



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

JUNE HIGHLIGHTS

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

The Community Ambassador Program welcomed 8 new recruits at their annual training, bringing the total to 30. Ambassadors participated in 6 events, engaging ~900 residents during June. High impact events included Fairfax Festival (600) and Canal Community Picnic (150).

Published the June e-newsletter promoting wildfire home evaluations and offering practical preparation tips for keeping pets safe and guidance on selecting qualified contractors for retrofitting projects.

Launched multi-media ad campaign, Open Your Wildfire Risk Report, to coincide with Home Evaluations beginning in full. A toolkit of custom-branded digital assets and captions was delivered to member agencies to multiple reach. Website traffic to marinwildfire.org/dspace was up 87% during the period the campaign ran underscoring its effectiveness of connecting Marin residents to the program.

Firewise leaders convened for June’s meeting and received a special introduction to Erica Peng who teaches Neuroscience of Communication and Embodied Leadership at UC Berkeley's Haas School of Business. FSM is partnering with the NFPA and Erica to pilot a training called the Neuroscience of Communication. Sessions will take place over 4 weeks during July/August. This pilot is designed specifically for Firewise leaders, to help them engage residents more effectively, navigate resistance, and inspire action.

FSM was invited to **present "[Roots, Relationships, Resilience](#)" to the ESP coalition**, tracing Fire Safe Marin's history, key relationships, and resources while highlighting how FSM's mission aligns with and complements ESP's.

The contractor training course “Retrofitting for Wildfire Resilience” developed in partnership with wildfire scientist Dr. Steve Quarles, MWPA, and the Marin Community Foundation is the first-of-its-kind online training program for builders, contractors, and handymen. This pilot has been in development for the last year, and will launch at the end of July, with up to 50 contractors. FSM presented the program to the Marin Builders Association board and secured their support in identifying contractors for that first group to take the training at the end of July.

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JUNE 2026: Public Ed Activities by Zone

	CENTRAL MARIN	NOVATO	SAN RAFAEL	SOUTHERN MARIN	WEST MARIN
Firewise Support 93 Active sites 25 FW engagements 9 Agency engagements	27 sites (4 engaged) 1 monthly Lagunitas Road Ross x 2 FW Ring Mtn Hills FW Cascade Canyon FW	17 sites (2 engaged) 1 monthly meeting Park Haven HOA Renaissance at Stonetree FW	21 sites (13 engaged) 1 monthly meeting Baywood Terrace FW x 2 Miramar Miraflores Lucas Valley West Berries Prospect Racquet Club Estates FW Bret Harte Hgts FW Marinwood Prospect x 2 Ready Country Club FW Peacock Court HOA Dominican Black Canyon FW San Rafael Manor HOA Prospect Upper Sequoia Park FW	19 sites (4 engaged) 1 monthly meeting Alta Molino Lower Edgewood Tam Valley FW Scott Valley HOA FW Blackfield Dr FW	9 sites (2 engaged) 1 monthly meeting Lagunitas/Forest Knolls/SGV Fox Drive Pr Reyes Sta FW
Community Ambassadors (4 in-person events)	Fairfax Festival (2 days) Ross Valley Seniors Meeting		Canal Veggie Fest		Western Weekend Closer to Home (Pt. Reyes)
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)	Multimedia Ad Campaign: Open Your Wildfire Risk Report Articles: Marin Wildfire Approves \$24M Budget, Spreading Firewise Across Marin Videos: Could a Catastrophic Wildfire Happen Here , Install Fire Resistant Vents				
Points of contact Events* (cumulative FY25 + FY26)	33	12	19	30	22

Since inception (June 2023) of the Community Ambassador Program, FSM has outreached at 213 local events, engaging 37,256 people in wild safety discussions.

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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>	In June, FSM website traffic remained strong at 29,000 users, a 30% increase from May. MWPA traffic was up 37% overall, and more notably, the marinwildfire.org/dspace page was up 87%. This growth was driven by our multimedia ad campaign encouraging residents to open their Wildfire Risk Report, connecting them to their report and to relevant, actionable information on the most common issues. Building on this, we've initiated a project to overhaul the content tied to the 116 potential findings in the Wildfire Risk Report, so that pages render consistently and can be managed and updated from one central location. Each possible discovery in the report includes a "Learn more" link, which currently directs residents to a Fire Safe Marin webpage explaining the issue. Content for the 116 pages covered by this overhaul is currently in review. Once approved, each page will follow a standardized record format covering: what the hazard is, why it matters, how to fix it, ongoing maintenance, a recommendation, resources, and a short source list.
2.	Monthly E-Newsletter <i>Deliver a consistent, engaging monthly newsletter that informs and motivates residents to take wildfire preparedness actions.</i>	FSM kept wildfire preparedness front and center in June with two email blasts, each reaching approximately 15,200 subscribers. The "Roots, Relationships, Resilience" webinar promotion spotlighted FSM Executive Director Bill Tyler and Firewise Community Liaison Stuart Tanenberg, while the June newsletter delivered a timely mix of preparedness tips, home-hardening guidance, pet readiness, Firewise momentum, County Fair participation, and local wildfire risk education. Audience engagement continues to trend in a positive direction, with the newsletter earning a strong 30% open rate and 5% click-through rate, and the webinar promotion reaching a solid 21% open rate and drove webinar attendance that was above expectations. These results show continued community interest in practical, action-oriented wildfire preparedness information.

