



EXECUTIVE COMMITTEE AGENDA

Thursday April 1, 2021

10:00 AM

<https://zoom.us/j/99385985130>

Or Telephone:

669-900-6833

Meeting ID: 993 8598 5130

For those joining by phone use: *9 to “raise your hand” and *6 to mute/unmute

ATTENTION: This will be a virtual meeting of the Executive Committee of the Marin Wildfire Prevention Authority pursuant to Executive Order N-29-20 issued by the Governor of the State of California. There will not be a public location for participating in this meeting, but any interested member of the public can participate telephonically by utilizing the dial-in information printed on this agenda.

1. Call to order.

2. Roll Call.

Bruce Goines

Dennis Rodoni

Sashi McEntee

Julie McMillan

Rachel Kertz

3. Agenda Adjustments.

4. Open time for public expression.

The public is welcome to address the Executive Committee at this time on matters not on the agenda that are within the jurisdiction of the Committee. Please be advised that pursuant to the Government Code Section 54954.2, the Committee is not permitted to discuss or take action on any matter not on the agenda. Comments may be no longer than three minutes and should be

respectful to the community. **Please silence your cell phones during the meeting / mute your microphone when not reporting out.**

5. Executive Officer's Report - Verbal Report.

Information Only, such as information about Marin/Statewide Wildfire Forecast Update, Executive, Finance, Operations and Advisory/Technical Committee Updates.

6. Citizens' Oversight Committee Bylaws

Recommendation: discuss the Citizens' Oversight Committee Bylaws and alignment with the Founding Documents.

a. Citizens' Oversight Committee Bylaws Staff Report

[6a1 - Citizens' Oversight Committee Bylaws Staff Report.pdf](#)

[6a2 - Approved COC BYLAWS-MWPA_3.14.21.pdf](#)

7. Draft MWPA Communications Strategy

Recommendation: receive a staff report and provide feedback for the draft MWPA Communications Strategy

a. Draft MWPA Communications Strategy Staff Report

[7a1 - Draft Communications Strategy Staff Report.pdf](#)

[7a2 - DRAFT_MWPA-Communications Strategy_3-29-21.pdf](#)

8. Legislative Support Process

Recommendation: that the Executive Committee consider directing staff to develop a policy to set parameters related to taking positions on legislation.

a. Legislative Support Process Staff Report

[8a1 - Exec Comm Leg Support and Lobbying 04 01 21 Staff Report.pdf](#)

[8a2 - Marin Clean Energy Legislative Policy Guidelines.pdf](#)

9. Agency Partnerships/Coordination and Grant Funding Efforts

Recommendation: receive a presentation from the Executive Officer and Bill Keene about efforts to increase partnerships, collaboration and grant funding opportunities and provide feedback for a presentation to the full Board of Directors.

a. Agency Partnerships/Coordination and Grant Funding Efforts Staff Report

[9a1 - Agency Partnerships - Coordination and Grant Funding Efforts Staff Report.pdf](#)

[9a2 - Agency Partnerships - Coordination and Grant Funder Efforts Presentation.pdf](#)

10. MWPA Regular Board Meeting Agenda Planning for April 15, 2021.

Recommendation: that the Executive Committee review and provide direction to staff regarding the draft agenda for the MWPA Regular Board Meeting of Thursday April 15, 2021.

a. Marin Wildfire Prevention Authority Board of Directors Draft Agenda - 4-15-2021

[10a1 - Marin Wildfire Prevention Authority Board of Directors Draft Agenda - 4-15-2021.pdf](#)

11. Information Items.

12. Committee Members Request Future Agenda Items.

13. Adjourn.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the MWPA at 415-539-MWPA (6972). Notification at least 48 hours prior to the meeting will enable the Agency to make reasonable accommodation to help insure accessibility to this meeting.

*Any writings or documents provided to a majority of the Executive Committee regarding any item on this agenda after the distribution of the original packet will be made available for public inspection at 28 Liberty Ship Way, Suite 2800, Sausalito CA 94965. *Note as of 4/30/20 offices are closed to the public. Therefore, documents will be made available upon request and will be available online at www.marinwildfire.org*

Notice is hereby given that the Executive Committee may discuss and/or take action on any or all of the items listed on this agenda. If any of these matters above are challenged in Court, you may be limited to raising only those issues you or someone else raised at any public hearing described on this agenda, or in written correspondence delivered at, or prior to, this Committee meeting. Judicial review of an administrative decision of the Executive Committee must be filed with the Court not later than the 90th day following the date of the Committee meeting decision (Code of Civil Procedure Section 1094.6)

I certify that this agenda was posted on the Public Notice Bulletin Board on or before Monday, March 29, 2021 at 10:00 a.m.



Mark Brown, Executive Officer



MARIN WILDFIRE PREVENTION AUTHORITY

STAFF REPORT

For the Meeting of April 1, 2021

To: Marin Wildfire Prevention Authority Executive Committee
From: Mark Brown, Executive Officer
Subject: Citizens' Oversight Committee Bylaws

RECOMMENDATION:

Discuss the Citizens' Oversight Committee Bylaws and alignment with the Founding Documents.

BACKGROUND:

The Citizens' Oversight Committee (COC) created an ad hoc subcommittee to draft their bylaws. That subcommittee enlisted input from the Executive Officer and legal counsel before bringing the bylaws to the full COC for approval. During the process of reviewing the JPA Agreement, the Tax Ordinance and the MWPA Board of Directors Bylaws ("Founding Documents"), staff found that the MWPA Board of Directors is not required to approve the COC's bylaws, as long as they are in alignment with those Founding Documents. If the COC bylaws exceed the roles and responsibilities defined in the Founding Documents it will be up to the Board to accept these extra roles and responsibilities and to determine the need to amend the JPA language, and/or the Board bylaws.

ANALYSIS:

A. Founding Documents.

The Founding Documents provide for the creation of the COC and delegate specific tasks to the Committee.

Section 13 of the Tax Ordinance provides, in part:



The Marin Wildfire Prevention Authority will create a Citizens' Oversight Committee to report on the spending of the parcel tax funds and the previous year's work program to evaluate consistency with the tax measure. ...

Section 8 of the JPA Agreement provides, in part:

The Board of Directors will create a Citizens' Oversight Committee. The Citizens' Oversight Committee will review Authority spending on an annual basis following the report from the Treasurer. After review of the previous year's work program and the financial audit, the Citizens' Oversight Committee will adopt a report describing the extent to which the funds have been spent consistent with the tax measure and provide feedback to the Board of Directors. Citizens' Oversight Committee participants will be residents who are neither elected officials of any government entity, nor public employees of any Member. Service on the Citizens' Oversight Committee will be restricted to individuals who reside in Marin County. Participants on the Citizens' Oversight Committee will be required to submit a statement of financial disclosure and participation will be restricted to individuals without economic interest in any of the Authority's projects. The Citizens' Oversight Committee may create subcommittees to monitor the deliberations of the Board of Directors, Operations Committee, and the Advisory/Technical Committee. ...

B. COC Bylaws.

MWPA's General Counsel has reviewed the COC Bylaws and found that they are in alignment with the Founding Documents; however, the Board governs the MWPA and has the final word when it comes to interpreting the Founding Documents. Therefore, staff requests that the Board evaluate the following sections of the COC Bylaws and offer direction to the COC and staff if these provisions require further revision.

COC Bylaws Article IV-6:

Attend public meetings of the MWPA's Board of Directors, Operations Committee, Advisory/Technical Committee, and each of these bodies' standing subcommittees, as observers assigned by the Committee, to address matters relating to expenditure and workplans, and to assess ongoing alignment of expenditures and work-plans with the Founding Documents;



The JPA Agreement explicitly allows the COC to create subcommittees to monitor the deliberations of the Board, Operations Committee and Advisory/Technical Committee. The COC Bylaws provide that the COC will assign members to attend meetings to carry out this monitoring role. Under their Bylaws, COC members will attend meetings of the MWPA Board and standing committees as observers and they may address the Board or Committees as members of the public during public comment, unless there is a specific agenda item for a COC report to the Board and/or Executive Committee.

COC Bylaws Article IV-7:

Monitor the deliberations of the MWPA’s Board of Directors, Operations Committee, Advisory/Technical Committee, and each of these bodies’ standing subcommittees, as specified in Section 8 of the JPA Agreement, to assess transparency;

The Brown Act allows members of the public to attend public meetings of the Board and Standing Committees and to raise concerns about transparency. The role of assessing transparency is not clearly stated as a requirement for the COC in the Founding Documents and staff feels it will be up to the Board to determine if this provision of the COC Bylaws is acceptable.

