



FOR IMMEDIATE RELEASE

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Marin Wildfire Prevention Authority Employs New Technology to Improve Wildfire Evacuation Routes

As part of a multi-prong strategy to protect Marin residents from wildfires, the newly formed [Marin Wildfire Prevention Authority](#) (MWPA) is leveraging the latest technologies to provide up-to-the-minute evacuation routes. MWPA has engaged [Zonehaven](#) to implement an Evacuation Management Platform. This cloud-based service takes real-time satellite and internet inputs about fire risk, population centers, traffic flow and delivers simple evacuation instructions to residents and public safety personnel on a multitude of devices. As fire conditions change, dynamic, up-to-the-minute evacuation routes can be modified quickly to allow authorities to redirect traffic, in some cases even closing roads and turning others into one-way corridors to safety.

“It is critical for fire and law enforcement to work together to efficiently evacuate people from their neighborhoods,” said Novato Police Chief Matthew McCaffrey. “This will give public safety in Marin County a vital tool to accomplish that goal.” Marin County Fire Chiefs Association president Ruben Martin added, “One of the challenges that emergency managers have is getting accurate up-to-date information to the public about what areas need to be evacuated, and which roadways are open and available for evacuation traffic. We welcome a tool to better meet these challenges.”

The MWPA will also fund an Ingress/Egress study that will provide detailed descriptions and ratings of the risk as they affect wildfire evacuation. Working closely with the [Transportation Authority of Marin](#) (TAM), MWPA will integrate local traffic data into the Zonehaven Evacuation Management Platform. “We are excited to combine the power of Zonehaven’s platform with the data from our study,” said MWPA Board President Bruce Goines. “The data will allow us to strategically improve the evacuation routes countywide and increase the safety of its residents”.

The Zonehaven Evacuation Management Platform has been successfully implemented in many Bay Area counties and has been used during multiple major wildfires. With the implementation of the Zonehaven platform, the MWPA is joining Alameda, Sonoma, Napa, San Mateo and Santa Clara counties to create a unified Evacuation Management network that will allow all first responders in the Bay Area to swiftly react and coordinate responses to wildfires and other incidents to save lives.

Mark Brown, Executive Officer of the MWPA, said, “The MWPA will help facilitate the implementation of this platform and we look forward to having this resource available to our first responders and residents of the county.” Brown anticipates it will take three months to develop the platform with input from all law enforcement agencies, fire departments, public works agencies, the Marin County Office of Emergency Services and TAM. There will be training provided for all public safety agencies and a marketing campaign to inform residents how to access the information.

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For more information about MWPA, please visit www.marinwildfire.org

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