



## Meridian Fire Department Memo

**TO:** Light My Fire Board

**FROM:** Carly Shears – Community Risk Reduction Division Manager, Meridian Fire

**SUBJECT:** Utilization of LMF Funds for Fire Prevention Education Program

**DATE:** 2/24/2025

---

Light My Fire Board Members-

The Meridian Fire Department has identified an opportunity to enhance our fire and life safety prevention and education efforts through a community risk reduction platform, ESCI's Craig 1300. This application will enable us to better identify and target at-risk demographics within our community, allowing for more strategic and effective prevention initiatives.

We would like to allocate a portion of the *Light My Fire* donation to support the implementation and utilization of this platform. In doing so, we are committed to ensuring that these funds are used in alignment with our contractual obligations and the intended purpose of the donation—enhancing public fire safety education.

Here's how ESCI's Craig 1300 can be used to enhance **fire prevention education** specifically:

### 1. Data-Driven Risk Identification

- Craig 1300 compiles and analyzes data from multiple sources (incident reports, census data, GIS mapping, and socio-economic factors) to **identify high-risk populations** and geographic areas prone to fires and other hazards.
- This allows fire departments to **target their fire prevention education efforts** where they are most needed, such as in neighborhoods with higher fire incidents, senior citizens, or low-income households.

### 2. Customized Public Education Campaigns

- By understanding specific community risks, fire departments can develop and implement **tailored fire safety education programs**.
- For example, if data shows a high incidence of kitchen fires in a particular area, departments can focus on **cooking safety education** in that community.

### 3. Strategic Resource Allocation

- Craig 1300 helps fire departments **allocate resources more efficiently** by pinpointing areas where fire prevention education will have the greatest impact.



- This ensures outreach efforts, school programs, smoke alarm installation campaigns, and fire safety presentations are directed toward **those who need them most**.

#### 4. Measuring the Effectiveness of Fire Prevention Efforts

- The platform tracks **fire prevention program outcomes** by analyzing whether targeted education efforts have reduced fire-related incidents over time.
- This helps departments refine their approach and demonstrate the effectiveness of their fire prevention education strategies.

#### 5. Community Engagement and Partnerships

- Fire departments can use Craig 1300 to engage with **schools, senior centers, businesses, and community organizations** to deliver fire safety education programs.
- The platform can help schedule **public outreach events**, track attendance, and measure community participation in fire prevention efforts.

We kindly request your confirmation of approval for utilizing a portion of the *Light My Fire* funds for this initiative. As we proceed with our request to the city, your consent will be required.

Thank you for your time and consideration. Please do not hesitate to reach out with any questions or concerns.

**Carly Shears**  
**Community Risk Reduction Division Manager**

Meridian Fire Department  
33 E. Broadway Ave. Suite 210  
Meridian, ID 83642  
Office: 208-489-0451 | Cell: 208-941-9738

