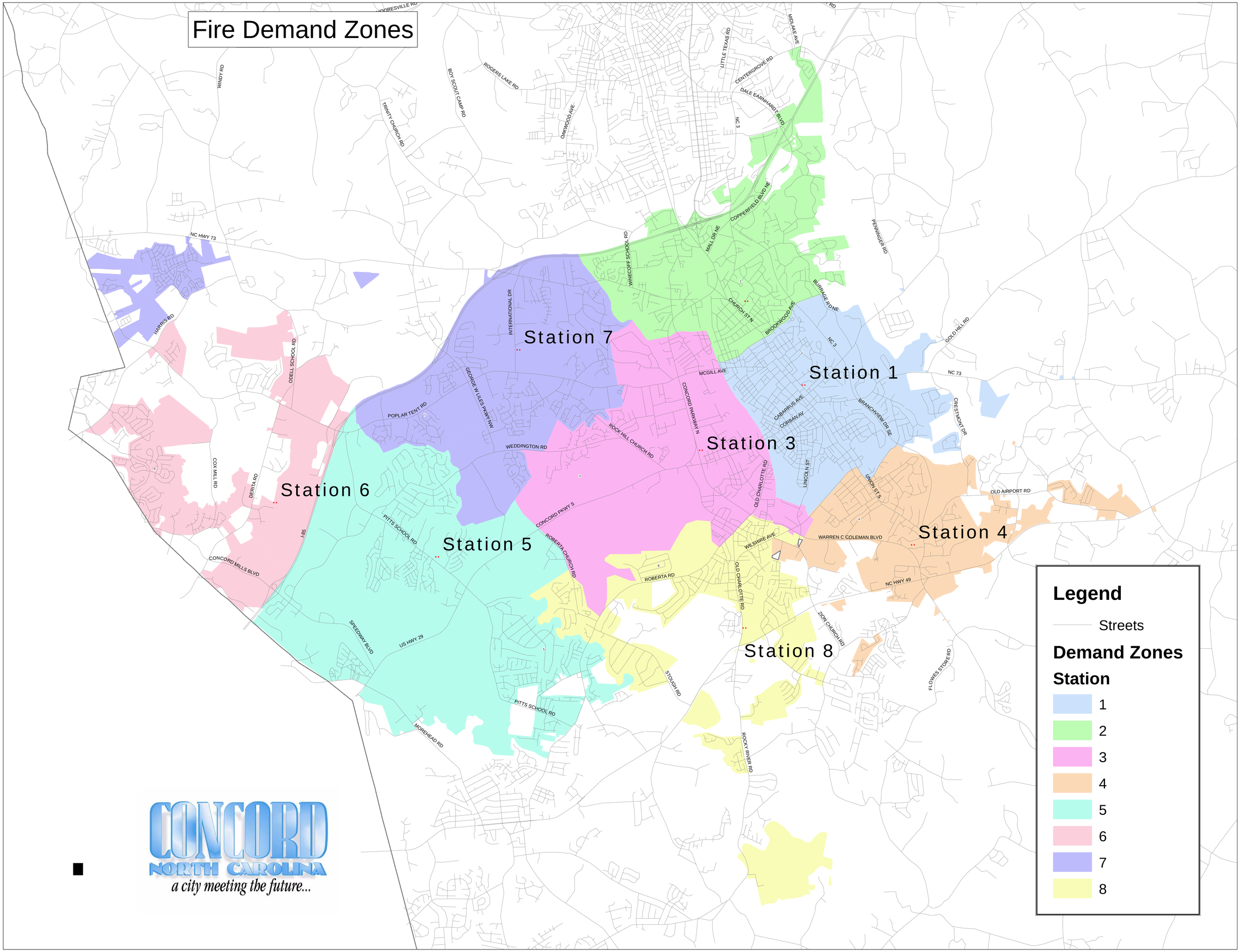Fire Demand Zones