COC Bylaws Article IV-8:

“Evaluate, select, and recommend candidates for Committee membership or replacement membership, to be appointed by the MWPA’s Board of Directors;”

The Founding Documents are clear that it is the Board of Directors who appoint members to the COC, however they do not state how the recruitment should be handled. The COC Bylaws allow the Committee to make candidate recommendations to the Board. Staff feels it will be up to the Board to determine the manner in which this recruitment and subsequent Board approval occurs.

FISCAL IMPACT:

None



ENVIRONMENTAL IMPACT:

Discussing the COC bylaws is not a “project” under the California Environmental Quality Act, because it does not involve an activity which has the potential to cause a direct or reasonably foreseeable indirect physical change in the environment. (Cal. Pub. Res. Code § 21065).

Respectfully submitted,

Mark Brown, Executive Officer

MARIN WILDFIRE PREVENTION AUTHORITY
CITIZENS' OVERSIGHT COMMITTEE BYLAWS

ARTICLE I - NAME

In accordance with the Joint Exercise of Powers Agreement for the Marin Wildfire Prevention Authority (MWPA), and the Measure C Marin County Tax Ordinance No. 3716 (together, the “Founding Documents”) this Committee shall be designated the Marin Wildfire Prevention Authority Citizens’ Oversight Committee, referred to hereinafter as “Committee.”

ARTICLE II - PURPOSE

Consistent with the Founding Documents, the purpose of the Committee is to oversee the work of the MWPA. Specifically, as provided in Section 13 of the Tax Ordinance, the Committee’s duties shall include reviewing the MWPA’s spending on an annual basis following the report from the MWPA’s Treasurer. The Committee shall also provide feedback to the MWPA’s Board of Directors. As specified in Section 8 of the JPA Agreement, after reviewing the MWPA’s previous year’s work program and financial audit, the Committee shall write and adopt a report to provide feedback to the MWPA’s Board of Directors and the public describing the extent to which the funds have been spent consistent with the Measure C parcel tax provisions.

ARTICLE III - ORGANIZATION

Consistent with Section 8 of the JPA Agreement, Citizens’ Oversight Committee participants will be residents who are neither elected officials of any government entity, nor public employees of any member of the MWPA. Service on the Citizens’ Oversight Committee will be restricted to individuals who reside in Marin County. Participants on the Citizens’ Oversight Committee will be required to submit a statement of financial disclosure and participation will be restricted to individuals without economic interest in any of the MWPA’s projects.

The Committee shall consist of nine members as follows:

1. five participants, each residing in one of these five general geographical areas: West Marin, Novato, San Rafael, Central Marin, and Southern Marin;
2. one member from a taxpayer organization of Marin County;
3. one participant from environmental organizations of Marin County;
4. one participant from FIREsafe MARIN or similar fire prevention organization; and

5. one participant from a non-partisan civic organization such as League of Women Voters.

The Committee is seated by the MWPA and shall have no authority separate or apart from that of the MWPA.

Each member of the Committee shall serve for a term of three years. However, to provide for staggered terms, the initial Committee members shall draw lots, or participate in some other random selection method, to determine whether their initial term shall be for one, two, or three years. Additionally, initial Committee members may volunteer for a shorter term. The term of each member shall end on December 31st. Each initial term shall commence as of January 1, 2021. No member shall be eligible to serve for more than two consecutive terms. The term of each member shall begin as of the first day of the calendar year unless a member is replacing a member who has resigned or been removed from membership. In the case of a replacement member, the term of that member shall be for the remainder of the term of the member who has been replaced.

ARTICLE IV - MEMBERS' RESPONSIBILITIES

Members shall:

1. attend Committee meetings;
2. serve on subcommittees of the Committee;
3. conduct an annual review of the report from the MWPA's Treasurer;
4. review the previous year's work-plan and financial audit, and supporting documentation as needed;
5. write and adopt a report to provide feedback to the MWPA's Board of Directors on the spending of Measure C parcel tax funds and the previous year's work programs to confirm consistency with the tax measure;
6. attend public meetings of the MWPA's Board of Directors, Operations Committee, Advisory/Technical Committee, and each of these bodies' standing subcommittees, as observers assigned by the Committee, to address matters relating to expenditure and work-plans, and to assess ongoing alignment of expenditures and work-plans with the Founding Documents;
7. monitor the deliberations of the MWPA's Board of Directors, Operations Committee, Advisory/Technical Committee, and each of these bodies' standing subcommittees, as specified in Section 8 of the JPA Agreement, to assess transparency;
8. evaluate, select, and recommend candidates for Committee membership or replacement membership, to be appointed by the MWPA's Board of Directors; and
9. perform such other duties as may be directed by action of the Committee consistent with the Founding Documents.

ARTICLE V - CONDUCT OF MEMBERS

No member of the Committee shall act as the official spokesperson of the Committee unless specifically authorized by the Committee.

In the event that a member of the Committee is in violation of the provisions outlined in the Standards of Conduct established by the Committee, such member may be removed from office by a super-majority vote of six (6) out of the nine (9) members of the Committee.

ARTICLE VI - MEETINGS AND MINUTES

All proceedings of the Committee shall be conducted according to the rules contained in the most recent edition of *Rosenberg's Rules of Order* when these do not conflict with these Bylaws.

Regular meetings shall be monthly. Special meetings shall be called as needed. All meetings of the Committee shall be in accordance with the Ralph M. Brown Act, California Government Code Sections 54950, et seq.

Minutes of the adjourned, regular, and special meetings of the Committee shall be kept and said minutes shall be forwarded to each member of the Committee within thirty (30) days after each meeting.

Minutes of the adjourned, regular, and special meetings of the Committee are a part of the public record and shall be posted to the MWPA website in a timely manner following final approval by the Committee.

The time, date, and location of any subcommittee meeting shall be determined by the members of such subcommittee.

ARTICLE VII - OFFICERS

The Committee shall elect a Chair and a Vice Chair. These officers shall serve a six-month term beginning January 1, or July 1. The Vice Chair shall succeed the Chair at the end of the Chair's six-month term.

The duties of the Chair shall be to preside over meetings.

The duties of the Vice Chair shall be to perform the duties of the Chair in the absence of the Chair.

ARTICLE VIII - SUBCOMMITTEES

In accordance with the provisions of the Brown Act (Gov. Code §§54950 et seq.), the Committee may form subcommittees as needed and appoint members to serve on any such subcommittees.

ARTICLE IX - CONDUCT OF BUSINESS

A majority of the members shall constitute a quorum of the Committee. In the event of a meeting of the Committee with less than a quorum, the members present shall only have the power to dismiss a meeting. For purposes of conducting business, a majority of the quorum is authorized to act on behalf of the Committee. Actions of the Committee shall be approved by a majority vote of the members present with two exceptions: any action to amend these Bylaws requires a majority vote of the full Committee; and any action to remove a member from office requires a supermajority of six (6) out of nine (9) votes.

At every meeting of the Committee, the Committee members shall set the tentative agenda for the following meeting.

ARTICLE X - GOVERNING PROVISIONS; SEVERABILITY

Any and all applicable laws of any governmental authority or agency having jurisdiction over the Committee, and the provisions of the Founding Documents, are hereby incorporated by reference as if fully set forth herein. In the event of a conflict between such applicable law(s) or the Founding Documents and any provision of these Bylaws, the applicable law(s) and Founding Documents shall control and such Bylaws provision(s) shall be considered null and void; provided, however, that any and all provisions of these Bylaws not so affected shall remain in full force and effect.

ARTICLE XI - EFFECTIVE DATE AND AMENDMENTS

These Bylaws shall be effective upon their approval by a majority vote of the full Committee. These Bylaws may be amended or repealed, and new Bylaws created by the majority vote of the full Committee. Any member of the Committee may propose amendments to the Bylaws.



MARIN WILDFIRE PREVENTION AUTHORITY

STAFF REPORT

For the Meeting of April 1, 2021

To: Marin Wildfire Prevention Authority Executive Committee
From: Mark Brown, Executive Officer
Subject: Draft MWPA Communication Strategy

RECOMMENDATION:

Receive a staff report and provide feedback for the draft MWPA Communications Strategy.

BACKGROUND:

Following the Executive Committee Meeting in February, President Goines created the Communications Ad Hoc Subcommittee consisting of Directors Donohue, Burdo, Jeschke and Paulson. They have been working with the Executive Officer, Pamela Kuhn and Ross Guehring to create the draft Communications Strategy. (Attachment 1).

