

EXECUTIVE SUMMARY · FOR SHAWN PETTIPAS, BCAA

The road layer of wildfire safety.

BackRoadIntel is a new program launching this fire season — and this is an invitation to help shape it. Real-time road intelligence for the rural and Indigenous communities on BC's most dangerous roads.

#SaferRoadsAhead

THE CONCEPT

When wildfire forces an evacuation, communities depend on roads no one has checked in months. BackRoadIntel closes that gap — equipping vehicles already driving these roads with passive sensors and an app that quietly captures live road-health data and feeds it to emergency coordinators.

WHY THIS IS A BCAA PROGRAM

Your purpose

"Ours to Protect" is already pointed at wildfire. This is that promise made operational — on the roads people evacuate on.

Your communities

The BCAA FireSmart Initiative already serves the remote, rural and Indigenous communities BackRoadIntel deploys in. Same people, same mission.

Your conviction

\$750,000 into FireSmart prevention proves BCAA believes in wildfire resilience. This is the real-time layer prevention has been missing.

MANY WAYS TO SUPPORT — ROOM TO SHAPE YOUR OWN

This isn't a single number — or a fixed menu. With the The Canyon launch June 25, a short-term, fire-season commitment is all it takes to lead right now. Every level carries founding-sponsor recognition.

\$6,000 Start with one community

One fire season, one community — 8,000 km of road-health data.

~\$50,000 Found the The Canyon program **RECOMMENDED**

Founding sponsor of the 2026 fire-season deployment across Lytton / Fraser-Thompson Canyon.

\$50–250K/yr Anchor the program province-wide

Multi-year, 30–150 communities — BCAA's commitment unlocks new communities as others join.

Roadside Partner on the data side Risk

Where BCAA's roadside, insurance or risk operations benefit, road-health data becomes commercially reciprocal — a...

EVERY LEVEL INCLUDES Co-branding · PR & earned media · a welcomed channel to rural drivers · impact reporting

**Your brand.
Their safety.
A door at every level.**

The pages that follow detail the program and the numbers behind each path — but none of it is locked. A short-term commitment lets BCAA lead at the The Canyon launch now; the larger, long-term partnership we shape together from there. **Ryan Gallagher · CEO, IntelliMass Technologies · ryan.g@intellimass.ai**