

Fire Safe Marin Project Report April 2022

Wildfire Watch

FSM-2021-C01

On May 3, Rich Shortall hosted our 6th and final episode for the fiscal year of *Wildfire Watch* at the Marin TV Studio in San Rafael. This episode, titled “Adapting to Wildfire,” explains the ABC’s of wildfire safety and prevention. It begins with a visually stunning [video](#) of Marin’s natural beauty and delivers the core messages of the MWPA, encouraging people to do their part in this community wide effort. The show features an information-packed interview with BC Todd Lando who walks us through the county’s new digital Home Evaluation Report. It is a great way to familiarize yourself with all of the excellent features in this online tool for homeowners. Mark Brown’s recurring segment *Fire Beat* explains the MWPA’s “systems approach” to wildfire mitigation. Additional segments include MythBusters, DIY, a short animation, and a promo for Ember Stomp.

Wildfire Watch is an outgrowth of a longstanding tradition of FSM’s community workshops. Prior to Covid 19, FSM conducted in-person presentations throughout the community, averaging about 25 participants per event. In 2020, our 12-part webinar series, Living with Wildfires, drew an average of 150 live participants and thousands more views of the recordings streamed online. *Wildfire Watch* has capitalized on the lessons learned through online viewership trends: videos with targeted messages, short format, high production value, and wide distribution channels are the keys to increase outreach. Our growth in YouTube online viewership tells the story:

2018/19	660 views
2019/20	5,000 views
2020/21	21,300 views
2021/22*	28,800 views

* data from 2022 is tracked through April with the final episode of *Wildfire Watch* yet to air and 2 more months left in the FY

Wildfire Watch has also galvanized and expanded FSM’s community partnerships. MWPA leadership has generously contributed to every episode, advancing our messaging and creating a library of resources for all to use. Landscapers, nurseries, environmentalists, Master Gardeners, Marin Center for Independent Living, UC

Extension, insurance providers and advocates, home contractors, realtors, arborists, elected officials, schools and residents have all joined the effort.

During the 2022/23 FY, we will produce *Wildfire Watch* shows as “specials” rather than bimonthly episodes. The shows will focus on immediate wildfire threats, urgent messages, and the need to offer timely advice to our community. We plan to add opportunities for audience participation in future shows. FSM will continue to produce popular recurring segments such as Mythbusters and DIY on a regular basis. These segments will be distributed on YouTube and through our social media channels. Channel 30 will continue to broadcast all of our short segments as fillers between their programming at no cost.

Community Wildfire Protection Workshops (1 in each zone) FSM-2021-C02

The five spring workshops will be held as interactive webinars on June 7,8 and 9. Representatives from each MWPA zone will showcase wildfire prevention projects that have been undertaken in the last year. These half-hour webinars will also give residents a chance to ask questions of their local fire departments. We intend to edit these recordings to create a highlight reel with additional content from Mark Brown featuring the many successful projects completed or undertaken with MWPA funding.

Wildfire Safety Festival: Ember Stomp! FSM-2021-C03

Ember Stomp will be Marin’s first-ever wildfire prevention festival at the Marin Center on May 28 from 11am-5pm. Over 40 organizations will be actively participating. There are major fire safety exhibits, kids games, music and food. The event has been highly publicized and we are optimistic that we will have a large turnout.

We strongly encourage all MWPA representatives to attend so that we can introduce you to the audience at approximately 1:30pm.

Landscape Professionals Wildfire Education FSM-2021-C04

We continue to partner with the Northern California Landscape Contractors to develop new wildfire training materials for their membership. NCLA has proposed sharing our training program with Cal Fire as an exemplary self-paced resource that can scale to meet large audiences.

In addition, with assistance from Southern Marin Fire, we are interested in providing information and training to nurseries related to wildfire safety. We have begun work with West End Nursery in San Rafael.

Home Hardening Professionals Wildfire Education FSM-2021-C05

We are working with the international non-profit called “All Hands and Hearts” to provide home hardening training to their volunteers. All Hands and Hearts is currently doing vegetation management work in Butte County and wants to add home hardening services.