ANALYSIS:

Staff feels the draft Communications Strategy appropriately identifies the key recipients, a broad spectrum of methods for communicating the actions of the MWPA and a method for our partners and stakeholders to assist with our messaging. Staff requests input and feedback from the Executive Committee to refine the Communications Strategy to bring to the full Board on April 15th.

FISCAL IMPACT:

There will be ongoing expenditures that will stay within the Public Outreach budget that has been created.



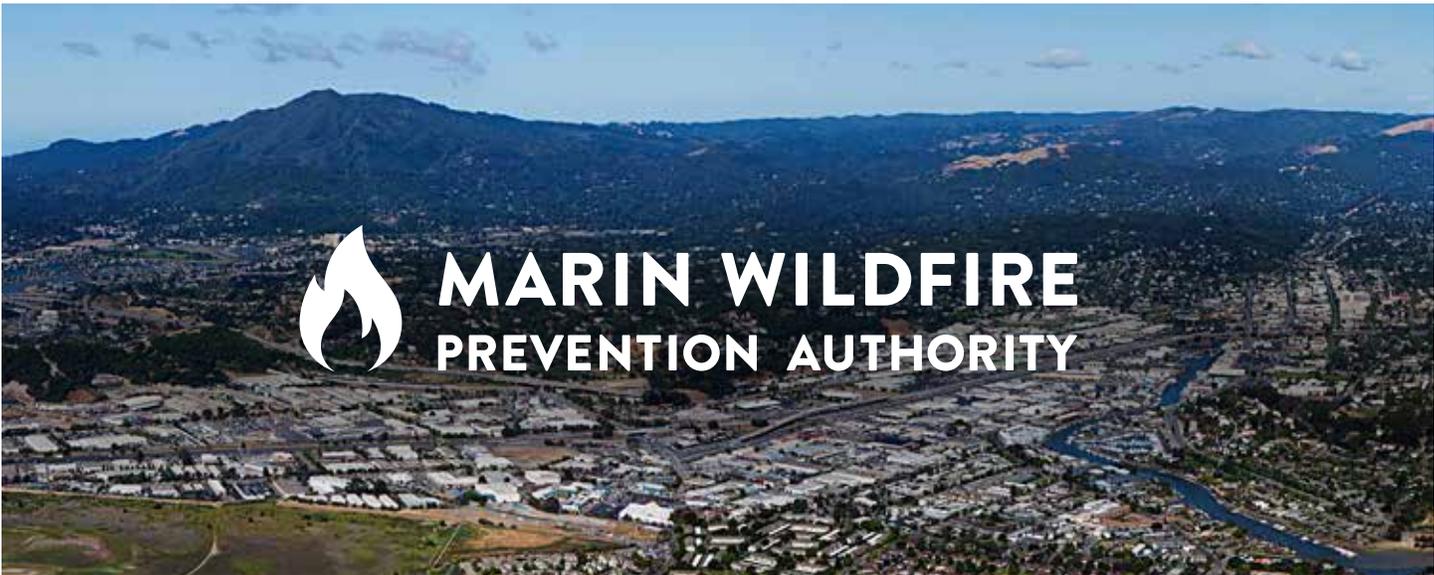
ENVIRONMENTAL IMPACT:

Providing feedback on a communications strategy is not a “project” under the California Environmental Quality Act, because it does not involve an activity which has the potential to cause a direct or reasonably foreseeable indirect physical change in the environment. (Cal. Pub. Res. Code § 21065).

Respectfully submitted,

Mark Brown

Attachments: 1 – Draft Communications Strategy
2 – Communications Strategy Presentation



**MARIN WILDFIRE
PREVENTION AUTHORITY**

STRATEGIC COMMUNICATION PLAN

March 2021 Draft





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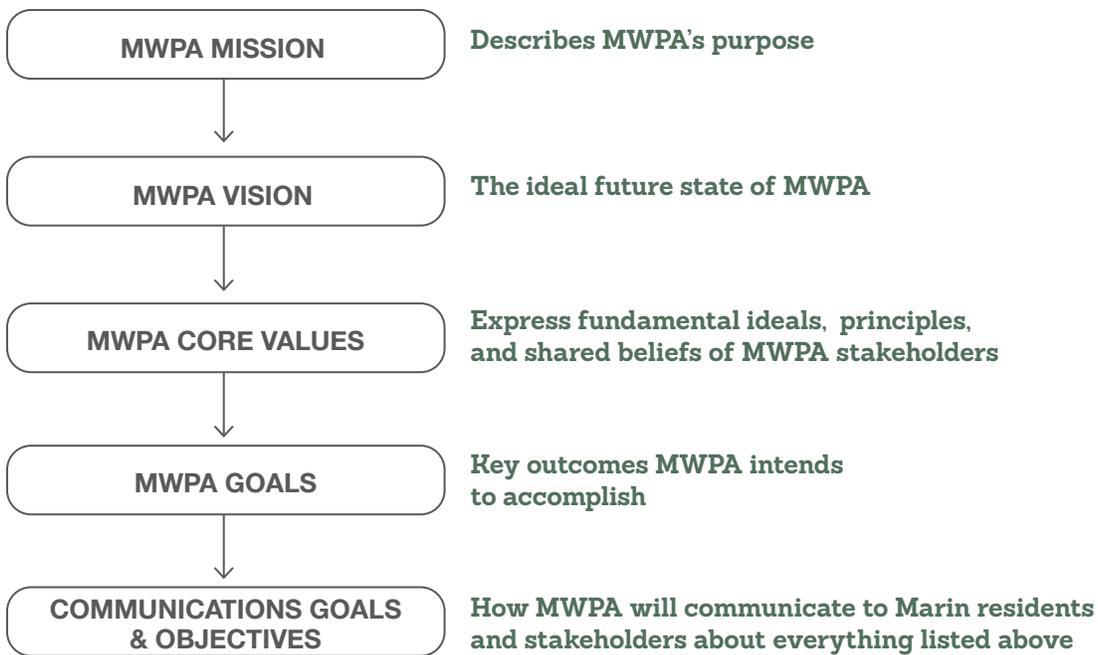
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MWPA STRATEGIC PLAN, MISSION, AND VISION

MWPA COMMUNICATIONS ARE GUIDED BY THE STRATEGIC PLAN

MWPA's Strategic Plan is governed by the Measure C language approved by Marin County voters in March 2020. The Strategic Plan describes an overarching approach to all its plans, projects, and programs, subject to Measure C requirements. Communication actions will flow directly from MWPA's Strategic Plan. This ensures that all communication will be anchored by the MWPA Mission, Vision, Core Values, and Goals.



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.

MWPA VISION

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 CORE VALUES (DRAFT)

The statements below are the fundamental values and enduring principles that guide all of MWPA's work.

WILDFIRE PREVENTION IS OUR PRIMARY FOCUS

Preventing major wildfires from taking lives and causing property damage in our communities is our primary focus.

BOLD ACTION AND ACCOUNTABILITY

MWPA acts quickly and accountably by completing its identified projects on time and on schedule with the full cooperation and collective purpose of the Board, Committees and staff.

TRANSPARENCY AND FISCAL RESPONSIBILITY

MWPA operates transparently and effectively, communicates the work results early, often and in a continuously predictable fashion with stakeholders, partners and the community. Aligned with the voter approved expenditure plan, MWPA allocates its resources on programs and projects that prevent wildfires, leverage other resources and suggest innovative policy proposals at the local, state, and national level.

DRIVEN BY SCIENCE

Rooted and based in the best available science, MWPA's projects and programs achieve meaningful and measurable wildfire hazard reductions intended to avoid loss of life and property.

RESPECTFUL, INCLUSIVE, AND SUPPORTIVE

MWPA is committed to respectfully and inclusively supporting the decisions made by the Board, Committees and staff.

ROLES AND RESPONSIBILITIES

MWPA's Board, Committees and staff have roles and responsibilities that are clearly defined, articulated and followed. MWPA's Board, Committees and staff are committed to advance meetings preparation, clear and concise commentary and recommendations, and honoring and hearing other points of view with the belief that MWPA Board, Committees and staff collectively learn and achieve better results by working together.

PARTNERSHIPS

MWPA's success is based on the ability to foster and leverage partnerships with diverse stakeholders and community members. Through partnering, MWPA maximizes funding, ensures education and delivers trusted services and programs to the member communities.

MWPA GOALS (DRAFT)

The following describes what MWPA intends to accomplish.

VEGETATION MANAGEMENT

Through programs and funding, MWPA and its member agencies will conduct the most cost-effective vegetation management to achieve fuel reduction as outlined in the Community Wildfire Protection Plan (CWPP).

