

# Senate Bill 22-007: Report to Wildfire Matters Review Committee

Teddy Parker-Renga  
on behalf of Director Matt McCombs  
Colorado State Forest Service  
Sept. 19, 2023



**LIVE  
WILDFIRE  
READY.org**

# BACKGROUND

SB22-007

## Increase Wildfire Risk Mitigation Outreach Efforts

Concerning outreach to the public relating to wildfire risk mitigation practices, and, in connection therewith, making an appropriation.

SESSION: 2022 Regular Session

SUBJECT: Natural Resources & Environment

### BILL SUMMARY

The act 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 interface (WUI).

### PRIME SPONSORS



Senator  
Tammy Story



Senator  
Pete Lee



Representative  
Lisa Cutter



Representative  
Marc Snyder

# BACKGROUND

## **Intent of SB22-007**

“Enhance outreach efforts to residents in the wildland-urban interface concerning effective wildfire risk mitigation and to coordinate the financial and other resources that may be available for such work” (Sec 1, F, II)

## **Deliverables**

1. Enhanced wildfire awareness campaign in 2023 and 2024
2. Recommendations on outreach from working group of partners

## **Appropriation**

\$800,000 to the Colorado State Forest Service

# CAMPAIGN: DEVELOPMENT

## **Guiding Statement for Campaign from SB22-007**

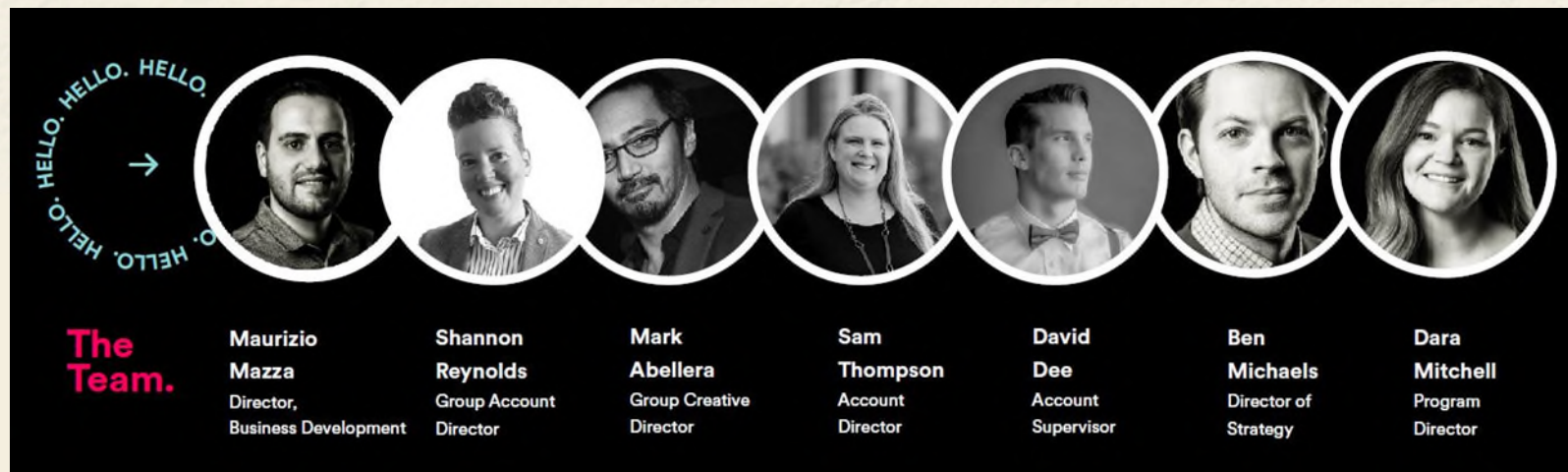
“While homeowners and property owners in Colorado bear the ultimate responsibility to prepare their homes and property for wildfire, many still do not understand this responsibility, the risk they face living in the wildland-urban interface, or the necessary steps to reduce their wildfire risk.” (Sec 1, F)

# CAMPAIGN: DEVELOPMENT

## Marketing Firm

Hired 160/90 in October of 2022 to develop and support campaign

- Research
- Creative direction
- Tools
- Media buys



**ONE  
SIXTY  
NINETY**

# CAMPAIGN: DEVELOPMENT

## **Primary Objective**

Raise awareness among residents to be prepared for wildfire and inform them on what they can do to mitigate wildfire risk to their life, home and property

## **Secondary Objectives**

1. Ensure the campaign builds additional tools and complements the work of other partners in wildfire mitigation in Colorado
2. Start to change the perspective of Coloradans in the WUI about wildfire mitigation
3. Establish a campaign with potential for investment and continuation beyond 2024

