



LIVE WILDFIRE READY

House Bill 24-1024 Interim Report

*Prepared for the Wildfire Matters Review Committee
December 2025*

Purpose of the report

This interim report details the implementation of the Live Wildfire Ready campaign in 2025. The Colorado State Forest Service must submit an annual report on the campaign to the Wildfire Matters Review Committee of the Colorado General Assembly, as directed in House Bill 24-1024. This report is prepared by the CSFS on behalf of the steering committee implementing this legislation.

Background

Colorado Senate Bill 22-007 directed the CSFS to lead an effort to raise awareness among residents about their wildfire risk alongside partners in wildfire mitigation. In the summer of 2022, the 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 committee created the Live Wildfire Ready campaign, which launched in May 2023. Please see the Colorado Senate Bill 22-007 Final Report for information on the development and implementation of the campaign through 2024, which is available at [LiveWildfireReady.org](https://www.livewildfireready.org) and on the CSFS website.

House Bill 24-1024 directed the CSFS to continue outreach efforts developed through Senate Bill 22-007, including the Live Wildfire Ready campaign, through 2027.

In 2025, the steering committee expanded to include the following partners that advise on the campaign:

- Colorado State Forest Service
- Division of Fire Prevention and Control
- Department of Natural Resources
- USDA Forest Service
- Colorado State Fire Chiefs
- Bureau of Land Management
- Eagle County
- Fire Adapted Colorado
- West Metro Fire Rescue

Campaign implementation in 2025

For 2025, the steering committee implemented the Live Wildfire Ready campaign year-round, with a campaign “push” in May for Wildfire Awareness Month. The CSFS hired the marketing firm 160/90, which developed Live Wildfire Ready, to purchase paid media for the campaign in May.

The steering committee utilized the following tools to promote Live Wildfire Ready in 2025:

Website: The Live Wildfire Ready website is desktop and mobile friendly and available in Spanish through Google Translate. LiveWildfireReady.org is the campaign's URL.

Partner toolkit and order form: The website offers links to a partner toolkit with customizable campaign materials, such as the logo, news release and social media posts, and a form for partners to order Live Wildfire Ready items, such as public handouts, stickers and other promotional materials. From April 23, 2024, through Dec. 31, 2025, the CSFS fulfilled 117 orders from partners for 55,277 outreach items.

Outreach booth: The CSFS hosted a Live Wildfire Ready booth at community events during the year with materials to educate residents about how they can reduce their wildfire risk.

Public radio sponsorships: Campaign spots aired during peak listening times on Colorado Public Radio and KUNC/KJAC from April 28 through May 25. Digital ads for the campaign appeared on the CPR website, and the campaign's radio spots ran in KUNC's "In the NoCo" podcast.

Marketing video: A campaign video played in movie theaters and streamed on YouTube in nine counties with high wildfire risk and large population centers in May. The video also played on the jumbotron and in-house TV screens during home games in April and May at Coors Field through a sponsorship with the Rockies.

Social media posts: The CSFS developed posts with Live Wildfire Ready content for Facebook, Instagram and LinkedIn, including several new graphics for 2025. The CSFS and partners posted this content to their social media channels throughout the year using the hashtag #LiveWildfireReady.

Social media ads: The CSFS ran Live Wildfire Ready ads on Facebook and Instagram during May and on Facebook over the Thanksgiving holiday week and end-of-year holidays.

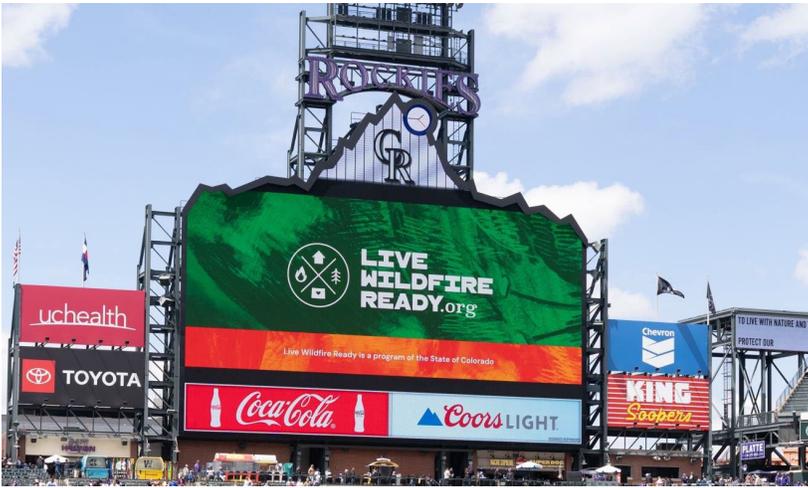
Earned media: The steering committee sent a statewide news release on May 7 encouraging Coloradans to live wildfire ready during Wildfire Awareness Month and throughout the year.

