

# Learning to Understand Your Community: A WiRē Approach in Santa Fe

Porfirio Chavarria - City of Santa Fe Fire Department

Chris Barth - BLM-Montana/Dakotas Fire Management

New Mexico Wildland Urban Fire Summit: November 16, 2022



# Broad Wildfire Research (WiRē) Center Perspective

**WiRē's vision: Communities can live with wildfire.**

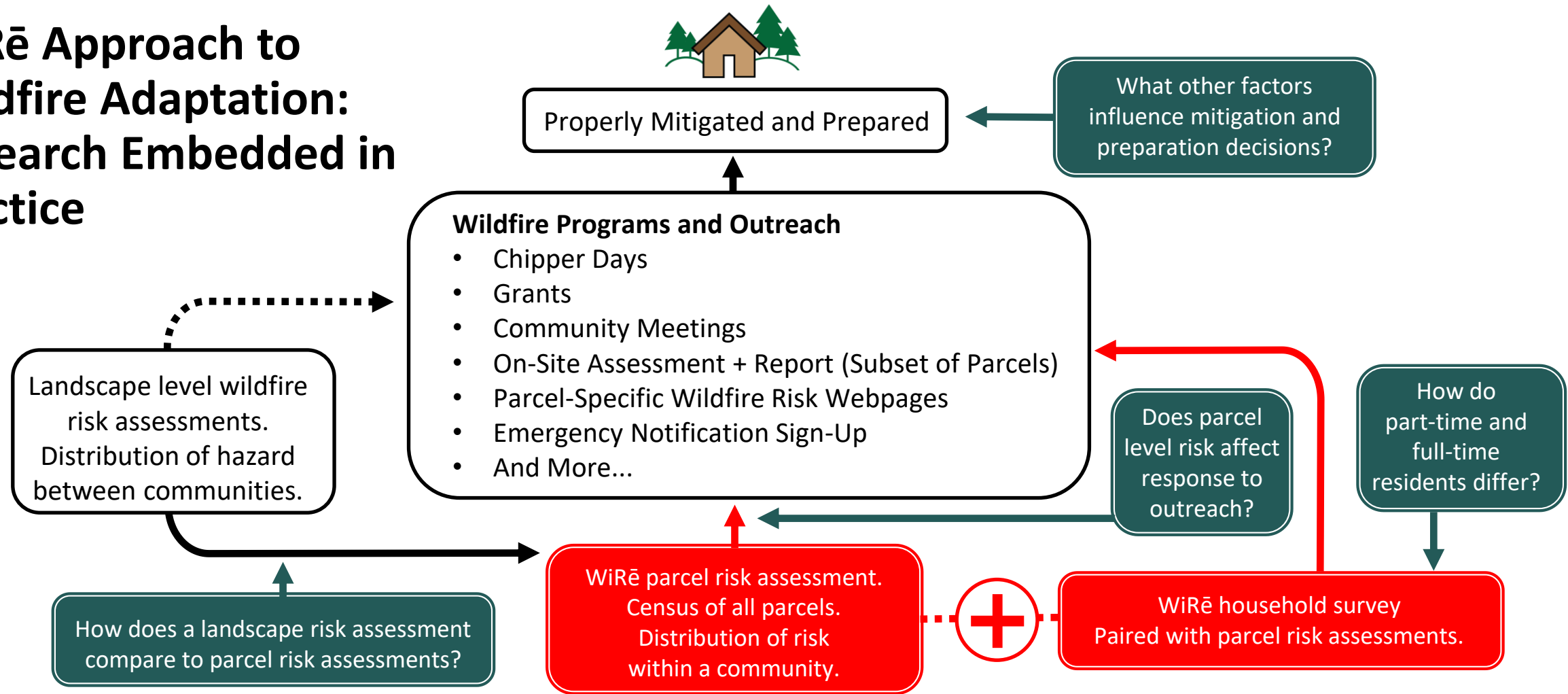
*Core concepts:*

- 1 Residents are critical actors in the wildland-urban interface wildfire problem.
- 2 Action is central to adaptation.
- 3 People and their decisions are complex.
- 4 Decisions are not made in a vacuum.