# CAMPAIGN: DEVELOPMENT



**LIVE  
WILDFIRE  
READY**

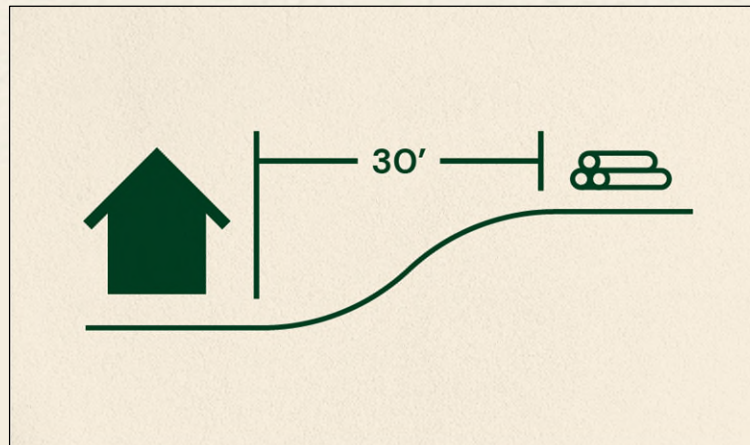
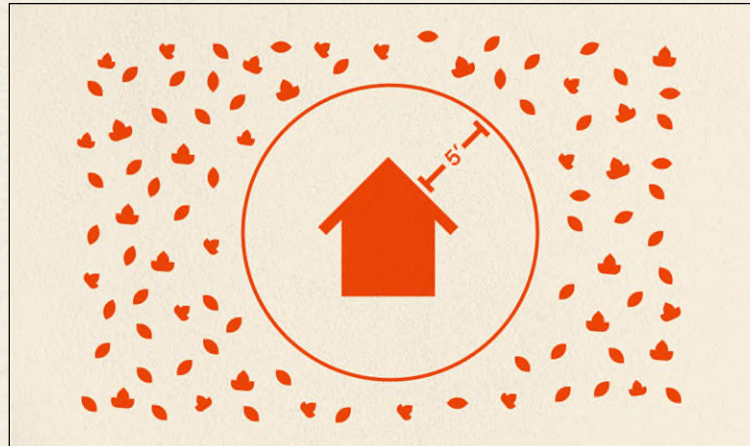
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**LIVE  
WILDFIRE  
READY.org**

