



This report provides updates and insights on Fire Safe Marin’s activities during the period **March 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

Community Ambassadors participated in 5 events, engaging 600 residents. Events included a broom pull in Marin City (coordinated with MCFD, and an Emergency Preparedness Fair in Central Marin.

Published the March [e-newsletter](#) reinforcing that wildfire safety upgrades don't need to be costly or complex, and celebrated Marin's Firewise communities.

Delivered March PSAs that continued the Fire Resilient Homes campaign, featuring images of residents enjoying beautiful, welcoming outdoor spaces that also model wildfire resilience principles. Digital ads were targeted to homeowners in high risk zip codes throughout Marin.

Convened Firewise leaders for their mo. meeting where they received a presentation by RockRose Risk on how verified wildfire mitigation efforts can translate into real insurance benefits, including lower premiums & reduced reliance on the California FAIR Plan (McCloud story). Added 1 new site.

Responded to an increase in resident calls and emails. Here is an example of the specific questions around vents demonstrating a basic understanding of wildfire risk, and their willingness to make improvements. *“We are planning to change out our 1/4" inch vents with Vulcan vents, I have been working to find information on the number of eave vents we should have for the square footage of our attic. The answers I am getting from AI aren't helpful, and I wondered if you have any suggestions about websites, stores, or professionals who might have the expertise to help us calculate this accurately.”*

Activities in Support of Building Awareness and Trust in Marin Wildfire

Developed a communications outreach plan and promotional materials to drive attendance to the May 2 CWPP event at Embassy Suites in coordination with CWPP working group; roll-out will begin in early April.

Published a Marin Voice that highlighted various local wildfire safety efforts, the shared responsibility between agencies and residents, and NFPA's Wildfire Community Preparedness Day (nationwide on May 2).

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March 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 + Barber Winship Lagunitas Rd Organizing FW Laurel Grove Monte Cristo Tract Shady Lane Ross, Porspect Upper Ardmore Rd, Prospect Upper Sequoia Park x 3	17 sites (1 engaged) 1 monthly meeting New! Los Robles Mobile Home Park	19 sites (14 engaged) 1 monthly meeting + 1 regional Dominican Black Canyon x 2 Los Ranchitos Marinwood Prospect Ready Counry Club Fairhills Rafael Highlands Mt Marin San Rafael Park Bret Hatre Hgts x 2 Baywood Terrace HOA Prospect x 2 Seastrand Prospect Chapel Cove Prospect	20 sites (5 engaged) 1 monthly meeting + 1 annual De Silva Island HOA Marinview FW Mill Valley Meadows Tam Valley x 2	9 sites (2 engaged) 1 monthly meeting Paradise Ranch Estates x 2
Community Ambassadors (2 in-person events)	Ready Central Marin Disaster Fair Resource Legacy Fund (Sleepy Hollow)	-	Civic Center Farmers Market Broom pull in Marin City	Mill Valley Spring Faire FW (annual) Mill ValleyMeadows	-
Kiosk Displays (17 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: Resilience Reimagined Articles: 1. Belle Cole 2. ESP 3. Zone 0 video				
Points of contact Events* (cumulative FY25 + FY26)	1,966 30	1,691 12	2,615 17	1,762 28	867 18

Since inception (June 2023) of the Community Ambassador Program, FSM has outreached at 198 local events, engaging over 35,000 people in wild safety discussions.

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DELIVERABLES

1.	<p>Website <i>Maintain FSM’s website as the premier, globally recognized, source for wildfire preparedness information in Marin.</i></p>	<p>Website traffic increased in March to 14,000+, with users searching for information on soffits, fencing, and home retrofitting, a sign that digital advertising through the Marin IJ, social media, and other outlets is successfully driving residents to wildfire safety resources. While traffic is running about 15% below last year's spike, which was driven by heightened public attention following the LA fires, the sustained engagement without a major wildfire event or peak fire season underscores that FSM's communications and outreach channels are effectively connecting residents with information year-round.</p>
2.	<p>Monthly E-Newsletter <i>Deliver a consistent, engaging monthly newsletter that informs and motivates residents to take wildfire preparedness actions.</i></p>	<p>The March newsletter reinforced that wildfire safety upgrades don't need to be costly or complex, and celebrated Marin's Firewise communities with 90 active sites. The newsletter also featured community spotlights, a new Zone 0 video, Marin Wildfire program updates, and upcoming events including Chipper Days registration and a fire-demo garden tour in Novato. March’s FAQ: <i>Do wildfire retrofits have to be major, expensive projects to make a real difference?</i></p>
3.	<p>YouTube Channel <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 for residents on their preparedness journey. March saw a 50% increase in viewership. The growth was driven by external sources sharing FSM videos and the addition of the new <i>Reduce the Risk</i> short-form content. Mark Brown’s Wildfire Behavior series drew the most interest.</p>

