Apartment Fires?

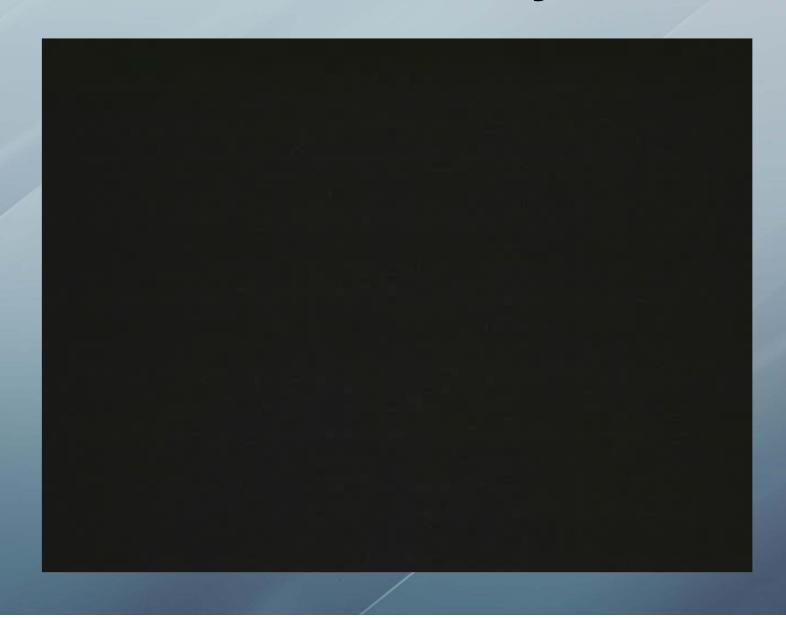
Get the tools to reduce them!



What You'll Get

- PowerPoint
- Survey for Landlords (Pre/Post)
- Timeline for Landlord Training

Decade of Fire History

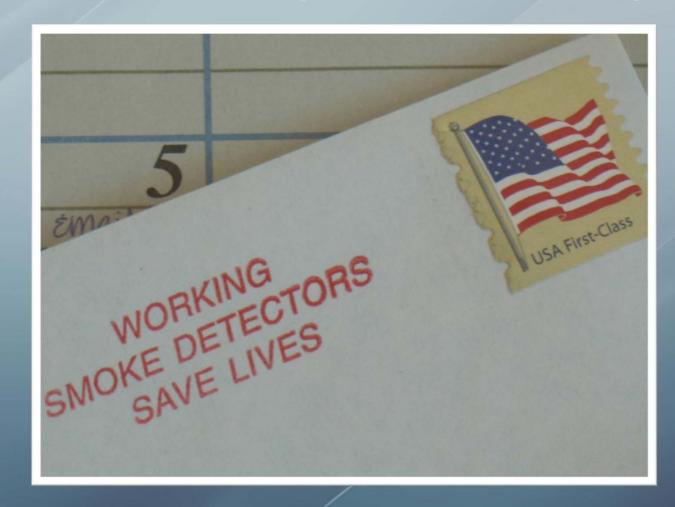


The Turning Point



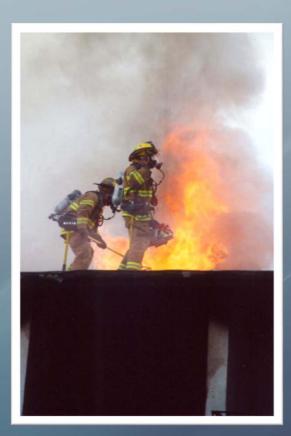
The Question

Was it Our Message or The Messenger?



