



BRITISH COLUMBIA
FireSmartTM

Annual Report

2025

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Message From Committee Chair

2025 was another impactful year for FireSmart BC, and this annual report highlights the momentum we've built through progress, partnerships, and collective action that helped advance wildfire resilience across the province.

The purpose of this report is to provide our partners with a high-level overview of the work carried out by FireSmart BC in 2025 under the strategic guidance of the BC FireSmart Committee. It reflects our commitment to transparency and collaboration, sharing the initiatives, programs, and partnerships that contributed to wildfire risk reduction and greater community resilience throughout BC.

Over the past year, the FireSmart Professional Network, including Local FireSmart Representatives, Wildfire Mitigation Specialists, and FireSmart Coordinators, has grown and expanded our capacity across BC. These dedicated professionals support communities in taking meaningful action to reduce wildfire risk and empower residents with practical knowledge and resources, and our programs would not be possible without their efforts.

2025 was also a year of continued progress across FireSmart BC's strategic priorities, including expanding access to education and resources, strengthening partnerships, supporting community-led initiatives, enhancing current programs, and further refining the tools available to residents and professionals alike.

These efforts are a reminder that wildfire resilience is not built by a single organization or community. It's the result of strong relationships, shared learning, clear goals, and collective action. The progress outlined in this report reflects these principles and the efforts of leaders across the province who are committed to making BC more resilient.

On behalf of the BC FireSmart Committee and the FireSmart BC team, thank you to all of our partners for your continued support and your commitment to building a resilient province where everyone does their part to reduce wildfire risk.

Rachel Woodhurst

FireSmart Program Lead | BC FireSmart Committee Chair

Program Vision, Mission, and Strategy

In 2025, FireSmart BC transitioned into its new BC FireSmart Committee (BCFSC) Strategic Plan for 2026–2030, reaffirming the program’s long-term direction and strengthening its commitment to measurable outcomes. The Strategic Plan guides committee and program activities through 2030. Its contents include the continued vision, mission, and strategic goals for FireSmart BC that contextualize the overall direction of BCFSC. This updated direction has been reviewed and advanced from previous years to strengthen governance, partnerships, and sustainable performance across British Columbia.

In addition to these guiding statements, the BCFSC’s activities are framed within a set of strategic themes that provide practical, executable direction by allowing the team to identify priorities, build work plans, and set goals and objectives.



BC FireSmart Committee Update

The BCFSC, in 2025, consists of eleven voting agencies (14 voting members) and one advisory agency. Three standing committees support the work of the larger committee. These standing committees operate under separate terms of reference, and while they are not decision-making authorities, they guide decision-making and provide recommendations to the BCFSC on future actions and growth opportunities.

The 2025 standing committees were:

- **Standing Committee on Research**
 - » Co-Chairs: Helena Marken (FNESS) and Eric McKay (BCWS)
- **Standing Committee - Indigenous Outreach Alliance**
 - » Chair: Malina Garner (FNESS)
- **Standing Committee on Strategic Direction**
 - » Chair: BC Wildfire Service - Prevention

In 2025, an external party began a comprehensive review of funding diversification options for FireSmart BC. This work is complementary to the 2023 comprehensive review of the BCFSC governance structure and membership. In 2026, the final report will be completed and assist in providing recommendations to BCWS on how to accommodate consistent, sustainable growth. The recommendations will be reviewed by upper-level decision-makers.

2025 Program Highlights

2025 was marked by measurable growth and program maturity for FireSmart BC:

- 1. Wildfire Mitigation Program capacity building and delivery records.**
- 2. Further expansion of the FireSmart Plant Program alongside the launch of the Landscaping Course.**
- 3. Continued growth of the FireSmart Professional Network, strengthening on-the-ground capacity province-wide.**
- 4. Expanded insurance and retail partnerships, linking mitigation actions to incentives and consumer education.**
- 5. Record engagement in education and outreach initiatives, including K-12 programming and community events.**
- 6. Ongoing research integration, ensuring evidence informs tools, training, and communication.**
- 7. High attendance at the annual Wildfire Resiliency and Training Summit, strengthening collaboration across sectors.**

Major Program Update

In November 2025, FireSmart BC program leads conducted annual planning sessions to reflect candidly on the year's progress and to chart the course for 2026. Those discussions revealed a consistent theme across all program areas: 2025 was a year of strengthening foundations, increasing scale, and shifting from awareness-building to measurable, action-oriented outcomes.

The updates below provide a high-level overview of key events, initiatives, and progress from our 2025 Work Plan.

Programming

In 2025, FireSmart BC continued to scale its programs, partnerships, and professional network across British Columbia. The year was defined by growth in participation and increasing operational maturity, with expanded delivery of the Wildfire Mitigation Program, further growth of the Plant Program, continued development and pre-launch planning of the Local FireSmart Collective Program, strengthened retail and insurance partnerships, and record engagement at the Wildfire Resiliency and Training Summit. Across all initiatives, FireSmart BC maintained a clear focus on supporting communities, Indigenous Nations, and homeowners in taking practical steps to reduce wildfire risk.

