



Colorado Senate Bill 22-007: Interim Report



This report is prepared for the Wildfire
Matters Review Committee of the Colorado
General Assembly, as a requirement of
Colorado Senate Bill 22-007, by the steering
committee implementing this bill:

Colorado State Forest Service

Colorado Division of Fire Prevention and
Control

USDA Forest Service

Colorado State Fire Chiefs

October 2023

For questions, or to join the working group
for Senate Bill 22-007, please contact the
Colorado State Forest Service:

CSFS_SO@colostate.edu | (970) 491-6303

Table of Contents

Executive Summary 1

Background 2

Campaign Development 4

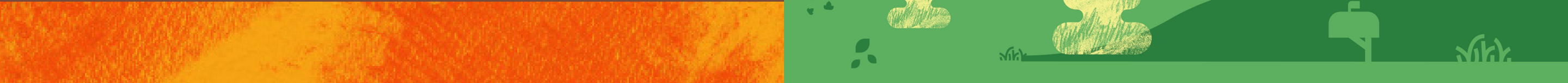
Campaign Implementation 10

Campaign Evaluation 20

Working Group 22

Budget 28

Looking Ahead 29



Executive Summary

In May of 2023, the Colorado State Forest Service and a steering committee of partners launched the **Live Wildfire Ready campaign** to raise awareness among Colorado residents to be prepared for wildfire and inform them on what they can do to mitigate wildfire risk to their life, home and property.

The Live Wildfire Ready campaign showed tremendous progress in its first year, garnering nearly **6 million impressions across a diversity of tools** since its launch on May 1.

Nearly all campaign materials directed people to **LiveWildfireReady.org**, which offered valuable information on wildfire risk, actions to take and resources to explore – 4,613 unique users have visited the website so far.

The steering committee developed the campaign with guidance from a working group of partners in wildfire mitigation in Colorado. Three subgroups advised on local efforts for the Live Wildfire Ready campaign in Eagle, Jefferson and Logan counties.

The campaign is part of a two-year effort and will run through 2024. The working group will continue to advise on the campaign and develop recommendations to improve outreach to Coloradans about wildfire risk.

Senate Bill 22-007 appropriated \$800,000 for the campaign and working group, and the CSFS provided an additional \$100,000 for the first year of the campaign. To date, the steering committee has spent \$481,083.14 and has \$418,916.86 left in its budget.

Background

It is so important that Coloradans who live in the wildland-urban interface know they are at risk of wildfire and have the tools, encouragement and awareness to protect themselves, their families, pets, homes and properties. Colorado Senate Bill 22-007 directs the Colorado State Forest Service, which staffs the Division of Forestry in the Colorado Department of Natural Resources, to lead an effort to raise awareness among residents about their wildfire risk alongside partners in wildfire mitigation.



Homes in the wildland-urban interface in Larimer County in northern Colorado. Photo: Field Peterson, CSFS

In the summer of 2022, the Colorado State Forest Service (CSFS) convened a steering committee consisting of the Colorado Division of Fire Prevention and Control, USDA Forest Service and Colorado State Fire Chiefs to implement Senate Bill 22-007.

The bill allows two years for implementation and requires two overarching deliverables:

1. An enhanced wildfire awareness campaign in 2023 and 2024, building off previous efforts for Wildfire Awareness Month in May
2. Recommendations to improve outreach to Coloradans about wildfire risk from a working group of partners in Colorado

This report addresses progress as of the middle of October of 2023 in achieving the first deliverable through the development,

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

Colorado Governor Jared Polis signed Senate Bill 22-007 into law on June 3, 2022.

implementation and evaluation of the campaign, then addresses progress in achieving the second deliverable through the working group.

The report concludes with a budget review and next steps for implementing the legislation.

Campaign Development

The steering committee identified a guiding statement from the legislation to ensure the campaign met its intent. The campaign would focus on wildfire mitigation. More specifically, it would focus on mitigation on an individual level, including home hardening and defensible space, as well as, to a lesser degree but no less important, evacuation preparedness.

