

Fire Safe Marin Project Report August 2021

Monthly Webinars & Podcasts

FSM-2021-C01

In August we held the last of our series of 14 webinars. Our featured guest was Eli Gelardin, Chief Executive Officer of the Marin Center for Independent Living. The presentation featured interviews with members of the Access and Functional Needs community discussing how they prepare for disasters, and Eli described the services provided by Marin CIL. Our round table discussion included Adrianna Rabkin (VOAD), Jody Timms (NRG & Age Friendly Fairfax) and Wendy Todd (Firewise leader and consultant to MCIL), talking about Marin agencies providing disaster related services to the AFN community.

On September 16, we will debut our new streaming TV show called Wildfire Watch. We will no longer employ the webinar format. The show is produced at Marin TV studios. There is new content with a strong focus on what Marin residents need to take action to reduce wildfire risk. We think you will find the show both entertaining and informative. You don't want to miss Mark Brown's recurring segment called Fire Beat.

Community Wildfire Protection Workshops (1 in each zone)

FSM-2021-C02

Workshops will be held in Spring 2022, again featuring speakers from each of the five MWPA zones and highlighting MWPA sponsored projects and local wildfire prevention initiatives.

Wildfire Safety Festival: Ember Stomp

FSM-2021-C03

This outdoor wildfire safety festival for all Marin residents will be held next May to coincide with Wildfire Preparedness Week. It will include wildfire safety education, booths for wildfire contractors and manufacturers, displays of MWPA projects, and recognition of residents who have made contributions to wildfire safety. As a draw, we would include live music and activities for children. FSM will also work with Marin County Fair organizers to have a presence/booth at the Marin County Fair, assuming it is open this year.

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.

Home Hardening Professionals Wildfire Education

FSM-2021-C05

In collaboration with UC Davis, North Bay Workforce Alliance, Fire Safe Sonoma and Conservation Corps of North Bay (CCNB), we have designed a training program to develop a workforce drawn from underserved communities to provide home hardening services. Implementation of the program (by CCNB or other training organizations) requires a steady pipeline of jobs and support for homeowners to offset costs. As practical, FSM will support the advancement of this program. One of the program participants has already started a new company with an all-woman construction team providing home hardening services.

Prepare & distribute educational materials

FSM-2021-C06

FSM Marin has launched a new messaging campaign called “Did You Know?” which utilizes the back of the Red Flag Warning Today signs to display wildfire safety messages. Examples include: Did You Know? Wildfire Embers Cause Home Ignitions; Did You Know? Evacuation Plans Save Lives.

The signs are colorful and very visible to motorists. We initially ordered 100 signs with 10 different messages. A number of Firewise sites have begun to display the signs.

Translation for training and educational materials

FSM-2021-C07

Educational materials continue to be translated into Spanish and other languages as needed.

Partnership with Marin Center for Independent Living

FSM-2021-C08

We continue to partner closely 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. The goal is to educate and empower Marin residents, particularly people with access and functional needs, to develop personalized disaster plans, and to connect Marin residents to Marin CIL, Fire Safe Marin, and other organizations that provide resources to support disaster preparedness. Our August webinar featured speakers from Marin CIL and interviews with members of the Access and Functional Needs community discussing how they plan for wildfire and related events.

Provide training to Marin Schools

FSM-2021-C09

The Marin Board of Education has distributed our *Ready, Set, Go!* program to all Marin elementary schools for inclusion in their curriculum. We will be following up with them to make improvements to the program as needed. We are working with the San Rafael Fire Department which will make in person visits to schools following the *Ready, Set, Go!* classroom presentation. We will soon be starting work on an all-hazard module to accompany the program.

We are now working with Terra Linda High School students participating as a Community Partner in the Leadership in Environmental Action Development (LEAD) program. The program is sponsored by Strategic Energy Innovations (SEI) which is an environmental nonprofit that builds leaders to drive sustainability solutions that are specifically focused on their School of Environmental Leadership Program. This program is a four year high school education focused on leadership in local environmental issues/solutions. The students in MarinSEL, within Terra Linda high school, work with community members through project-based learning to focus on local environmental solutions. The program includes meeting with the students once every two weeks (for one hour) and attending their final presentations. There will be two projects throughout the school year (one each semester). Fire Safe Marin is managing the Fire Safety LEAD project.

Support Firewise sites

FSM-2021-C10

We continue to provide our 75+ Firewise sites with administrative support to obtain and maintain certification, host monthly meetings, conduct safety assessments, expand membership and provide tools for self directed training and education. Program performance is measured using the metrics tied to our list of Universal Firewise Activities.

Support Defensible Space Inspection Program

FSM-2021-C11

We continue to support Wildfire Mitigation Specialists and the Defensible Space program with educational materials, handouts and training. We have updated our website with new content to support residents who receive home evaluation notices. The notice includes direct links to our website content that provides easily understood information about how to address concerns raised during the evaluation. We have started hosting regular meetings to help share information and best practices across each of the Marin Fire Departments.

Maintain comprehensive website

FSM-2021-C12

Fire Safe Marin's website has had over 200,000 visitors in the past year from all around the country and its use is growing. On August 23 we launched our new website that showcases new branding/logos and a more modern interface, is easier to navigate, contains new content, and meets web accessibility standards. The website will continue to be maintained and regularly updated with new material.

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. We have noticed a significant increase in requests for information from the public, probably due to the large wildfires in Northern California and the recent fire in Lucas Valley.

Distribute monthly newsletter

FSM-2021-C14

The monthly newsletter continues to be mailed to almost 5000 residents and is further distributed through our many partner agencies. The newsletter includes information about upcoming webinars, informative articles, a webinar highlight reel, information about MWPA projects and a monthly fire smart landscaping tip courtesy of the UC Marin Master Gardeners.

Coordinate Outreach/PR with MWPA & Partners

FSM-2021-C15

FSM continues to work closely with the MWPA to ensure we have coordinated messaging and a broad based public outreach effort. We are excited to have Mark Brown as a regular contributor to the Wildfire Watch TV series Fire Beat segment.

September is Emergency Preparedness Month and Fire Safe Marin has partnered with the County of Marin to create instagram posts in English and Spanish that highlight steps residents can take to prepare themselves and their family for an emergency.

FSM is expanding its use of social media through Facebook, Twitter, Instagram, and podcasts to reach a broader audience. We also place public service announcements in the Independent Journal and continue to seek opportunities to provide wildfire safety information through print media, radio and television.

Mobile Home Wildfire Safety Training

FSM-2021-C16

There are many mobile home communities in Marin. Mobile homes are uniquely vulnerable to wildfires. FSM will soon begin work on a wildfire education program directed at helping this community to prepare.

Red Flag Signs

FSM-2021-C17

We have purchased one hundred additional Red Flag Warning signs for display by Firewise communities. These have dual messages: “Red Flag Warning Today” on front and the “Did You Know?” messaging on the back, making them relevant for use all year. The project is being piloted with Firewise sites but can be extended to other communities if successful.

Curbside Chipper Program

FSM-2021-C18

Phase 1 of the Curbside Chipper Programs is now complete and Phase 2 is well underway. The program continues to be very well received by the public. A separate report is provided that includes performance data.