

PUBLIC EDUCATION & OUTREACH SERVICES, 2026/27

Lead Agency

Marin Wildfire

Partner Agency(ies)

All Member Agencies, Partners, and Fire Safe Marin

Primary Goal Addressed

Goal 4: Public Outreach and Education

Primary Objective(s) Addressed

All Public Outreach and Education Objectives

Program Area and Budget Category

Core

Proposal Category

Public Education

Project Description Summary

This proposal includes programs identified in a Scope of Work drafted for Fire Safe Marin (FSM). This Scope of Work addresses objectives and metrics identified under Marin Wildfire's Goal 4, Public Outreach and Education.

Program 1: Development and coordination of new and existing Firewise Communities (Estimated cost: \$275 - \$305K)

The national Firewise USA recognition program provides a collaborative framework to help communities get organized, find direction, and take action to increase the ignition resistance of their homes and community and to reduce wildfire risks at the local level. Firewise communities provide a personalized and customized approach to deliver fire prevention messaging. Residents in these communities are more likely to take proactive measures, such as home hardening and creating defensible space, to reduce wildfire risk and protect their homes. Firewise communities commit to engaging in a number of prevention and education activities annually, which require support and materials. Given its long-time experience with the Firewise program, existing trust and relationships with community members, FSM's proven reputation as a non-profit and the first Fire Safe Council providing excellent resources, and its connection to Marin's fire prevention community, FSM is uniquely positioned to coordinate and support firewise communities on behalf of Marin Wildfire, and to ensure that these communities can leverage MW-sponsored resources such as Fire Aside, Chipper Day, the CWPP and more.

DRAFT Tasks:

- 1) Strategically grow and expand firewise communities throughout Marin County.
- 2) Serve as the point of contact and lead coordinating organization for Firewise sites in Marin, answering firewise leaders' questions, providing up-to-date resources and information, and encouraging communities to engage with their residents using vetted and trusted information. Upon request, provide Spanish translation services. Specifically:
 - a) Promote the Wildfire Home Evaluation Program among Firewise sites, ensuring communities know when inspections are happening. Drive residents to:
 - i) Be present for and walk with their inspector
 - ii) Open their Report
 - iii) Resolve discoveries
 - iv) Report actions taken using their report interface
 - v) Other actions as needed
 - b) Promote other programs and information such as Chipper Program, availability of grants, and pertinent information regarding vegetation management efforts near Firewise sites.
 - c) Encourage and support education on concepts such as the 3 modes of home ignition
 - d) Coordinate with OEM and Ready Marin on activities related to Alerts and Evacuation, including each firewise community's annual evacuation drill. Review existing evacuation drill templates, determine needs and process, including post-action data collection needs. e) As appropriate and in coordination with the MW Communications Coordinator, inform residents of vegetation management efforts in the open space surrounding the community, and promote field trips.
- 3) Develop an adaptation of the Firewise Marin Risk Assessment template, in partnership with Marin Wildfire and member agencies, to reflect the latest Community Wildfire Protection Plan, and in particular, but not exclusively, data available through Fire Aside.
- 4) Determine and define the need for a Spanish language Risk Assessment template, and for all other materials to create or maintain a firewise community.
- 5) Special attention should be given to the digital divide and challenges faced by older adults.
- 6) Conduct an annual survey of all firewise communities in Marin. The survey should be developed with input from Marin Wildfire and local agencies (including OEM), to reflect data collection and information needs, and in partnership with Fire Aside.
- 7) Drive action among Firewise leaders to develop pipelines of leadership, and increase community participation by completing their Universal Firewise actions: build/maintain a contact

lists, conduct neighborhood walks, hold regular meetings, hold annual evacuation drill, and report hazards to their local fire agency.

Draft Deliverables:

- Annual report and presentation summarizing the activities of firewise communities in Marin by Marin Wildfire zone, and outlining the needs for future programming and resources. This report should include data from Fire Aside and from the annual Firewise communities' survey, and outline clear recommendations for program improvements from the firewise perspective.
- Annual submission of geo-data to Marin Wildfire regarding firewise activities other than the data already collected through Fire Aside. This includes volunteering hours and private funds engaged into fire adaptation activities, evacuation drills, any vegetation removed in common areas, and other as appropriate.

