



RESOURCE GUIDE #4

Fire Safe Marin

A Model for Collaborative Wildfire Public Education & Programs

www.firesafemarin.org

Fire Safe Marin is a non-profit organization dedicated to reducing fire hazards, promoting fire safety awareness, and helping residents prepare for wildfires in Marin County, California. Fire Safe Marin was formed to promote collaboration among communities when solving wildland fire protection problems. FSM is a model Fire Safe Council, organizing robust collaborative public education programs. This Resource Guide outlines Fire Safe Marin’s (i) history, (ii) relationships/partnerships, (iii) programs, and (iv) public outreach tools. This resource could spark partnership concepts with non-profits to advance community-specific home hardening and defensible space education and outreach in your community.



**FIRE
SAFE
MARIN**

Adapting to Wildfire

SECTION 1: HISTORY

Early History

The Oakland-Berkeley Hills “Tunnel” Fire in October 1991 was a wake-up call to Marin County residents who recognized a similar danger in their own backyards. Soon after this event, the Marin County Board of Supervisors issued a resolution to create a “Fire Safety Council” which was modeled after a similar group in San Mateo (the nation’s first Fire Safe Council). Meanwhile, Marin Municipal Water District was also starting a community fire prevention organization. It wasn’t long before the common goals between fire departments and natural resource agencies in Marin led to a formal partnership. These two efforts converged in 1992, and the group called itself “Fire Safe Marin” (FSM).

2014-2019

During this period, FSM aggressively applied for federal, state and private grants from partners such as PG&E, plus private contributions and donations. FSM was awarded large grants from PG&E (\$850,000) and CAL FIRE (approx. \$1,470,000) which funded fuel management projects, neighborhood chipper days, wildfire detection cameras, and vegetation management along 55 miles of evacuation routes.

2017 North Bay Fires & Birth of MWPA

In response to the 2017 North Bay wildfires, FSM was overwhelmed with requests from the public for information about wildfires and support for vegetation management projects. This interest in action led Marin voters to pass Measure C in March of 2020 to create the Marin Wildfire Prevention Authority (MWPA), a joint powers agency tasked with developing and implementing a comprehensive wildfire prevention and emergency preparedness plan throughout almost all of Marin County [[See Resource Guide #2 for overview of MWPA](#)]. With the MWPA funding, FSM focused their efforts as a partner with MWPA to increased public education and outreach with the MWPA taking the lead on other key programs.



SECTION 2: RELATIONSHIPS / PARTNERSHIPS

FSM has prioritized partnerships to achieve fire safety outcomes. The table below highlights key partnerships FSM has built over the years to make information and programs accessible to all Marin residents. For example, FSM works closely with the Marin Center for Independent Living to ensure all FSM programming responds to the needs of those with access and functional needs in the community.

Government	Non-Profits & Community Groups	Private Sector	Education
<ul style="list-style-type: none"> ▪ Marin County ▪ Cities / Fire Departments ▪ MWPA ▪ CAL FIRE 	<ul style="list-style-type: none"> ▪ Environmentally Sound Practices ▪ Firewise Communities ▪ Neighborhood Response Groups ▪ Marin Voluntary Organizations Active in Disasters (VOAD) ▪ Fire Safe Sonoma ▪ Marin Conservation Corps ▪ Marin Center of Independent Living 	<ul style="list-style-type: none"> ▪ Marin Association of Realtors ▪ PG&E ▪ Northern California Landscape Contractors Association ▪ Insurance companies 	<ul style="list-style-type: none"> ▪ UC Marin Master Gardeners ▪ Marin County Office of Education ▪ UC Davis ▪ County High School Intern Instagram Team

SECTION 3: HOME HARDENING & DEFENSIBLE SPACE PROGRAM OVERVIEW

Chipper Days

<https://firesafemarin.org/programs/chipper-day/>

FSM has sponsored “Chipper Days” that allow residents to dispose of vegetation free of charge. In 2020, with funding support from MWPA, FSM expanded the program to provide curbside chipping services, hosted by a new easy to use mobile app. In 2021, most Marin residents will receive two opportunities for curbside chipper pickup.



Home Hardening Workforce Development (Under Development)

<https://firesafemarin.org/programs/home-hardening-workforce-development/>

FSM is exploring a new program to connect and train individuals new to construction on home hardening methods. The vision for the program is to build workforce capacity to meet increased demand for home hardening inspections especially as home hardening retrofits are being increasingly required. The program is a partnership between Fire Safe Sonoma, North Bay Workforce Alliance, Fire Farms, Conservation Corps North Bay, and UC Davis.