WILDFIRE DETECTION & EVACUATION PROGRAM IMPROVEMENTS

MWPA, partnering with its member agencies and local law enforcement, will implement state-of-the-art wildfire detection, warning, and alert systems, and develop a countywide network of safe evacuation routes and temporary refuge areas for residents during evacuations in order to reduce loss of life during a catastrophic wildfire event.

LOCAL GRANT PROGRAM

MWPA will operate a local funding grant program to assist residents (first focusing on those with functional needs, seniors, and financially disadvantaged) in reducing fire risk at the property level.

PARTNERSHIPS AND OUTSIDE GRANT FUNDING

The MWPA will strategically develop partnerships and funding at the federal, state, and local level to leverage the effectiveness of all MWPA program areas and projects for wildfire prevention and disaster preparedness programs.

PUBLIC EDUCATION

MWPA will deliver specific, verified information and assistance to help the public help themselves and others to create fire adapted communities, to reduce related risks and to minimize the impact of disaster events.

DEFENSIBLE SPACE EVALUATIONS

MWPA will allocate funds and knowledge resources, delivered by MWPA or the responsible member fire agency, to conduct defensible space structure evaluations in the service area, ensuring that homes and other structures meet current fire and building codes, and that home hardening concepts are understood and applied in order to create fire adapted communities.

LOCAL WILDFIRE PREVENTION MITIGATION

MWPA will provide funding to member agencies for specific local wildfire mitigation needs unique to each agency's service area.



**MARIN WILDFIRE
PREVENTION AUTHORITY**

STRATEGIC COMMUNICATIONS PLAN



MWPA CORE IDENTITY | WHY?

The first component of MWPA’s communication strategy is a clear and concise core message or idea. This idea will anchor the brand, giving MWPA an identity and possibly evoking a personality.



WHY SHOULD ANYONE CARE?

Climate change is creating longer and more intense wildfire seasons. Most people living in the western United States have wondered in recent years, “Should I move? Is it safe to stay here? Can I live with wildfire?”

Adapting to climate change and cutting the risk of catastrophic blazes means adjusting to the new wildfire reality. There is a “new normal.” Forests will be managed differently. Communities will need to get comfortable with prescribed fire in controlled conditions. People living near forests will need to make it as difficult as possible for their homes to burn by removing wood decks, vegetation and other combustible items from around their homes.

MWPA believes in a fire-resilient future for Marin County. The first Joint Powers Authority of its kind in California, MWPA is a **leader in shifting to a new fire-adapted community paradigm**. The organization is proactive and collaborative, coordinating across jurisdictional boundaries.

MWPA empowers Marin residents, public land managers, civic leaders, first responders, environmental groups, and businesses to become fire prevention leaders, **working collectively to create a more fire-resilient future**.

Residents, communities, and agencies will each need to do their part to become informed and prepared for wildfire. MWPA will provide the funds, coordination, and expertise to help get the fire prevention work done effectively, efficiently and based on the best available fire science.

AUDIENCE | WHO?

Another key component in an effective communication strategy is understanding the target audience. The audience will determine what, how, and when MWPA communicates.



WHO

WHO IS MWPA?
Fire-resiliency Adapters
Trustworthy Fund Administrators
Responsible Managers
Proactive Leaders
Collaborative Organizers
Innovative Science Advisors

WHO DO WE NEED TO REACH?

The broad cross sections below are audience types that MWPA needs to reach. Each audience may need further segmentation (ie, specific demographics or geographic areas).



Fire Agencies



Civic Leaders



Auditors & Citizens Oversight



Land Managers & Environmental Community



Marin County Residents



Planners, Developers & Business Owners

LEADING THE EVOLUTION TO A FIRE-ADAPTED MARIN

MWPA VISION
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 GOALS ARE IN THE AREAS OF:

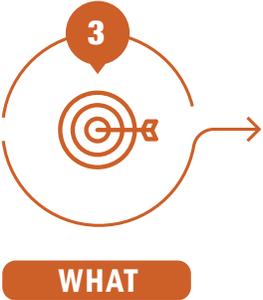
- Vegetation Management
- Wildfire Detection & Evacuation Program Improvements
- Local Grant Programs
- Partnerships & Outside Grant Funding
- Public Education
- Defensible Space Evaluations
- Local Wildfire Prevention Mitigation

COMMUNICATION GOALS | WHAT?

MWPA’s communication goals must be grounded in MWPA’s mission, vision, and organizational goals. The desired communication outcomes may differ by audience.



**WHAT DO PEOPLE NEED TO KNOW ABOUT MWPA?
WHAT SHOULD THE COMMUNICATION ACCOMPLISH?**



COMMUNICATIONS GOALS COMMON TO ALL AUDIENCES

1. Marin County residents and agencies are inspired and empowered to do their part to create a fire-adapted Marin County.
2. Marin County residents and agencies are aware of MWPA and understand how it relates to the greater Marin fire community.
3. Marin County residents and agencies trust MWPA and know they are getting a good return on investment.
4. MWPA stays true to its core values in all aspects of communication. This includes: a primary focus on wildfire prevention; timely access to information; driven by science; a visually integrated system; user-friendly, clear, and concise; accessible; visual compatible with partner agency material; and engaging.

MWPA COMMUNICATIONS GOALS CONTINUED

INTERNAL AUDIENCE:

MEMBERS & THOSE DIRECTLY RECEIVING MWPA FUNDING



Fire Agencies



Civic Leaders

Most Marin County fire agencies, municipal governments, and the County of Marin are members or active participants in MWPA. They need communication **from MWPA** about its projects and programs. They also will be a crucial part of MWPA's communication **to the public**.

MEMBER AGENCY COMMUNICATION GOAL 1
MWPA staff will effectively communicate with member agencies.

OBJECTIVES

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 (CWPP).
2. In order to receive MWPA funding, member agencies will understand how to communicate with MWPA about their own service area's local wildfire mitigation needs.
3. Member agencies will provide MWPA-sponsored project updates in a consistent and timely manner, including photographs, so that MWPA can efficiently feed information into reports, website, and social media.

MEMBER AGENCY COMMUNICATION GOAL 2
MWPA member agencies effectively communicate with the public as active participants in achieving MWPA Communication Goals.

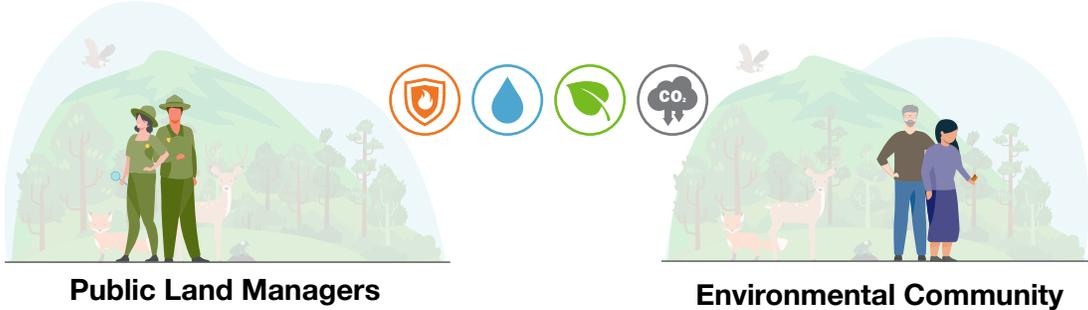
OBJECTIVES

1. Member agencies will have access to clear, concise, and effective communication material about MWPA, its programs, and its projects.
2. Member agencies will communicate to the public about how MWPA programs are making a difference within their own service area. This includes using an "funded by MWPA" or similar for all programs and projects funded by MWPA.
3. Member agencies will provide effective communications that empower residents and businesses in their service area to accomplish the mission and vision of MWPA in an ecologically sound manner.

MWPA COMMUNICATIONS GOALS CONTINUED

EXTERNAL AUDIENCES

PARTNERS IN EVOLVING A FIRE-ADAPTED MARIN



Public land managers and the environmental community (collectively referred to here as “environmental partners”) are key collaborators in reaching MWPA’s mission and vision. These partners advise fire professionals, defining best environmental practices to guide the implementation of the wildfire prevention plans and offering expertise and recommendations on specific projects. Public land managers also have vegetation management and habitat protection needs specific to their own jurisdictions, and MWPA may advise them regarding fire prevention activities. MWPA currently has advisory relationships in place with thirty eight public land management, climate, and environmental organizations in Marin.

ENVIRO COMMUNICATION GOAL 1
MWPA will build trust and deepen relationship with environmental partners.