Guiding Statement from Senate Bill 22-007

“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)

Creative Agency to Support Campaign

The steering committee hired the marketing firm 160/90 in the fall of 2022 to develop and support an awareness campaign about wildfire risk to Coloradans. 160/90 provided several critical services for the campaign:

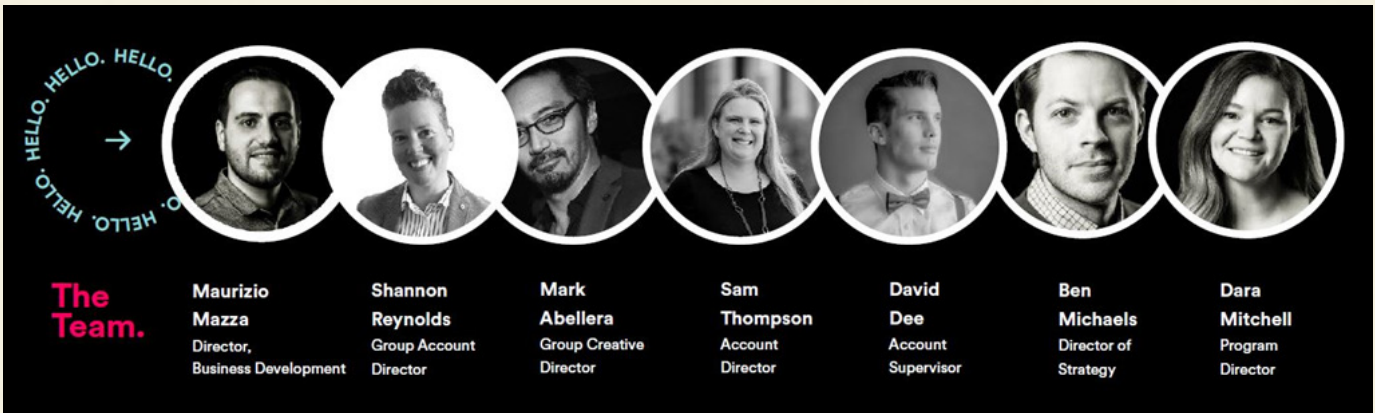
Research – The firm interviewed experts, homeowners and stakeholders, conducted a literature review of wildfire mitigation resources and gained insights from wildfire campaigns in other western states.

Creative direction – The firm led the steering committee through a creative process to create a campaign based on the research, as well as a plan for its launch and sustainment.

Tools and tactics – The firm created billboards, digital ads, a direct mail postcard, radio spots and other marketing tools for the campaign.

Media buys – The firm developed an advertising plan and purchased and placed ads.

The CSFS supplemented the work of 160/90 by also developing tools and placing ads.



Campaign Objectives

The steering committee developed a clear, main objective for the campaign based off the guiding statement from the legislation noted previously in this report.

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

During the course of developing the campaign with 160/90, the committee identified three additional objectives for the campaign to ensure its effectiveness and long-term impact.

Secondary Objectives

- Ensure the campaign builds additional tools and complements the work of other partners in wildfire mitigation in Colorado
- Start to change the perspective of Coloradans living in the wildland-urban interface about wildfire mitigation
- Establish a campaign with potential for investment and continuation beyond 2024

Final Creative Concept

In the spring of 2023, the steering committee and 160/90 finalized the creative concept, messaging and branding for a new campaign: Live Wildfire Ready.

“Live” evokes the idea that being “wildfire ready” must be part of the Colorado way of life, or lifestyle. Being ready for wildfire should be second nature to Coloradans who live in the wildland–urban interface, as routine as mowing the lawn or cleaning the gutters.

“Wildfire Ready” was chosen since it is clear, direct and easy to understand.

Word Mark, Badge and Logo

160/90 created a word mark for Live Wildfire Ready, as well as a badge with symbols that represent the campaign’s messages to prepare one’s home and property from wildfire and make wildfire preparedness part of one’s way of life – and the Colorado lifestyle.

Together, the word mark and badge are the logo.



