

Second Regular Session
Seventy-third General Assembly
STATE OF COLORADO

DRAFT
10.5.21

BILL 4

LLS NO. 22-0177.01 Brita Darling x2241

INTERIM COMMITTEE BILL

Wildfire Matters Review Committee

BILL TOPIC: "Increase Wildfire Risk Mitigation Outreach Efforts"

A BILL FOR AN ACT

101 **CONCERNING OUTREACH TO THE PUBLIC RELATING TO WILDFIRE RISK**
102 **MITIGATION PRACTICES.**

Bill Summary

(Note: This summary applies to this bill as introduced and does not reflect any amendments that may be subsequently adopted. If this bill passes third reading in the house of introduction, a bill summary that applies to the reengrossed version of this bill will be available at <http://leg.colorado.gov/>.)

Wildfire Matters Review Committee. The bill requires the Colorado state forest service (forest service) to convene a working group (working group) that includes the division of fire prevention and control in the department of public safety (DFPC) and the United States forest service (USFS), and that may include other local, state, or federal partners and entities engaged in wildfire risk mitigation in the wildland-urban

*Capital letters or bold & italic numbers indicate new material to be added to existing statute.
Dashes through the words indicate deletions from existing statute.*

interface (WUI).

The working group shall consider how best to conduct enhanced wildfire awareness month outreach campaigns in 2023 and 2024, as well as other outreach efforts that inform and motivate residents in the WUI to engage in more wildfire risk mitigation. The working group's considerations also include how best to distribute educational resources and information and which methods of outreach are most effective in reaching the targeted audience.

After considering feedback from the working group, and subject to available appropriations, the forest service shall implement an enhanced wildfire awareness month outreach campaign in conjunction with the DFPC and the USFS in 2023 and 2024, as well as other outreach efforts in the 2022-23 and 2023-24 state fiscal years.

In implementing an enhanced wildfire awareness month outreach campaign and other outreach efforts, the forest service may, subject to available appropriations:

- Develop or contract for the development or placement of marketing and educational materials, including videos, direct mail, social media, print media, television and radio spots, and billboards;
- Conduct or contract for educational events targeted to residents in the WUI;
- Retain consultants, as necessary, to implement all or part of an outreach campaign, as well as other outreach efforts;
- Make enhancements to the forest service's web-based clearinghouse for technical assistance and funding resources and coordinate with working group partners and other entities to provide links to web-based educational resources and information; and
- Secure necessary staff to implement the outreach efforts.

The bill requires the state forester to report to the wildfire matters review committee during the 2023 and 2024 legislative interims concerning the outreach efforts implemented pursuant to the bill, including the amount and use of money appropriated for outreach efforts and the impact of those efforts in increasing awareness of wildfire risk mitigation in the WUI.

1 *Be it enacted by the General Assembly of the State of Colorado:*

2 **SECTION 1.** In Colorado Revised Statutes, 23-31-313, **add**
3 (3)(h) and (9.5) as follows:

4 **23-31-313. Healthy forests - vibrant communities - funds**

1 **created - outreach working group - definitions - legislative**
2 **declaration - repeal. (3) Definitions.** As used in this section, unless the
3 context otherwise requires:

4 (h) "WILDLAND-URBAN INTERFACE" MEANS AN AREA WHERE
5 STRUCTURES OR OTHER HUMAN DEVELOPMENT MEET OR INTERMINGLE
6 WITH WILDLAND VEGETATION.

7 (9.5) **Wildfire risk mitigation public outreach and educational**
8 **campaign - legislative declaration. (a) (I)** THE GENERAL ASSEMBLY
9 HEREBY FINDS AND DECLARES THAT:

10 (A) WILDFIRES INCREASINGLY POSE A THREAT TO HOMES AND
11 COMMUNITIES IN COLORADO AS MORE PEOPLE MOVE INTO THE WILDLAND
12 AREAS OF OUR STATE, AND LONG-TERM WEATHER AND CLIMATE TRENDS,
13 INCLUDING DROUGHT AND WARMER TEMPERATURES, AS WELL AS THE
14 BUILDUP OF WILDLAND FUELS, FURTHER INCREASE WILDFIRE RISK;