OBJECTIVES

1. Environmental partners will understand and be able to explain how MWPA relates to their own mission and the greater Marin fire and environmental community.
2. Effective and long-term channels of 2-way communication will be established.
3. Environmental partners will know that MWPA-sponsored projects have been conducted in an ecologically sound manner based on the best available science.

ENVIRO COMMUNICATION GOAL 2
Environmental partners will effectively communicate with the public as active participants in achieving MWPA Communication Goals.

OBJECTIVES

1. Environmental partners will have access to clear, concise, and effective communication material about MWPA, its programs, and its projects.
2. Environmental partners will communicate to the public about how MWPA programs are making a difference within Marin’s environment. This includes using an “funded by MWPA” or similar for all programs and projects funded by MWPA.
3. Environmental partners will provide effective communications that empower residents and businesses in their service area to accomplish the mission and vision of MWPA in an ecologically sound manner.

MWPA COMMUNICATIONS GOALS CONTINUED

EXTERNAL AUDIENCES

PARTNERS IN EVOLVING A FIRE-ADAPTED MARIN



Auditors & Citizens Oversight

Supported by MWPA staff including the Executive Officer and Treasurer, MWPA's 7-member Finance Committee provides board-level oversight for Measure C funds. This audience includes a board-appointed Citizens' Oversight Committee, and organizations like COST Marin, Marin Citizens for Wildfire Preparedness, and the County of Marin.

FINANCE COMMUNICATION GOAL 1

MWPA's Finance Committee and other organizations interested in transparency and efficient use of Measure C funds know that MWPA is a good fund manager and the funds have provided a good return on investment.

OBJECTIVES

1. MWPA will provide clear, honest, and effective communications detailing project costs, benefits, and timelines. This will be accomplished through communications like annual reports and a website that acts as a clearinghouse for all MWPA programs and projects.
2. Effective and long-term channels of 2-way communication will be established.
3. Taxpayers and the Finance Committee will understand how MWPA has leveraged Measure C monies as matching funds to receive additional outside funds.
4. Taxpayers and the Finance Committee will know that MWPA funds have not offset current fire agency budgets.



Planners, Developers & Business Owners

DEVELOPER COMMUNICATION GOAL 1

Planners, developers, and business owners will know the risks of building in high wildfire risk environments. Developments have adequate defensible space and build using non-combustible materials.

OBJECTIVES

1. Communication goals TBD.

MWPA COMMUNICATIONS GOALS CONTINUED

EXTERNAL AUDIENCES

PARTNERS IN EVOLVING A FIRE-ADAPTED MARIN

Sources: datausa.io/profile/geo/marin-county-ca
 County of Marin Elections Department
bayareacensus.ca.gov/counties/MarinCounty.htm
www.census.gov/quickfacts/marincountycalifornia



Marin County Residents

<p>EDUCATION</p> <ul style="list-style-type: none"> 93.3% High school graduate or higher (persons age 25+) 59.5% Bachelor's degree or higher (persons age 25+) 20% Graduate degree 	<p>POPULATION 259,000 residents</p> <ul style="list-style-type: none"> 72.8% White (non-Hispanic) 15.5% Hispanic/Latino (of any race) 5.5% Asian 2.8% African American 0.6% Native American 0.2% Pacific Islander 	<p>MEDIAN HOUSEHOLD INCOME \$126,373</p> <p>POVERTY RATE 7.6%</p> <p>ENGAGED 90.25% of eligible voters cast ballots in Nov 2020 election</p>
<p>AGE 47.4 years (median)</p> <ul style="list-style-type: none"> 5.5% under 5 years 15.2% 5-17 years 62.6% 18-64 years 16.7% 65 years+ 	<p>SUPPORTIVE OF MWPA</p> <p>With approximately 41% of Marin County casting votes in the March 2020 election, 70.8% voted in support of Measure C (75,636 people).</p>	

RESIDENT COMMUNICATION GOAL 1 Marin County residents will trust MWPA and support its mission.

OBJECTIVES

1. Marin residents will be aware of MWPA and its role in the county.
2. Marin residents will have an awareness of MWPA-sponsored projects in their geographic area.
3. Marin residents will have access to clear, concise, and effective communication material about MWPA, its programs, and its projects.

RESIDENT COMMUNICATION GOAL 2 Communications from MWPA and partner agencies will inspire and empower residents to do their part to create a fire-adapted Marin County.

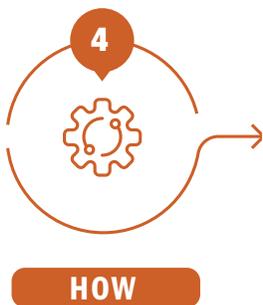
OBJECTIVES

1. Through MWPA and partner agencies, Marin residents will have received inspiring, empowering, and clear information regarding how to harden their homes, create defensible space, receive alerts and warnings, and safely evacuate a wildfire.
2. Through MWPA and partner agencies, Marin residents will have received face-to-face defensible space structure evaluations that ensure concepts are understood and correctly applied.
3. Residents will understand and be able to easily access and apply for local funding grants to reduce wildfire property risks at the local level.

HOW AND WHEN?

There are a large variety of distribution methods and media that could be used to target MWPA's audiences. MWPA will approach communication deliverables in phases, prioritizing a set of foundational elements that are important for reaching all audiences.

HOW WILL MWPA REACH TARGET AUDIENCES? WHAT METHODS WILL CREATE THE MOST LEVERAGE?



SPRING - SUMMER 2021 DELIVERABLES

1. Website Development and Ongoing Management

An accessible and easy-to-update website will be developed to showcase MWPA programs, projects, and funding as well as matching funds raised. The website will act as the hub for all MWPA communications and could include features like fillable forms for ease of applying for local grant funding.

MWPA will actively manage website to ensure that current projects, meeting packets, meeting minutes, current news, and other information are updated in a timely manner.

2. Ongoing Member and Partner Meetings

To continue to build trust and provide a venue for cross-pollination of ideas, expressing concerns, proposing action items, and two-way communication, MWPA's member and partner meetings will continue on an ongoing basis.

3. Earned Media Strategy

To update the public on MWPA's programs and projects, an earned media strategy and pitch calendar will be developed for print, radio, and television.

4. Style Guide

In order for all member and partner agencies to consistently communicate about MWPA, a style guide will be developed to outline how to use the MWPA logo, tagline, denote Measure C-funded projects, colors, and fonts. A set of talking points, Microsoft word, Microsoft powerpoint, embroidered badge, and social media templates could also be developed as part of this project.

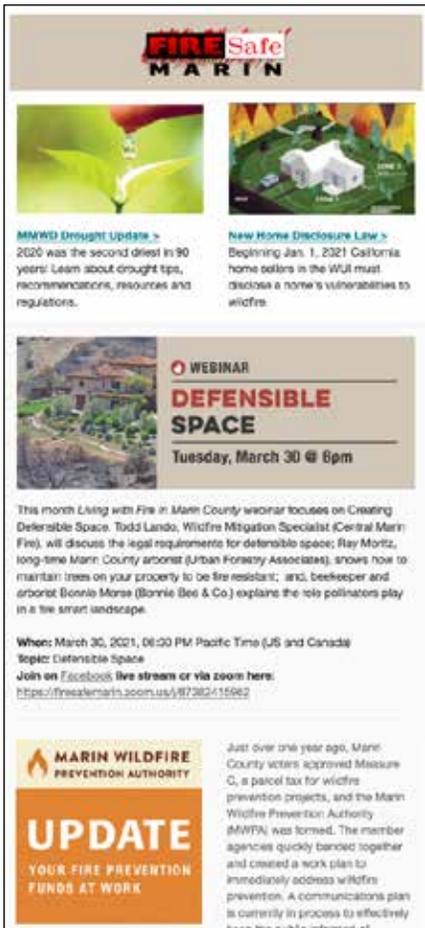
5. Organization Chart

One identified challenge is that the public doesn't know the difference between FIRESafe Marin, MWPA, and MWPA member agencies. To help alleviate confusion about roles and responsibility, MWPA will create an organizational chart explaining how MWPA relates to member and partner agencies.

6. Spring Public Meetings

In April/May, MWPA will be reporting on work accomplished to date. These meetings will be publicized using a variety of methods including social media, partner mentions in newsletters and via social media channels, press release, and earned media.

HOW AND WHEN CONTINUED



7. Public Meetings by Geographic Area

In late summer, four or five public meetings will occur by geographic service area to create public awareness about fire prevention projects occurring in their area over the coming months/years. These meetings will be publicized using a variety of methods including social media, partner mentions in newsletters and via social media channels, press release, and earned media.