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# WiRē Approach to Wildfire Adaptation: Research Embedded in Practice

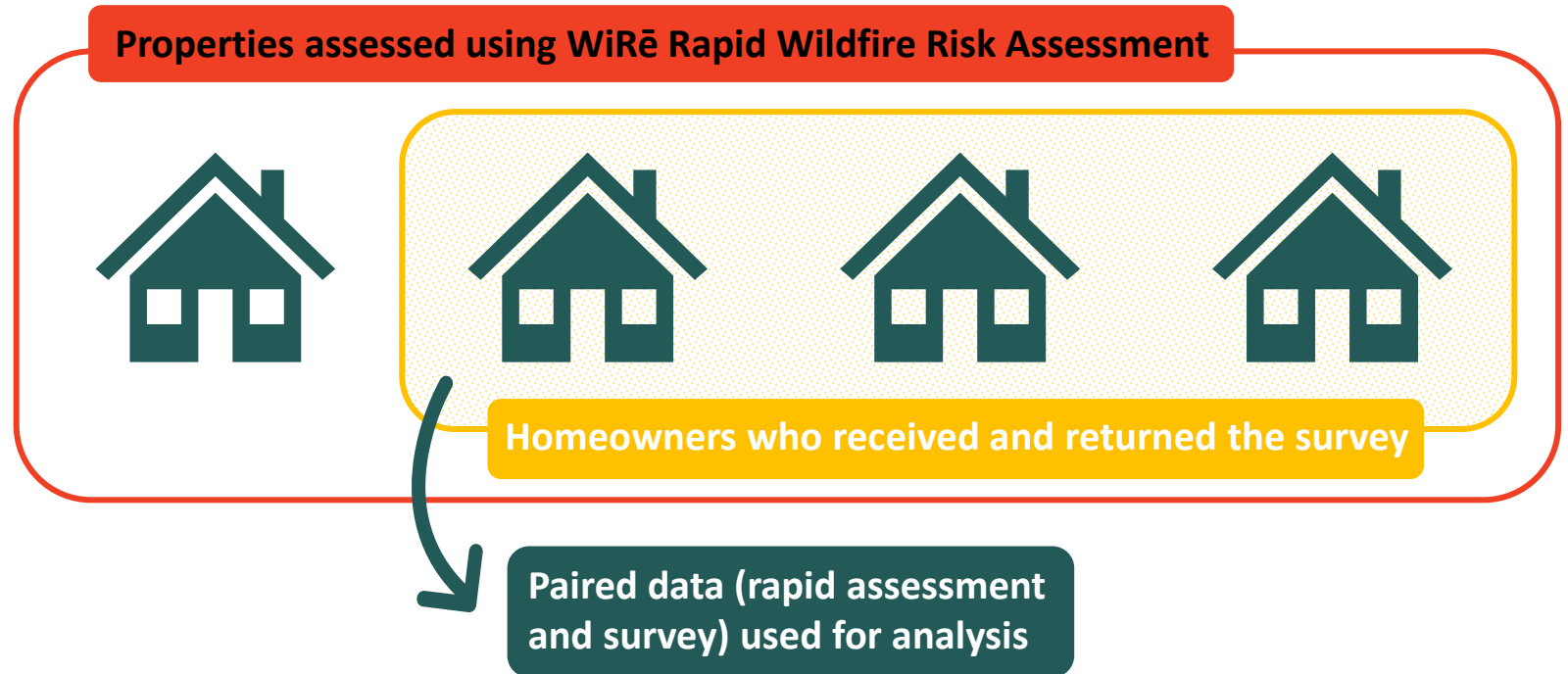


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# WiRē Approach

- Parcel-level rapid risk assessment
- Household survey
- Georeferenced, paired approach