**LIVE
WILDFIRE
READY**

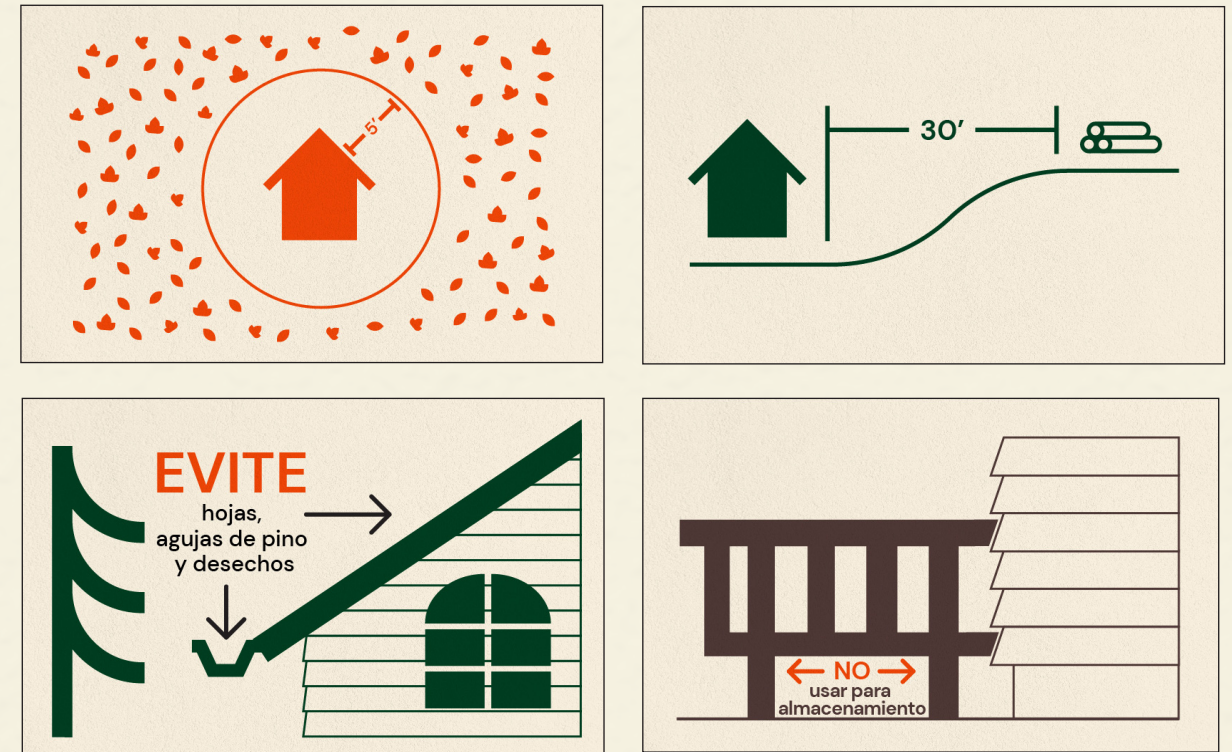
Messaging

The campaign's messaging and creative are positive and empowering. The campaign encourages Coloradans to start living wildfire ready through simple, low-cost actions.

Actions to reduce wildfire risk are presented in consumer-friendly, visual graphics. The campaign focuses on actions that are doable and also effective, so residents feel empowered to take action and not overwhelmed.

Actions are taken from the Colorado State Forest Service's popular *Home Ignition Zone* guide and include those relevant to residents living across Colorado's diverse ecosystems.

The campaign also conveys the message that wildfire mitigation must be second nature and part of the Colorado lifestyle.



Actions to reduce wildfire risk are presented visually and are available in English and Spanish.

Tools and Tactics

During the spring of 2023, 160/90 and the Colorado State Forest Service created tools for the launch of Life Wildfire Ready. Senate Bill 22-007 required the campaign launch in May during Wildfire Awareness Month, so the bulk of campaign materials were ready by then.

The CSFS received feedback from a working group of partners before and after the campaign launched and created new tools throughout the summer and fall. Partner groups in Eagle and Jefferson counties provided input and support for the campaign at local levels.

Live Wildfire Ready Tools Created in 2023

- Website (livewildfireready.org)
- Partner toolkit
- Outreach booth
- Public handouts
- Promotional items
- Billboards
- Radio sponsorships
- Digital ads
- Social media posts
- Social media ads
- Direct mail
- Earned media (news release)
- Proclamation

Campaign Implementation

Live Wildfire Ready launched May 1, 2023, at the start of Wildfire Awareness Month in Colorado.

