

Fire Safe Marin Project Report March 2022

Wildfire Watch

FSM-2021-C0

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

Planning and preparation for Ember Stomp (help us spread the word and celebrate community preparedness on May 28, 2022) has occupied much of our time in the last month. Major props like the Ember Resistant House and the full scale home backdrop for Marin Master Gardeners have been designed and are under construction or ordered. Partner agencies and the wildfire safety product manufacturers and service providers are confirmed (list attached). Signage and advertising materials are being finalized.

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

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. We are coordinating a date to undertake this project with Fire Farms as the contractor. This project will be filmed.

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 editions. 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.

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.

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. We are working with the Marin Center for Independent Living on adding

wildfire safety content to their Powered and Prepared Instruction Booklet and our respective websites. MCIL will be tabling at Ember Stomp.

Provide training to Marin Schools

FSM-2021-C07

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. We have had preliminary discussions with a class at San Domenico High School that is interested in presenting 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 will be included 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

The first draft of the website content as part of this project has been created and is under review. There is a 12 page document with lots of new content. It will be followed by creation of printed materials for distribution 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.

GET READY - will be completed by first week of May.

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

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

All Hazard - Adult Self Paced - 12 module script complete, filming to start shortly

Adapt Campaign - launched, some Spanish content is included

MCIL Page - under discussion with MCIL