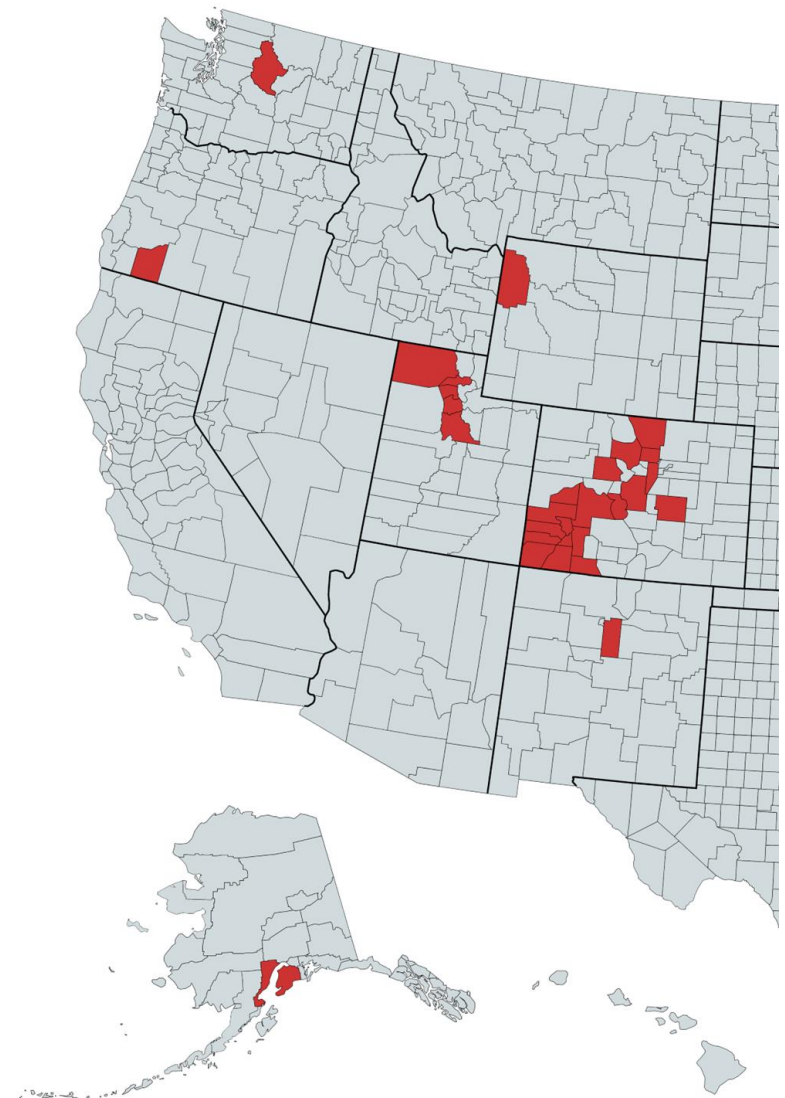


# WiRē Study Areas and Partners

Local, regional, state, and non-profit organizations



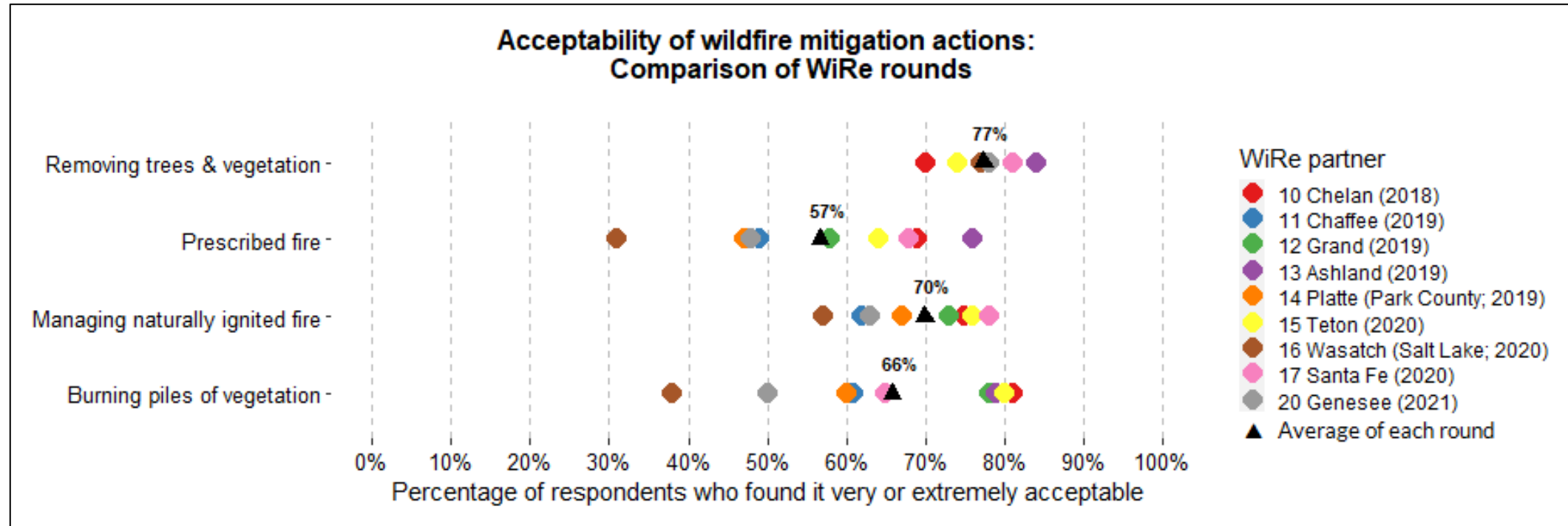
*(not a complete list of partners)*



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# WiRē Master Data Set—An Example

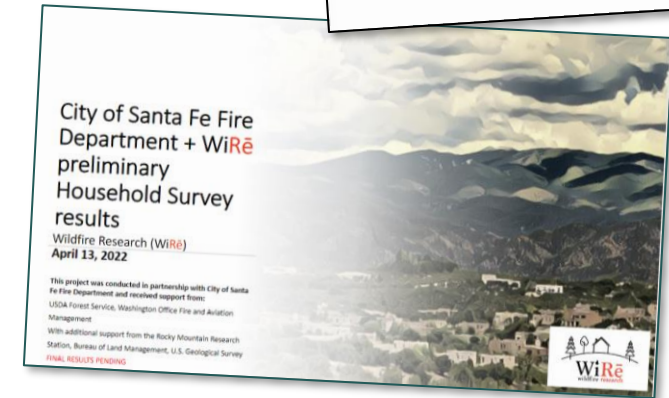
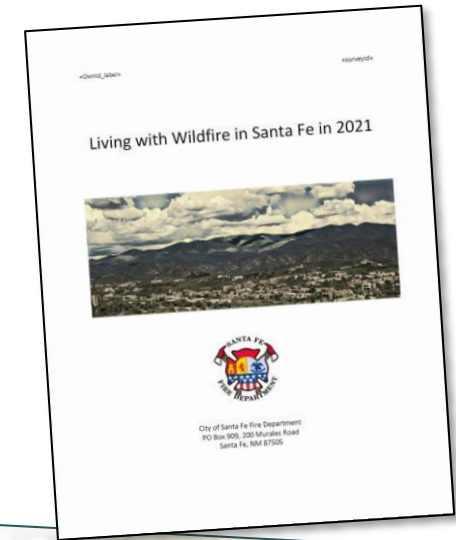


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# WiRē Roles and Support for Partners—Process

- Fall 2019* ● Project scoping
- Summer 2020* ● Project began
- Fall 2020* ● Communities selected
- Winter 2020* ● RA training and data collection
- Spring 2021* ● Household survey design
- Summer-Fall 2021* ● Household survey data collection
- Spring 2022* ● Results presentation
- Spring-Summer 2022* ● **Hermits Peak/Calf Canyon Wildfires**
- Winter 2022* ● WUFS presentation



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# WiRē Roles and Support for Partners—Products

- Data collection instruments (RA tools, household survey)
- Results summary documents and maps
- Data sets
- Results presentations
- Project report





# WiRē Roles and Support for Partners—WiRē Team



Chris Barth  
Fire Mitigation  
Specialist  
Bureau of Land  
Management



Hannah  
Brenkert-Smith  
Environmental  
Sociologist  
University of  
Colorado-Boulder



