



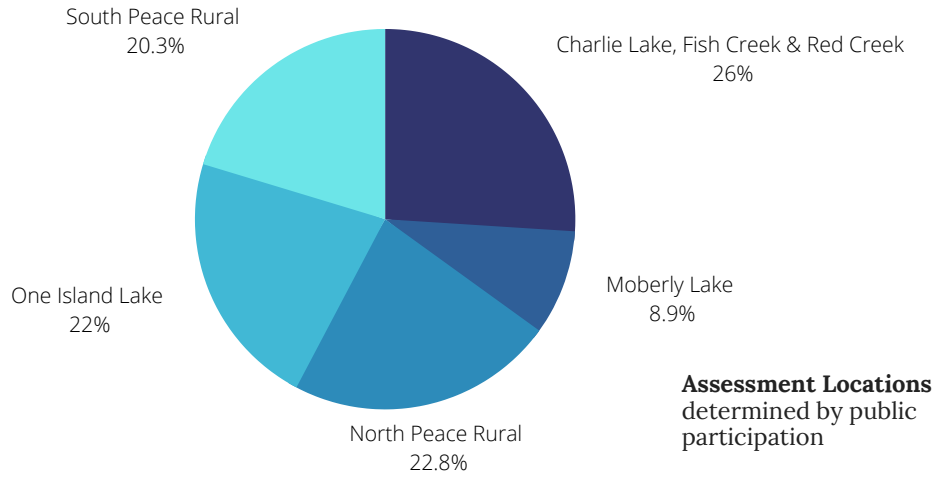
BRITISH COLUMBIA
FireSmart™

2021

**PRRD
FireSmart**



Results at a glance



122

FireSmart Assessments completed

101

FireSmart Home Assessments delivered to rural home owners

21

Critical infrastructure assessments completed

592

Direct mailers sent to high risk areas

1

Neighborhood qualifying for national FireSmart recognition

1K

FireSmart manuals distributed

3

Live interviews

750

FireSmart gardening guides distributed

10

Public events hosted and attended

10K

Kilometers driven



FIRESMART 2021 PROGRAM SUMMARY

**Building community
resiliency through
public education and
community engagement.**

Shown here:
Clean-up at One
Island Lake

FireSmart Assessments

FireSmart assessments were the heart of the program, and a great success. We completed 122 assessments in total, including 101 property assessments and 21 critical infrastructure assessments. We travelled over 10,000 kilometres through the Peace River Regional District to ensure the program reached those rural residents who needed it most. Assessments were made accessible by an easy online booking process or by phone, and were available in the evenings and on weekends. The assessments were a great educational tool that offered real-time advice to property owners. We left many satisfied homeowners with a handy checklist, some promotional swag and a feeling of empowerment to take the resilience of their properties into their own hands.



Tammy Gulevich · 2:04
Craig and Mammoth Forestry did a great assessment and so informative. Great service and I highly recommend it!

Like · Reply · 4w

Public Education Campaign

The Public Education Campaign, which was built in collaboration with the PRRD Communications Department, generated content for the PRRD FireSmart webpage and social media, as well as radio advertising scripts, posters, and media releases, which resulted in articles in the Alaska Highway News, Dawson Creek Mirror and energeticcity.ca. We maintained this community engagement throughout the summer with a continuous stream of social media content and live online interviews.

Once we had identified high-risk areas, we developed and delivered to residents 592 direct mailers outlining their risk and how we could help mitigate that risk. Signs were posted at the entrance to these neighbourhoods, and 50 posters were placed at strategic locations throughout the region. In addition, over 1000 FireSmart manuals and over 750 FireSmart landscaping guides, as well as promotional swag, were distributed throughout the summer at various events and engagements.

We created a personal community presence with information booths at community events like the Dawson Creek Rodeo and Exhibition and the North Peace Fall Fair, as well as various farmers markets throughout the region. At many of these events we were accompanied by Ember the FireSmart Fox, who was a big hit with kids and adults alike!



Linda Gibos
Got ours done this morning. Great guy, lots of good info! Definitely worth doing.

Like · Reply · 10w



1



Jim Lovell

Excellent information and insight into keeping your property safe. Very professional. Highly recommend especially during these warmer summers

Like · Reply · 7w



KEY RELATIONSHIPS

Lasting relationships were established with key community partners, including The Northern Environmental Action Team and The South Peace Garden Club.

Inter-agency cooperation was facilitated with local fire departments and BCWS crews, as well as BC FireSmart representatives, BCWS prevention staff and FireSmart coordinators from other jurisdictions.

The One Island Lake Cottage Association is on track to become the Peace Region's first recognized FireSmart neighbourhood! A FireSmart BBQ and work-bee was held on September the 4th, and was the perfect way to bring people together in the common pursuit of a safe and resilient community.

Out and about:
Ember at the
Dawson Creek
Rodeo



FireSmart Neighbourhood



One step closer to FireSmart

FireSmart is about making incremental changes towards a more resilient community. We are proud of the program and the relationships we built this summer, and look forward to the future development of the FireSmart Program. We are grateful for the support of the PRRD and our partners in the community. They made it all possible by seeing the value in being proactive about wildfire.