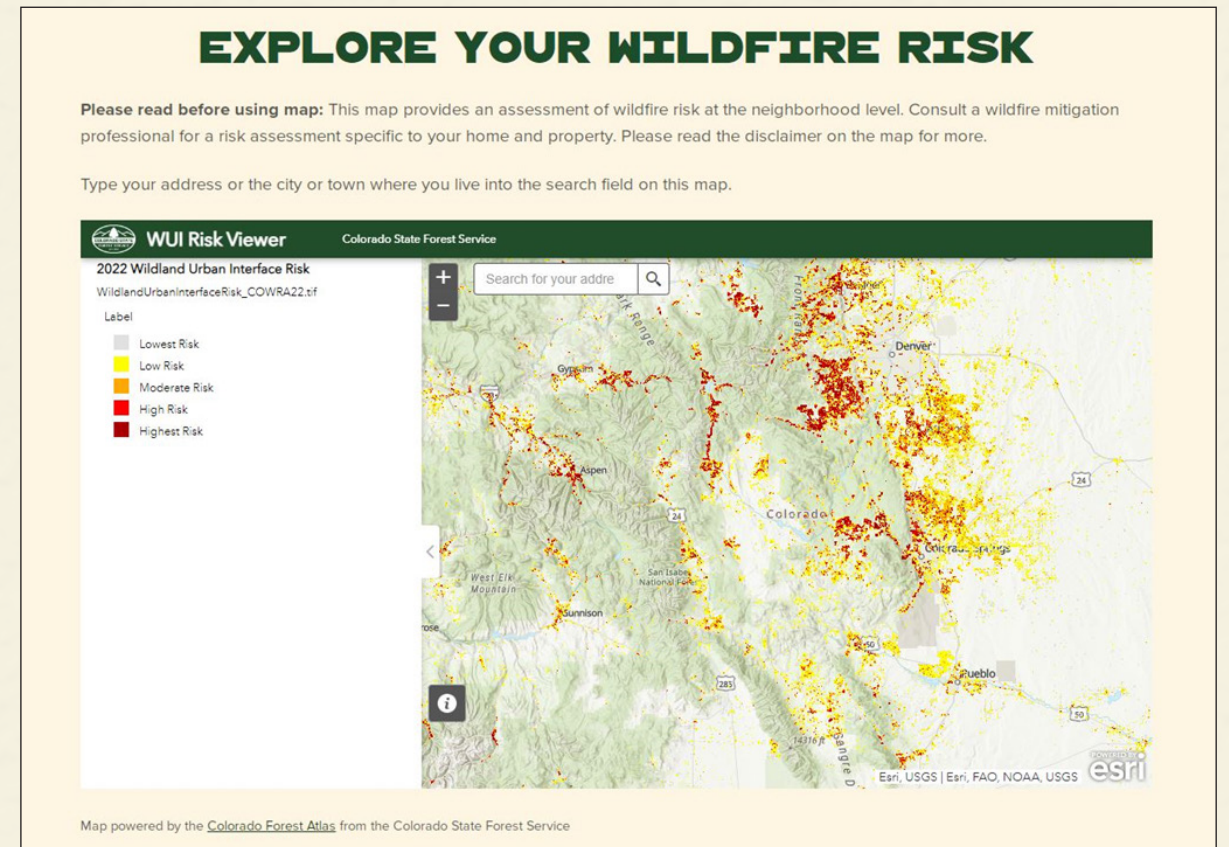


Gov. Jared Polis announced the launch of the Live Wildfire Ready campaign during his annual wildfire briefing on April 25, 2023. Photo: CSFS

Website

The Colorado State Forest Service created a website for the campaign. The site is hosted on Colorado State University's systems to leverage university resources, including security and timely support. The Live Wildfire Ready website is desktop and mobile friendly.

LiveWildfireReady.org is the campaign's URL.