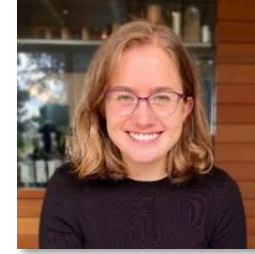
Patricia  
Champ  
Economist  
USDA Forest  
Service



Colleen  
Donovan  
Project Manager  
Wildfire Research  
Center



Chiara  
Forrester  
Wildfire Mitigation  
Specialist  
Wildfire Research  
Center



Julia Goolsby  
Senior Professional  
Research  
Assistant—  
Communications  
Specialist  
University of  
Colorado-Boulder



James  
Meldrum  
Research  
Economist  
U.S. Geological  
Survey



Carolyn  
Wagner  
Data Manager  
Wildfire  
Research Center



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# WiRē Team—Researcher and Practitioner for This Project



Chris Barth  
Fire Mitigation  
Specialist  
Bureau of Land  
Management



Hannah  
Brenkert-Smith  
Environmental  
Sociologist  
University of  
Colorado-Boulder



Patricia  
Champ  
Economist  
USDA Forest  
Service



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Wildfire Research  
Center



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Forrester  
Wildfire Mitigation  
Specialist  
Wildfire Research  
Center



Julia Goolsby  
Senior Professional  
Research  
Assistant—  
Communications  
Specialist  
University of  
Colorado-Boulder



James  
Meldrum  
Research  
Economist  
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Survey



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# The Santa Fe Experience

- ◆ Thank you to the WiRē Team
- ◆ Unique community
- ◆ Better understanding (is what I think I know, reflect what the community thinks?)
- ◆ Inflection point

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## 965 Rapid assessments

## 936 Household surveys mailed out

## 419 Household surveys returned

## 411 Parcels with paired rapid assessment and household survey data



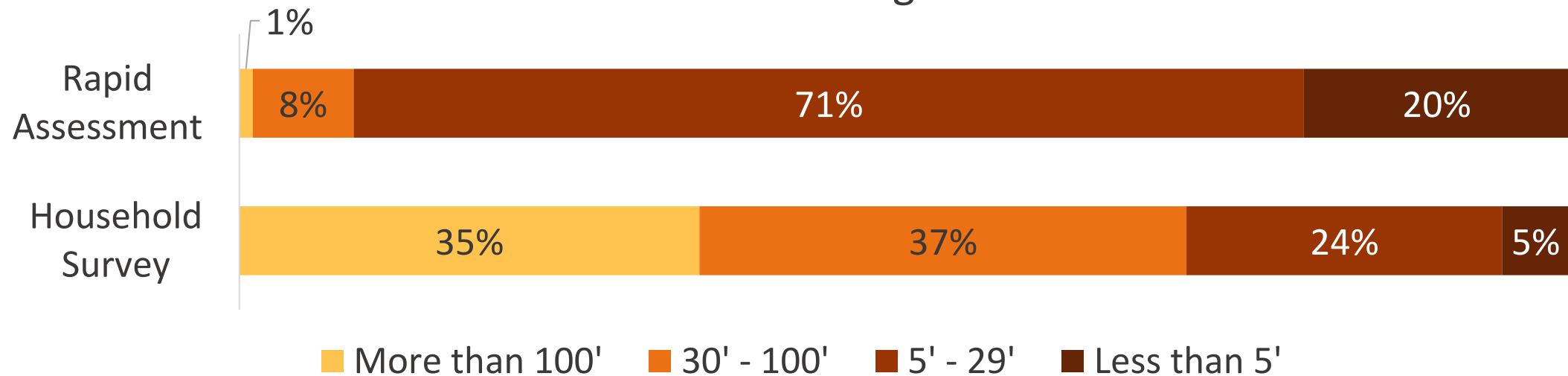
WiRē + City of Santa Fe Fire Department  
Data collected in 2021  
Map produced by The Wildfire Research Center (WiRē)



# Highlights/Insights from Local Data

## Defensible space (n=396)

What is the closest distance from the home to overgrown, dense, or unmaintained vegetation?