15 (B) IN 2020, COLORADO EXPERIENCED THE THREE LARGEST
16 WILDFIRES IN ITS HISTORY, WITH THE FIRES BURNING OVER SIX HUNDRED
17 THOUSAND ACRES, CAUSING SIGNIFICANT DISPLACEMENT, DEVASTATING
18 COMMUNITIES, DEGRADING WATER AND AIR QUALITY, AND ULTIMATELY
19 RESULTING IN THE LOSS OF HUMAN LIFE AND HUNDREDS OF MILLIONS OF
20 DOLLARS IN PROPERTY LOSS AND DAMAGE;

21 (C) LOCAL, STATE, AND FEDERAL AGENCIES AND ENTITIES
22 CONTINUE TO ADDRESS THE SHORT- AND LONG-TERM SOCIAL, ECONOMIC,
23 AND ENVIRONMENTAL IMPACTS OF THESE FIRES;

24 (D) WITH MORE THAN HALF OF ALL COLORADANS LIVING IN THE
25 WILDLAND-URBAN INTERFACE, THERE IS AN URGENT NEED FOR WILDFIRE
26 PREVENTION AND PREPAREDNESS AT BOTH THE COMMUNITY AND
27 INDIVIDUAL HOMEOWNER AND PROPERTY OWNER LEVELS;

1 (E) COORDINATED EDUCATION CONCERNING HOW, WHERE, AND
2 WHY WILDFIRES BURN, AS WELL AS COLLABORATIVE EFFORTS TO INCREASE
3 SURVIVABILITY OF HOMES AND PROPERTY, IS PARAMOUNT TO CO-EXISTING
4 IN A WILDFIRE ENVIRONMENT; AND

5 (F) WHILE HOMEOWNERS AND PROPERTY OWNERS IN COLORADO
6 BEAR THE ULTIMATE RESPONSIBILITY TO PREPARE THEIR HOMES AND
7 PROPERTY FOR WILDFIRE, MANY STILL DO NOT UNDERSTAND THIS
8 RESPONSIBILITY, THE RISK THEY FACE LIVING IN THE WILDLAND-URBAN
9 INTERFACE, OR THE NECESSARY STEPS TO REDUCE THEIR WILDFIRE RISK.

10 (II) THEREFORE, THE GENERAL ASSEMBLY DECLARES THAT IT IS
11 VITAL TO THE HEALTH AND SAFETY OF COLORADO'S CITIZENS,
12 COMMUNITIES, AND FORESTS FOR LOCAL, STATE, AND FEDERAL AGENCIES
13 IN COLORADO, IN PARTNERSHIP WITH ORGANIZATIONS ENGAGED IN
14 WILDFIRE RISK MITIGATION IN THE STATE, TO ENHANCE OUTREACH
15 EFFORTS TO RESIDENTS IN THE WILDLAND-URBAN INTERFACE TO EDUCATE
16 AND MOTIVATE THOSE RESIDENTS TO ENGAGE IN EFFECTIVE WILDFIRE RISK
17 MITIGATION AND WILDFIRE PREPAREDNESS ACTIVITIES.

18 (b) (I) THE FOREST SERVICE SHALL CONVENE A WORKING GROUP
19 OF LOCAL, STATE, AND FEDERAL PARTNERS ENGAGED IN WILDFIRE RISK
20 MITIGATION, REFERRED TO IN THIS SUBSECTION (9.5) AS THE "WORKING
21 GROUP", TO ENHANCE OUTREACH EFFORTS TO RESIDENTS IN THE
22 WILDLAND-URBAN INTERFACE CONCERNING EFFECTIVE WILDFIRE RISK
23 MITIGATION AND TO COORDINATE THE FINANCIAL AND OTHER RESOURCES
24 THAT MAY BE AVAILABLE FOR SUCH WORK. STATE AND FEDERAL
25 PARTNERS INCLUDE THE DIVISION OF FIRE PREVENTION AND CONTROL IN
26 THE DEPARTMENT OF PUBLIC SAFETY AND THE UNITED STATES FOREST
27 SERVICE. THE FOREST SERVICE MAY INVITE OTHER PARTNERS TO JOIN THE