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4.	<p>Social Media Management <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. In March there was interest in the new Progress Dashboards from MWPA, and especially safer evacuation routes. Content from the FSM March newsletter was repurposed for both pages and had great engagement including content about the ESP partnership with MWPA. By using content from the newsletter we continue to build that audience and drive people to the FSM and MWPA website for wildfire safety information.</p>
5.	<p>Wildfire Watch Specials <i>Deliver timely Wildfire Watch TV Specials to inform residents.</i></p>	-
6.	<p>Community Ambassador Program <i>Expand and empower a diverse Ambassador network to deliver wildfire preparedness information at in-person events countywide.</i></p>	<p>In March, Community Ambassadors participated in seven outreach events: a broom pull in Marin City, Civic Center Farmers Market, Mill Valley Spring Faire, Ready Central Marin Emergency Disaster Preparedness Fair, and Resource Legacy Fund event in Sleepy Hollow, engaging 600+ residents. At their monthly continuing education session, Ambassadors heard from Marin Master Gardeners about the Fire Smart Landscaping Group, expanding their knowledge of resources available to support residents. Through their consistent presence at community events countywide, Ambassadors continue to serve as a trusted extension of FSM and MW's outreach efforts</p>
7.	<p>Response to Public Inquiry <i>Provide timely, accurate, and personalized wildfire preparedness information to residents through direct communication channels.</i></p>	<p>Public inquiries picked up in March with a large majority focused on Firewise certificates for insurance discounts for existing or new communities. We also received questions about grant opportunities, risk report access and home hardening topics such as windows, eaves, and siding.</p>
8.	<p>Ambassador Speakers Bureau <i>Build a cadre of trained community speakers to expand wildfire message reach.</i></p>	-

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9.	<p>Marin Wildfire & Member Agency Support <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>Developed two Marin Voice pieces authored by MWPA board president and Executive Officer, President of Fire Chiefs Association and FSM Executive Director to run ahead of Wildfire Awareness Month.</p>
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 March Firewise Leaders meeting with 53 participants attending. The session included a presentation from Keith Willis Sr. V.P. Business Development at RockRose Risk titled <i>Turning Wildfire Preparedness into an Insurance Advantage, the McCloud Story, Rewarding Resilience with Reduced Premiums</i>. In addition we had a presentation from Steven Peters, Vegetation Management Specialist at Marin Wildfire on Vegetation Mitigation Accomplishments in 2025 and Mitigation Planning for 2026. FSM provided updates on current FSM activities. San Rafael Firewise Leaders held their first Regional meeting in collaboration with SRFD. FSM Participated in Firewise Annual Community meetings and site walks. Contacts were made with 6 prospective Firewise sites.</p>
11.	<p>Professional Trainings & Partnerships <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 in July.</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>

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<p>13. School Programs <i>Engage Marin’s parents and youth through wildfire education.</i></p>	<p>In March, students continued building momentum on their SMART goals. They acquired a home ignition zone model that demonstrated how fire interacts with structures, to use at public tabling events. Students also advanced their wildfire preparedness survey, engaging both peers and families to better understand how their community is preparing at home. In parallel, they began developing a public service announcement focused on Red Flag Warnings, which will be shared on the Fire Safe Marin website and Terra Linda High School social media channels.</p>
<p>14. Paid Advertising <i>Drive large-scale awareness and action through seasonal, bilingual public education campaigns.</i></p>	<p>February-March campaign, <i>Resilience Reimagined</i>, continued. 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 March newsletter's home hardening theme.</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>
<p>15. Educational Materials <i>Design and distribute clear wildfire safety guidance.</i></p>	<p>Due to high demand, Fire Safe Marin is producing a second print run of the <i>Visual Guide to Zone 0</i>, with hard copies expected in mid-April. The Create a Fire Smart Yard and Survival Checklist materials have also been reprinted with updated Marin Wildfire and agency logos to connect MWPA with its partner agencies.</p> <p>Printed materials meet residents who are not reached by digital channels, get into homes through events and community partners, and provide a lasting reference.</p>
<p>16. Video/Media Production <i>Create engaging video content reflecting wildfire</i></p>	<p>Fire Safe Marin has created 30-second versions of its popular Reduce the Risk video series to expand reach</p>

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	<p><i>priorities.</i></p>	<p>during Wildfire Awareness Month. The shorter format complements the longer originals by making the content more shareable and accessible to homeowners. All eight videos are expected to run in May and June, timed to coincide with the ramp-up of home inspections.</p>
<p>17.</p>	<p>Bilingual Content & Translation <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.