## Highlights/Insights from Local Data



**65%**

Have an evacuation  
plan for people in  
their household



**42%**

Have signed up for  
Alert Santa Fe



**70%**

Want more  
information about  
Alert Santa Fe

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# Using Data to Spark Action

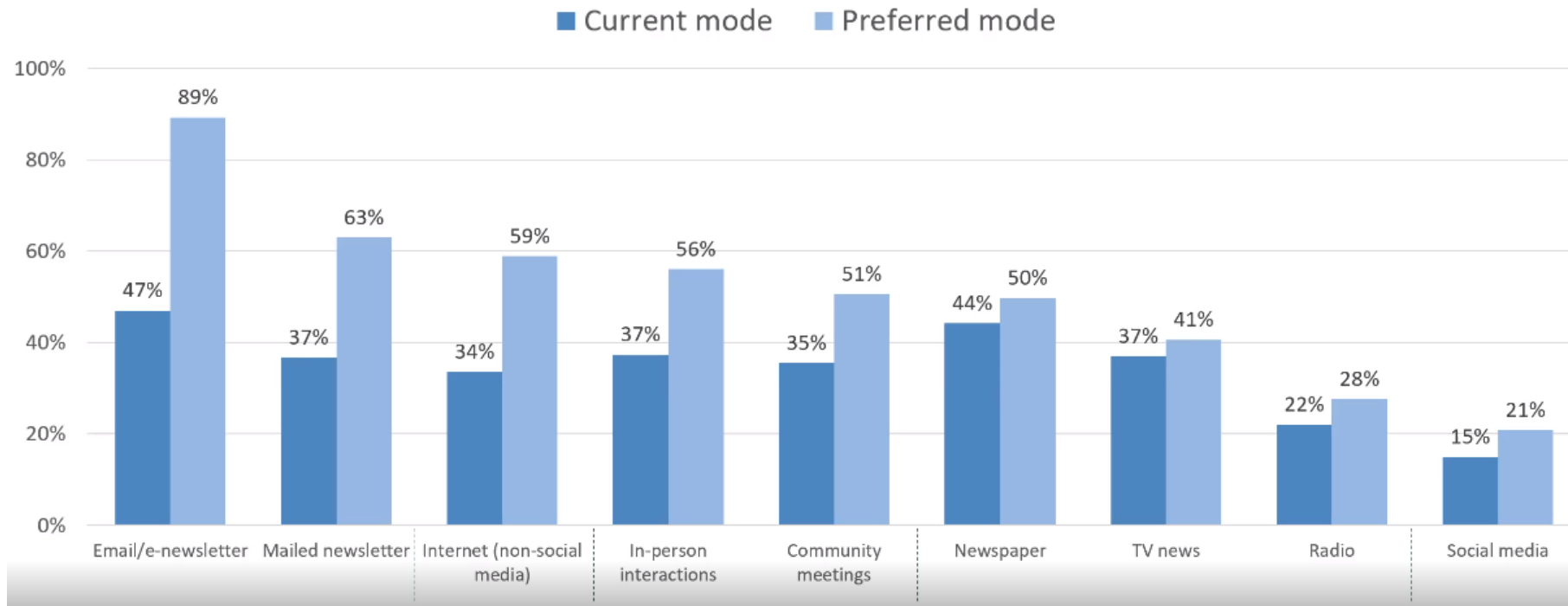
- 1 Identified differences between firefighters and homeowners
- 2 Focus our efforts on the opportunities vs. status quo
- 3 Recalibrating our assumptions
- 4 Objective information to persuade

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## How do you currently & how would you like to receive information how to reduce wildfire risk on your property....