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3.	YouTube Channel <i>Position FSM's YouTube as a trusted educational platform for wildfire preparedness content</i>	YouTube video viewership in June climbed to 155,000 views, up 40% from May, again driven by paid advertising promoting a series of :06, :15, and :30 second videos in English and Spanish. Each video focused on a common issue (Relocate firewood, remove combustibles, clear gutters) and concluded with <i>What's in Your Report?</i> Videos were targeted to homeowners in high risk zip codes through social media and connected TV.
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 June outreach focused on residents opening the Wildfire Risk Report. There was a coordinated effort from agencies to post the branded content and with the addition of reels that were boosted encouraging preparedness, the content has been shared over 20 times on the social platforms and had high engagement. June was also Pet Preparedness month so FSM was able to boost engagement with posts that featured cute pets including a collaborative post with Marin Humane that had a reach of over 3,000.
5.	Wildfire Watch Specials <i>Deliver timely Wildfire Watch TV Specials to inform residents.</i>	-

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6.	Community Ambassador Program <i>Expand and empower a diverse Ambassador network to deliver wildfire preparedness information at in-person events countywide.</i>	In June, Community Ambassadors engaged over 900 residents across six events: Western Weekend in Pt. Reyes, the Ross Valley Seniors Meeting, Canal Veggie Fest, Closer to Home in Pt. Reyes, and two days at the Fairfax Festival. The annual training on June 9 was a success, welcoming 8 new ambassadors and preparing the full cohort of 30 for the Marin County Fair and next year's events. FSM's Community Ambassadors represent a diverse and highly engaged group of Firewise Leaders, DSI Inspectors, and Fire Foundry recruits, six of whom are Spanish-speaking. Over the past year, Ambassadors have attended 68 community events and engaged 15,995 residents on wildfire preparedness throughout Marin.
7.	Response to Public Inquiry <i>Provide timely, accurate, and personalized wildfire preparedness information to residents through direct communication channels.</i>	June saw a steady stream of resident inquiries, with common questions focused on Chipper Day scheduling, home assessments, wildfire mitigation grants, and Firewise USA® certificates. We also received several more complex inquiries regarding fire-resistant building materials and design, as well as guidance on navigating conversations between neighbors about shared vegetation hazards. 46 emails, 8 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. Provided public ed and outreach updates to FPOs through FSM's board member Chris Geul to further coordination and awareness; received constructive feedback that will inform future messaging. These actions show improved coordination and collaboration with agencies.

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		The multimedia campaign promoted Marin Wildfire, and two articles appeared in the e-newsletter highlighting MWPA projects. FSM also promoted the field trip to the Southern Marin fuel reduction project in Scott's Valley. Lastly, custom social media posts in English and Spanish were provided to each agency to amplify the <i>Open Your Report</i> campaign.
10.	Firewise Communities <i>Expand, activate, and support Firewise communities to take measurable, collective action on wildfire risk reduction.</i>	FSM hosted the June Firewise Leaders meeting with 49 participants. This month's Leaders Meeting featured a presentation by Erica Peng on the neurobiology of community engagement and behavior change: <i>Do you need help engaging community members and navigating challenging interactions?</i> FSM Firewise Community Liaison completed Risk Assessments and 3-Year Action Plans for three new Firewise Communities 1) Lagunitas Road Ross (Approved), 2) Baywood Terrace San Rafael (Approved), and 3) Peacock Court HOA San Rafael (Approved). This brings Marin's active Firewise Sites to 94 with four additional Firewise sites beginning the application process: 1) Park Haven HOA Novato, 2) San Rafael Manor, 3) Lagunitas/Forest Knolls, and 4) Belle Terre HOA Novato.
11.	Professional Trainings & Partnerships <i>Build a skilled, fire-smart workforce by expanding training for professionals.</i>	The contractor training course "<i>Retrofitting for Wildfire Resilience</i>" developed in partnership with wildfire scientist Dr. Steve Quarles, MWPA, and the Marin Community Foundation is the first-of-its-kind online training program for builders, contractors, and handymen. This pilot has been in development for the last year, and will launch at the end of July, with up to 50 contractors. FSM presented the program to the Marin Builders Association board in June and secured their support in identifying contractors for that first group to take the training at the end of July. There was strong interest and a growing waitlist. A

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		Spanish-language version is also planned and will be released in the future.
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. In June, FSM delivered presentations to ESP and Marin Builders.
13.	School Programs <i>Engage Marin's parents and youth through wildfire education.</i>	No updates for June, MSEL final presentations were in May and school is out for summer.
14.	Paid Advertising <i>Drive large-scale awareness and action through seasonal, bilingual public education campaigns.</i>	A multimedia ad campaign - <i>Open Your Wildfire Risk Report</i> - ran throughout June. Wildfire safety messages were delivered across every available channel: print ads, digital ads, video content, social media posts, outdoor, and targeted e-blasts, Marin Voice, media interviews, in person events. The result: 2.6 million impressions in a single month. This activity moved the needle: website traffic to marinwildfire.org/dspace increased over 87% as residents connected to information directly. YouTube video views increased over 40% — driven by targeted videos to Marin residents asking <i>What's in Your Report?</i> Ambassadors had over 900 two-way conversations with residents — fielding questions about wildfire risk reports, who to contact for home hardening work, questions about Chipper Day, and more nuanced topics around home hardening. Public inquiries, phone calls and emails, saw an increase throughout the month.
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.

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16.	Video/Media Production <i>Create engaging video content reflecting wildfire priorities.</i>	-
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.