Program 1 contributes to progress on the following Marin Wildfire Strategic Measures:

- Measure 2b. Number of contacts subscribed to Alert Marin
- Proposed Measure 4c. % of the JPA organized into fire-focused communities (firewise, IBHS etc). While this measure is quantitative, there is interest in collecting information about the efforts of firewise communities from a qualitative perspective to help inform and design program improvements.
- Measure 5b. % of residents who open their Wildfire Risk Report
- Measure 5c. % of parcels with at least half of all defensible space violations resolved
- Measure 5d. % of parcels with high risk issues

Program 2: Support residents in the implementation of defensible space and home hardening (Estimated cost: \$270K - \$410K)

MW's member agencies all use Fire Aside to conduct home evaluations and to communicate to residents about the violations and recommendations found on their parcels. FSM plays a crucial role in supporting this communication and education effort, by providing accurate and up-to-date information on each of the approximately 120 "discoveries", any number of which could appear on a resident's report. Furthermore, FSM has worked with Marin Wildfire to develop a campaign to increase awareness about the inspection reports, create a call to action, and provide a continuum of branding and vocabulary so that the language in the Wildfire Risk Report is integrated with information available through other member agency outlets. Finally, residents need support with implementing the recommended mitigations outlined in their wildfire risk reports and FSM provides valuable reference resources to residents, such as plant lists, etc.

DRAFT Tasks:

- 1) Maintain a state-of-the-art, user friendly website that serves as a repository of information and resources for residents seeking to fire-adapt their home.

- a) The mitigation steps for discoveries are explained and illustrated on a separate webpage or webpage anchor, linked to the Wildfire Risk Report. Preference is given to graphics, photos, very short videos or animations over text.
- b) Where applicable based on the mitigation required, provide a list of local vendors

2) Develop and implement up to 2 County-wide, bilingual communications campaigns per year, on specific elements of the Home Evaluation Program, to help raise awareness and educate residents, with the objective of increasing residents' actions to protect the built environment. The themes of each campaign should be established based on member agencies' requests, data available through Fire Aside, and more. The branding and alignment of these campaigns with existing resident-facing materials is important, and the branding should include Marin Wildfire Measure C. Examples of past similar campaigns: Open Your Wildfire Risk Report; Implement Zone Zero. Example of future themes (for illustration only): Meet your Fire Inspector, Combustible Fences, etc. Each campaign may include, as applicable:

- a) Marin IJ ads
- b) Targeted emails
- c) Print ads and mailers
- d) Targeted social media posts
- e) Bus ads
- f) Yard signs, billboards etc
- g) New and emerging strategies for communications
- h) Other as needed

3) Respond to residents' questions and requests in partnership with the local Home Evaluation Program and grant(s) program.

Draft Deliverables:

- FSM Webpages providing accessible and clear information on each of the Home Evaluation Report "discoveries", in english and in spanish, ADA accessible. Discoveries might be grouped if relevant, but must be anchored to facilitate quick reference from the Home Evaluation Report. For each page, FSM will provide analytics on clicks etc, grouped with a summary of FAQs received from residents.
- Annual reporting on number of emails and phone calls, and nature of the questions, with recommendations on areas of improvements and new programmatic needs (regardless of whether these are to be implemented by FSM, by another party, or jointly)

Program 2 contributes to progress on the following Marin Wildfire Strategic Measures:

- 5b. % of residents who open their Wildfire Risk Report
- 5c. % of parcels with at least half of all defensible space violations resolved
- 5d. % of parcels with high risk issues
- 5e. % of parcels with a projected flame length of 4ft or less

Program 3: Professional training & educational programs for strategic partner organizations (Estimated Cost: \$165K - \$195K)

Marin Wildfire has established a list of key partners and organizations that have the potential to multiply and emphasize the importance of fire prevention. These partners include builders, realtors, landscapers / landscape architects, nurseries and home hardening vendors, property managers, chambers of commerce.

These partner organizations have members who are directly involved in the implementation of defensible space and home hardening. Given its expertise, connections to the fire prevention community, trustworthy reputation, and existing array of wildfire prevention resources, FSM is uniquely positioned to provide professional training and education on wildfire prevention best practices to these strategic partners on behalf of Marin Wildfire.

DRAFT Tasks:

- 1) Define membership training needs for each strategic organization; determine the need for Spanish language delivery
- 2) Develop new or update existing training materials, incorporating latest recommendations and resources in terms of fire prevention, in partnership with UC Cooperative extension and Marin Wildfire
- 3) Deliver trainings in the format and frequency requested by each partner organization
- 4) Evaluate the penetration of each training through the target membership, and associated satisfaction. Collect feedback for improvements and adjust on an annual basis
- 5) Develop special programs to encourage the adoption of fire-adapted practices and tools within each partner organization. This could include ideas such as a fire-adapted label / endorsement of specific products or services.

Draft Deliverables:

- An annual report outlining activities with each partner organization, and recommendations for future programming. Evaluate the effectiveness / benefits of the training activities in preparing Marin communities to be fire-adapted. Outline the need for advocacy at the local or state level if applicable.

