

Fire Safe Marin Project Report February 2022

Wildfire Watch FSM-2021-C0

The 5th Episode of Wildfire Watch, “Backyard Do’s and Don’ts,” aired on public access TV and is now available for streaming on FSM’s Youtube channel. The show promotes a shift towards firesmart landscaping and highlights the new responsibilities that this poses to local landscapers, nurseries and real estate agents.

The next Wildfire Watch is titled “Adapting to Wildfire.” Mark Brown’s Fire Beat will discuss the Adapt to Wildfire Campaign. There will be interviews with residents about why they are adapting to wildfire followed by stories from people who have made substantial changes in order to adapt. The DIY segment will discuss how to prioritize and make a work plan. Additional segments will include MythBusters, a short animation, and a promo for Ember Stomp.

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

The five spring workshops will offer an opportunity for representatives from each MWPA zone to 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

Help us spread the word and celebrate community preparedness at the first-ever **Ember Stomp!** on May 28, 2022. This free festival on the Marin Center Fairgrounds Island will feature live music, hands-on activities, awards, entertainment, and lots of great food, inviting all Marin residents to explore ways to keep fire safe.

Highlights include a small model house that showcases home hardening features and materials. There is also a “Demo Garden,” organized by UC Master Gardeners, that will teach people about the principles of firesmart landscaping. Vendors and partners with contributing messages will surround these areas. The MWPA, fire agencies and firewise communities will share an area to answer questions and welcome people into the fold. The main stage will feature 4 bands, and a small stage will provide a platform for kids’ entertainment and fire prevention demonstrations. Awards will be announced throughout the day to highlight the great work of our partners and the people who lead the way.

We are finalizing plans for participation from our community partners and local vendors, lining up volunteers for the event, and gathering support from sponsors. Your help in securing sponsorships and donations is appreciated.

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.

Home Hardening Professionals Wildfire Education FSM-2021-C05

We are exploring a working relationship with an 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. They saw our Home Hardening Training program and contacted us to see if they could use it. Eventually they want to expand this program throughout California.

Prepare & distribute educational materials

FSM-2021-C06

The Adapt to Wildfire Campaign has officially launched. Digital ads are regularly featured in the Marin IJ online edition and half page ads are featured in the Sunday print edition. We have created the first packets of campaign materials for distribution by all of our partner agencies. Please help us make this campaign a success.

Please check out and subscribe to our social media channels to see how we are broadening our target demographic. We are continually putting out fresh material on a variety of topics. Fire Safe Marin reach across social media channels (excluding Youtube) for the months of January and February was 15,000 compared to 6,000 in 2021. Engagement in these channels is significant with 12% in Instagram compared to industry standard of 3-4%, and 5% in Facebook and Twitter compared to industry standard of less than 1%. 5,000 subscribers and engagement is high with a 57% open rate and 8% click through rate.

facebook.com/firesafemarin

instagram.com/firesafe_marin

twitter.com/firesafemarin

youtube.com/firesafemarin

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.

The all-hazards disaster preparation program for elementary students is now complete in both English and in Spanish. You can view it on our website. The Ember Stomp outreach poster will also be available in Spanish shortly.

FSM is also working on producing our core educational resources in Spanish. In addition to the Emergency Checklist and home harding guides, we are adding to our video resources in Spanish. We are producing an animated video in Spanish and English, explaining Alert Marin, Nixle and the differences between them. We have recently completed a Spanish version of our popular firesmart landscaping video and an evacuation preparation video. And, we are prioritizing and translating a significant portion of our social media campaigns.

We are growing and strengthening our partnerships across the county to expand this outreach.

Partnership with Marin Center for Independent Living

FSM-2021-C08

We continue to partner with the Marin Center for Independent Living in order to advocate for the inclusion of people with access and functional needs in emergency programming, policies, and resources. We soon expect to launch several new initiatives as part of this partnership. We are making a conscious effort to include content that improves safety for the Access and Functional Needs community in all of our programming.

Provide training to Marin Schools

FSM-2021-C07

FSM serves as a Community Partner for Terra Linda High School's Leadership in Environmental Action Development (LEAD) program. With our guidance, the students in the "Wildfire Prevention" group are

conducting research on their peers' understanding about wildfire and actions they have taken to prepare. They will use this data as a baseline for a school wide educational campaign to get students to sign up for Alert Marin and pack a go-bag. We are advising another group of high school students from the Marin School of Environmental Leadership to help them develop a business project called Fire Flora. And we are in discussion with another group of high school science students about the possibility of presenting a wildfire project at Ember Stomp.

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.

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

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

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

This project is now underway. The scope of work was created by the planning team, tasks have been assigned and the project will be completed by the end of the fiscal year.

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 opens March 15. The schedule will be posted shortly.

GET READY

5th Grade All Hazard - complete (English/Spanish)

Alert & Warning animated video - underway (Eng/Sp)

All Hazard - Adult Self Paced - in progress (Eng/Sp)

Adapt Campaign - launched, some Spanish content to be included

MCIL Page - under discussion with MCIL