We have identified a home in Marin that needs significant wildfire safety work to demonstrate home hardening techniques. Fire Farms (home hardening contractor) and All Hands and Hearts will begin work on this home in mid June. This project will be filmed.

Prepare & distribute educational materials

FSM-2021-C06

January, February and March are typically the time of year when interest in wildfire education is at its lowest point. During these 3 months Fire Safe Marin had over 148,000 views of our material across all channels (website, youtube, facebook, twitter, instagram, newsletter).

FSM has created a new one page handout for homeowners as a guide for backyard bird surveys. After printing is complete, the handout will be available on our website and for distribution.

Adapt campaign materials continue to be regularly distributed to all MWPA agencies and our many partners. Please encourage your agencies to amplify the messaging. Several MWPA member agencies are doing an excellent job of helping to get the word out.

Translation for training and educational materials

FSM-2021-C07

FSM is committed to serving our Spanish speaking community and we continue to develop programs and resources to this end.

Our new Alert and Warning video is now available in Spanish and English. The all-hazards disaster preparation program for elementary students is now complete in both English and in Spanish.

We are growing and strengthening our partnerships across the county to expand this outreach. North Marin Community Services is a new partner and we are getting significant assistance from the Marin County Communications and Outreach team.

Partnership with Marin Center for Independent Living

FSM-2021-C08

We are making a conscious effort to include content that improves safety for the Access and Functional Needs community in all of our programming. Working with the

Marin Center for Independent Living, wildfire safety content has been added to their new Powered and Prepared Instruction Booklet and our respective websites. MCIL will be tabling at Ember Stomp.

Provide training to Marin Schools

FSM-2021-C09

FSM Marin meets regularly with the LEAD project at Terra Linda High School and we are assisting students with another project at the Marin School of Environmental Leadership. Both groups will be showing their projects at Ember Stomp. We created both wildfire safety and all hazard training programs in Spanish and English for the Marin Board of Education.

Support Firewise sites

FSM-2021-C10

We submitted an application to fund 14 Firewise Site vegetation management projects through the PGE Fire Safe Council Grant program. Projects range in size from \$2,000-\$10,000. We are optimistic that our grant will be approved and the work will be completed this summer/fall, further reducing wildfire fuels in vulnerable areas.

Support Defensible Space Inspection Program

FSM-2021-C11

We plan to update and expand our website links to the home evaluation program inspection form. We continue to host regular meetings with prevention officers from each MWPA zone to learn how we can better support this important program with training and educational materials. We have participated in the training for new hires in Central & West Marin.

Maintain comprehensive website

FSM-2021-C12

We are adding more video content, checklists and a new feature that includes some questions that homeowners can use when working with vendors and contractors to ensure that they are well informed about wildfire safety resources and practices. We are continually reviewing and updating the website to make improvements.

Timely response to resident inquiries

FSM-2021-C13

We provide prompt, typically same day, responses to inquiries from the public. This ensures consistent messaging and reduces the workload of local fire agencies.

Distribute monthly newsletter

FSM-2021-C14

We recently added hundreds of new subscribers to our newsletter as a result of the Adapt Campaign advertising with the Independent Journal. Our content has been expanded and each month we curate a selection of timely and interesting articles, fire smart landscaping tips, updates from MWPA, and upcoming events. We now have over

5,000 subscribers and engagement is high with a 57% open rate and 8% click through rate. Please subscribe and encourage others to subscribe to our monthly e-newsletter.

Coordinate Outreach/PR with MWPA & Partners

FSM-2021-C15

We are working closely with MWPA staff on two important projects: the Adapt Campaign and the Ember Stomp Festival. Our agencies work in close cooperation to ensure consistent and timely messaging.

Mobile Home Wildfire Safety Training

FSM-2021-C16

A new page has been added to our website with important safety information for mobile home residents. We have created a one page handout that will be distributed to each of Marin's 12 mobile home parks.

Red Flag Signs

FSM-2021-C17

Most agencies have mounted their large flip signs. A cache of Red Flag signs that also include the "Did You Know?" campaign are being rotated through participating Firewise communities.

Curbside Chipper Program

FSM-2021-C18

The service provider for the upcoming curbside chipper program has been selected. Registration for the program opened March 15. Chipping begins on May 16.