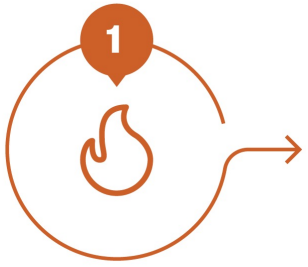


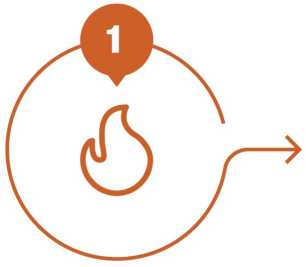
## Component 1: Identity > Clear and concise core message or idea.



- Why MWPA exists
- Anchors the brand
- Idea that inspires or engages audience

WHY

## Component 1: Identity > Clear and concise core message or idea.



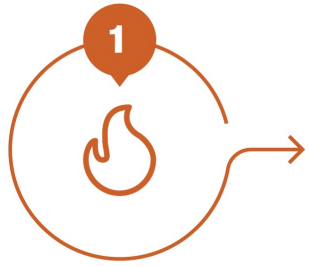
WHY

### MWPA Mission

**The Marin Wildfire Prevention Authority leads the development of fire adapted communities**

using sound scientific, financial, programmatic, ecological practices, vegetation management, community education, evacuation and warning systems with the support of its member and partner agencies.

# Component 1: Identity > Clear and concise core message or idea.



WHY

**MWPA Mission**  
**The Marin Wildfire Prevention Authority leads the development of fire adapted communities**  
using sound scientific, financial, programmatic, ecological practices, vegetation management, community education, evacuation and warning systems with the support of its member and partner agencies.



**Leading the Evolution to a Fire-Adapted Marin**

## Component 2: Audience > Who do we need to reach to fulfill our mission and vision?



Fire Agencies



Civic Leaders



Marin Residents



Land Managers &  
Environmental Community

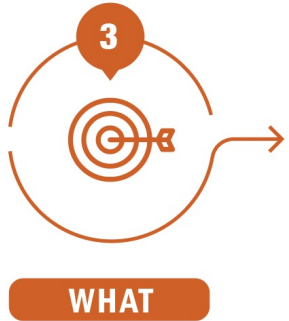


Auditors & Citizen's Oversight



Planners, Developers &  
Business Owners

# Component 3: Goals > What should the communication accomplish?



**MWPA Vision**  
The Marin Wildfire Prevention Authority communities are informed, prepared, fire adapted, resilient and capable of withstanding a major fire limiting loss of life and major property damage while protecting our rich environmental diversity.

**MWPA organizational goals are in areas of:**

- Vegetation Management
- Wildfire Detection & Evacuation Program Improvements
- Local Grant Programs
- Partnerships & Outside Grant Funding
- Public Education
- Defensible Space Evaluations
- Local Wildfire Prevention Mitigation



## Component 3: Goals > What should the communication accomplish?



### Goals Common to All Audiences

- **Marin County residents and agencies are:**
  - Inspired, empowered, and prepared to do their part to create a fire-adapted Marin County.
  - Aware of MWPA and understand how it relates to the greater Marin fire community.
  - Trust MWPA and know they are getting a good return on investment.
- **MWPA stays true to its core values in all aspects of communication including:**
  - Primary focus on wildfire prevention
  - Transparent and timely access to information
  - Driven by science
  - User-friendly: clear, concise, accessible, engaging, compatible with partner agency material

## Component 3: Goals > What should the communication accomplish?

### Example of a Communication Goal Segmented by Audience:



Fire Agencies

Need communication **from MWPA** about its projects and programs.

Will also be a crucial part of MWPA's communication **to the public**.



Civic Leaders

**Goal 1: MWPA staff will effectively communicate with member agencies.**

#### **Objective 1:**

Member agencies will understand and be able to explain how MWPA relates to their own mission and the greater Marin fire community, including the role of the Community Wildfire Protection Plan.

