

Fire Safe Marin Project Report September 2021

Monthly Webinars & Podcasts

FSM-2021-C01

On September 16, we debuted our new streaming TV show called Wildfire Watch. Segments on this first episode included: interviews with Marin residents, an interview with Captain Oscare Arenas, an ember demonstration, defensible space DIY tips, power shutoff preparedness, and other assorted segments. The reviews have been very positive.

The October 14 show will feature interviews with residents who evacuated during the Lucas Valley Fire and the incident commander, how to prepare a Go Bag, myths and safety tips related to evacuation including Zonehaven, a DIY segment on last minute strategies to prepare on Red Flag days, and Mark Brown's recurring Fire Beat segment.

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. Planning for Ember Stomp has already begun. 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 started a new company with an all-woman construction team providing home hardening services. We are now working to support the Fire Foundry Project which will include some home hardening training and 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. We recently created a video in Spanish that

explains how to create Go Bags for adults and children. We thank Mary Skramstadt of the San Rafael Fire Department for doing the Spanish language demonstration.

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. 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-C09

This month, in cooperation with the San Rafael Fire Department, our Ready, Set, Go! program was delivered to approximately 600 fifth grade students in San Rafael.

We continue to work 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 continue to host 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. Reviews of the new website have been very positive.

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

The monthly newsletter continues to be e-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. We are actively supporting the Zone Haven outreach campaign.

FSM created and distributed additional content called the Ready for Wildfire Campaign. Materials included sample newsletter and email content as well as graphics suitable for distribution by social media. Content included 6 basic steps to prepare families for wildfire.

September was Emergency Preparedness Month and Fire Safe Marin 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 continues to expand 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 Program 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.