1 WORKING GROUP AND SEEK INPUT FROM ENTITIES ENGAGED IN WILDFIRE
2 RISK MITIGATION IN THE WILDLAND-URBAN INTERFACE.

3 (II) THE WORKING GROUP SHALL:

4 (A) PRIOR TO THE ANNUAL WILDFIRE AWARENESS MONTH
5 OUTREACH CAMPAIGNS IN 2023 AND 2024, CONSIDER HOW BEST TO
6 CONDUCT AN ENHANCED OUTREACH CAMPAIGN FOR THE PUBLIC THAT
7 EDUCATES AND MOTIVATES RESIDENTS IN THE WILDLAND-URBAN
8 INTERFACE TO ENGAGE IN MORE WILDFIRE RISK MITIGATION;

9 (B) CONSIDER HOW BEST TO DISTRIBUTE EDUCATIONAL
10 RESOURCES AND INFORMATION TO RESIDENTS IN THE WILDLAND-URBAN
11 INTERFACE, INCLUDING THE FOREST SERVICE'S PUBLICATION, "THE HOME
12 IGNITION ZONE" OR A SUCCESSOR PUBLICATION, AND WHETHER OTHER
13 EDUCATIONAL AND MARKETING TOOLS COULD BE DEVELOPED TO EDUCATE
14 RESIDENTS AND MOTIVATE INCREASED WILDFIRE RISK MITIGATION;

15 (C) CONSIDER WHICH LOCAL, STATEWIDE, OR REGIONAL
16 OUTREACH EFFORTS, INCLUDING DIRECT MAIL, WEB-BASED MATERIAL,
17 TELEPHONE OUTREACH, SOCIAL MEDIA, PRINT MEDIA, TELEVISION AND
18 RADIO SPOTS, BILLBOARDS, AND COMMUNITY EVENTS, ARE MOST
19 EFFECTIVE IN INCREASING AWARENESS AMONG THE TARGETED RESIDENTS
20 IN THE WILDLAND-URBAN INTERFACE OF THE IMPORTANCE OF WILDFIRE
21 RISK MITIGATION AND HOW TO PREPARE FOR WILDFIRES;

22 (D) CONSIDER HOW BEST TO COORDINATE EFFORTS BY WORKING
23 GROUP PARTNERS AND OTHER ENTITIES ENGAGED IN WILDFIRE RISK
24 MITIGATION TO DISSEMINATE WEB-BASED EDUCATIONAL RESOURCES AND
25 INFORMATION CONCERNING EFFECTIVE WILDFIRE RISK MITIGATION AND
26 WILDFIRE PREPAREDNESS ACTIVITIES THROUGH LINKS TO THE FOREST
27 SERVICE'S WEB-BASED CLEARINGHOUSE FOR TECHNICAL ASSISTANCE AND

1 TO WEB-BASED RESOURCES OF OTHER WORKING GROUP PARTNERS AND
2 ENTITIES ENGAGED IN WILDFIRE RISK MITIGATION;

3 (E) CONSIDER HOW BEST TO LEVERAGE EXISTING STATE, LOCAL,
4 AND FEDERAL RESOURCES AND EXPERTISE TO IMPLEMENT THE ENHANCED
5 OUTREACH EFFORTS CONSIDERED BY THE WORKING GROUP; AND

6 (F) CONSIDER WHAT FUNDING OR ADDITIONAL RESOURCES WOULD
7 BE NECESSARY FOR THE FOREST SERVICE AND OTHER PARTNERS TO BUILD
8 UPON THE ENHANCED WILDFIRE AWARENESS MONTH OUTREACH
9 CAMPAIGN, AS WELL AS OTHER POTENTIAL OUTREACH EFFORTS, IN
10 SUBSEQUENT YEARS.