# CAMPAIGN: DEVELOPMENT

Start Living Wildfire Ready with Practical, Simple, Low-Cost Actions





# CAMPAIGN: IMPLEMENTATION

Live Wildfire Ready launched May 1 for Wildfire Awareness Month



Gov. Polis announcing campaign in late April

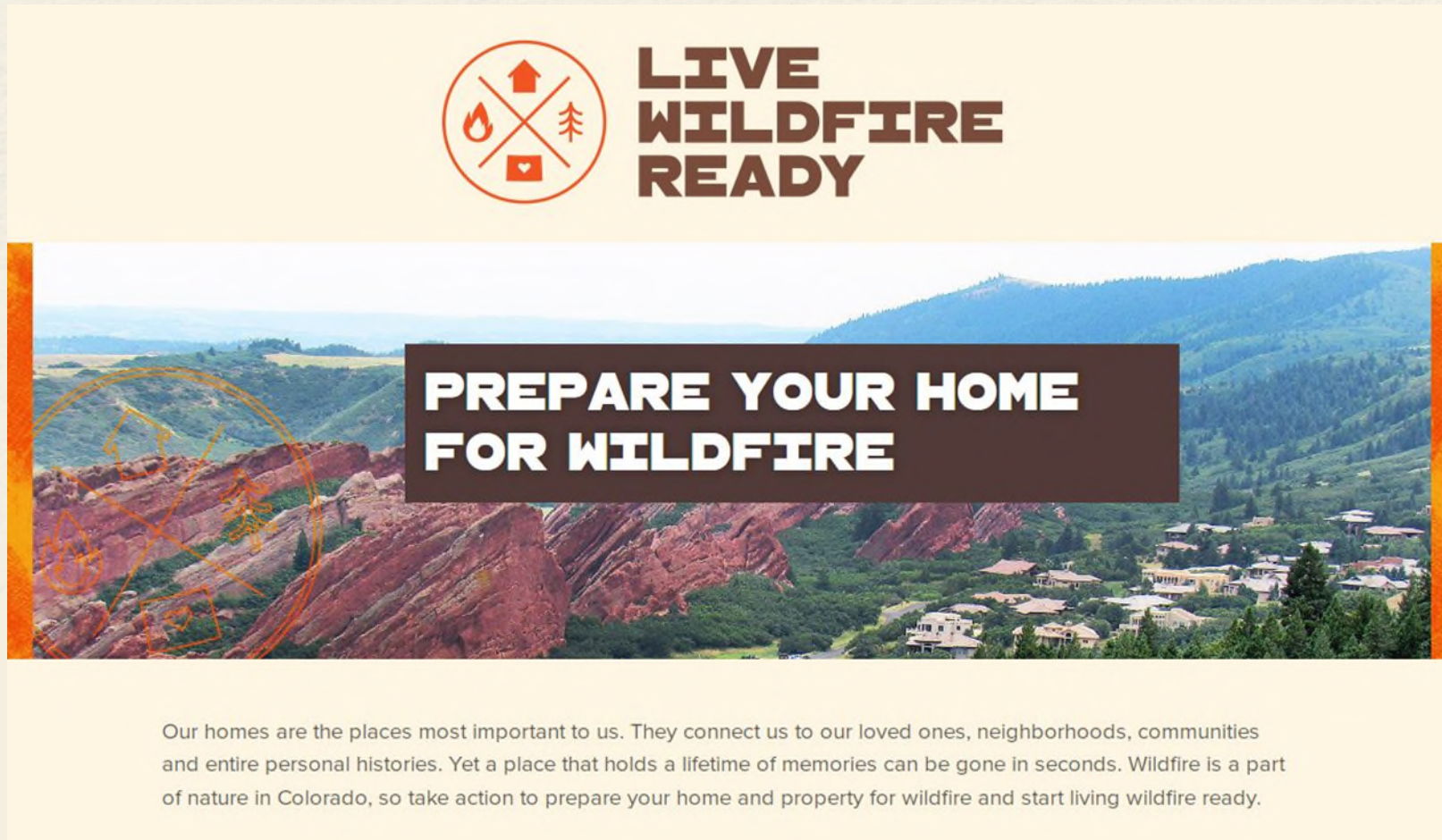
# CAMPAIGN: IMPLEMENTATION

## Tools and tactics so far

- Website ([livewildfireready.org](http://livewildfireready.org))
- Partner toolkit
- Outreach booth
- Public handouts
- Swag
- Billboards
- Radio sponsorships
- Digital ads
- Social media posts
- Social media ads
- Direct mail
- Earned media (news release)
- Proclamation

# CAMPAIGN: IMPLEMENTATION

Website hosted on CSU's site – desktop and mobile friendly



**LIVE  
WILDFIRE  
READY**

**PREPARE YOUR HOME  
FOR WILDFIRE**

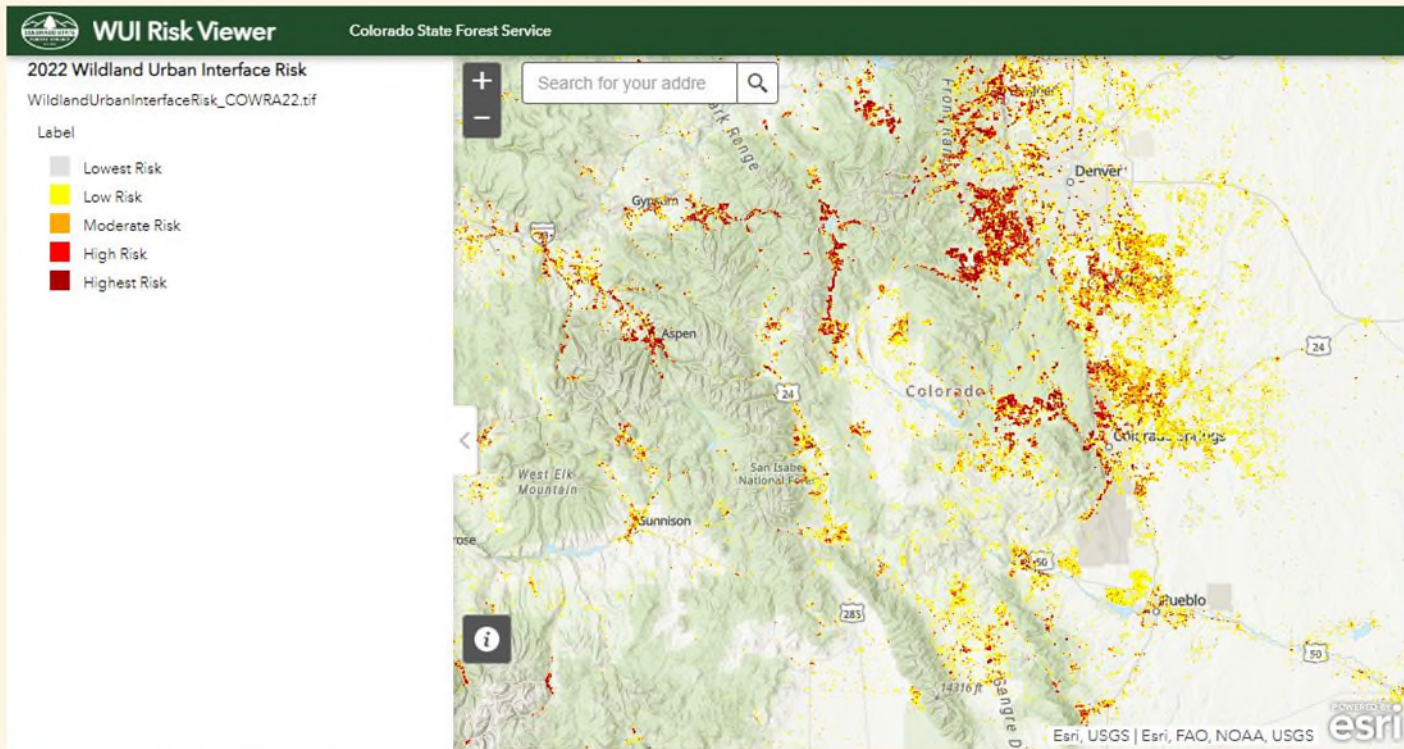
Our homes are the places most important to us. They connect us to our loved ones, neighborhoods, communities and entire personal histories. Yet a place that holds a lifetime of memories can be gone in seconds. Wildfire is a part of nature in Colorado, so take action to prepare your home and property for wildfire and start living wildfire ready.

