HALOSTART

A Directional Picture of Community Exposure and Readiness

HaloStart is the affordable first step in community wildfire planning. It shows municipal leaders what surrounds their community, what remains unknown and what they should investigate or act on next.

For $450 per month, one community gets one clear picture, one working room, and practical knowledge for what to do next. The data does the looking, the room does the deciding.

Prepared for Community and Municipal partners.

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1. What HaloStart Is

HaloStart is FireArc's community wildfire exposure assessment: a fast clear picture of your community's risk, paired with a live operational briefing that turns spatial data into local capability and immediate action.

Most approaches to community wildfire risk solve only half the problem. Some deliver data that is thorough and technical, but disconnected from the people who must act on it. Others deliver a room and a conversation that are engaged, but built on little more than the anecdotes available that day. Data without context becomes noise waiting to be filed away. Conversation without evidence becomes another meeting people forget by Friday. HaloStart closes that gap by bringing the data and the room together in the same engagement, so the picture and the insight happen at the same time.

Traditional wildfire planning often relies on a cycle of expensive paper-pushing: a grant funds a massive, complex report, the PDF gets filed away, and little changes on the ground. HaloStart rejects shelfware. We use public and licensed data, then add FireArc's interpretation, facilitation, and proprietary analysis methods to build spatial literacy directly within your leadership team.

The Core Insight: Data is everywhere; capability is not. Most solutions flood municipalities with raw layers and technical maps, expecting busy officials to figure out what it means. HaloStart is not a data product—it is an educational and operational activation tool. The data provides the baseline, but the value lies in teaching your team how to see that data through a strategic lens and convert static points into live municipal strategy.

Your exposure picture is analyzed out loud, in the room, with the people responsible for acting on it: your CAO, Fire Chief, and planners. You leave the session knowing exactly where your public data blind spots are, equipped with concrete, no-cost actions for that week, and armed with clear priorities for downstream actions, not a 200-page document nobody reads.

WHAT YOU GET

HaloStart is an insight engine, not a data delivery service. While others sell complex mapping layers, HaloStart builds lasting spatial literacy within your leadership team, turning raw data into operational understanding.

- **Custom Wildfire Exposure Picture:** A tailored FRIZ grid mapping your community's specific hazard landscape
- **Leadership Activation Session:** A facilitated working session with your team built around the Nine Blindspots framework.
- **Live Monitoring & Learning Tools:** 12-month access to the online HaloWatch platform and a perpetual learning resource for your community.
- **Actionable Downstream Roadmap:** Concrete, zero-cost immediate actions alongside clear priority steps for long-term resistance.

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2. Why This Matters Now

Across Canada, wildfire risk is increasingly written into regulatory and funding expectations. More provinces are moving toward requiring municipalities to maintain a current, defensible wildfire risk picture — whether as a condition of emergency-preparedness funding, insurance underwriting, or provincial planning frameworks.

Most at-risk communities still lack the spatial intelligence and internal capability to meet that bar. Without the ability to interpret their own risk, a municipality isn't just under-prepared — it's operationally blind. Against millions in evacuation exposure, HaloStart builds that critical operational muscle in weeks, not months.

Against that level of evacuation exposure, HaloStart is a small upfront planning investment, delivered in weeks rather than months.

3. What's Included

3.1 Your Exposure Grid (The FRIZ)

Built using FireArc's proprietary FRIZ methodology: 10° arcs radiating outward from your community in 1-kilometre rings, layered with satellite imagery, wildfire fuel-type data, and wildland-urban interface mapping, enriched with additional higher-resolution data where it meaningfully sharpens the picture.

Every part of the grid is honestly marked. Anything not yet field-verified is flagged clearly, teaching your team how to distinguish confirmed ground truths from data blind spots.