Program 3 contributes to progress on the following Marin Wildfire Strategic Measures:

- Proposed Measure 4c. Partnerships with trade organizations and vendors, specifically Builders, realtors, landscapers / landscape architects, nurseries and home hardening vendors, property managers, chambers of commerce
- 5c. % of parcels with at least half of all defensible space violations resolved
- 5d. % of parcels with high risk issues

Program 4: Community events (Estimated Costs: \$190K - \$230K)

Marin Wildfire and member agencies desire to take advantage of existing public events happening across the County throughout the year to raise awareness and provide resources about fire adaptation. FSM has participated in public events for decades and has developed personnel (Ambassadors) and logistical resources (materials and equipment, transport vehicle, etc) to do so, in partnership with the local fire agency and other community-based organizations. FSM's existing communications experience about fire prevention is unique in facilitating this outreach work on

behalf of Marin Wildfire and member agencies. For illustration purposes, in FY 24-25, FSM participated in 83 community events, distributed as follows:

County-wide	Central Marin	Novato	San Rafael	Southern Marin	West Marin	Total
22	15	6	11	18	11	83

3) Strategically place bilingual ambassadors at events where Spanish-speaking support is anticipated. Use data-driven insights to guide deployment and accommodate partner requests for bilingual support whenever possible

Draft Deliverables:

- An annual presentation outlining:
 - Basic statistics about the number and nature of events
 - Report on the type of questions / areas of interest received from the public
 - Any recommendation for future programmatic improvements to increase engagement.

Program 4 contributes to progress on the following Marin Wildfire Strategic Measures:

Given the diversity of audiences at these public events, any aspect of fire prevention / adaptation education may be provided, spanning all strategic goals and measures.

Program 1 – 4 Shared Infrastructure and Administration (Estimated Cost: \$160K - \$170K)

- Leadership minimally allocated to specific programs
- Organizational admin
- Coordination with Marin Wildfire such as reporting, Board meetings

Summary of Potential Costs Associated with Programs in Draft Scope of Work

Fire Safe Marin provided a range of costs for each of the items listed in the above draft Scope of Work. Those costs are listed below.

Staff and infrastructure serve multiple programs simultaneously which is what allows FSM to deliver the proposed scope of work with significant cost-efficiencies. People (staff & production team)	\$ 998,307
Required business expenses	\$ 61,000
Program expenses	\$ 240,693
Total	\$1,300,000

Program 1: FIREWISE COMMUNITIES (Estimated cost: \$275 - \$305K)

- Staffing (admin, communications, strategy, program management)
- Subscriptions (applications and tools that support program management e.g. Monday, Databox)
- Cache operations (self-service storage)
- Print materials (supporting materials like doorhangers, brochures, educational materials)

Program 2: HOME HARDENING/DEFENSIBLE SPACE SUPPORT (Estimated cost: \$270K - \$410K)

- Staffing (communications, strategy, admin, web tech, program management)
- Website maintenance & ADA compliance upgrades
- Increased agency coordination time
- Campaign production (up to 2 campaigns/year — print, digital, mailers)

Program 3: PROFESSIONAL TRAINING (Estimated cost: \$165K - \$195K)

- Staffing + contractor buildout (curriculum development, program management, communications, partnership development)
- Video production & platform costs
- Training materials development
- MCF grant-covered activities are excluded

Program 4: COMMUNITY EVENTS (Estimated Cost: \$190K – 230K)

- Staffing (program management, communications, coordination)
- Ambassadors (40-50 events across 5 zones)
- Vehicle/transport logistics
- Event fees, materials & supplies
- Bilingual ambassador support

Program 1 – 4 SHARED INFRASTRUCTURE AND ADMIN (Estimated Cost: \$160K - \$170K)

- Leadership minimally allocated to specific programs
- Organizational admin
- Coordination with Marin Wildfire, reporting, Board meetings, etc.

Total Cost: approx. \$1,100,000 to \$1,300,000

Geographic Scope

Within the jurisdiction of Marin Wildfire

Contribution to Wildfire Adaptation

It is clear that successful mitigation efforts must include a critical mass of participation from home and property owners. Public education and outreach empowers these stakeholders with the knowledge and motivation to take action and lower risks. FSM's outreach encourages homeowners

to take personal responsibility for hardening their homes and creating defensible space while also educating the workforce necessary to make these changes.

Relationship to the CWPP and Other Plans

This proposal is consistent with the *2020 Marin County CWPP* Chapter 8, “Mitigation Measures and Strategies,” including Strategies 8.1, “Public Education and Community Outreach,” 8.2, “Wildfire Preparedness and Planning,” 8.3, “Reducing Structural Ignitability,” and 8.4, “Defensible Space,” 8.5, “Non-residential Vegetation Management,” and 8.6, “Evacuation Planning and Preparation.”

Additionally, public education and outreach supports all priorities of the *2026 Marin County CWPP*, which is scheduled for adoption by member agencies in 2026. These priorities include “Vegetation Management in Open Space,” “Vegetation Management Near Communities,” “Detection,” “Alerting,” “Roadside Clearance,” “Evacuation Planning,” and “On-parcel Risk Reduction.”

FY2026-2027 Budget

\$1,250,000.00.

Member Agency attests that this proposal does not supplant efforts that would be performed without Measure C funding: yes | Mark Brown