



This report provides updates and insights on Fire Safe Marin’s activities during the period **April 1 - 30, 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.

APRIL HIGHLIGHTS

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

Community Ambassadors participated in 4 events, engaging over 500 residents during April. High engagement events included the Civic Center Farmers Market (187) and Muir Wood National Junior Day where we engaged 230 youth.

Published the April [e-newsletter](#) highlighting the unveiling of the CWPP on May 2, upcoming Wildfire Awareness month and day of action, the new biomass study and introduced FSM’s newest board members.

Delivered April PSAs and news release through paid and organic communication channels promoting the CWPP event on May 2 and upcoming Day of Action. Communications targeted Firewise leaders, CWPP stakeholders, homeowners in high risk zip codes, and the media for broader dissemination.

Convened Firewise leaders for their monthly meeting where they received an introduction to the new Alert Marin dashboard; a presentation about the upcoming CWPP unveiling, and preview of the California CWPP Toolkit that provides guidance and resources for communities to develop and implement these plans.

FSM was Invited to deliver the keynote [presentation](#) to +50 Marin Realtors at their monthly convening. Marin Realtors Association represents 1,400 realtors in Marin.

Activities in Support of Building Awareness and Trust in Marin Wildfire

Implemented the outreach plan to drive attendance to the CWPP unveiling on May 2; 200 people attended the event including member agency staffing and representation of Marin fire agencies.

Published a Marin Voice authored by Mark Brown and Cathryn Hilliard that promoted the CWPP, and circulated a press release to media outlets to share the event broadly.

Fire Safe Marin Work Plan to Marin Wildfire (FY26)

April 2026: Public Ed Activities by Zone

	CENTRAL MARIN	NOVATO	SAN RAFAEL	SOUTHERN MARIN	WEST MARIN
Firewise Support 90 active sites 35 FW engagements 11 Agency engagements	26 sites (3 engaged) 1 monthly Deer Park Bothin Rd (Prospect) Lagunitas Road Ross (Prospect)	17 sites (10 engaged) 1 monthly meeting San Antonio Rd x 2 Novato Heights Los Robles Mobile Home Park Pacheco Valle x 2 Black Pt Green Pt Walnut Meadows OA Indian Valley Marin Valley Mobile CC	19 sites (12 engaged) 1 monthly meeting Racquet Club Estates Ready Country Club x 2 Bayside Acres Bret Harte Hgts Forbes Mount Marin SR Park Terra Linda Prospect x 2 Lucas Valley West Berries (Prospect) Baywood Terrace (Prospect) Blackstone Dr (Prospect)	7 sites (7 engaged) 1 monthly meeting Tam Valley x 2 Marin View Prospect Lower Edgewood Mill Valley Meadows Shelter Ridge x 2 Homestead Valley Blackfield Dr. FW	9 sites (3 engaged) 1 monthly meeting Kent / Palm Lagunitas-Forest Knolls x 2
Community Ambassadors (4 in-person events)	-	-	Civic Center Farmers Market	Marina Vista FW @ Bay Model Muir Woods Junior Day-	San Geronimo Climate Fest
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: Marin's Wildfire Preparedness Forum , May 2 Articles: 1/Beneficial Fire- Pile Burning in Marin 2/ Biomass Study 3/ FSM's new Board Members 4/ Buyers Guide to Fire Resistant Fences				
Points of contact Events* (cumulative FY25 + FY26)	1,966 30	1,691 12	2,615 17	2,032 30	924 19

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DELIVERABLES

1.	Website <i>Maintain FSM's website as the premier, globally recognized, source for wildfire preparedness information in Marin.</i>	Website traffic held steady in April at 13,000+ users, consistent with March. Visitors were primarily searching for home hardening topics, particularly fencing and soffits/eaves, reflecting ongoing interest in practical risk reduction measures. Traffic was also driven by interest in the Community Wildfire Protection Plan (CWPP) and the May 2 public unveiling event. Improvements were made to the Resource page and social media toolkit to better support how information is shared with member agencies.
2.	Monthly E-Newsletter <i>Deliver a consistent, engaging monthly newsletter that informs and motivates residents to take wildfire preparedness actions.</i>	The April newsletter reached 15,000 subscribers covering three significant topics: the May 2 public unveiling of the CWPP, the release of the Marin Biomass Report, and the introduction of FSM's new board members. A second send to non-openers produced a combined open rate exceeding 40%, well above nonprofit industry benchmarks, and the newsletter continues to be a primary driver of traffic to the FSM website and a consistent source of inquiries to the FSM inbox.
3.	YouTube Channel <i>Position FSM's YouTube as a trusted educational platform for wildfire preparedness content</i>	Boosted by the <i>Reduce the Risk</i> video series, FSM's Youtube Channel saw a 75% increase in viewership over March, with total monthly watch time reaching 456 hours. Men represent 77% of the audience, with 42% between the ages of 24–44. This demographic profile may reflect contractors and trades professionals seeking technical guidance as much as homeowners. This distinction is worth exploring as it could inform how content is framed and promoted going forward.