The Research

- Grant
- Campbell & DeLong Resources, Inc.
 - Demographic Study
 - Focus Groups
- The Maris Agency, Inc.
 - Key Messages
 - Public Awareness Campaign



The Key Messages

- Language & Cultural Barriers
 - Not familiar with the smoke alarm (especially if new to the US)
 - Culture



Illiteracy

The Key Messenger

- Landlord Role is Pivotal
 - Create a partnership



Our New Best Friend

- "Walked in their shoes"
- Challenges
- Support opportunities



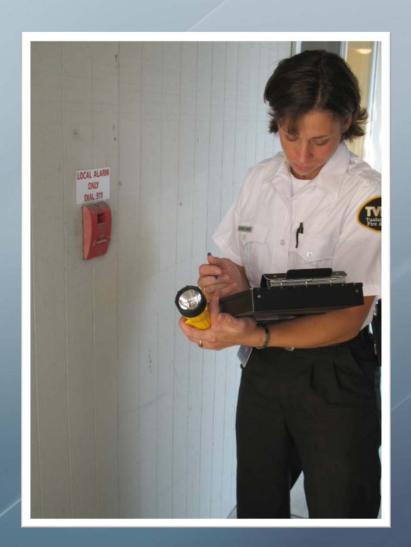
Program Elements

- Fire & HumanBehavior
- Fire & Life SafetyCodes
- Inspections
- Landlords in Action

- Educational Tools
- Resources & Technology
- Fire Extinguishers
- Youth FireInterventionProgram
- Partnerships

Inspection Practices

- Scheduled
- Answers
- Walk-through
- Empower Managers



Landlords in Action

- Integrate The Fire Code
- Provide Managers with Support
- Give them The "Why"

"Fire codes prohibit a person from throwing or placing (or causing to be thrown or placed) a lighted match, cigar, cigarette, matches, or other flaming object where it can cause an unwanted fire"

Cedar Square & Westlawn Terrace Apartment Rules

The following rules are for the protection and benefits of all Cedar Square and Westlawn Terrace residents in accordance to Oregon Statue 90.610. Your cooperation is appreciated and we sincerely hope your tenancy will be at enjoyable superience.

Office hours Monday through Friday 9AM to 5PM. Saturday & Sunday, 10AM to 2Pt
Emergency contact number (503) 292-9678

Grounds/Common Areas/Patios/Balconies & Entryways.

Loitering in walloways, entryways, or open alcohol containers is not permitted at any time.

Fire codes prohibit flammable hazards such as tarps, paint, tires, auto parts, oil, motor bikes, garbage, indoor fumiture and/or combust ional materials of any kind, clothes lines or hanging of clothes on balconies, patio decks or conyway at any time.

Only gas barbeque grills and patio furniture is permissible on balconies or patio decks. CHARCOAL BARBECUE ARE NOT PERMITTED AT ANYTIME.

Discarding eigarettes butts, food, or trash of any kind from balconies, patio docks, nor littering in the common areas, parking lot walkways or discharging fire works of any kind is not permitted at any time and subject to criminal and/or civil action as well as eviction.

Colur Square has seven garbage containers and Westlawn Terrace has one container on property for you convenience. Please remember that general garbage is only permitted in the large dampeters, newspaper in the puper container. All candiband houses must be breaken down prior to deposting in the containers and soushedd item, familiene, applicates, tiese, capart or large primaries or permitted in our containers or to be left on the grounds or dumpater area at any time. Park up service is a wallable for large times. . 5

are permitted on the grounds or complex street areas at any time. No exception

d Parking Lots.

he tenant's responsibility to register their vehicle license tag numbers with the

and office of control to interior marks of our states. In prompting on seconds at any financial

al vehicles, beats, trailers, RV's, Campers, motor homes are permitted to park on property for a maximum of 8 host towing thereafter without notice)

I limit is 10 reiles per bours and strictly enforced. Please remember that children are in our parking lot

ehicle radios will not be tolerated, please respect your neighbors rights to quiet enjoyment and turn your radio de iff and on the complex.

g Parking violations are not permitted at anytime and subject to towing ing at owners expense including your guests.

zone. (Subject to towing without notice)

way driveway. (Subject to towing without notice)

lc. (Subject to towing without notice)

or it is a second reason.

