

**For immediate release June 2, 2025**

**SLRD launches FireSmart<sup>™</sup> BC Wildfire Mitigation Program**

*Residents encouraged to book free comprehensive assessments and be aware of wildfire-related scams*

**Pemberton, BC** – The Squamish-Lillooet Regional District (SLRD) has launched the FireSmart BC [Wildfire Mitigation Program](#) (WMP) in all four Electoral Areas, expanding access to free professional wildfire risk assessments and improving wildfire resiliency throughout the region.

The WMP, already offered in Whistler, Pemberton and Squamish, builds on the FireSmart Home Ignition Zone Assessment that has been available to SLRD residents.

Both assessments are delivered by trained SLRD Wildfire Mitigation Specialists; the WMP provides a structure-focussed evaluation, including a property-specific mitigation work plan and the opportunity to earn FireSmart certification upon completion of recommended actions and a follow-up inspection. The certification can be shared with [participating insurance providers](#) and properties may be eligible for insurance incentives.

“Our staff working throughout the region have heard from homeowners who are asking us to offer the WMP,” said SLRD Board Chair Jen Ford. “Our FireSmart team has taken all necessary training and is now ready to offer this comprehensive program to our residents,” Ford added. “We hope homeowners will take advantage of this free program to make their homes more resilient to wildfires.”

Homeowners can request a WMP assessment through the [firesmartbcplatform.ca/request-home-inspection](https://firesmartbcplatform.ca/request-home-inspection). Those who prefer to begin with the Home Ignition Zone Assessment can contact the SLRD team at [firesmart@slrd.bc.ca](mailto:firesmart@slrd.bc.ca). Both assessments are offered at no cost, and rebates of up to \$5,000 are still available for residents who complete eligible mitigation work.

The SLRD reminds residents to be cautious of private individuals and companies claiming affiliation with FireSmart BC or the SLRD that are selling wildfire protection products or services. In previous years, these companies have popped up in communities under evacuation alerts or in conjunction with public events.

“We want to emphasize to our residents that our FireSmart program is delivered exclusively by trained SLRD staff and upon request only. We never solicit services or information over the phone, and we don’t sell products or services,” said Ford. “Assessments like the WMP are scheduled only when the homeowner has reached out directly to request one. If residents encounter individuals misrepresenting themselves, please contact us so we can address the situation.”

The FireSmart BC Wildfire Mitigation Program is a collaboration between FireSmart Canada, FireSmart BC, provincial governments, local governments, Indigenous communities, the private sector and homeowners in Canada.

To schedule a free FireSmart WMP assessment, visit [firesmartbcplatform.ca/request-home-inspection](https://firesmartbcplatform.ca/request-home-inspection). SLRD residents can also phone 604-384-7323 or email [firesmart@slrd.bc.ca](mailto:firesmart@slrd.bc.ca) to schedule an assessment or get more information about either program. To learn more visit the [SLRD's FireSmart web page](#).

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#### **Resources:**

- FireSmart BC Wildfire Mitigation Program: <https://firesmartbc.ca/WMP>
- FireSmart BC website: <https://firesmartbc.ca/>
- FireSmart BC Twitter: <https://twitter.com/BCFireSmart>
- FireSmart BC Facebook: <https://www.facebook.com/firesmartbc>
- FireSmart BC Instagram: <https://www.instagram.com/firesmartbc/>

#### **About the FireSmart BC Wildfire Mitigation Program**

The FireSmart Wildfire Mitigation Program is a collaboration between FireSmart Canada, provincial governments, local governments, indigenous communities, the private sector, and homeowners in Canada. The program is based on the proven performance of the effectiveness of home and property scale mitigation actions, offering a nationally recognized model and standardized system to create a defensible, detailed, customized and measurable wildfire hazard assessment. This personalized hazard assessment is catered to the homeowner and developed to engage them into conducting voluntary fire mitigation activities.

#### **About the BC FireSmart Committee**

The BC FireSmart Committee was initiated by the BC Wildfire Service in May 2017 to provide greater direction for wildfire prevention activities and better integration of the seven FireSmart disciplines throughout the province—based on the FireSmart Canada model. Members of the committee include the BC Wildfire Service, the Office of the Fire Commissioner, the Union of B.C. Municipalities, the Fire Chiefs' Association of B.C., Emergency Management BC, the Forest Enhancement Society of B.C. and the First Nations' Emergency Services Society of B.C., Indigenous Services Canada, Ministry of Forests, Lands, Natural Resource Operations and Regions and Rural Development—Regional Operations, Parks Canada, and B.C. Parks.

#### **About the Squamish-Lillooet Regional District**

Located in southwestern BC, the Squamish-Lillooet Regional District (SLRD) is a local government federation consisting of four member municipalities (the District of Lillooet, the District of Squamish, the Village of Pemberton and the Resort Municipality of Whistler) and four unincorporated, rural electoral areas (A, B, C, and D). Headquartered in Pemberton, which is the approximate geographic centre of the region, the SLRD delivers a wide range of local, regional and sub-regional services to approximately 50,496 residents (2021 Census as certified by the Minister of Municipal Affairs).

The Squamish-Lillooet Regional District is found within the traditional territories of several First Nations, including the Skwxwú7mesh Úxwumixw (Squamish), St'át'imc and Líl'wat. Small parts of the SLRD also overlap with the traditional territories of the Stó:lō, Tsleil-Waututh, Nlaka'pamux, Tsilhqot'in, and Secwepemc Nations. While the SLRD does not provide direct services to the residents of the First Nations communities located within the region, the organization is committed to enhancing relations with the Indigenous communities and First Nations within whose territories the SLRD operates.

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