# CAMPAIGN: IMPLEMENTATION

## EXPLORE YOUR WILDFIRE RISK

**Please read before using map:** This map provides an assessment of wildfire risk at the neighborhood level. Consult a wildfire mitigation professional for a risk assessment specific to your home and property. Please read the disclaimer on the map for more.

Type your address or the city or town where you live into the search field on this map.



Map powered by the [Colorado Forest Atlas](#) from the Colorado State Forest Service



**LIVE  
WILDFIRE  
READY.org**

# CAMPAIGN: IMPLEMENTATION



**LIVE  
WILDFIRE  
READY**

## **LIVE WILDFIRE READY PARTNER TOOLKIT**

Thank you for supporting the Live Wildfire Ready campaign! This campaign will help Colorado residents, especially those who live in the wildland-urban interface, understand their wildfire risk and what they can do to mitigate that risk to their life, homes and property. As a trusted voice in your community, we are excited to have you customize and share Live Wildfire Ready materials with residents where you live. Together, we can make wildfire mitigation a way of life in Colorado – when you live here, it has to be second nature!

 [Access the Live Wildfire Ready Partner Toolkit](#)

 [Return to Live Wildfire Ready](#)

### **Partner Toolkit**

- Logos
- News release
- Newsletter copy
- Handouts
- Social media posts
- Radio PSAs



**LIVE  
WILDFIRE  
READY.org**

# CAMPAIGN: IMPLEMENTATION

Outreach booth kit to engage Coloradans at community events



Wildfire Awareness Night,  
May 25 in Morrison

# CAMPAIGN: IMPLEMENTATION

## Handout that includes checklist of actions



### LIVE WILDFIRE READY

### PREPARE YOUR HOME AND PROPERTY FOR WILDFIRE

Wildfire is a part of nature in Colorado. Grasses, shrubs and trees provide fuel for wildfires. If your home is located in or near the natural vegetation of Colorado's grasslands, shrublands, foothills or mountains, you live in the wildland-urban interface (WUI) and are at risk from a wildfire. If you live in the WUI, take action to prepare your home and property.

**Start living wildfire ready with these simple, practical, low-cost actions.**

- Regularly clear leaves, pine needles and other debris from your deck, roof and gutters.
- Rake and remove pine needles and leaves 5 feet from your home.
- Store firewood at least 30 feet from your home, preferably uphill, and never on or under your deck.
- Move items under your deck or porch to a storage area.
- Prune branches hanging over your roof and within 10 feet of your chimney.
- Remove flammable material within 6 vertical inches of your home's siding.
- Mow grasses to 4 inches or less within 30 feet of your home.
- Clear brush, shrubs and other plants within 10 feet of propane tanks and gas meters.
- Screen attic, roof, eaves and foundation vents and wall-in areas below decks and stilt foundations with 1/8-inch metal mesh.

The more you do to prepare and plan ahead, the more likely your home will survive a wildfire.



To learn more, consult a local natural resource professional, fire department or organization trained in wildfire mitigation practices where you live, or visit [LiveWildfireReady.org](http://LiveWildfireReady.org).

Live Wildfire Ready is generously funded by the State of Colorado.







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### LIVE WILDFIRE READY

### PREPARE SU HOGAR Y PROPIEDAD CONTRA INCENDIOS FORESTALES

Los incendios forestales son parte de la naturaleza en Colorado. Los pastos, arbustos y árboles proporcionan combustible para los incendios forestales. Si su hogar está ubicado en o cerca de la vegetación natural de los pastizales, matorrales, laderas o montañas de Colorado, usted vive en la interfaz urbano-forestal (WUI) y está en riesgo de sufrir un incendio forestal. Si vive en la WUI, tome medidas para preparar su hogar y su propiedad.

