



Richmond Fire-Rescue

Community Relations Initiatives



Community Engagement Highlights

- Over 120,000 People Reached In The Last Four Years
- Big Rig Implementation
- Collaborations with City and External Partners
- Website Creation
- Community Wellness Initiative (Medical ID)
- Local “Celebrity” Status, Branding and International Recognition



Community Events

+50

Events

Thousands of People Reached



Big Rig Education Booth The Squad



- Big Rig Attraction
- Education booth set up
 - Branding from the squad
 - Vulnerability
 - Impactful conversations
 - Fire safety awareness
 - Fire department awareness
 - Community awareness

Online Education Program

Kindergarten/Grade 1 program

– 2023 Launch

Grade 2/3 Program

– 2024 Launch

Grade 6/7 Program

– Currently being produced

+3800

Students Since 2023



Program Highlights

Age Specific information

International Attention

Local YouTube Star

Increased Public Awareness

Actionable Items

Innovative way of learning and fun activities to increase retention

All Self Produced



Program completion initiatives – Big Rig, Turn out Gear, CPR Awareness



Fire Side Chats

Community based presentations

Specific to group or building

Actionable items

Wide range of information

Engaging conversations

Constant word of mouth referrals and repeat visits



Topics

Fire Safety Plans

Strata and Business Responsibilities

Escape Planning

In unit safety and risky behaviours

Fire Extinguishers/
extinguishing fires

Calling 911

Smoke Detectors

Fire safety in the community

1041

People Reached
January 1st – March 10th 2026





Questions?

Community Relations Initiatives