8. Annual Report

Because MWPA's fiscal year ends on June 30, Phase 1 will include MWPA's first annual report.

9. Wildfire Prevention Week

Saturday, May 1 is California Wildfire Prevention week. MWPA will amplify messages coming from NFPA, CalFire, Marin County Fire, and FIRESafe Marin. MWPA can amplify on social media and potentially do a joint press release with Marin County Fire.

10. Project and Communications Information Management

MWPA will explore a plan to operationalize communications by coordinating fire prevention deliverables data with education and public relations data. The plan will include a process and platform to merge data from services delivered to residents (e.g. D-space, chipper program, meeting attendees) and any other "touch points" with those residents. The information will be used to report progress and success, assess needs, and plan targeted message and education campaigns.

PHASE 2: FALL 2021 - WINTER 2022 DELIVERABLES

After the foundational elements in MWPA's communications strategy have been developed, MWPA will begin implementation. The following tools and tactics will likely overlap with one another.

1. Social Media Strategy

MWPA's social media feeds will remain fresh with bi-monthly posts during Phase 1. Once the MWPA style guide has been defined, MWPA will be able to consider which audiences it wants to reach via social media, which feeds are likely to be most effective (i.e., should NextDoor be included?) along with goals and metrics. The level of active social media management required (i.e., moderating and answering questions on the feeds) should also be considered.

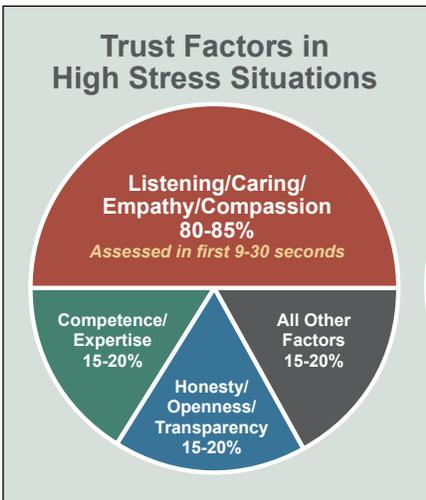
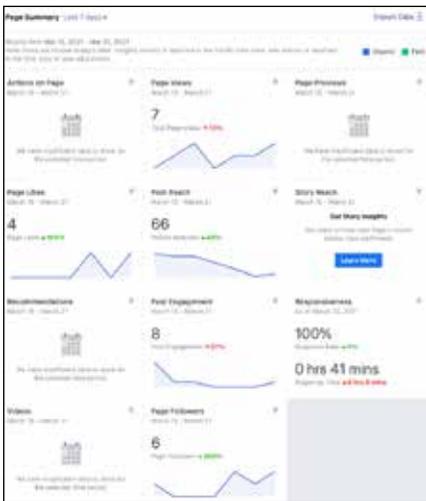
2. Partner Roll Out

Once the MWPA style guide and talking points are complete, MWPA will provide guidance to partner agencies to ensure consistent and effective communications across jurisdictions. This might include swag, information to hand out, or things to say.

3. Content Development

Content designed to be pushed to social media, the MWPA website, and partner newsletters such as FIRESafe Marin's monthly newsletter will need to be defined and developed. For efficiency, MWPA might identify monthly themes at the beginning of the year and push the monthly message out to all sources based on a schedule.

HOW AND WHEN CONTINUED



4. Outreach Strategy

MWPA will develop a realistic and attainable strategy for outreach to build trust. The outreach strategy will incorporate proven outreach best practices and define areas where two-way communication with the public is possible. This might include face-to-face defensible space evaluations conducted by MWPA member organizations, Firewise neighborhood outreach conducted by FIREsafe Marin, and MWPA-led public meetings, workshops, and stakeholder meetings.

5. Develop and Implement Metrics for Success

MWPA will need to define how it measures communication success so that it can adapt the strategy as necessary. This could mean counting the number of people reached and how many engaged with social media, or it might mean developing a plan to study resident fire adaptation behavior changes. It could include a yearly survey pushed out with NextDoor to create an overall impression of whether Marin's public has an awareness of MWPA or it could mean a more involved focus group study to understand public perceptions about whether MWPA is on track.

6. Identify Missing Audiences

MWPA should consider whether its strategy is missing audiences that are critical to meeting the MWPA mission and develop a strategy to reach. This might include West Marin or the Hispanic/Latino population of Marin.

7. 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 risk communication templates.

The following components of the Communications Strategy will be defined and outlined as part of Phase 1 and 2 deliverables.

OWNER | WHO WILL IMPLEMENT?



WHO WILL IMPLEMENT THE ELEMENTS OUTLINED IN THE COMMUNICATIONS PLAN?

GIVEN LIMITED IN-HOUSE STAFFING, HOW CAN MWPA LEVERAGE JPA MEMBERS?

MEASURE | IS IT WORKING?



HOW WILL MWPA KNOW IF ORG IS COMMUNICATING SUCCESSFULLY?

HOW WILL MPWA KNOW IF ORG IS MEETING ITS COMMUNICATIONS GOALS?

WHICH METRICS ARE MOST USEFUL?

EVOLVE



BASED ON THE “MEASURE” COMPONENT, MWPA WILL EVOLVE THE COMMUNICATION STRATEGY AS NEEDED TO MEET THE GOALS.



MARIN WILDFIRE PREVENTION AUTHORITY

STAFF REPORT

For the Meeting of April 1, 2021

To: Marin Wildfire Prevention Executive Committee

From: Mark Brown, Executive Officer
Megan H. Acevedo, General Counsel

Subject: Developing MWPA Policy Related to Taking Positions on Legislation

RECOMMENDATION

That the Executive Committee consider directing staff to develop a policy to set parameters related to taking positions on legislation.

BACKGROUND

At its meeting of February 4, 2021, the Executive Committee asked staff to research and provide guidance regarding MWPA's ability to take positions on legislation and to engage in lobbying.

ANALYSIS

A. MWPA Tax Ordinance and JPA Agreement

There is no explicit language in either the Ordinance No. 3716 (Tax Ordinance) or the MWPA JPA Agreement (JPA Agreement) related to taking positions on legislation or using tax revenue for lobbying purposes. However, the MWPA should take these founding documents into account when evaluating how to carry out any legislative or lobbying efforts.

The Tax Ordinance adopted by the voters in March 2020, provides in part:

[A]ll proceeds from the parcel tax will be provided to Marin Wildfire Prevention Authority for fire protection and prevention services, *including but not limited to*, vegetation management; wildfire detection; evacuation plans and alerts; grants; public



education; defensible space and fire-resistant structure evaluations; and local-specific wildfire prevention efforts. (MWPA Tax Ord. § 4; see also § 1, emphasis added).

Thus, proceeds from the tax should be used for fire protection and prevention services, which are broadly defined and likely could include lobbying for legislation that would bolster these services.

The JPA Agreement establishing the MWPA provides that the Board of Directors will govern the Authority “to ensure that wildfire programs and resources are directed to areas of greatest need and opportunity for community benefit.” (JPA § 4). Like the Tax Ordinance, the JPA Agreement includes broad language regarding the powers of the Authority. For example, the Agreement states:

The Authority shall have all of the necessary powers and authorities granted by law to exercise the common powers of its members in providing wildfire suppression, protection, prevention and related and incidental services, with members retaining all powers. (JPA § 5(a)).

The JPA Agreement also includes a broad description of the type of Core program functions that will be funded by the tax measure proceeds. Specifically, the Agreement states:

The core program functions of the Authority will be funded by 60% of the tax measure proceeds and will consist of, *but not be limited to*, vegetation management; wildfire detection; evacuation plans and alerts; grants; and public education. ((JPA § 5(b)).

These broad directives allow the Board to determine how to use resources, such as staff time and Core funding. Taking positions on legislation and potentially using MWPA funds for lobbying may be appropriate, as long as tax revenues are used for the broad purpose of fire protection and prevention services.

B. State Law Related to Public Agency Positions on Legislation and Lobbying

In California, local agencies have the authority to lobby the State Legislature and Congress, as well as State, federal and local administrative agencies.¹ Under the Government Code:

¹ As noted in the JPA Agreement, MWPA has all the necessary powers and authorities granted by law to exercise the common powers of its members. Therefore, where state law grants the authority to member agencies, MWPA may exercise that authority as well.