11 (c) AFTER CONSIDERING FEEDBACK FROM THE WORKING GROUP,
12 AND SUBJECT TO AVAILABLE APPROPRIATIONS, THE FOREST SERVICE:

13 (I) SHALL IMPLEMENT AN ENHANCED WILDFIRE AWARENESS
14 MONTH OUTREACH CAMPAIGN IN CONJUNCTION WITH THE DIVISION OF FIRE
15 PREVENTION AND CONTROL IN THE DEPARTMENT OF PUBLIC SAFETY AND
16 THE UNITED STATES FOREST SERVICE IN 2023 AND 2024, AND, SUBJECT TO
17 AVAILABLE APPROPRIATIONS, MAY IMPLEMENT ENHANCED WILDFIRE
18 AWARENESS MONTH OUTREACH CAMPAIGNS IN SUBSEQUENT YEARS; AND

19 (II) MAY IMPLEMENT OTHER OUTREACH EFFORTS DURING THE
20 2022-23 AND 2023-24 STATE FISCAL YEARS AND SUBSEQUENT STATE
21 FISCAL YEARS THAT ARE EXPECTED TO INCREASE AWARENESS OF WILDFIRE
22 RISK MITIGATION BY RESIDENTS IN THE WILDLAND-URBAN INTERFACE.

23 (d) TO IMPLEMENT THIS SUBSECTION (9.5), THE FOREST SERVICE,
24 SUBJECT TO AVAILABLE APPROPRIATIONS, MAY:

25 (I) DEVELOP OR CONTRACT FOR THE DEVELOPMENT OR PLACEMENT
26 OF MARKETING AND EDUCATIONAL MATERIALS, INCLUDING VIDEOS,
27 DIRECT MAIL, SOCIAL MEDIA, PRINT MEDIA, TELEVISION AND RADIO SPOTS,

1 AND BILLBOARDS;

2 (II) CONDUCT OR CONTRACT FOR EDUCATIONAL EVENTS TARGETED
3 TO RESIDENTS IN THE WILDLAND-URBAN INTERFACE;

4 (III) RETAIN CONSULTANTS, AS NECESSARY, TO IMPLEMENT ALL OR
5 PART OF AN OUTREACH CAMPAIGN, AS WELL AS OTHER OUTREACH
6 EFFORTS;

7 (IV) MAKE ENHANCEMENTS TO THE FOREST SERVICE'S WEB-BASED
8 CLEARINGHOUSE FOR TECHNICAL ASSISTANCE AND FUNDING RESOURCES
9 CREATED PURSUANT TO SUBSECTION (9) OF THIS SECTION, AS NECESSARY,
10 TO BETTER IMPLEMENT OUTREACH EFFORTS DESCRIBED IN THIS
11 SUBSECTION (9.5), AND COORDINATE WITH WORKING GROUP PARTNERS
12 AND OTHER ENTITIES ENGAGED IN WILDFIRE RISK MITIGATION TO PROVIDE
13 LINKS TO WEB-BASED EDUCATIONAL RESOURCES AND INFORMATION; AND

14 (V) SECURE NECESSARY STAFF TO IMPLEMENT THE OUTREACH
15 EFFORTS DESCRIBED IN THIS SUBSECTION (9.5).

16 (e) (I) DURING THE 2023 AND 2024 LEGISLATIVE INTERIMS, THE
17 STATE FORESTER SHALL SUBMIT A REPORT TO THE WILDFIRE MATTERS
18 REVIEW COMMITTEE CREATED IN SECTION 2-3-1602 CONCERNING
19 OUTREACH EFFORTS IMPLEMENTED PURSUANT TO THIS SUBSECTION (9.5).

20 (II) THE REPORT MUST INCLUDE:

21 (A) A DESCRIPTION OF THE OUTREACH EFFORTS;

22 (B) THE AMOUNT AND USE OF MONEY APPROPRIATED TO
23 IMPLEMENT THIS SUBSECTION (9.5);

24 (C) DATA AND INFORMATION RECEIVED BY THE FOREST SERVICE
25 OR ITS PARTNERS RELATING TO THE IMPACT OF THE OUTREACH EFFORTS IN
26 INCREASING AWARENESS OF WILDFIRE RISK MITIGATION BY RESIDENTS IN
27 THE WILDLAND-URBAN INTERFACE; AND

1 (D) PROPOSED FUTURE OUTREACH EFFORTS, INCLUDING ANY
2 ADDITIONAL FUNDING OR OTHER RESOURCES NEEDED TO IMPLEMENT
3 THOSE OUTREACH EFFORTS.

4 **SECTION 2. Safety clause.** The general assembly hereby finds,
5 determines, and declares that this act is necessary for the immediate
6 preservation of the public peace, health, or safety.