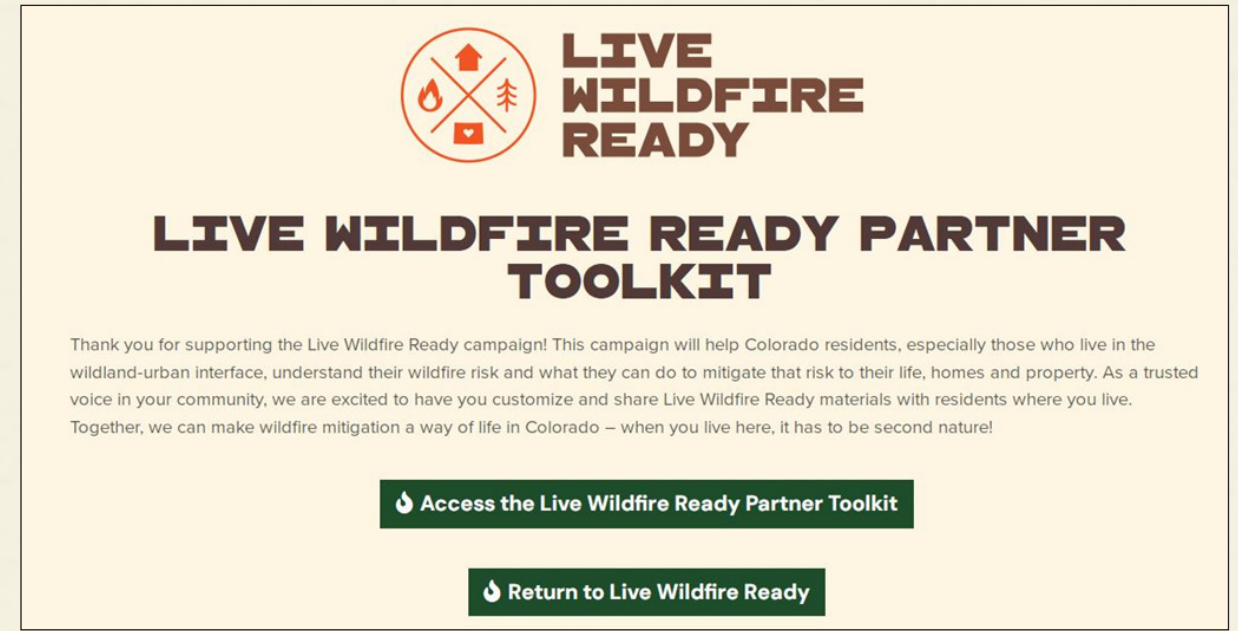


A campaign webpage offers residents an easy way to explore their wildfire risk using an interactive map. The map contains the WUI Risk data from the Colorado State Forest Service's latest Colorado Wildfire Risk Assessment.

Partner Toolkit

The campaign website offers a link to a partner toolkit full of customizable materials:

- Social media posts
- News release
- Newsletter copy
- Handouts
- Radio PSAs
- Logo and branding



By clicking a link on this campaign webpage, partners can access a Google Drive folder with materials.

Outreach Booth

The Colorado State Forest Service created a Live Wildfire Ready booth kit to take to events in communities across the state. The kit contained materials to educate residents about how they can reduce their wildfire risk.



A homeowner takes a handout on ways to reduce wildfire risk at a community wildfire awareness night in Morrison, Colo., on May 25, 2023. Photo: CSFS

Public Handouts

A public handout contained a checklist of simple, low-cost actions residents can take to reduce their wildfire risk. The handout was passed out at events and in Colorado State Forest Service field offices and made available for download on the website.

The handout was available in English and Spanish. Eagle County government provided the Spanish translation of the handout.



One version of the handout showed a mountain scene for residents of foothills and mountain communities (left), while another version showed an agricultural scene for residents of plains communities (right).

