

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

**Ember Stomp:** Ember Stomp was extremely successful as described in this report. Here is a link to a short video that captures the look and feel of the event:

<https://www.youtube.com/watch?v=1afntKL-xUw&t=5s>

**Telly Award:** Fire Safe Marin's *Adapt to Wildfire* video

<https://www.youtube.com/watch?v=EZ4-1YofYRg> won a silver medal at the national Telly Awards. The video will be shown as the exclusive "before the movie" trailer in all screens at 5 major Marin theaters during August and the Fairfax theater in July.

**Year End Report:** Fire Safe Marin has begun work on its year end report which will capture the work done on all of our projects as well as outreach metrics. All Fire Safe Marin projects will be complete by the close of the fiscal year.

### **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.

### **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 was very successful. Approximately 2000 people attended. More than 45 organizations participated. Attendees were younger, family oriented and diverse.

Most importantly there was a very high level of engagement to learn about wildfire preparedness and the products and services available in that field. All of the vendors stated that this was by far the most successful wildfire festival they had ever experienced. A large number of attendees made commitments to take action which was documented on a large board near the exit. Fire Safe Marin is developing a comprehensive report on the event.

### **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 shared our training program with Cal Fire as an exemplary self-paced resource that can scale to meet large audiences. Several landscape agencies participated in Ember Stomp.

We are expanding our work with local nurseries to encourage them to support fire smart landscape products and practices.

### **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. Work is starting in mid June on a home in Marin that needs significant wildfire safety work to demonstrate home hardening techniques. This project will be filmed.

### **Prepare & distribute educational materials**

**FSM-2021-C06**

FSM has created a new one page handout for homeowners as a guide for backyard bird surveys available in Spanish and English. Print copies have been distributed and the handout is available on our website,

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. The new bird survey is available in Spanish on both our website and printed copies.

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. MCILe tabled at Ember Stomp.

**Provide training to Marin Schools** **FSM-2021-C09**

FSM Marin has met 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 showed 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 are updating Firewise information on our website including information on how to conduct evacuation drills. We are strongly encouraging all Firewise Sites to conduct an evacuation drill this summer. We are helping guide several new sites in Marin through the application process. We hope to reach 80+ sites in the near future.

**Support Defensible Space Inspection Program** **FSM-2021-C11**

We are expanding 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 continue to be rotated through participating Firewise communities. We are looking to expand this program.

**Curbside Chipper Program****FSM-2021-C18**

Curbside chipper service is now underway throughout Marin. A separate report is available for this program.