The legislative body of a local agency, directly or through a representative, may attend the Legislature and Congress, and any committees thereof, and present information to aid the passage of legislation which the legislative body deems beneficial to the local agency or to prevent the passage of legislation which the legislative body deems detrimental to the local agency. The legislative body of a local agency, directly or through a representative, may meet with representatives of executive or administrative agencies of state, federal, or local government to present information requesting action which the legislative body deems beneficial to, or opposing action deemed detrimental to, such local agency. The cost and expense incident thereto are proper charges against the local agency. (Cal. Gov't Code § 50023).

A local agency is also authorized by state law to enter into associations with other parties to lobby in favor of or against matters of interest to the association. (Cal. Gov't Code § 50024).² An example of such an association is the League of California Cities, which lobbies on behalf of cities.

Although the statutory grant of authority to lobby appears to be broad, in practice, it is regulated by other requirements associated with spending public funds. The Political Reform Act (PRA) requires agencies enlisting assistance from lobbyists to influence the decisions of the State Legislature and administrative agencies to register and report their lobbying activities and expenditures. (Cal. Gov't Code §§ 81002(b), 82038.5, 86100-86300). For example, local agencies are required to file periodic reports that describe lobbying efforts, including dues paid to organizations that expend \$15,000 or more than 10% of their total expenditures to influence State legislative or administrative actions. (Cal. Gov't Code §§ 86115-86116, 86116.5). Different rules apply to contract lobbyists who provide lobbying services and receive \$2000 or more for their services. (Cal. Gov't Code § 82039). These registration and reporting requirements can be complex and are not addressed in detail in this memo. Should the MWPA wish to engage a lobbyist to influence State legislative actions, staff will determine which requirements would apply.

Similarly, the Lobbying Disclosure Act (LDA) regulates activities that lobbyists can undertake on behalf of local agencies to advocate to the federal government. (2 U.S.C. § 1601 *et seq.*). Contract lobbyists employed by local government agencies are subject to the reporting and

² This memo does not address limitations associated with communicating directly with voters for the purposes of influencing their decision at the ballot box. (See e.g., *Stanton v. Mott* (1976) 17 Cal.3d 206).



registration requirements of the LDA. If the MWPA seeks to engage in lobbying at the federal level, staff will evaluate the applicable requirements.

C. MWPA Next Steps

MWPA should first consider the directives in the Tax Ordinance and JPA Agreement to determine whether and to what extent the Authority will engage in legislative and lobbying efforts. If the MWPA determines that such efforts should be undertaken, the Board may wish to develop a framework for evaluating legislative priorities and to potentially authorize the Executive Officer or designee to take positions on behalf of the MWPA. A point of consideration may include the position member agencies have taken in regard to legislation and the MWPA should avoid placing Board members in difficult situations with the MWPA taking a different stance than their home agency. Finally, if the Board wishes to enlist a lobbyist, staff can investigate how much funding would be needed and how to comply with reporting requirements.

Executive Officer Mark Brown reached out to Marin Clean Energy (MCE) and discovered that MCE has developed Legislative Policy Guidelines that provide its staff standing authority to take action on legislative matters that relate to furthering MCE’s mission and provide MCE lobbyists a better understanding of the organizational preferences regarding the variety of issues that will arise during the course of a legislative session. (Attachment 1). MWPA could develop similar guidelines to those used by MCE. Standing guidance allowing the Executive Officer or designee to take positions on behalf of the MWPA could include categories such as increased funding at the state or federal levels supporting wildfire prevention; efforts to support and expand wildfire prevention organizations such as the MWPA and efforts to streamline wildfire prevention activities.

FISCAL IMPACT

The financial impact cannot be determined at this time.

ENVIRONMENTAL REVIEW:

Discussing a potential policy related to legislation and lobbying is not a “project” under the California Environmental Quality Act, because it does not involve an activity which has the potential to cause a direct or reasonably foreseeable indirect physical change in the environment. (Cal. Pub. Res. Code § 21065).



Respectfully submitted,

Mark Brown, Executive Officer
Megan H. Acevedo, General Counsel

Attachment 1 – Marin Clean Energy Legislative Policy Guidelines



Marin Clean Energy
Legislative Policy Guidelines
(Revised December 4, 2014)

The Legislative Policy Guidelines are designed to provide MCE staff standing authority to take action on legislative matters that relate to furthering MCE’s mission and provide MCE lobbyists a better understanding of the organizational preferences regarding the variety of issues that will arise during the course of a legislative session.

Support California Community Choice Aggregation

Support legislation that protects and fosters CCA within the state. Support legislation that supports CCA autonomy in policymaking and decision-making. Oppose legislation that unfairly discriminates against CCAs or CCA customers or reduces CCA policymaking or decision-making autonomy.

Reduce Greenhouse Gas Emissions

Support legislation that would reduce greenhouse gas emissions through renewable energy and demand reduction. Support energy efficiency programs for CCA customers and non-customers through CCAs, local governments and partnerships. Support legislation that facilitates cost-effective renewable energy in California. Support cost-effective deployment of electric vehicles, demand response, energy storage and other tools to reduce greenhouse gas emissions. Monitor and consider supporting efforts that accelerate bringing renewables to market such as streamlining land-use and permitting processes. Board approval is required for any issue that impacts local land use authority.

Promote Local Economic and Workforce Benefits

Support legislation that improves workforce development in energy efficiency and renewable energy in California and in the MCE service territory. Support legislation that provides economic benefits to the energy efficiency and renewable energy sectors in California and in the MCE service territory.

Advocate on Behalf of Community Choice Aggregation Customers

Support legislation that benefits CCA customers. Address legislation that may have rate impacts on CCA customers. Address legislation affecting regulatory or legislative processes that may impact CCA customers.



MARIN WILDFIRE PREVENTION AUTHORITY

STAFF REPORT

For the Meeting of April 1, 2021

To: Marin Wildfire Prevention Authority Executive Committee
From: Mark Brown, Executive Officer
Subject: Agency Partnerships/Coordination and Grant Funding Efforts

RECOMMENDATION:

Receive a presentation from the Executive Officer and Bill Keene about efforts to increase partnerships, collaboration and grant funding opportunities and provide feedback for a presentation to the full Board of Directors.

BACKGROUND:

At its March 4, 2021, meeting, the Executive Committee received a verbal report regarding MWPA's ongoing efforts to increase partnerships and multi-agency coordination as well as exploring grant opportunities. To increase awareness of our activities in this arena, the Executive Committee requested a formal presentation be prepared for review by the Executive Committee and delivery to the full Board at the April 15th meeting.

ANALYSIS:

As reflected in the presentation (Attachment 1), staff believes the increase in our partnerships will only increase our effectiveness in wildfire prevention and lead to greater opportunities. We have connected with local, state and federal agencies and entities. Through our research and outreach we have identified the CAL FIRE Fire Prevention Grants Program as an opportunity to leverage our resources for a greater benefit to the MWPA communities by applying for DSpace and Home Hardening funding that will serve as a revenue source for grants available to our constituents.



FISCAL IMPACT:

At this time, there is no fiscal impact associated with this item. However, as we expand our opportunities these activities will likely create a net increase in our revenue and leading to an increase in wildfire mitigation activities.

ENVIRONMENTAL IMPACT:

Providing feedback to this presentation is not a “project” under the California Environmental Quality Act, because it does not involve an activity which has the potential to cause a direct or reasonably foreseeable indirect physical change in the environment. (Cal. Pub. Res. Code § 21065).

Respectfully submitted,

Mark Brown, Executive Officer

Attachments: 1 – Agency Partnerships/Coordination and Grant Funding Efforts Presentation

Grant Funding, Partnerships, and Collaboration

Presenters: Mark Brown/Bill Keene





Overview

- ▶ CalFire Programs
- ▶ Resources Agency Programs
- ▶ Other State Opportunities/Partnerships
- ▶ Regional/Local Partnerships



CalFire Programs

- ▶ Fire Prevention Grants
- ▶ Forest Health Program
- ▶ Climate and Energy Programs



Resources Agency Programs

- ▶ Forest Management Task Force
- ▶ California Coastal Conservancy
- ▶ Department of Conservation (upcoming)



