

EXECUTIVE OFFICER'S REPORT

Issue 28

DECEMBER 2025

FIRE SAFE MARIN ANNUAL REPORT - 2024/2025

Fiscal Year 2024/2025 was a year of growth, impact and connection. Fire Safe Marin, in partnership with Marin Wildfire, advanced public education objectives with measurable gains across all outreach channels, moving residents from awareness to action.

Our digital platforms showed unprecedented demand for information driven by the LA fires, underscoring that when risk feels urgent, people are turning to Fire Safe Marin for information. Website traffic and engagement surged, climbing to 193,000 users (+86%) with 371,000 page views (+76%), reflecting both local and global interests. Google search visibility grew sixfold topping 8.7 million impressions.

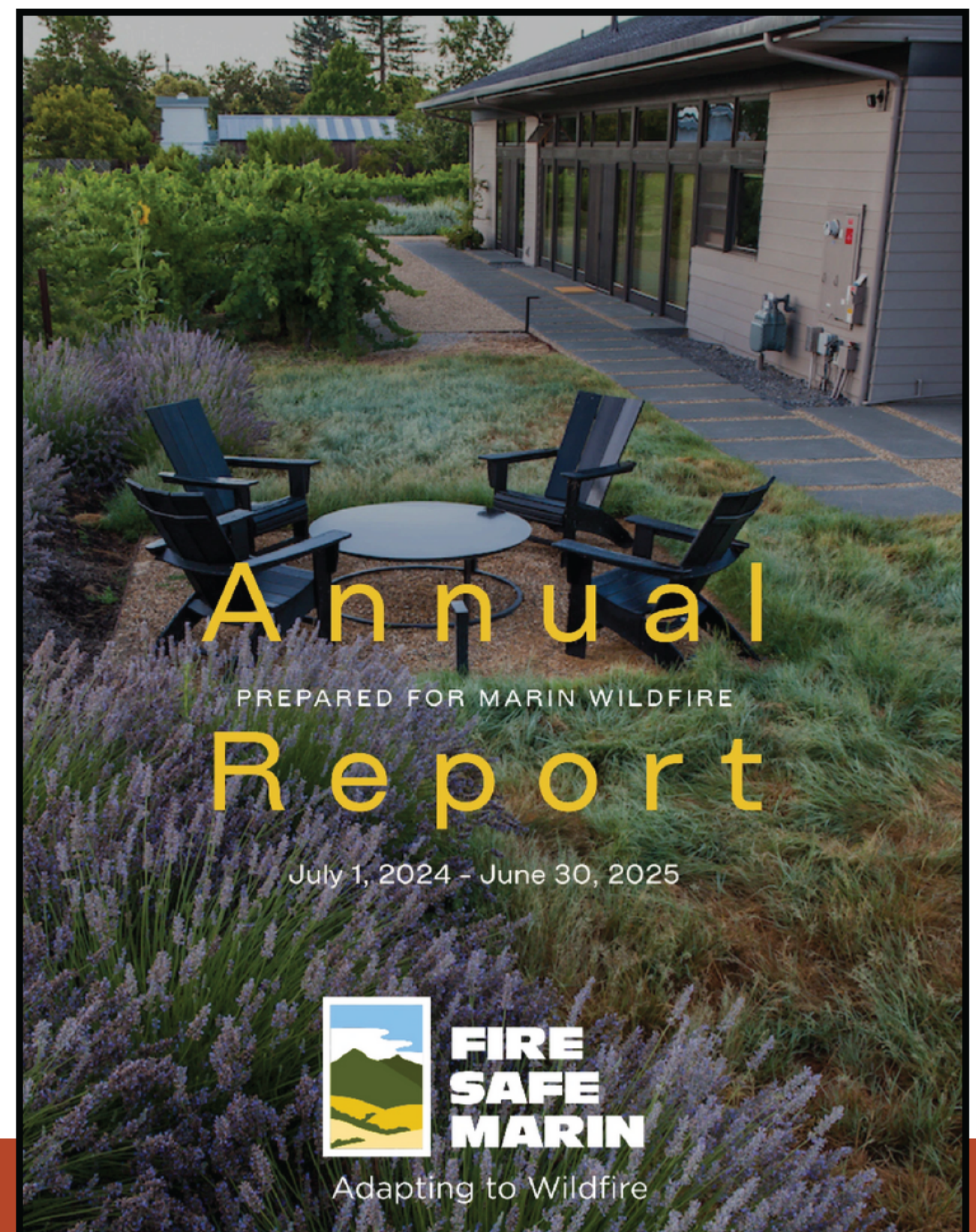
Email subscriptions grew to over 15,000 (+22%), reflecting that more residents want ongoing, direct updates they can act on. YouTube emerged as a cornerstone educational tool, with 87 million minutes watched (+493%) and 3,370 subscribers (+188%).

Fire Safe Marin attended 83 community events, engaging directly with over 13,000 residents. Working with our fire agencies, we supported 81 Firewise neighborhoods representing 60,000 residents in high risk areas.

To view the full report, please follow this [link](#).

RECENT BOARD ACTIONS

- Approved the appointment of one member to the Community Oversight Committee.
- Approved the recommended extension of Marin Wildfire Prevention Authority's lease and license for office space at the Marin Commons.
- Approved the San Rafael multi-project task order.
- Approved an amendment to the task order for the Greater Novato Shaded Fuel Break project.
- Approved amendments to two San Rafael-San Anselmo Fuel Reduction Zone Project task orders.



HAPPY HOLIDAYS

As we close out the year, I want to extend my sincere thanks to each of you for your continued partnership, collaboration, and commitment to wildfire mitigation across Marin. Your dedication and teamwork make a meaningful difference for the communities we serve.

Wishing you and your teams a safe, restful, and happy holiday season, and best wishes for a healthy and successful New Year.

Thank You,



Mark Brown
Executive Officer
Marin Wildfire Prevention Authority