## Component 3: Goals > What should the communication accomplish?

### Example of a Communication Goal Segmented by Audience:



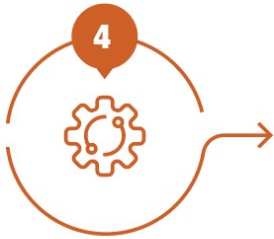
Marin Residents

**Goal 1: Communications from MWPA and partner agencies will inspire and empower residents to do their part to create a fire-adapted Marin County.**

**Objective 1:**

Through MWPA and partner agencies, Marin residents will be engaged to effectively harden their homes, create defensible space, receive alerts and warnings, and safely evacuate a wildfire.





HOW

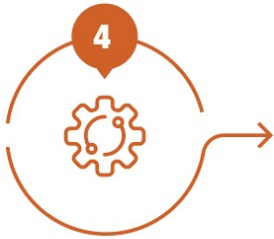


WHEN

## Ongoing and Already In Progress

- 1. Ongoing Member & Partner Meetings**  
Continue to build trust, cross-pollinate ideas, express concerns, propose action items.
- 2. Spring Community Workshops (led by FIREsafe Marin)**  
In May/June, MWPA will be reporting on work accomplished to date during a series of virtual workshops.
- 3. Summer Public Meetings by Geographic Area**  
Public meetings organized by service area to create public awareness about forthcoming fire prevention projects.
- 4. Wildfire Prevention Day/Week**  
Saturday, May 1 is Wildfire Community Preparedness Day, a national campaign from the National Fire Protection Association (NFPA). California Wildfire Prevention week is usually first week in May. MWPA will amplify messages.





HOW

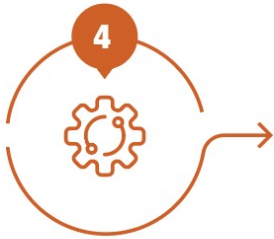


WHEN

## Phase 1: Foundational Elements

### Projects Initiated in Spring - Summer 2021

- 1. The Hub: Website Development & Management**  
Accessible, easy-to-update website developed to showcase MWPA programs, projects, and funding. Updated in timely and transparent manner.
- 2. Earned Media (Free PR) Strategy**  
Strategy and pitch calendar will be developed for free print, radio, and television coverage.
- 3. Style Guide and Key Messages**  
“Fire Funds At Work.” Style guide and key messages developed for member and partner agencies to consistently communicate about MWPA/Measure C funds.
- 4. Organization Chart**  
Explain how MWPA relates to member and partner agencies (e.g. confusion about FSM & MWPA).
- 5. Annual Report**  
MWPA’s fiscal year ends on June 30.
- 6. Project and Comms Info Management**  
Explore development of system to extract data from d-space evaluations, chipper programs, public meetings, and other resident points of contact. Use to assess needs, measure success, identify missing audiences, plan targeted campaigns, and report data.



HOW



WHEN

## Phase 2: Foundational Elements & Implementation

Projects Initiated in Fall 2021 – Winter 2022

### 1. Social Media Strategy

Consider which audiences to reach, most effective feeds (add NextDoor?) goals, metrics, and realistic level of moderating/Q&A desired.

### 2. Partner Roll Out

After style guide and key messages are complete, provide guidance to partner agencies to ensure consistent and effective communications.

### 3. Content Development

Content for social media, MWPA's website, and partner newsletters will need to be defined and developed.

### 4. Outreach Strategy

Develop a realistic and attainable strategy for building public trust including two-way communication (face-to-face d-space evals, FSM projects, public meetings, etc)

### 5. Develop & Implement Metrics for Success

Define how to measure communication success to adapt the strategy as necessary (surveys, focus groups, metrics needed to see if org goals are being met).

### 6. Identify If/When Risk Communication Templates Might Be Used

Risk Communication is a science-based approach for communicating effectively in situations of high stress, high concern, or controversy. MWPA should consider if and when it might use.

# Budget



**BUDGET**

*Actual budget TBD but anticipated at approximately 0.5% of annual budget for these early foundational communications elements.*

This Fiscal Year (ending June 30)

- Existing FIRESafe Marin contracts

Next Fiscal Year

- MWPA contracts TBD