Billboards

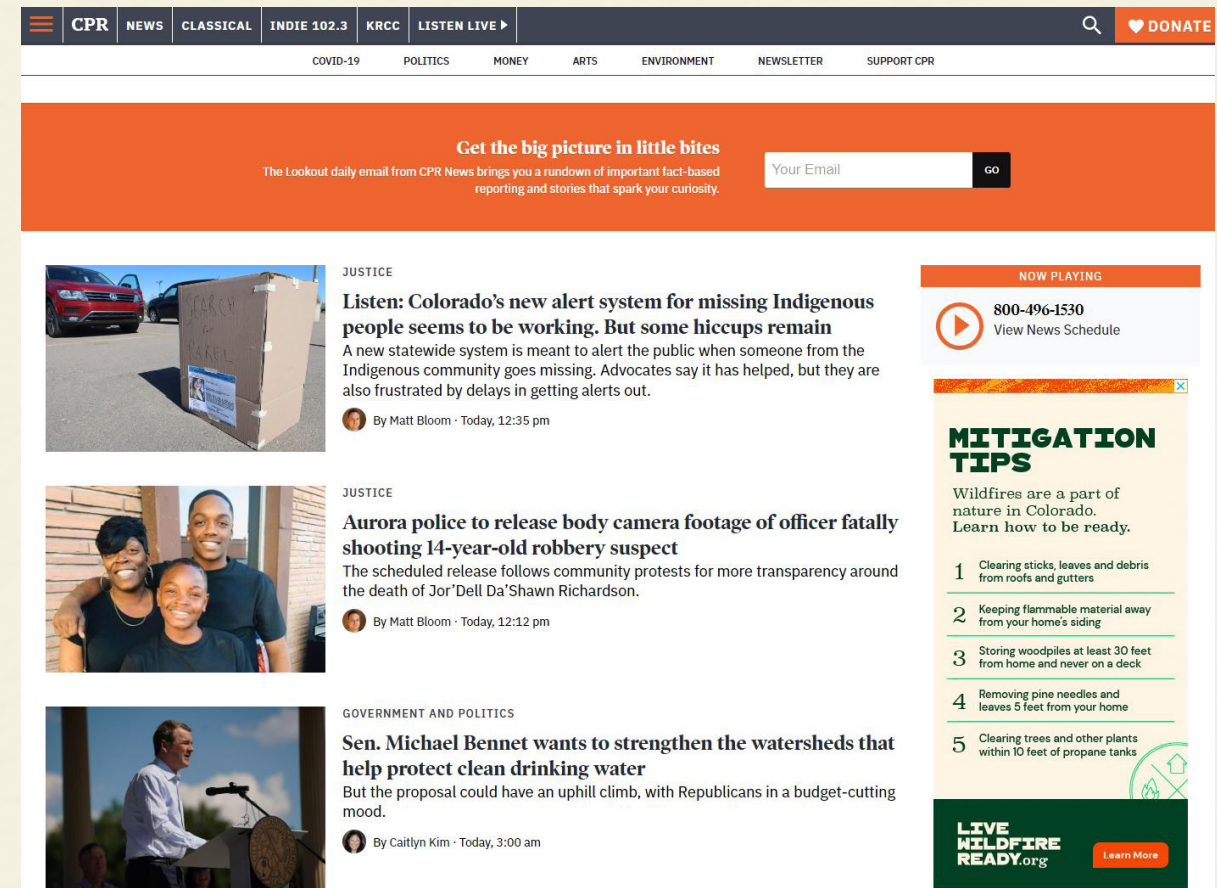
160/90 placed eight billboards in high-traffic locations along Interstates 25, 70 and 76 on the Front Range of Colorado. The billboards ran from various periods of time from June through August of 2023.



Campaign billboard on I-70 in Jefferson County. Photo courtesy of 160/90

Public Radio Sponsorships

160/90 secured sponsorships with Colorado Public Radio (CPR) and KUNC. Radio spots on these stations ran from late May to late August during peak listening times. In addition, digital ads for the campaign appeared on the CPR website and in CPR and KUNC email newsletters. The campaign's radio spots also ran in the "Parched" podcast from CPR.



Digital ads for the campaign appeared on the Colorado Public Radio website.

Social Media Posts

The Colorado State Forest Service created social media posts for the campaign and shared them on the CSFS Facebook, X (formerly Twitter), Instagram and LinkedIn accounts. Partners either shared the CSFS posts, or downloaded the graphics from the Partner Toolkit and posted them directly to their own social media accounts.

The hashtag **#LiveWildfireReady** was used and created a thread for the campaign.

Eagle County government provided Spanish translations for social media posts.

Social media posts were in English and Spanish.



**LIVE
WILDFIRE
READY.org**



When you live here,

**IT HAS TO BE
SECOND NATURE.**

5 Consejos para Reducir el Riesgo de Incendios Forestales

Alrededor de su hogar y propiedad:

- 1 Quite las hojas dentro de un radio de 5 pies de la casa
- 2 Poda las ramas colgantes
- 3 Limpie los escombros de las canaletas
- 4 Corte el césped a menos de 4 pulgadas de alto
- 5 Limpie su terraza de hojas

**LIVE
WILDFIRE
READY.org**



Social Media Ads

The Colorado State Forest Service placed ads on Facebook in late August and September. One ad was targeted to all of Colorado, while another ad was targeted to residents of the wildland-urban interface in Jefferson County. West Metro Fire Rescue provided data to target the ads locally via zip codes.

One Facebook ad was targeted to zip codes in Jefferson County (left), while another was targeted to all of Colorado (right).



Direct Mail

160/90 created a customizable postcard for direct mail. The Colorado State Forest Service worked with West Metro Fire Rescue to customize the postcard and mail it to 8,836 households in the wildland-urban interface of Jefferson County.

The postcard mailer featured an image of Jefferson County on the front and a checklist of actions on the back.



Campaign Evaluation

The campaign garnered **5,994,234 impressions** total across all tools tracked in its first year.