Non registered vehicle parking in a numbered parking stall. (Subject to towing without no

Expired degrees into intensity ventures; a subject to pease to mean intensity was

In operable vehicles. (Subject to posted 48 hour towing warning notice)

Storage of vehicles 72 consecutive hours or more without management consent. (Subject to 12 hour posted towing warning notice

R & D Property Management Group 6-10-05

Resources & Technology

- Smoke Free
- Candle Free
- Stove Top Fire Stop
- Safe T Element









Youth Fire Intervention Program

- Explain
- Identify What to Look For
- Resources
- Partnerships

Youth Fire Intervention Program



Contact us at:

(503) 259-1408

YFIP@tvfr.com

www.tvfr.com

Partnerships

- Beyond Fire Service
 - Law Enforcement
 - Associations (Multi-Family)
 - Restoration Companies





















Pictorials



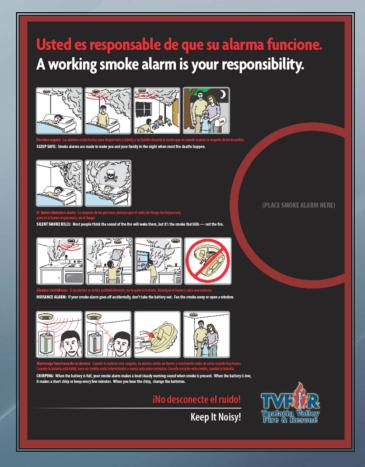






Smoke AlarmDisplay Board





- Posters
- Magnets















- Bus
- Radio

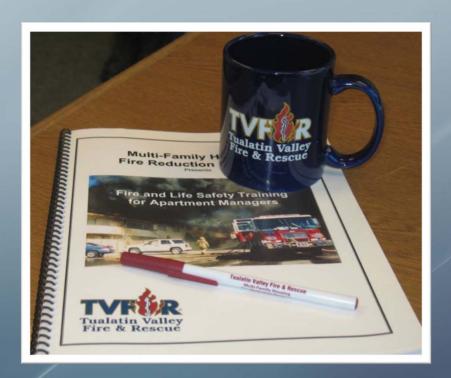




Get to Know Your Audience



- Logistics
 - Room
 - Food
 - Giveaways



- Integrated Operations and Prevention
- Educational Tools





- Market to Your Audience
 - Methods to Advertise
 - Inspections
 - Professional Associations
 - Traditional Media
 - Social Media
 - Door-to-Door
 - Direct Mail
 - Fire Crews