**Comience a vivir preparado contra los incendios forestales con estas acciones sencillas, prácticas y de bajo costo.**

- Limpie hojas, agujas de pino y otros desechos de su terraza, techo y canchales con regularidad.
- Rastille y retire las agujas de pino y las hojas dentro de un radio de 5 pies de su casa.
- Guarde la leña a una distancia mínima de 30 pies de su casa, preferiblemente cuesta arriba, y nunca sobre o debajo de su terraza.
- Mueva los artículos de debajo de su terraza o porche a un área de almacenamiento.
- Poda las ramas que cuelguen sobre su techo y dentro de 10 pies de su chimenea.
- Retire el material inflamable dentro de las 6 pulgadas verticales del revestimiento de la casa.
- Corte el césped a 4 pulgadas o menos dentro de un radio de 30 pies de su casa.
- Limpie la maleza, los arbustos y otras plantas dentro un radio de 10 pies de los tanques de propano y los medidores de gas.
- Proteja las rejillas de ventilación del ático, el techo, los aleros y los ciementos y áreas empotradas debajo de las terrazas y los ciementos sobre pilotes con una malla metálica de 1/8 de pulgada.

Cuanto más se prepare y planifique con anticipación, más probable será que su hogar sobreviva a un incendio forestal.



Para obtener más información, consulte a un profesional local de recursos naturales, departamento de bomberos u organización capacitada en prácticas de mitigación de incendios forestales en el lugar donde vive, o visite [LiveWildfireReady.org](http://LiveWildfireReady.org).

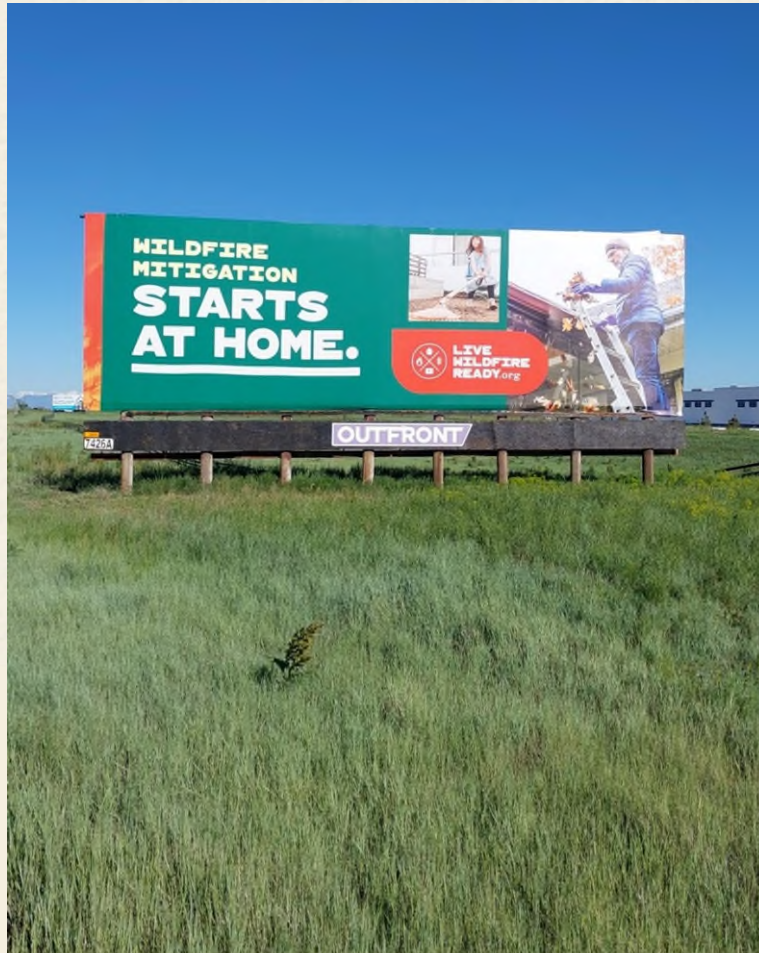
Live Wildfire Ready es generosamente financiado por el Estado de Colorado.





# CAMPAIGN: IMPLEMENTATION

Billboards placed in 8 locations on I-25, I-70 and I-76



Left: I-70 just east of Denver

Right: I-25 near Larkspur



# CAMPAIGN: IMPLEMENTATION

## Sponsorships with Colorado Public Radio and KUNC

The screenshot shows the Colorado Public Radio website. The top navigation bar includes links for CPR, NEWS, CLASSICAL, INDIE 102.3, KRCC, and LISTEN LIVE. A search icon and a DONATE button are also present. Below the navigation bar, there are categories: COVID-19, POLITICS, MONEY, ARTS, ENVIRONMENT, NEWSLETTER, and SUPPORT CPR. A prominent orange banner features the text "Get the big picture in little bites" and "The Lookout daily email from CPR News brings you a rundown of important fact-based reporting and stories that spark your curiosity." Below this banner is an email subscription form with a "GO" button. The main content area displays three news articles:

- JUSTICE**  
**Listen: Colorado's new alert system for missing Indigenous people seems to be working. But some hiccups remain**  
A new statewide system is meant to alert the public when someone from the Indigenous community goes missing. Advocates say it has helped, but they are also frustrated by delays in getting alerts out.  
By Matt Bloom · Today, 12:35 pm
- JUSTICE**  
**Aurora police to release body camera footage of officer fatally shooting 14-year-old robbery suspect**  
The scheduled release follows community protests for more transparency around the death of Jor'Dell Da'Shawn Richardson.  
By Matt Bloom · Today, 12:12 pm
- GOVERNMENT AND POLITICS**  
**Sen. Michael Bennet wants to strengthen the watersheds that help protect clean drinking water**  
But the proposal could have an uphill climb, with Republicans in a budget-cutting mood.  
By Caitlyn Kim · Today, 3:00 am

On the right side of the page, there is a "NOW PLAYING" section with a play button icon, the number "800-496-1530", and a link to "View News Schedule". Below this is a "MITIGATION TIPS" section with the text "Wildfires are a part of nature in Colorado. Learn how to be ready." and a list of five tips:

- 1 Clearing sticks, leaves and debris from roofs and gutters
- 2 Keeping flammable material away from your home's siding
- 3 Storing woodpiles at least 30 feet from home and never on a deck
- 4 Removing pine needles and leaves 5 feet from your home
- 5 Clearing trees and other plants within 10 feet of propane tanks

At the bottom of the sidebar is a "LIVE WILDFIRE READY.org" logo with a "Learn More" button.

## Sponsorships included

- Radio spots during peak listening times
- Digital ads on websites and in newsletters
- “Parched” podcast from CPR

Digital ad on CPR.org

# CAMPAIGN: IMPLEMENTATION

Social media posts in Spanish and English (#LiveWildfireReady)



**NO**  
Leaves,  
Pine Needles  
& Debris

Regularly clear leaves, pine needles and other debris from your deck, roof and gutters.

**LIVE WILDFIRE READY.org**



 **LIVE WILDFIRE READY.org**

When you live here,

**IT HAS TO BE SECOND NATURE.**

**LA MITIGACIÓN DE INCENDIOS FORESTALES COMIENZA EN CASA.**



**LIVE WILDFIRE READY.org**

# CAMPAIGN: IMPLEMENTATION

## Facebook ads – all Colorado and WUI in Jefferson County

 **Colorado State Forest Service**  
Published by Kristy Clark Burnett · August 25 at 10:14 AM · 🌐

Living with wildfire has to be second nature in Colorado. Learn how to protect your home, property and community from wildfire.



**Hey Colorado,  
ARE YOU  
WILDFIRE  
READY?**



[CSFS.COLOSTATE.EDU](https://CSFS.COLOSTATE.EDU)  
**Live Wildfire Ready - Colorado State Forest Service**  
Live Wildfire Ready is a public outreach campaign in Color... [Learn more](#)