Metrics for Live Wildfire Ready Campaign: May 1 – Oct. 19, 2023

Tool or Tactic	Impressions	Notes
Website	8,334	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	30,219	16 Facebook, 12 Twitter, 2 Instagram, 2 LinkedIn posts
Social media ads	389,884	2 Facebook ads
Direct mail	8,836	postcards mailed to addresses in the WUI in Jefferson County
Total	5,994,234	

Website Metrics

The campaign website, currently consisting of three pages, has garnered **8,334 pageviews** and **4,613 unique users** since May 1, 2023.

The website is a critical component of the campaign. Nearly all campaign materials directed people to **LiveWildfireReady.org**. The site offered valuable information on wildfire risk, actions to take and resources to explore.

Continued Evaluation

The evaluation of the campaign is ongoing. The steering committee is currently assessing the impact and effectiveness of the campaign and will explore additional metrics in 2024.

Metrics for Live Wildfire Ready Webpages: May 1 – Oct. 19, 2023

Live Wildfire Ready pages	Pageviews	Users
Landing page	6,813	4,352
Explore your wildfire risk	963	744
Partner toolkit	558	280
All Pages	8,334	4,613

Working Group

Senate Bill 22-007 directs the Colorado State Forest Service to convene a working group of partners to advise the wildfire awareness campaign and develop recommendations to enhance outreach efforts to residents living in the wildland-urban interface about wildfire risk, as well as how to coordinate the financial and other resources for this work.

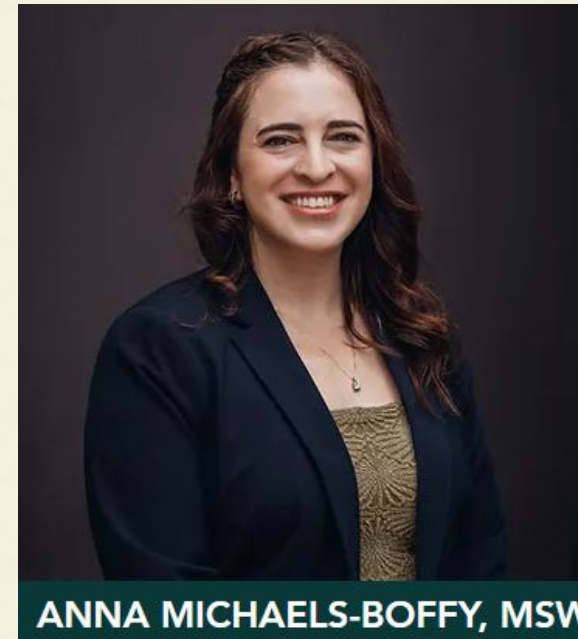
Specifically, Senate Bill 22-007 directs the working group to consider the following in making its recommendations:

- How to enhance the Wildfire Awareness Month campaign for 2023 and 2024
- What marketing and education efforts are most effective in raising awareness
- How best to distribute educational resources like the *Home Ignition Zone* guide from the Colorado State Forest Service
- What other wildfire mitigation materials to develop
- How best to coordinate web-based education materials and information online
- How best to leverage existing state, local and federal resources to enhance outreach efforts
- What additional resources are necessary to grow the campaign and other outreach efforts

Working Group Facilitator

The steering committee hired All In Strategic Consulting in January of 2023 to facilitate meetings for the working group, maintain a list of working group members and provide communications to the group.

To date, All In has facilitated meetings of the working group and provided regular emails to the working group members with information about upcoming meetings and updates on the Live Wildfire Ready campaign.



All In Strategic Consulting consists of Anna Michaels-Boffy and Abby Leeper Gibson. Photos courtesy of All In

Working Group Membership

The working group has around 90 members as of mid-October of 2023. Within its membership, there are three subgroups to advise on local efforts for the Live Wildfire Ready campaign in Eagle, Jefferson and Logan counties.

The makeup of the working group is diverse and represents organizations across Colorado. It includes members in the following areas and organizations:

- Colorado State Forest Service*
- Colorado Division of Fire Prevention and Control*
- USDA Forest Service*
- Colorado State Fire Chiefs*

- Fire districts/departments
- County mitigation specialists
- Emergency managers
- Fire Adapted Colorado (FACO)
- Wildfire councils
- Watershed collaboratives
- Realtors
- Community groups
- Homeowners
- Colorado Timber Industry Association (CTIA)
- National Fire Protection Association (NFPA)

* *Steering committee member*

Working Group Meetings

The full working group and three subgroups of local partners met on these dates in 2023:

- March 30, full group (virtual)
- April 5, Eagle County subgroup (hybrid)
- April 6, Jefferson County subgroup (hybrid)
- May 4, Logan County subgroup (virtual)
- Sept. 26, full group (hybrid)
- Oct. 4, full group (hybrid)

Additional meetings will be scheduled as needed in 2023 and 2024.