A. Spatial Risk Baseline (Core Elements)

- FRIZ Basic Grid: the spatial risk structure covering your community and its surrounding landscape, built from public data
- Government fuel type mapping (CFFDRS), pulled out as its own standalone layer
- Land classification layer: forested, agricultural, wetland, and developed context
- Infrastructure overlay: roads, rail, and hydro
- Historical fire record, compiled from federal and provincial fire data
- Time Series Fire Weather Animations for local awareness perspective
- Community profile research: the local context behind the data
- AOI Identification and HIRA Analysis tools for formal planning
- Digital Record of all generated assets and GeoObjects for internal analysis
- Monthly communications on wildfire resilience and resistance innovation
- Priority access and special pricing for additional intelligence tools, training, and services
- Secured data repository, maintained by FireArc

B. Live Intelligence Platform

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- HaloWatch: a live fire intelligence web tool, deployed for your community and active for 12 months from your session date
- Home Walk: an included audio-guided walking tour that helps residents understand their own property's exposure zones, hands-free and self-directed

C. Community Working Session

A live, facilitated working session built around the Nine BlindSpots framework — see Section 4 for the full session structure. Includes a guided asset-identification exercise and a live discussion of readiness.

D. Operational Findings & Executive Roadmap

- Values of Interest reference: the working document used live in the session
- Cell-level unknowns and risk factor summary
- Community Card: a shareable postcard-style summary with a QR code to a public-facing page
- Community Wildfire Resistance Summary: a structured capture of the session's findings and next steps
- Where applicable: a customized RiskRope and/or DroneTower opportunity brief (see Section 8)

4. The Working Session

A live working session, planned for 2.5 hours with your core stakeholders, though sessions can run longer where the discussion warrants it. FireArc facilitates remotely by video call while your team — typically your Fire Chief, emergency manager, CAO, or senior planners — gathers around your community's live FRIZ grid and HaloWatch viewer, seen together for the first time on the call.

The session is built around FireArc's Nine BlindSpots framework: nine specific, well-documented pathways through which a wildfire breach can occur. Six are physical and locational — they show up directly on your community's grid. Three are systemic — economic, social, and information dynamics that no map can show, and that your team's own knowledge has to supply.

Seeing It: Six BlindSpots On the Map

We walk your live FRIZ grid together, BlindSpot by BlindSpot, grounding each one in real examples of what visibility gaps have cost other communities.

1. Ignition-Prone Areas. locations where wildfire ignition is statistically more likely to occur — rail corridors, power transmission lines, industrial zones, and high-use recreation areas.

2. High-Risk Fuel and Behaviour Zones. areas where fuel conditions can significantly amplify fire behavior, from dense forest stands to drought-stressed vegetation.

3. Ember Exposure Sectors. areas susceptible to ember transport and deposition — embers can travel 2–3km ahead of a fire front and are a leading cause of structure ignition.

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4. Response-Delay Terrain. areas where terrain, access, or aviation constraints extend the time between ignition and the arrival of suppression resources.

5. Evacuation Route Reliability. transportation corridors — single-access highways, bridges, narrow corridors — that may be vulnerable under fire conditions.

6. Critical Infrastructure Exposure. essential systems that support community safety and recovery: hospitals, schools, power, water, telecommunications, and other lifelines.

Seeing It Differently: Three Conceptual BlindSpots

The grid told us where. These three tell us who it hits hardest, and how well we'd know it's happening. We work through them as a guided discussion, drawing on what your team knows that no dataset can capture.

7. Economic & Insurance Exposure. financial conditions — insurance availability, property values, pressure on local business — that shape long-term community resilience.

8. Population Vulnerability. groups with reduced capacity to respond to or recover from wildfire impacts: seniors, children, care-dependent populations, and residents facing economic constraints.

9. Situational Awareness & Information Continuity. the availability of timely, shared, locally relevant wildfire information for decision-makers during an actual event.

Deciding Next Steps

The true output of this session is not a map: it is spatial literacy. By walking through the Nine BlindSpots together, your team learns to think like the threat. You shift from passively viewing hazard zones to actively explaining what drives them, separating data artifacts from true operational risks, and translating spatial evidence into immediate action.

By the end of your Working Session, your team will not just have seen a map; they will be able to use it. You will be able to name your community's specific exposure factors and explain what is driving them, not just point at a red zone on a screen. You will be able to apply the Nine BlindSpots framework to your local context, separate confirmed findings from open questions, and understand what still needs a closer look. You will also be able to weigh those findings against what you already know: your mutual aid relationships, your capacity, and your priorities. You leave with a written set of next steps your own team helped build in the room.

