of contact Events*</b> (cumulative FY25 + FY26)	1,792 28	1,691 12	2,609 16	1,452 25	867 18

\*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 198 local events, engaging over 34,000 people in wild safety discussions.

[\(click to view\)](#)

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### DELIVERABLES

<p>1. <b>Website</b> <i>Maintain FSM’s website as the premier, globally recognized, source for wildfire preparedness information in Marin.</i></p>	<p>The PSAs running in February contributed to the steady website traffic amounting to +13,000 users viewing +21,000 pages. Visitors were most engaged with resources on soffits and eaves, fencing and the <i>Resilience Reimagined</i> feature, reinforcing that the February campaign successfully drove curious residents from ad exposure to deeper information-seeking on the site. The alignment between ad content and most-visited web pages is a strong indicator of campaign effectiveness: residents are seeing the message and acting on it.</p>
<p>2. <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 February newsletter reframes home hardening as an opportunity for beautiful, functional outdoor spaces, while amplifying MWPA-funded work through real projects, student education partnerships, and expert perspectives on prescribed fire and climate risk.</p> <p>FSM's monthly newsletter is a primary public-facing communications channel that promotes MWPA programs, delivers resident-ready actions, and proactively answers common questions. February’s FAQ: <i>Does “home hardening” mean that you must have a barren yard and a fortress-like home?</i></p>
<p>3. <b>YouTube Channel</b> <i>Position FSM’s YouTube as a trusted educational platform for wildfire preparedness content</i></p>	<p>FSM's YouTube channel serves as a searchable video library that supports residents in their preparedness journey. In February, viewers gravitated toward content on <i>soffits and eaves, wildfire behavior, and defensible space</i>, reflecting the kind of specific questions residents ask when they are actively planning improvements. Overall viewership declined in February, underscoring a consistent dynamic of video platforms that engagement is driven by fresh content.</p>

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<p>4.</p>	<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 maintains complementary social media presences for FSM and MWPA reaching Marin residents at different points of engagement, from awareness to active preparedness planning. These social media channels serve as a low-cost, high-frequency touchpoint that keeps wildfire preparedness visible year-round. The two channels (FSM and MWPA) are most effective when coordinated around shared messaging, as demonstrated in February's home hardening campaign. Key themes this month aligned with the February newsletter: home hardening as an aesthetic opportunity, smoke preparedness, and outbuilding retrofits. Social media posts drove users to the newsletter, website, and <i>reduce the risk</i> videos.</p>
<p>5.</p>	<p><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.</p>	<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>In February, Community Ambassadors participated in two outreach events: a broom pull at Tamarancho and the CRT Ross Valley School Health Fair at Manor Elementary, engaging more than 150 residents in wildfire preparedness conversations. These events demonstrate the program's ability to meet residents where they are, embedding preparedness messaging into existing community gatherings rather than relying on residents to seek out information independently.</p> <p>Fifteen Ambassadors attended the monthly continuing education session, focusing on the Firewise USA program, including how to engage neighbors and support the formation or expansion of Firewise communities throughout Marin.</p> <p>Ambassadors continue to serve as a visible, trusted presence at community events countywide, extending FSM and MWPA's reach.</p>

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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>February brought increased anticipation for the upcoming Chipper Day season, along with resident inquiries about structural improvements such as siding, ember-resistant vents, and fencing. FSM also received several requests for access to our educational materials, from Firewise Leaders and neighboring counties. We received a handful of presentation inquiries that were delivered in early March. Emails, 23, voicemails, 6.</p>
8.	<p><b>Ambassador Speakers Bureau</b>  <i>Build a cadre of trained community speakers to expand wildfire message reach.</i></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>	<p>Participated in weekly Marin Wildfire staff meetings to support and report out on outreach activities.</p> <p>Participated in CWPP project team meetings focused on the May 2 community event at the Embassy Suites in San Rafael.</p>
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 the monthly Firewise Leaders meeting with 50 participants attending. The session included a presentation from Amy Bach at United Policyholders on Sustainable Insurance Strategy; FSM provided updates on the CWPP, current FSM activities. Leaders were asked to complete a SWOT analysis in advance of the next meeting. New zone meetings continue.</p>
11.	<p><b>Professional Trainings &amp; Partnerships</b>  <i>Build a skilled, fire-smart workforce by expanding training for professionals.</i></p>	<p>FSM continued advancing the contractor training pilot program (funded through Marin Community Foundation grant). The first cohort to take the training is anticipated to start by July 1.</p>
12.	<p><b>Strategic Partnerships</b>  <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>

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<p>13.</p>	<p><b>School Programs</b>  <i>Engage Marin’s parents and youth through wildfire education.</i></p>	<p>February saw the continuation of developing their SMART goals for the spring semester. In addition to preparing for their mandatory tabling events, students began outlining several communication projects focused on wildfire awareness. These include creating a PSA about Red Flag Warnings, developing an article for the student newspaper on how students can engage in wildfire mitigation, and building on previous work to create a survey assessing how MSEL families are engaging with wildfire preparedness at home. Students also began selecting topics for their elevator pitches and compiling annotated bibliographies to support their research.</p>
<p>14.</p>	<p><b>Paid Advertising</b>  <i>Drive large-scale awareness and action through seasonal, bilingual public education campaigns.</i></p>	<p>February's campaign, <i>Resilience Reimagined</i>, moved from calls-to-action toward an adoption-focused approach that normalizes wildfire resilience as part of everyday home and outdoor living. Ads featured beautiful, inviting spaces that modeled good defensible space and hardscape practices, showing residents that prepared homes are also welcoming, functional, and valuable, directly reinforcing the February newsletter's home hardening theme.</p> <p>The campaign runs at a sustained, low-level cadence by design. Rather than driving a single high-intensity push, consistent PSA placement keeps wildfire preparedness in the public consciousness during the moments that matter most, when residents are planning home projects, working in their yards, or browsing home improvement content.</p> <p>Paid advertising fills a critical gap that earned media and newsletters cannot. It reaches residents who are not yet engaged with FSM or MWPA. By maintaining a presence in daily digital environments, the media buy expands the top of the preparedness funnel and drives new audiences toward FSM's deeper resources and programs.</p>

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15.	<p><b>Educational Materials</b>  <i>Design and distribute clear wildfire safety guidance.</i></p>	<p>The <i>Renter's Guide to Wildfire</i> is now available for pickup at The Cache in Central Marin and is being actively distributed at community events expanding preparedness resources to a renter population that is often underserved by traditional homeowner-focused outreach.</p> <p>Due to high demand, FSM is producing a second print run of the <i>Visual Guide to Zone 0</i>. Both guides are also available digitally on the FSM website.</p> <p>Printed materials meet residents who are not reached by digital channels, travel into homes through events and community partners, and provide a tangible, lasting reference that supports behavior change over time.</p>
16.	<p><b>Video/Media Production</b>  <i>Create engaging video content reflecting wildfire priorities.</i></p>	<p>FSM is leveraging generative AI to produce Spanish-language versions of selected short videos, including content from the <i>Reduce the Risk</i> contractor training series and Mark Brown's evacuation video. This approach significantly reduces the time and cost of production, and extends preparedness messaging to Marin's Spanish-speaking residents without a proportional increase in resources.</p>
17.	<p><b>Bilingual Content &amp; Translation</b>  <i>Ensure equitable access to wildfire info via bilingual communications.</i></p>	<p>Core 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.</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.