The urban fire industry is ripe for Disruption
CITIES ON FIRE

The Great Fire of Chicago, 1871

The Great Fire of Portland, 1873
Modern Urban Fires

- Not entire neighborhoods or even entire city blocks
- Often single structures or even just rooms of origin
- Far less frequent than previous centuries or even decades
Modern Urban “Fires”

Homelessness
Congestion
Income inequality
Access to health care
Infrastructure
Commonly Perceived Risk Factors for Fire Deaths

Mental Health, Poor Housekeeping, Alcohol, Smoking, Drugs, Limited Mobility, Living Alone
The Actual Risk Factors for Fire Deaths

Poor Walkability, Unhealthy Diets, Chaotic or Bland Cities, Under and Uninsured, High Dropout Rates, High Incarceration Rates, Unemployment, Poverty, Income Inequality, Racial Segregation
## WHAT DOES GOOD OR BAD LOOK LIKE?

<table>
<thead>
<tr>
<th>BAD</th>
<th>GOOD</th>
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<tbody>
<tr>
<td>Poor Walkability</td>
<td>Safe, Walkable Streets</td>
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<td>Unhealthy Diets</td>
<td>Access to Healthy Foods</td>
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<td>Chaotic or Bland Cities</td>
<td>Liveable Cities</td>
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<td>Under or Uninsured</td>
<td>Jobs</td>
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<td>High Dropout Rates</td>
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<td>High Incarceration Rates</td>
<td>Access to Education</td>
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<td>Unemployment</td>
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<td>Poverty</td>
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<td>Income Inequality</td>
<td>Racial Integration</td>
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<td>Racial Segregation</td>
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</tbody>
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PORTLAND, OREGON
by the numbers

65
Walk score. Somewhat walkable, ranked 14th in the U.S.

72
Bike score. Very bikeable. Ranked #1 in the U.S.

3.4%
City unemployment rate. 0.5% below the national average of 3.9%

18.9%
Poverty rate. 4.4% above the national average of 14.5%

88.5%
Health insurance coverage rate. 2.7% below the national average of 91.2%