



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

MAY HIGHLIGHTS

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

Community Ambassadors participated in 5 events, engaging ~600 residents during May. High visibility events included the May 2 CWPP (175), Civic Center Farmers Market (137), and Spring Faire at Bon Air (155).

Published the May e-newsletter that covered Zone 0 regulations, a feature on Dr. Quarles, an overview of the Wildfire Risk Reports, and a fun piece on goats helping with wildfire prevention in Marin.

FSM supported **Wildfire Awareness Month** with coordinated ads and social media designed to drive action. A toolkit of custom-branded digital assets and captions was delivered to member agencies, tying the campaign together. Each agency received eight assets covering Chipper Day, Go Bags, Fire Smart Yards, Home Preparation, Zone 0, and Evacuation Readiness.

Firewise leaders convened for May's meeting, where Todd Lando, Dr. Quarles, and Bill Tyler addressed the current state of Zone 0. The presentation covered its history, the science behind it, draft regulations, and implementation considerations. Engaged 7 prospective sites.

FSM was invited to deliver the keynote [presentation](#) to the **Housing & Transportation Committee of the Marin County Commission on Aging** (MCCOA). MCCOA is a federally mandated advisory council that advocates for older adults throughout Marin, advising both the Marin Area Agency on Aging and the County Board of Supervisors.

Activities in Support of Building Awareness and Trust in Marin Wildfire

Published two articles highlighting the work of MWPA 1) [Marin’s CWPP Highlights Community Action and the Work Ahead](#) and 2) [A case study: San Rafael Fuel Reduction Project](#)

Led community outreach & event organization for the CWPP forum on May 2 at Embassy Suites.

Fire Safe Marin Work Plan to Marin Wildfire (FY26)

UPDATE ~ MAY 2026

May 2026: Public Ed Activities by Zone

	CENTRAL MARIN	NOVATO	SAN RAFAEL	SOUTHERN MARIN	WEST MARIN
Firewise Support 91 active sites 35 FW engagements 11 Agency engagements	26 sites (5 engaged) 1 monthly Palm Hill FW NRG Lagunitas Road Ross x 2 Baltimore Canyon NRG Oak Manor Ridge	17 sites (2 engaged) 1 monthly meeting San Antonio Rd ParkHaven HOA	19 sites (11 engaged) 1 monthly meeting Terra Linda 1 (Prospect) x 2 Marinwood (Prospect) Baywood Terrace App Started Island Dr/Circle Dr (Prospect) Racquet Club Estates FW San Rafael Manor (Prospect) x 2 Peacock Court HOA (Prospect) x 2 Bret Harte Hgts FW	20 sites (2 engaged) 1 monthly meeting Blackfield Dr. FW Harbor View HOA (Prospect)	9 sites (2 engaged) 1 monthly meeting Lagunitas/Forest Knolls (Prospect) x 2
Community Ambassadors (4 in-person events)	Spring Faire at Bon Air		Civic Center Farmers Market CWPP Community Prep (all) Rotary Epic Day of Service for Older Adults (all)		Family Fiesta Camp Tamarancho
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: Wildfire Awareness Month Articles: 1) Our Take on New Draft Zone 0 Regulations 2) Presenting Dr. Quarles 3) New 90-second Video: Retrofitting Your Deck 4) Community Action & The Work Ahead: Public Forum Recap				
Points of contact Events* (cumulative FY25 + FY26)	2,121 31	1,691 12	2,615 18	2,032 30	1,012 20

Since inception (June 2023) of the Community Ambassador Program, FSM has outreached at 206 local events, engaging 36,346 people in wild safety discussions.

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

Fire Safe Marin Work Plan to Marin Wildfire (FY26)

DELIVERABLES

1.	Website <i>Maintain FSM's website as the premier, globally recognized, source for wildfire preparedness information in Marin.</i>	Website traffic surged in May to over 22,000 users, driven by targeted advertising and outreach tied to Wildfire Awareness Month. FSM capitalized on statewide media attention around wildfire safety to amplify its reach, connecting more Marin residents with preparedness information at a moment of heightened public interest. Top-performing content reflected strong interest in fire-resistant fencing, roofing, and soffits/eaves. There was notable traffic to mulch-related resources. The spike in visitors is largely attributable to strategic paid advertising directing Marin residents to actionable wildfire safety guidance.
2.	Monthly E-Newsletter <i>Deliver a consistent, engaging monthly newsletter that informs and motivates residents to take wildfire preparedness actions.</i>	Ongoing refinements to the newsletter are paying off. The May issue was delivered to more than 15,000 readers, and click-through rates to full articles rose markedly, a result attributed to a cleaner layout, more focused content, and more compelling headlines. Over the past year, 83,000 people have engaged with the newsletter. May's issue featured a range of timely content, including an overview of the home evaluation program and wildfire risk reports, a profile of Dr. Quarles whose research shapes FSM's home hardening guidance, a recap of the May 2 Wildfire Preparedness Forum, and a case study on the San Rafael Fuel Reduction Project.
3.	YouTube Channel <i>Position FSM's YouTube as a trusted educational platform for wildfire preparedness content</i>	YouTube viewership surged in May to 112,000 views, up dramatically from 16,000 in April, driven by paid advertising aligned with Wildfire Awareness Month. FSM repurposed its popular <i>Reduce the Risk</i> video series to capitalize on statewide wildfire awareness media coverage, spotlighting the eight most common home vulnerabilities residents can address to reduce their risk. The short-form videos (:30) covered a range of actionable topics, including creating Zone 0, installing