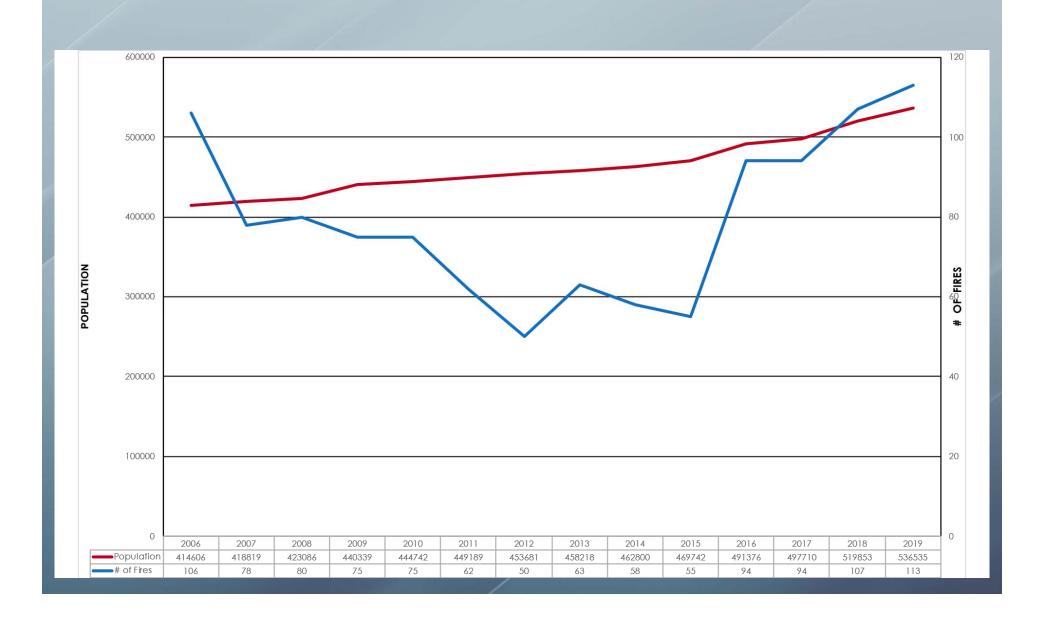


Program to Date

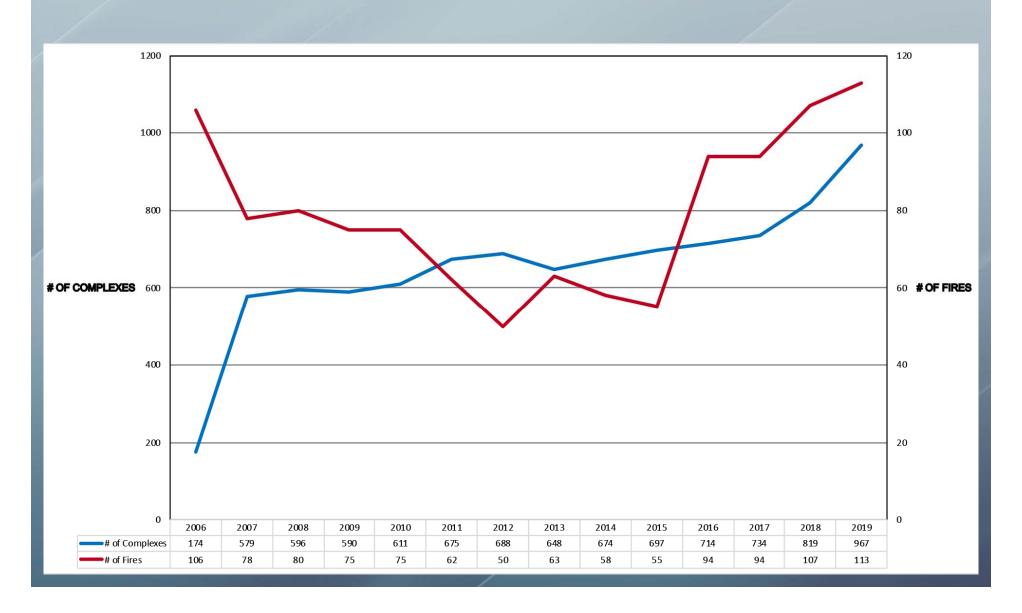
- Reaching audience?
- Helping to create behavioral changes?
- Messages resonating?
- Taking action?



Population vs Number of Fires

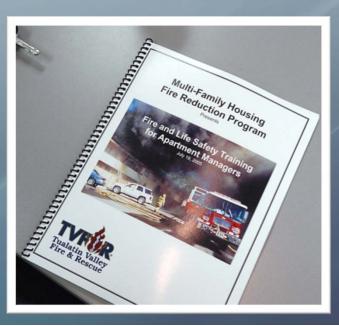


Number of Complexes vs Number of Fires



Conclusions & Recommendations

- Keep It Going
 - "Managers...treat fire safety issues with much greater attention than they would have without the training."
- Continue Full-Circle Evaluation
 - Pick a trend and track it
 - ✓ Fire incidents
 - ✓ Attendance
 - Violations noted (and reinspection timing)



In their own words...