 **LIVE  
WILDFIRE  
READY.org**

**JEFFERSON  
COUNTY,  
ARE YOU  
WILDFIRE  
READY?**


# CAMPAIGN: IMPLEMENTATION

Postcard mailed to 8,836 households in WUI in Jefferson County



# CAMPAIGN: IMPLEMENTATION

## Earned media via news release and editorial



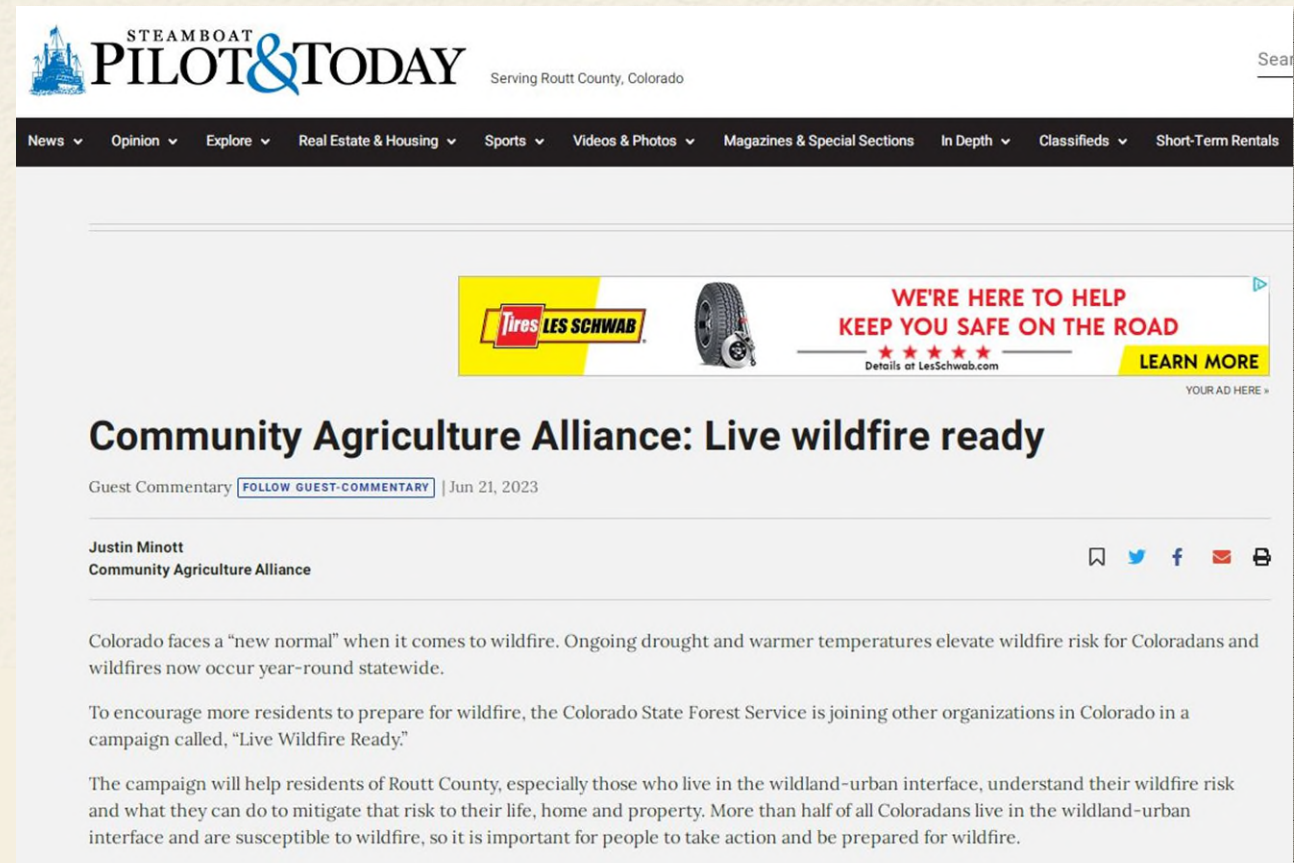
**News Release**

**FOR IMMEDIATE RELEASE**  
April 25, 2023

**Media Contacts**  
Kristy Burnett, Colorado State Forest Service, (970) 218-8363,  
[Kristy.Burnett@colostate.edu](mailto:Kristy.Burnett@colostate.edu)  
Tracy LeClair, Colorado Division of Fire Prevention and Control, (970) 841-9230, [Tracy.LeClair@state.co.us](mailto:Tracy.LeClair@state.co.us)  
Laura McConnell, USDA Forest Service, (303) 775-9132,  
[Laura\\_McConnell@Firenet.gov](mailto:Laura_McConnell@Firenet.gov)  
Kate Ruhe, Colorado State Fire Chiefs, [Kate@cofirechiefs.org](mailto:Kate@cofirechiefs.org)

### New Campaign Encourages Coloradans to Prepare for Wildfire

**DENVER** – Colorado faces a “new normal” when it comes to wildfire. Ongoing drought and warmer temperatures elevate wildfire risk for many Coloradans, and wildfires now occur year-round in the state. To encourage more residents to prepare for wildfire, local, state and federal entities that manage wildfires in Colorado will launch a new public outreach campaign called **Live Wildfire Ready**.



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Details at [LesSchwab.com](http://LesSchwab.com) LEARN MORE  
YOUR AD HERE ▶

## Community Agriculture Alliance: Live wildfire ready

Guest Commentary [FOLLOW GUEST-COMMENTARY](#) | Jun 21, 2023

**Justin Minott**  
Community Agriculture Alliance

Colorado faces a “new normal” when it comes to wildfire. Ongoing drought and warmer temperatures elevate wildfire risk for Coloradans and wildfires now occur year-round statewide.

To encourage more residents to prepare for wildfire, the Colorado State Forest Service is joining other organizations in Colorado in a campaign called, “Live Wildfire Ready.”

The campaign will help residents of Routt County, especially those who live in the wildland-urban interface, understand their wildfire risk and what they can do to mitigate that risk to their life, home and property. More than half of all Coloradans live in the wildland-urban interface and are susceptible to wildfire, so it is important for people to take action and be prepared for wildfire.