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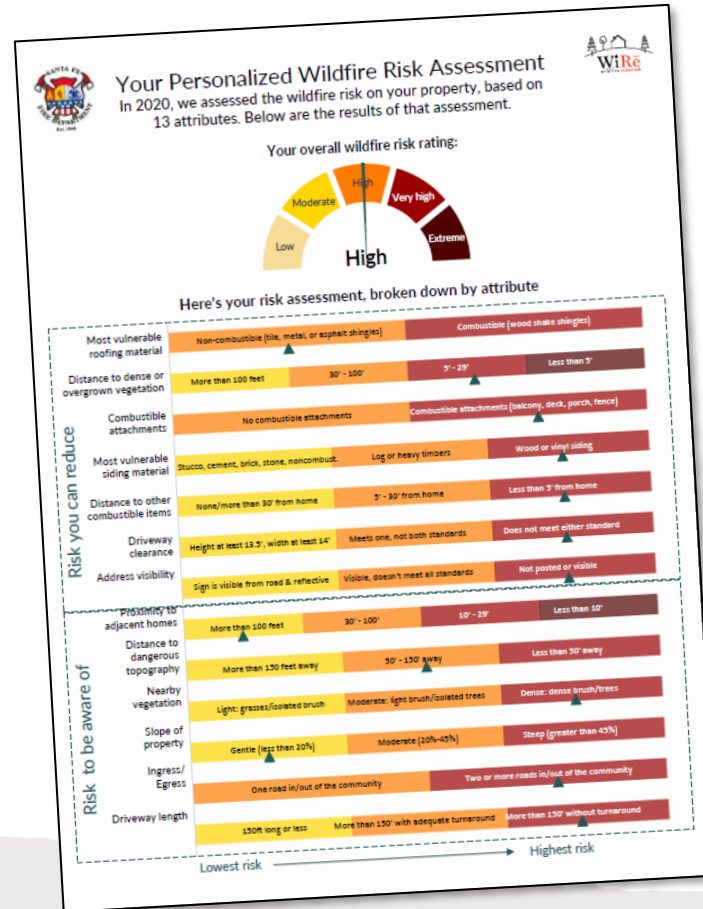
# Now What?

- Making the data available
  - ◆ Publishing the results
  - ◆ Sharing the information
- Incorporating the data
- Improving mitigation programs

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# Outreach Mailer



We've made a lot of progress, but there's more work to be done.

## What you can do:

Here are some resources and actions to take, based on what respondents requested on the survey:

### Sign up for our Alert Santa Fe emergency communication system

Alert Santa Fe will tell you when to evacuate. Please sign up at: <https://www.santafenm.gov/alertsantafe>



### Make an evacuation plan

You can visit this website for tips on planning, emergency supplies, what to bring, and family communication: [www.wildlandfirersg.org/s/?language=en\\_US](http://www.wildlandfirersg.org/s/?language=en_US)



### Talk with a neighbor about wildfire mitigation

Folks who talk to their neighbors about wildfire are more likely to take mitigation action, according to the survey. That means your voice matters! Your risk is connected to your neighbor's—if their house catches on fire, it's more likely yours will. Work with your neighbors to reduce risk!

## What your we are doing:

### City of Santa Fe Fire Dept home wildfire risk assessment

We can do a detailed, on-site wildfire risk assessment of your property. To set up a visit, email us at: [pnchavarria@santafenm.gov](mailto:pnchavarria@santafenm.gov)

### Fireshed Ambassador Toolkit

Become a Fireshed Ambassador to help your neighbors understand wildfire risk and how to prepare.

### City of Santa Fe Fire Department chipper week

Stay tuned for this season's chipper week, when we provide free wood chipping services for community members who have removed vegetation from around the home.

### Our website on wildfire preparedness

Our wildfire preparedness website is especially designed to help you sign up for emergency notifications, get ready for wildfire, think about home risk, and more. <http://www.santafefireshed.org/prepare>



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# WiRē Community of Practice

- ★ Networking opportunity
- ★ Learn and improve the WiRē Approach

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# Questions?



**Porfirio Chavarria**

pnchavarria@santafenm.gov



<https://santafenm.gov/fire-department>



pnchavarria@santafenm.gov



@SantaFeFireDepartment



@SFFDNews



**Chris Barth**

cbarth@blm.gov



<https://wildfireresearchcenter.org/>



info@wildfireresearchcenter.org



@Wildfire Research - WiRē - Center



@WiRe\_Center