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4.	Social Media Management <i>Maintain high-impact social media channels that amplify wildfire messaging and Marin Wildfire value.</i>	FSM maintains complementary social media presences for FSM and MWPA reaching Marin residents at different points of engagement, from awareness to action. In April, the outreach for the CWPP helped increase engagement on other posts including the <i>landscaping training</i>. There was a coordinated effort to promote the CWPP which was extremely effective with the same branding and messaging. Posts on MW Instagram had a significantly higher reach, highlighting the social nature of that platform, with other agencies and residents sharing posts so that they reached more people. FSM and MW collaborated on FB and IG posts and with FSM ability to boost posts, they had a reach of over 4K.
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 April, Community Ambassadors engaged with over 515 residents across four outreach events: the West Marin Climate Fest in San Geronimo, a Marina Vista HOA Firewise gathering at the Bay Model in Sausalito, the Sunday Marin Civic Center farmers market, and a new youth-focused Wildland Fire Ecology Program at Muir Woods National Monument for National Junior Ranger Day. At their monthly continuing education session, Ambassadors heard from the Marin Master Gardeners Fire Smart Landscaping Group and its available resources. Through consistent countywide presence, the Ambassadors continue to serve as a trusted extension of Fire Safe Marin and Marin Wildfire's outreach efforts.
7.	Response to Public Inquiry <i>Provide timely, accurate, and personalized wildfire preparedness information to residents through direct communication channels.</i>	Gradual increase in inquiries regarding Chipper Day, home assessments, home hardening specifics (vents and air flow) and receiving Firewise certification. 32 emails, 8 voicemails.
8.	Ambassador Speakers Bureau <i>Build a cadre of trained community speakers to expand wildfire message reach.</i>	-

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9.	Marin Wildfire & Member Agency Support <i>Strengthen Marin Wildfire's visibility and public trust through integrated messaging and strategic communication support.</i>	Participated in weekly Marin Wildfire staff meetings to support and report out on public education and outreach activities. Supported the CWPP and event including participating in the working group, providing feedback, and organizing for tabling among agencies.
10.	Firewise Communities <i>Expand, activate, and support Firewise communities to take measurable, collective action on wildfire risk reduction.</i>	FSM hosted the April Firewise Leaders meeting with 36 participants. Presentations were provided by Elaine Wilkinson, OEM, on the updates to Alert Marin Dashboard. In addition, Bill Tyler, FSM Executive Director, presented on the Community Wildfire Protection Plan (CWPP). FSM provided updates on current FSM activities. FSM Firewise Community Liaison, Stu Tanenberg, participated in the following April Events: In collaboration with San Rafael Fire Dept. two Firewise Community Orientation meetings were held, resulting in 9 new Firewise prospects, Southern Marin FW Leaders Regional Meeting was held, the first Novato FW Leaders Regional meeting was held, Annual Firewise Community Gatherings were held in - Marinview FW and Blackfield Dr. FW, and Firewise Orientations were provided to 3 new prospective Firewise Sites (FW applications in progress).
11.	Professional Trainings & Partnerships <i>Build a skilled, fire-smart workforce by expanding training for professionals.</i>	FSM continued advancing the contractor training pilot program (funded through Marin Community Foundation grant). The first cohort to take the training is anticipated to be late July. The training curriculum, videos are nearly completed with handbook, quizzes, LMS design and administration in progress.
12.	Strategic Partnerships <i>Strengthen and expand partnerships for message consistency.</i>	FSM shares new educational content regularly with stakeholders including Fire Chiefs, Fire Prevention Officers, MWPA and FSM Boards or Directors.

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13.	School Programs <i>Engage Marin's parents and youth through wildfire education.</i>	April saw the completion of student tabling at school events, including the Heads Up Carnival and Vallecito Science Fair, the organization of a broom pull with , and the continuation of student projects, including developing a survey, filming a PSA, and preparing final presentations in early May.
14.	Paid Advertising <i>Drive large-scale awareness and action through seasonal, bilingual public education campaigns.</i>	April's media buy served two objectives: promoting the May 2 public unveiling of the Community Wildfire Protection Plan (CWPP), and delivering targeted <i>Reduce the Risk</i> content to contractors, realtors, and landscapers ahead of home evaluations. Ads were geotargeted to homeowners in high-risk zip codes, generating 1.5 million impressions for the month. Paid advertising fills a critical gap that earned media and newsletters cannot. It reaches residents who have no prior engagement with Fire Safe Marin or the MWPA. By maintaining a consistent presence in daily digital environments, the media buy expands the top of the preparedness funnel and connects new audiences with FSM's deeper resources and programs.
15.	Educational Materials <i>Design and distribute clear wildfire safety guidance.</i>	We replenished print inventory levels to plan for summer/fall community engagement needs.
16.	Video/Media Production <i>Create engaging video content reflecting wildfire priorities.</i>	The <i>Reduce the Risk</i> videos series (8) was repurposed to support <i>Wildfire Awareness Month</i> in May. New :30 sec videos will run on various platforms at higher levels during May and June, including CTV, Facebook and Youtube to coincide with the ramp-up of home inspections.
17.	Bilingual Content & Translation <i>Ensure equitable access to wildfire info via bilingual communications.</i>	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.

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.

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