

Using Targeted Resident Communications To Increase Resident Action

The Fire Aside Engage platform increased resident wildfire mitigations 3x for Marin Wildfire

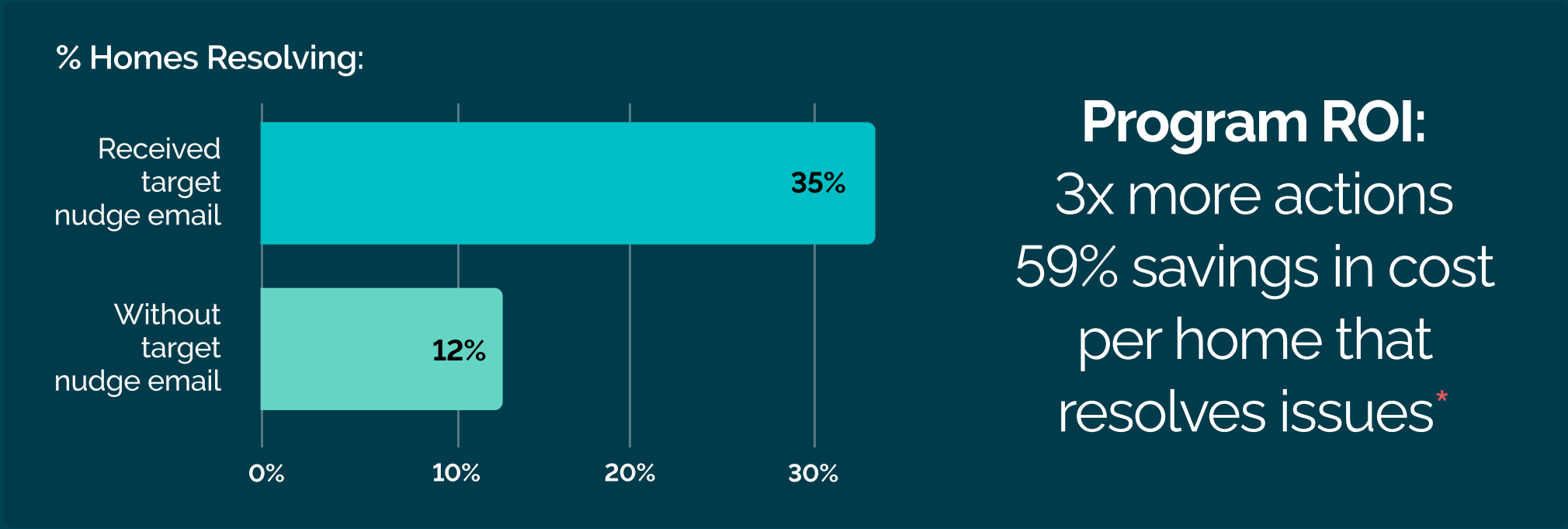
Fire Aside partnered with Marin Wildfire to design, execute, and measure a robust customized set of resident communications throughout the wildfire season.

The objectives were to:

1. Increase resident actions that prioritize their wildfire risk reduction
2. Identify cost-effective ways to generate resident and neighborhood level wildfire mitigations
3. Generate insights on resident behavior in relation to specific touch-points & motivators

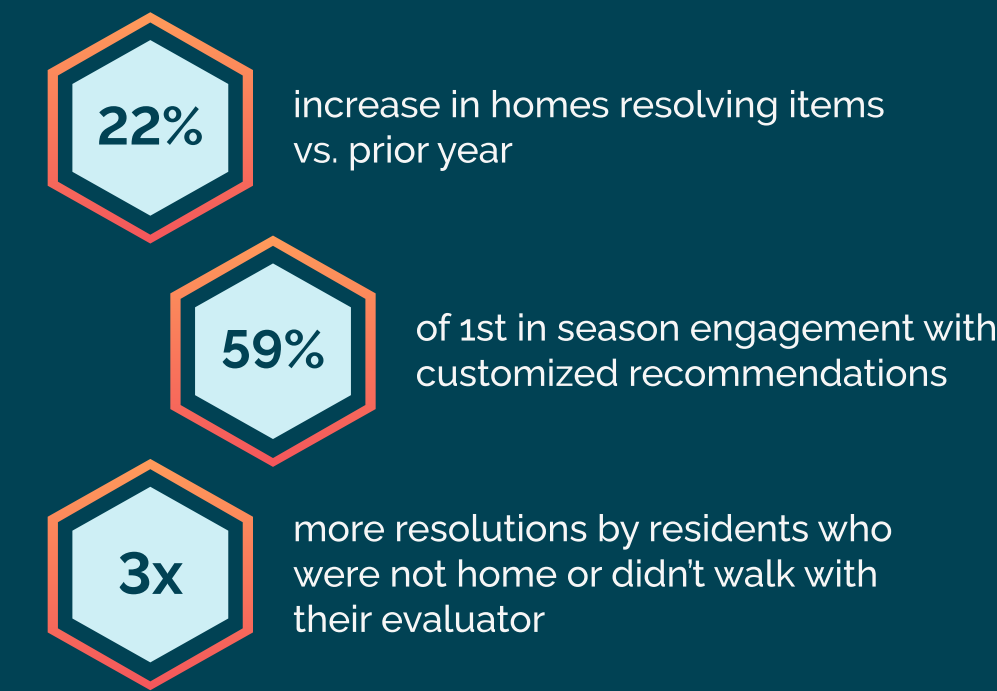
Approach: Fire Aside developed a set of communications at the start of wildfire season using email and US Mail. This was followed by a mix of targeted messages based on specific discoveries on the property combined with actions & engagement by the residents at the property. These messages included sequenced reminders, geo targeted to neighborhoods after nearby ignitions, nudges based on how the resident interacted with the content.

Methodology: Randomized control groups of ~10% were created in each campaign and held out from the communication treatment. Attribution was focused on residents self-reporting with photos of work completed within 21 days of a communication. All self-reported photos were verified online using the Fire Aside Resident Update system before being approved (or rejected if incomplete).



Other Highlights from targeted comms:

Comms include: direct mail, emails, surveys & more...



*Comparing resolutions for received comms vs. not. Costs include staff hourly rate for inspection interactions based on property access/engagement with inspector and the cost of Engage platform.

"The cost-benefit of comms is undeniable. We now have the ability to reach significantly more residents and get them to take action even if they did not walk with an inspector."

Marin Wildfire Prevention Authority