Program data in 2025 reflected both momentum and impact. Thousands of home assessments were delivered, new agencies and FireSmart Coordinators joined the network, education resources saw significant uptake, and digital communication campaigns reached millions of British Columbians. Research activities advanced post-fire examination frameworks, strengthened partnerships, and continued to inform program refinement through insights into public perception and applied testing initiatives. These efforts collectively reinforced FireSmart BC's commitment to evidence-based programming and measurable outcomes.

The result is a more integrated, scalable FireSmart model positioned to deepen adoption across homes, neighbourhoods, and communities throughout British Columbia.

Partnerships & Events

In 2025, partnerships and events played a central role in expanding FireSmart BC's reach and influence. Through rapid program growth and resource constraints, strategic collaboration remained essential to sustaining momentum and amplifying impact. The year focused on building structured, value-driven relationships across sectors, including insurance providers, retailers, utilities, Indigenous organizations,

provincial ministries, and local governments, ensuring that FireSmart principles are embedded across policy, planning, and consumer environments.

Insurance partnerships continued to evolve, strengthening homeowner incentives tied to the Wildfire Mitigation Program and reinforcing the credibility of FireSmart actions. Retail and distributor relationships expanded the visibility of FireSmart landscaping and building materials, while ministry-to-ministry collaboration supported alignment with emergency management, land use planning, and community resilience initiatives. Partnerships expanded program reach, supported shared resource development, and increased integration of FireSmart principles within planning and retail environments.

Events also remained a cornerstone of engagement. The 2025 Wildfire Resiliency and Training Summit reached record attendance, bringing together 750 representatives from across the province, including more than 100 Indigenous participants. The Summit sold out quickly, generated provincial media coverage, and achieved strong participant satisfaction. Indigenous leadership and cultural elements were meaningfully integrated throughout the event. Reflections from year-end planning sessions reinforced a forward-looking shift. Future events will increasingly prioritize measurable post-event action, structured follow-up, and year-round community building to ensure momentum extends beyond the gathering itself.

Research

Research activities in 2025 focused on strengthening frameworks, advancing applied tools, and integrating findings into program delivery. The Public Perception Survey and Partner Perception Audit were utilized to inform strategic planning and communications. Planning for the next survey cycle included reviewing methodology and vendor approach.

Post-fire research processes were formalized through new frameworks and memoranda of understanding to ensure standardized, ethical engagement with impacted communities. The Wildfire Ember Simulator prototype continued testing and development planning for its next phase.

Ongoing research initiatives included the advancement of the Natural Landscaping Guide, the development of a research proposal framework, and continued collaboration with partners to explore funding opportunities and applied testing initiatives.

Education

The Education Program experienced significant growth in 2025. A second classroom contest was held in the spring, receiving 63 entries and representing a 133 percent increase compared to the inaugural contest. Between January and June, the Education webpage received nearly 5,000 views and more than 2,200 lesson downloads.

Educational materials were enhanced to better align with the BC curriculum and to provide greater flexibility for classroom use. The program was uploaded to the BC Teachers' Federation classroom resource database to broaden access.

Ember, the FireSmart mascot, continued to expand its visual assets and integration into educational materials and public events. Work progressed on refining Ember's digital presence and clarifying how mascot resources are shared internally and publicly.

Future priorities include scalable professional development delivery, increased engagement with high school audiences, and strategic decisions regarding the Library Program and children's book initiative.

Communications

Communications efforts in 2025 focused on strengthening public awareness, driving measurable engagement, and supporting program delivery across British Columbia. FireSmart BC continued to refine its approach to ensure messaging was clear, action-oriented, and aligned with seasonal wildfire risk. Digital platforms, media relations, partner amplification, and resource development were coordinated to reinforce consistent FireSmart messaging province-wide.

The 2025 summer campaign delivered strong results and was among the highest-performing digital campaigns to date. The campaign generated more than 102 million impressions, representing a 38.5 percent increase over the previous year. It drove more than 101,000 new website users and significantly increased audience engagement, with average time spent on site rising by more than 200 percent year over year. Organic social media performance remained strong, generating more than 2.1 million impressions and nearly 68,000 engagements. Social audiences grew by more than 13 percent, reflecting steady brand expansion and increased public interest in wildfire preparedness content.

Throughout the year, communications supported key initiatives including the Wildfire Mitigation Program, education programming, retail partnerships, and the Wildfire Resiliency and Training Summit. Media outreach contributed to provincial coverage of FireSmart initiatives and seasonal risk messaging. Ongoing website enhancements, digital library updates, and improved accessibility

practices ensured that homeowners, partners, and communities could easily access current, practical resources. Collectively, 2025 communications efforts increased engagement with FireSmart resources and directed more homeowners to practical mitigation tools and guidance.

Wildfire Mitigation Program (WMP)

The Wildfire Mitigation Program continued to expand in 2025, strengthening its role as a core delivery mechanism for homeowner risk reduction across British Columbia. Approximately 50 new agencies joined the program, bringing participation to 180 agencies province-wide. More than 3,000 home assessments were delivered, representing a 20 percent increase over the previous year.