Relevant funding programs, including FCM, NRCan, FireSmart, provincial emergency-preparedness grants, and the First Nations Adapt Program, are introduced during the session so you know where to look next.

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5. Investment

HaloStart is delivered as an accessible subscription ($450/month, two-year term), structured not as a static data purchase, but as an ongoing capability-building partnership. Traditional plans (CWPPs/CWRPs) cost tens of thousands, take months, and often end up as static shelfware. HaloStart delivers immediate executive understanding and puts active, live intelligence on the table from day one.

HaloStart is sized to fit well within a single grant request or operating budget. The FCM Green Municipal Fund, NRCan, provincial emergency-preparedness grants, and the First Nations Adapt Program are all realistic funding paths at this level, giving your team a clear route to funding this and future projects.

6. How the Engagement Works

1. **Engage FireArc:** confirm your HaloStart engagement and delivery schedule.
2. **Community Perimeter Analysis:** FireArc reviews the data and builds the deliverables used to prepare the tools and workshop.
3. **Participate in your Activation Workshop:** live working session scheduled at a time that works for your team.
4. **Leave with insights and next steps:** receive your Community Wildfire Resistance Summary, access to HaloWatch for current conditions, and clear, community-centred recommendations for what to do next.

7. Where HaloStart Fits

HaloStart stands on its own. It isn't a funnel dressed up as a product: the exposure grid, the Working Session, and the Community Wildfire Resistance Summary give your team something real to use immediately, whether or not you ever engage FireArc again. Nothing in your HaloStart engagement depends on buying anything else, and nothing about it is designed to pressure you toward the rest of FireArc's tools.

8. Where HaloStart Points Next

HaloStart builds the baseline spatial literacy that helps your team realize **what** you need next. Where the working session surfaces specific technical gaps or high-stakes decisions, downstream tools like HaloScan or DroneTower can be scoped with absolute precision, ensuring you never invest in advanced technology until your team knows exactly why you need it.

Beyond tech, this shared literacy prepares your team to approach formal frameworks such as a Community Wildfire Protection Plan (CWPP) or Hazard Identification and Risk Assessment (HIRA) with

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clear intent, precise scope, and defined operational roles. Instead of handing a consultant a blank check for a generic report, you enter formal planning as an informed buyer who knows exactly what questions need answering.

Downstream Capabilities

- **RiskRope:** Physical home-ignition-zone measurement for individual properties, paired with the free *Home Walk*audio guide.
- **DroneTower / HaloEye:** Dedicated drone vigilance for your community's perimeter, deployable in as little as two weeks.
- **HaloScan:** Targeted intelligence engagements for high-stakes decisions where public data isn't granular enough and mitigation funding demands proof.

Each tool is priced and delivered independently. HaloStart is designed to surface genuine findings, not push upgrades. Where your session's findings warrant further action, you will receive a customized opportunity brief alongside your summary materials, complete with its own dedicated scope and quote.

9. Sourcing & Transparency

HaloStart's grid draws on public and licensed data: Sentinel-2 and Landsat satellite imagery, Canadian Forest Fire Danger Rating System fuel-type layers, ECC weather data, and national wildland-urban interface datasets. Each source is used and credited under its governing open licence. The value FireArc adds is in the interpretation, working session, presentation products, and proprietary analysis methods applied to public and licensed data. Our system draws on national Canadian datasets and has been built and field-tested against Ontario conditions to date, with methodology extending as we work in additional provinces.

10. License & Terms

FRIZ, Basic FRIZ, HaloStart, Nine BlindSpots, FireArc, and associated FireArc names and marks are proprietary to FireArc Inc. An unactivated (evaluation) copy of a FRIZ grid may be reviewed and discussed internally, but should not be relied on for official planning, funding applications, or public consultation. Once your organization holds an active HaloStart subscription and your team has completed the Working Session, your grid becomes an activated report that can support internal planning discussion, preliminary hazard identification, and early-stage HIRA work, subject to the limitations set out in your licence.

Full licensing terms, authorized use, and limitations are set out in the companion HaloStart Terms & Licensing document, provided alongside this brief.

11. FireArc Contact Details

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