Proclamation: Governor Jared Polis once again declared May as Wildfire Awareness Month in Colorado.



Left: The Village at Castle Pines passed out Live Wildfire Ready materials at a community event on Oct. 25. This HOA in Douglas County received its Firewise USA® site recognition this year.

Right: CSFS interns hosted the Live Wildfire Ready booth at a community event in Loveland on May 31.



The Live Wildfire Ready video played at Coors Field during home games in April and May.

Campaign metrics

The Live Wildfire Ready campaign garnered **9,569,048 impressions** across all tools tracked in 2025.

Metrics for Live Wildfire Ready Campaign: Jan. 1 – Dec. 31, 2025

| Tool or Tactic | Impressions | Notes |
|--------------------|------------------|--|
| Website | 16,297 | 3 campaign webpages |
| Streaming | 3,964,658 | YouTube in 9 counties with high wildfire risk |
| Cinema | 1,549,930 | Movie theaters in 9 counties with high wildfire risk |
| Radio sponsorships | 2,833,336 | CPR and KUNC/KJAC on-air spots, digital ads on CPR.org |
| Rockies | 775,000 | 28 home games at Coors Field from April 1 to May 31 |
| Social media ads | 395,759 | 4 Facebook, 2 Instagram ads |
| Social media posts | 34,068 | 20 Facebook, 3 Instagram, 4 LinkedIn posts |
| Total | 9,569,048 | |

The campaign website, consisting of three pages, garnered **16,297 pageviews** and **12,041 unique users** in 2025. The website is a critical component of the campaign. Nearly all campaign materials directed people to LiveWildfireReady.org. The site offers valuable info on wildfire risk, actions to take and resources.

Metrics for Live Wildfire Ready Webpages: Jan. 1 – Dec. 31, 2025

| Live Wildfire Ready pages | Pageviews | Users |
|----------------------------|---------------|---------------|
| Landing page | 12,278 | 9,243 |
| Explore your wildfire risk | 3,300 | 2,420 |
| Partner toolkit | 719 | 378 |
| All Pages | 16,297 | 12,041 |

The Live Wildfire Ready campaign has garnered more than **27.6 million impressions** across all tools tracked since its launch in May 2023. In addition, more than **27,000 users** have visited the campaign website.

Budget

Senate Bill 22-007 appropriated \$800,000 and House Bill 24-1024 appropriated \$40,000 for implementation. The CSFS has provided \$1,200,000 from the Healthy Forests and Vibrant Communities fund and \$75,000 from federal State Fire Assistance grants to support the Live Wildfire Ready campaign since 2023.

Budget for Live Wildfire Ready as of Dec. 31, 2025

| Funding | Amount |
|----------------------|--------------------|
| Senate Bill 22-007 | \$800,000 |
| House Bill 24-1024 | \$40,000 |
| HFVC Fund | \$1,200,000 |
| SFA Grants | \$75,000 |
| Total to Date | \$2,115,000 |

| Expenses | Amount |
|--------------------------------|--------------------|
| Working group facilitation | \$20,782.03 |
| Campaign discovery | \$216,000.00 |
| Campaign development | \$354,258.00 |
| Paid media (advertising) | \$602,008.89 |
| Printing/fabrication/materials | \$32,911.01 |
| Shipping | \$1,616.90 |
| Direct mail | \$8,380.98 |
| Website | \$563.10 |
| Event registration fees | \$375.00 |
| Staffing | \$2,089.24 |
| Travel | \$2,695.93 |
| Total Expenses | \$1,241,681 |

| | |
|------------------------|------------------|
| Funds Remaining | \$873,319 |
|------------------------|------------------|

Looking ahead

In 2026, the steering committee expanded to include two new partners to advise on Live Wildfire Ready: the Southern Rockies Fire Science Network and the Northern Colorado Fireshed Collaborative.

The committee will continue implementation of Live Wildfire Ready in 2026 with a campaign push in May for Wildfire Awareness Month. In addition, the committee will focus campaign efforts in communities on the Front Range in response to outbreaks of mountain pine beetles there.

For questions about the Live Wildfire Ready campaign and implementation of HB24-1024, please contact the CSFS at CSFS_SO@colostate.edu or (970) 491-6303.