Grazing and Goats

<https://firesafemarin.org/programs/goat-grazing/>

To support residents and large landowners, FSM offers a list of [local goat grazing contractors](#). Goat grazing can be a cost-effective, environmentally sound way to clear combustible vegetation particularly for large areas (10, to 100+ acres) and in steep or difficult terrain. Another helpful resource is [Match.Graze](#).

Firewise Communities

<https://firesafemarin.org/programs/firewise-usa/> (general information)

<https://firesafemarin.com/firewise-usa-faqs> (FAQs)

FSM supports the creation and maintenance of 76 Firewise communities in Marin that include 25,000 homes – the largest countywide participation in the country. FSM hosts monthly Firewise Leaders meetings. With



neighbors helping neighbors, FSM provides these residents with resources and support to organize and learn about personal preparedness, alerts and warning, local evacuation plans, and strategies to make their community more fire-resistant.

SECTION 4: PUBLIC OUTREACH TOOLS

FSM has an extensive selection of excellent public information resources and tools. With an understanding that it takes different types of outreach and media to reach members of the public, FSM has built a wide variety of public outreach tools. Some of FSM’s offerings are highlights as models in Resource Guide #3 “Home Hardening & Defensible Space for Resident Guidance”.



WEB SITE www.firesafemarin.org

Extensive website with excellent resources; visited by 200,000 people last year.



YouTube CHANNEL https://www.youtube.com/channel/UCiD4JVMf9z7YiO2lj_f6uew

Dedicated YouTube Account with nearly 90 videos ranging from 1 minute to 1 hour, with many between 3 and 15 minutes.



TELEVISION – WILDFIRE WATCH <https://firesafemarin.org/programs/wildfire-watch/>

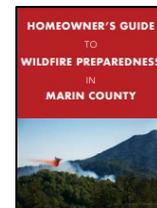
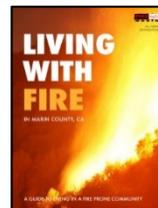
Building on the success of their online videos, FSM launched Wildfire Watch with segments on wildfire efforts in the county, do-it-yourself guidance, and Q&A with Marin residents.



PRINT MATERIALS / GUIDES / BROCHURES

Brochures, flyers and “Homeowners’ Guide to Wildfire Preparedness in Marin” with distribution to 25,000.

- [Living with Fire \(2019\)](#) – 25-page brochure
- [Homeowners Guide \(2021\)](#) – 2-page guide
- Evacuation Checklist (2019) [[English](#)] & [[Spanish](#)]
– 2-page checklist



WEBINARS / WORKSHOPS

<https://firesafemarin.org/programs/webinar-series/> (webinars)

<https://firesafemarin.org/programs/community-wildfire-preparedness-workshops/> (workshops)

FSM develops monthly wildfire preparedness education **webinars** and *Prepare For Wildfire Community Workshops* to provide participants with actionable skills training on wildfire preparedness, defensible space and landscaping, home hardening, and evacuation preparedness.



HOME EVALUATION TIPS & SUPPORT

<https://firesafemarin.org/programs/home-evaluation/>

In partnership with Marin Wildfire Protection Authority (MWPA), FSM provides quick tips and fixes for common needs resulting from Home Hardening Inspection programs delivered by local fire agencies. FSM’s web site and public education materials are provided to homeowners to help them know how to move forward on the mitigation items listed on their homeowner’s report.



YOUTH EDUCATION

<https://firesafemarin.org/programs/ready-set-go/>

A web-based interactive learning resource that helps children and their families prepare for wildfires. The program is targeted to students in grades 4 through 6. The [Ready, Set, Go! presentation deck](#) can be used by parents or teachers and features, videos, activities, and exercises. Topics covered include the history of California’s land stewardship, the science of wildfires, the impacts of climate change on fire seasons, and practical things everyone can do. The program is intended to be taught during the length of a single class period, but can be a part of a larger unit of study. Homework is created for students to work with their parents and bring home these important lessons. The program was created in partnership with Marin County Office of Education (MCOE) and is funded by the Marin Wildfire Prevention Authority (MWPA).



LANDSCAPE ARCHITECT WILDFIRE EDUCATION

<https://firesafemarin.org/programs/landscape-professionals-wildfire-education/>

In partnership with California Landscape Contractors Association (NCLCA), FSA developed a training program that includes a basic introduction to wildfire science and recommendations for creating fire-smart landscapes. Landscape contractors who complete the course are eligible for listing on the FSM landscape contractors’ page.

Association of Bay Area Governments: October 2021

Version 1; Draft 10/14/21 --This Resource Guide was built from Fire Safe Marin web sites and provided materials.