Other State Opportunities/Partnerships

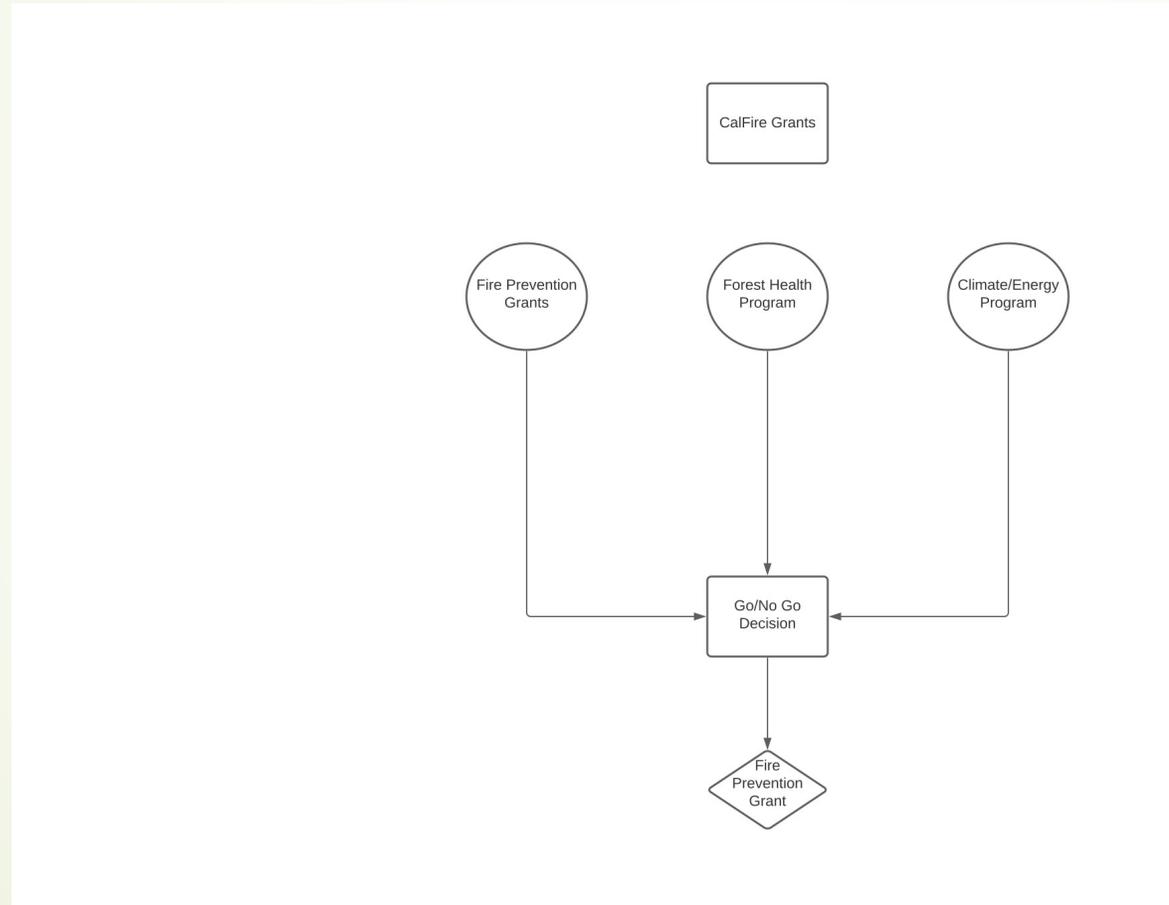
- ▶ Center for Climate Energy and the Environment - U.C. Berkeley Law
 - ▶ Grizzly Corps
 - ▶ Project 1: Support Capacity for Wildfire Prevention Mitigation
 - ▶ Project 2: Promote Fire Adaptation/Smaller JPA Member Wildfire Mitigation Projects
- ▶ State of California – Governor's Office
 - ▶ Cal Volunteers
 - ▶ Climate Action Corps Initiative



Regional and Local Partnerships

- ▶ County of Sonoma
 - ▶ Sonoma Clean Power
 - ▶ Sonoma Water
 - ▶ Ag + Open Space District
- ▶ Vegetation Management Partners
 - ▶ Conservation Corps North Bay
 - ▶ North Bay Jobs with Justice
- ▶ Other Organizations
 - ▶ North Bay Leadership Council
 - ▶ SF Public Utilities Commission
 - ▶ BayCan (Bay Area Can Adapt)

CalFire Grant Opportunities





Future Actions/Considerations

- ▶ Future Actions
 - ▶ Continued Outreach/Relationship Building
 - ▶ Evaluate Upcoming Federal Programs (Biden Initiatives)
- ▶ Outreach/Grant Funding Considerations
 - ▶ Resource Constraints
 - ▶ Future Legislation
 - ▶ Governmental/Legislative Support



Questions/Comments



MWPA BOARD OF DIRECTORS AGENDA

Thursday April 15, 2021

3:00 PM

<https://zoom.us/j/93068198420>

Or Telephone:

669-900-6833

Meeting ID: 930 6819 8420

For those joining by phone use: *9 to “raise your hand” and *6 to mute/unmute

ATTENTION: This will be a virtual meeting of the Board of Directors of the Marin Wildfire Prevention Authority pursuant to Executive Order N-29-20 issued by the Governor of the State of California.

There will not be a public location for participating in this meeting, but any interested member of the public can participate telephonically by utilizing the dial-in information printed on this agenda. If any member of the public has a request for a reasonable modification or accommodation for accessing this meeting due to a disability, she/he/they should contact Mark Brown at mbrown@marinwildfire.org

1. Call to order.

2. Roll Call.

David Kimball	Barry Evergettis	Mark White
Sashi McEntee	Bill Shea	Bob Ravasio
Kate Colin	Leighton Hills	Barbara Coler
Gabe Paulson	Bruce Goines	Julie McMillan
Dennis Rodoni	Tom Finn	Steve Burdo
Kathryn Donohue	Cathryn Hilliard	

3. Agenda Adjustments.

4. Open time for public expression.

The public is welcome to address the Board of Directors at this time on matters not on the agenda that are within the jurisdiction of the Board. Please be advised that pursuant to the Government Code Section 54954.2, the board is not permitted to discuss or take action on any matter not on the agenda. Comments may be no longer than three minutes and should be respectful to the

community. ***Please silence your cell phones during the meeting / mute your microphone when not reporting out.***

5. Executive Officer's Report - Verbal Report.

Information Only, such as information about Marin/Statewide Forecast Update, Legislative Support Policy, Executive, Finance, Citizens' Oversight, Operations and Advisory/Technical Committee Updates.

6. Consent Calendar.

The opportunity for public comment on consent agenda items will occur prior to the Board's discussion of the consent agenda. The Board may approve the entire consent agenda with one action. In the alternative, items on the consent agenda may be removed by any Board or staff member, for separate discussion and vote.

- a. Acknowledge March 14, 2021 Citizens' Oversight Committee Special Meeting Minutes
- b. Approve March 18, 2021 Board of Director Minutes
- c. Acknowledge March 24, 2021 Citizens' Oversight Committee Minutes
- d. Acknowledge the Citizens' Oversight Committee Bylaws
- e. Acknowledge April 1, 2021 Executive Committee Minutes

7. Staff Reports.

- a. Finance Staff Report
Recommendation: receive the report.
- b. Agency Partnerships/Coordination and Grant Funding Efforts
Recommendation: receive presentation.

8. Committee Reports.

- a. Operations Committee
- b. Advisory/Technical Committee
- c. FIRESafe Marin

9. Action Items

- a. Draft MWPA Communications Strategy
Recommendation: review and approve the proposed MWPA Communications Strategy.
- b. Legislative Support Process
Recommendation: review and approve the proposed legislative support process.

c. Board Retreat Part IV

Recommendation: that the Board of Directors review notes from the MWPA Board of Directors Remote Retreat, review, discuss, approve the Goals and Values for the MWPA and discuss the proposed objectives.

10. Information Items.

11. Board Members Request Future Agenda Items.

12. Adjourn.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the MWPA at 415-539-MWPA (6972). Notification at least 48 hours prior to the meeting will enable the Agency to make reasonable accommodation to help insure accessibility to this meeting.

*Any writings or documents provided to a majority of the Board of Directors regarding any item on this agenda after the distribution of the original packet will be made available for public inspection at 28 Liberty Ship Way, Suite 2800, Sausalito CA 94965. *Note as of 4/30/20 offices are closed to the public. Therefore, documents will be made available upon request and will be available online at www.marinwildfire.org*

Notice is hereby given that the Board of Directors may discuss and/or take action on any or all of the items listed on this agenda. If any of these matters above are challenged in Court, you may be limited to raising only those issues you or someone else raised at any public hearing described on this agenda, or in written correspondence delivered at, or prior to, this Board meeting. Judicial review of an administrative decision of the Board of Directors must be filed with the Court not later than the 90th day following the date of the Board meeting decision (Code of Civil Procedure Section 1094.6)

I certify that this agenda was posted on the Public Notice Bulletin Board on or before Monday, April 12th, 2021 at 3:00 p.m.



Mark Brown, Executive Officer