The working group met in Evergreen on April 6 to plan the campaign efforts for Jefferson County. Photo @HalGrieb



Working Group Recommendations

In the spring, the working group focused on advising on the Live Wildfire Ready campaign given the immediacy of its launch in May. During the fall 2023 meetings, the group advised on the campaign for 2024, including but not limited to the following recommendations:

- The website was effective overall but could use improvement. Ensure it has the best resource(s) for each county. Keep pointing to local resources. Provide more information on evacuation preparedness. Consider omitting the wildfire risk map to alleviate confusion. Provide the website in Spanish.
- Public handouts were valuable for sharing actions with homeowners. Consider simplified handouts that use the visuals for mitigation actions, or present the actions in order of importance.
- Customizable campaign materials were helpful. Continue to make them available via the partner toolkit and provide an online form on the website for partners to order handouts and other materials.
- Radio sponsorships were a widely heard tool that reached a broader audience.
- Direct mail and social media ads were an effective way to reach homeowners at risk in Jefferson County. Consider expanding direct mail and social media ads to other areas.
- Social media was valuable for partners to expand their own wildfire posts and messages. Continue efforts on social media. Consider a series of posts by theme or month.

Working Group Recommendations Cont.

- Earned media was underutilized after the launch of the campaign. Target more local media outlets.
- Partner with hardware stores and nurseries to spread the messages to do-it-yourself homeowners and contractors.
- Expand the campaign to other audiences, such as real estate agents, property managers, youths, HOAs and/or landscapers.
- Include testimonials from homeowners in campaign materials.
- Show a diversity of homes and at-risk neighborhoods in campaign materials, including more urban settings.
- Create video content for the campaign.

- Continue working with local partners to reach more homeowners directly. Consider expanding the local areas beyond Eagle, Jefferson and Logan counties.

The steering committee will consider these recommendations as it plans for the campaign in 2024 and thanks the working group for its ongoing engagement and support!

In addition to advising on the Live Wildfire Ready campaign for 2024, the working group started tackling the other topics for recommendations as directed in Senate Bill 22-007. Development of these recommendations to the Wildfire Matters Review Committee is ongoing and will be provided in full by the State Forester during the 2024 interim legislation session.

Budget

Funding

Senate Bill 22–007 appropriated \$800,000 for implementation. The Colorado State Forest Service provided \$100,000 from the Healthy Forests and Vibrant Communities (HFVC) fund to support the campaign in 2023.

Expenses

The steering committee has spent funds fairly conservatively so far, ensuring there is money to adjust the campaign based on feedback and run it successfully in 2024. A majority of the funds to date focused on campaign discovery and development (i.e., the creation of Live Wildfire Ready), so the State of Colorado has a strong campaign to grow into the future.

Budget for SB22–007 as of Oct. 19., 2023

Funding	Amount
Senate Bill 22-007	\$800,000
HFVC Fund	\$100,000
Total Funding to Date	\$900,000
Expenses	Amount
Working group facilitation	\$17,675.04
Campaign discovery	\$216,000.00
Campaign development	\$75,358.00
Paid media (advertising)	\$160,040.92
Printing/fabrication/materials	\$7,414.05
Direct mail	\$4,220.13
Event registration fees	\$375.00
Total Expenses to Date	\$481,083.14
Funds Remaining	\$418,916.86

Looking Ahead

Deliverable 1: Campaign

Evaluation of the Live Wildfire Ready campaign is ongoing. Once complete for 2023, the steering committee will work with 160/90 to finalize a plan and budget for the campaign in 2024. They will develop and release new materials and an enhanced campaign in May of 2024.

Deliverable 2: Recommendations

Fresh off the heels of the fall working group meetings, the steering committee will assess the feedback from the group and host more meetings as needed. The committee will finish developing the recommendations through the middle of 2024 and prepare them for the Wildfire Matters Review Committee.



Colorado State Forest Service staff host the Live Wildfire Ready booth at a community wildfire awareness night in Morrison, Colo., on May 25, 2023. Photo: CSFS