

## **Fire Safe Marin Project Report January 2022**

### **Wildfire Watch**

#### **FSM-2021-C0**

The 5th Episode of Wildfire Watch, “Backyard Do’s and Don’ts,” will air on public access TV and is 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 show features North Cal Landscape Association’s executive director Connie Salinas describing how FSM’s training program has been a real wake-up call for their members. The DIY segment features a trip to West End Nursery to encourage viewers to ask about good choices to replace hazardous plants. And a studio interview with Romeo Arrieta, CEO of Marin Association of Realtors (and a new FSM Board member) and agent Kelly Erickson made the case for fire prevention work as a way to increase home value and make Marin a safer investment. The “Voices of Marin” segment captures questions and concerns of people around the county, including Spanish speaking residents.

### **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 Civic Center Children's 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 that have been chosen for local appeal, 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's 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 working work with the Fire Foundry Project to include home hardening training and services in the program as well as to facilitate the receipt of donations to the project. There continues to be a need for these services in Marin. We hope to eventually find an agency to fully sponsor the program.

## **Prepare & distribute educational materials FSM-2021-C06**

We are very excited about the potential for the upcoming “Adapt to Wildfire” campaign. This multi-year campaign seeks to make all residents aware of the threat of wildfire and motivated to do their part in lowering risks. We will preview the campaign at the February Board meeting. Your support is critical for helping to make the campaign a success.

Please check out and subscribe to our social media channels to see how we are broadening our target demographic.

[facebook.com/firesafemarin](https://facebook.com/firesafemarin)

[instagram.com/firesafe\\_marin](https://instagram.com/firesafe_marin)

[twitter.com/firesafemarin](https://twitter.com/firesafemarin)

[youtube.com/firesafemarin](https://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.

We are currently producing an all-hazards disaster preparation program in both English and in Spanish for elementary students. This will serve as a companion piece to our fire preparation program: Ready, Set, Go! – *Preparados, Listos, Ya!* Teachers’ guides and homework materials are also produced in both languages.

FSM is 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.

With growing partnerships across the county, we look forward expanding 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 are making a conscious effort to include content that improves safety for the Access and Functional Needs community in all of our programming. We have started work on creating a new website page with information about resources and recommendations for people who will need assistance during emergencies.

### **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 human and natural causes of wildfires and preventative measures to reduce risks. They will present their findings at an assembly next week. A schoolwide survey about wildfire preparedness will then serve as the baseline for our group to design and implement a campaign to motivate students to sign up for Alert Marin and to pack a

go-bag. These two tangible behavior changes will serve as metrics to measure the success of their campaign.

### **Support Firewise sites**

#### **FSM-2021-C10**

We are creating a welcoming packet with wildfire safety information for new Firewise members. We are working on a plan to leverage the annual PGE Fire Safe Council Grant program to fund vegetation management projects in a number of Firewise communities .

### **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.

### **Timely response to resident inquiries**

#### **FSM-2021-C13**

We continue to 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 hope you are all subscribed to our monthly newsletter. Our content has been expanded and each month features interesting articles, fire smart

landscaping tips, updated information from the MWPA, and upcoming events.

### **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**

RFP's were published to solicit bids for the next cycle of curbside chipping which is expected to start in mid May. A draft schedule is being evaluated by the planning team. The goal is to get the schedule out as soon as possible to enhance coordination with the home evaluation program and provide residents with as much advance notice as possible.