Fire Safe Marin Work Plan to Marin Wildfire (FY26)

		fire-resistant vents, metal gutter guards and fence, retrofitting decks and outbuildings, and adding fire-resistant fencing. The channel has more than 4,200 subscribers receiving ongoing wildfire safety content.
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 May outreach focused on Wildfire Preparedness Month and follow up from the CWPP event. There was a coordinated effort to share the posts from FSM social media kits and MW reposted content from their page in order to increase reach and engagement. The coordinated effort led to the posts being shared over 30 times - every share helps increase the reach. The slides from the CWPP event are being used for posts to keep increasing awareness and engagement with the story map for the plan.
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 May, Community Ambassadors engaged approximately 600 residents across six events: West Marin Climate Fest in San Geronimo, Spring Faire at Bon Air, the Marin Civic Center Farmers Market, the CWPP Community Forum on May 2, Family Fiesta at Camp Tamarancho, and Rotary Epic Day of Service for Older Adults. An annual training on June 9 will welcome new ambassadors and prepare the full cohort for the Marin County Fair, where engagement of 2,000+ residents is anticipated. FSM's 30 Community Ambassadors represent Firewise Leaders, DSI, and Fire Foundry. Six are Spanish-speaking.

Fire Safe Marin Work Plan to Marin Wildfire (FY26)

7.	Response to Public Inquiry <i>Provide timely, accurate, and personalized wildfire preparedness information to residents through direct communication channels.</i>	May saw a significant increase in resident inquiries following the start of home evaluations season, the publication of the Fire Safe Marin newsletter, and outreach around Wildfire Awareness Month. Common inquiries included accessing risk reports, contractor referrals, Chipper Day registration, and home hardening recommendations. 52 emails, 17 voicemails
8.	Ambassador Speakers Bureau <i>Build a cadre of trained community speakers to expand wildfire message reach.</i>	-
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. Organized CWPP Forum and tabling on May 2. Supported Wildfire Awareness Month with coordinated social media. A toolkit of custom-branded digital assets and captions was delivered to member agencies, tying the campaign together. Each agency received eight assets covering Chipper Day, Go Bags, Fire Smart Yards, Home Preparation, Zone 0, and Evacuation Readiness.
10.	Firewise Communities <i>Expand, activate, and support Firewise communities to take measurable, collective action on wildfire risk reduction.</i>	FSM hosted the May Firewise Leaders meeting with 52 participants. A Zone Zero Presentation and Panel Discussion on the CA Board of Forestry Proposed Regulations was Lead by: Bill Tyler, Steve Quarles, and Todd Lando. In addition, Bill Tyler provided a followup on the May 2nd CWPP Event. FSM Firewise Community Liaison completed Risk Assessments and 3-Year Action Plans for three new Firewise Communities. Provided Firewise

Fire Safe Marin Work Plan to Marin Wildfire (FY26)

		orientations to potential Firewise sites in: Lagunitas/Forest Knolls/San Geronimo, Terra Linda, Harbor View HOA Sausalito, San Rafael Manor HOA, and Peacock Court HOA San Rafael.
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 complete 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.
13.	School Programs <i>Engage Marin's parents and youth through wildfire education.</i>	May saw the completion of the students' LEAD projects, culminating in presentations to their peers in the school theater. Students reflected on their accomplishments throughout the semester, shared lessons learned from the experience, discussed what they would do differently in the future, and highlighted their personal growth as both individuals and team members. Their presentations showcased the skills, knowledge, and confidence they developed while working on wildfire preparedness and community engagement projects.
14.	Paid Advertising <i>Drive large-scale awareness and action through seasonal, bilingual public education campaigns.</i>	May's media buy supported Wildfire Awareness Month by connecting residents with wildfire safety information across multiple communication channels. The layered approach included targeted email blasts to homeowners and Spanish-speaking residents, digital and print ads in the Marin IJ and Point Reyes Light, and earned media through a Marin Voice column and a KWMR radio interview. Combined, wildfire safety messages were served 1.8 million times throughout May, driving increased traffic to the website and YouTube channel and generating greater public inquiry.

Fire Safe Marin Work Plan to Marin Wildfire (FY26)

15.	Educational Materials <i>Design and distribute clear wildfire safety guidance.</i>	We continue to replenish print inventory levels, planning 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 ran on various platforms at higher levels (and will continue into June) including CTV, Facebook and Youtube to coincide with the ramp-up of home inspections. Two Spanish-language videos were produced in May - How to Make a Go Bag and a general Wildfire Preparedness overview. These are available on the Youtube Channel.
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.