# CAMPAIGN: EVALUATION

## Metrics for Live Wildfire Ready Campaign: May 1 – Sept. 17, 2023

<b>Tool or Tactic</b>	<b>Impressions</b>	<b>Notes</b>
Website	6,508	3 campaign webpages
Billboards	2,045,361	8 billboards on I-25, I-70 and I-76
CPR sponsorship	1,654,000	240 radio spots, 4 newsletter banners, 2 podcast spots, digital ads on CPR.org
KUNC/KJAC sponsorship	1,857,600	430 radio spots, 8 newsletter banners
Social media posts	27,176	15 Facebook, 11 Twitter, 1 Instagram, 2 LinkedIn posts
Social media ads	179,080	2 Facebook ads
Direct mail	8,836	postcards mailed to addresses in the WUI in Jefferson County
<b>Total</b>	<b>5,778,561</b>	

**5,778,561 impressions** to date for campaign

# CAMPAIGN: EVALUATION

## Analytics for Live Wildfire Ready Webpages: May 1 – Sept. 17, 2023

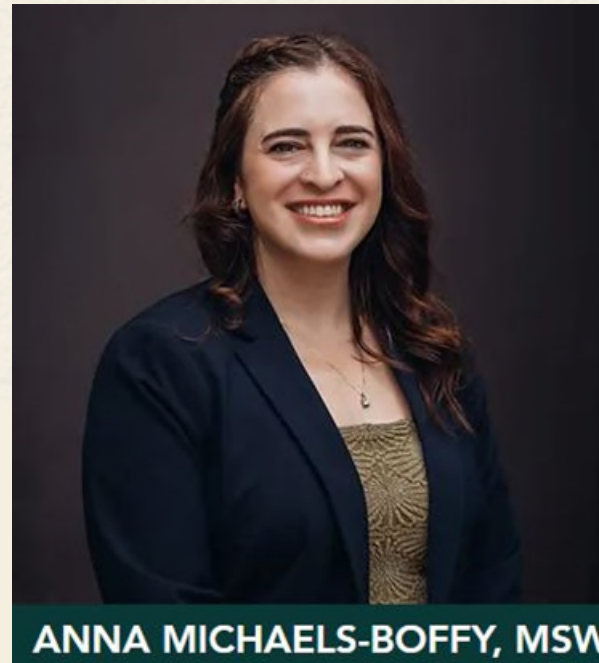
<b>Live Wildfire Ready pages</b>	<b>Pageviews</b>	<b>Users</b>
Landing page	5,290	3,309
Explore your wildfire risk	724	555
Partner toolkit	494	243
<b>All Pages</b>	<b>6,508</b>	<b>3,530</b>

# WORKING GROUP

## Working Group Facilitator

Hired All In Strategic Consulting in January to facilitate working group

- Meetings
- Communication
- Group list





# WORKING GROUP

## Diverse group of partners from across Colorado

- Steering committee (CSFS, DFPC, USFS, CSFC)
- Fire districts/departments
- County mitigation specialists
- Emergency managers
- Fire Adapted Colorado
- Wildfire councils
- Watershed collaboratives
- Realtors
- Community groups
- Homeowners
- Colorado Timber Industry (CTIA)
- National Fire Protection (NFPA)
- ASPCA



# WORKING GROUP

## Meetings So Far

- March 30, full group (virtual)
- April 5, Eagle County sub-group (hybrid)
- April 6, Jefferson County sub-group (hybrid)
- May 4, Logan County sub-group (virtual)

## Upcoming Meetings

- Sept. 26, full group, Eagle (hybrid)
- Oct. 4, full group, Evergreen (hybrid)

Jefferson County meeting (courtesy of @HalGrieb)




# WORKING GROUP

## Working Group Communications


All In keeps partners engaged and informed via periodic email blasts

[View this email in your browser](#)



**Wildfire Mitigation Outreach Working Group**

**New Live Wildfire Ready Tools for Partners!**



# BUDGET

## Budget for SB22-007 as of Sept. 17, 2023

<b>Funding</b>	<b>Amount</b>
Senate Bill 22-007	\$800,000
HFVC Fund	\$100,000
<b>Total Funding to Date</b>	<b>\$900,000</b>
<b>Expenses</b>	<b>Amount</b>
Working group facilitation	\$10,733.12
Campaign discovery	\$216,000.00
Campaign development	\$75,358.00
Paid media (advertising)	\$159,052.25
Printing/fabrication/materials	\$7,414.05
Direct mail	\$3,007.13
Event registration fees	\$375.00
<b>Total Expenses to Date</b>	<b>\$471,939.55</b>
<b>Funds Remaining</b>	<b>\$428,060.45</b>

# LOOKING AHEAD

## **Wrapping Up 2023 Efforts – Planning for 2024!**

Review of campaign in progress

- Meetings this fall with working group, steering committee and internally at the Colorado State Forest Service

Finalize plan and budget for 2024

- Develop and release new campaign materials in May of 2024

Gather recommendations from working group by next interim session of Wildfire Matters Review Committee

Secure funding to implement campaign beyond 2024

# Thank You!

## Questions?

Teddy Parker-Renga

[Teddy.Parker-Renga@colostate.edu](mailto:Teddy.Parker-Renga@colostate.edu)

970-491-7698



**LIVE  
WILDFIRE  
READY**