Training and capacity building remained a priority. 27 Wildfire Mitigation Specialist courses were delivered, resulting in 257 newly trained specialists. The instructor network also expanded, through a new train-the-trainer framework, supporting consistent program delivery across regions. Platform improvements continued throughout the year to enhance workflows, reporting accuracy, and overall user experience.

While assessment volumes increased, a key focus moving forward will be improving certification rates and supporting homeowners in the completion of recommended mitigation actions. Strengthening insurance partnerships and improving reassessment processes will support this next phase of program growth.

Local Firesmart Collective Program (LFCP)

2025 was a foundational year for the Local FireSmart Collective Program. Program design, branding, marketing strategy, and initial platform development were completed, positioning the initiative for full implementation in 2026.

The program was developed to provide communities with a clear, accessible structure for neighbourhood-level engagement. Its purpose is to formalize and scale collective action while simplifying participation requirements. Planning efforts focused on ensuring consistent onboarding processes, practical starter resources, and tools that support sustained participation.

The coming year will focus on recruiting and supporting the first cohort of collectives, capturing early success stories, and integrating the program more closely with other FireSmart initiatives.

Plant & Hardware Program

The Plant and Hardware Program continued to build partnerships and expand its educational resources in 2025. Hardware partnership frameworks were explored with existing retail partners, and the Landscaping Course was developed to support industry engagement.

Efforts also advanced the Natural Landscaping Guide, with a focus on ensuring regional relevance and cultural considerations. Retail partnerships with larger chain organizations progressed, with 75 new Plant Partners in 2025 to increase the visibility of FireSmart materials within consumer spaces.

In 2026, emphasis will shift toward formalizing multi-year retail agreements, expanding course participation, and integrating hardware and landscaping guidance more directly into local incentive programs.

2025 Budget

Highlights regarding FireSmart BC program area expenditures for the 2025/26 fiscal year budget can be requested at chair@firesmartbc.ca.

2025 Key Metrics

The numbers below represent key tracked metrics for the 2025 calendar year.

BRAND AWARENESS (As Per Jan 2025 Public Perceptions Survey)			
	Results	Yearly % Change	Absolute Change
Baseline Brand Awareness	59%	-1.7%	-1
Aware, not familiar	24%	4.3%	1
Aware, somewhat familiar	26%	4.0%	1
Aware, very familiar	9%	-25.0%	-3

FIRESMART PROGRAMS (as of December 31, 2025)			
	Results	Yearly % Change	Absolute Change
Recognized Neighbourhoods	260	3.6	9
FireSmart Coordinators (Total Number)	252	95.3%	123
WMP - Participating Agencies (Total)	187	65.5%	74
WMP - WMS (Total)	617	75.3%	265
WMP - Assessments Delivered (Total)	3114	22.8%	579
WMP - Homes Certified (Total)	71	65.1%	28
Plant Program Partners	80	42.9%	0
LFRs Trained	262	-14.7%	-45
Total LFRs*	844	-6.2%	-56
FireSmart Network Measure (LFR, WMS, FSC, FCNRP) *	1973	20.9%	341

*Decreases in LFR numbers were primarily a result of removing a high number of inactive LFRs from the system.

SOCIAL MEDIA (as of December 31, 2025)			
	Results	Yearly % Change	Absolute Change
X Followers	3,295	-1.4%	-48
Instagram Followers	3,536	27.2%	757
Facebook Followers	9,985	15.6%	1,345
Total organic impressions	2,277,229	4.9%	106,548
Total organic engagements	64,548	-1.9%	-1,281

WEBSITE (as of December 31, 2025)			
	Results	Yearly % Change	Absolute Change
Total Sessions (hits)	252,083	-26.3%	-89,781
Unique Pageviews	451,634	-24.3%	-145,050
Magazine Articles	2	-84.6%	-11
Email subscribers	5,472	17.2%	802
Network Website Total Sessions (new for 2025)	8,929	-	8,929
Network Website Unique Pageviews (new for 2025)	28,740	-	28,740

PODCAST (as of December 31, 2025)			
	Results	Yearly % Change	Absolute Change
Total Downloads	2,316	-37.7%	-1,402
Downloads/Episode	772	45.4%	241
Number of episodes released	3	-57.1%	-4

Looking Ahead

In 2026, FireSmart BC will focus on scaling adoption and deepening measurable impact across British Columbia.

In 2026, priorities will include increasing homeowner follow-through and certification rates within the Wildfire Mitigation Program, launching and expanding participation in the Local FireSmart Collective Program, and strengthening partnerships with the insurance sector to support incentive-based mitigation. The organization will continue to deepen engagement with Indigenous communities and local governments while leveraging program data to inform policy discussions, land use planning, and building practices. At the same time, FireSmart BC will prioritize sustainable organizational performance by enhancing digital infrastructure, refining quality assurance processes, and supporting the growing professional network that delivers FireSmart on the ground.

Together, these efforts will strengthen wildfire resiliency at the home, neighbourhood, and community levels throughout the province.

Thank you again for playing your part in building a FireSmart BC. We look forward to continuing to serve you.