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To: CAR Directors

From: Bonnie Smith  
Chair, Colorado Project Wildfire

RE: Colorado Project Wildfire

CAR Directors:

The Colorado Association of REALTORS<sup>®</sup> (CAR) conducted an analysis of the impact of the Governor's Task Force recommendations and concluded that property owner education and monetary incentives to assist property owners with the costs of mitigating Wildland-Urban Interface (WUI) risks create more appropriate, cost-effective and timely solutions than the more extreme measures the Task Force was recommending.

2014 CAR Chairman Jolon Ruch appointed a special REALTOR<sup>®</sup> Task Force for the Association to develop and implement a consumer and REALTOR<sup>®</sup> education program as a first step towards immediate mitigation efforts. The CAR Wildfire Task Force asked SFR-Schechter Public Relations to draft the framework of a consumer and REALTOR<sup>®</sup> education program and provide an estimated budget for this campaign. The executive committee is chaired by Bonnie Smith from the Summit Association of REALTORS<sup>®</sup> and includes ten other members and association executives from across the state.

Officially launched on July 28, 2015, Colorado Project Wildfire is designed to help reduce the destruction of land, property and lives. Working in partnership with other like-minded fire prevention organizations across the state, local REALTOR<sup>®</sup> associations are bringing education and awareness, as well as access to resources, directly to residents in their local communities.

CAR and one of our local board partners, the Mountain Metro Association of REALTORS<sup>®</sup> (MMAR), partnered with the Bergen Park Fire Station in Evergreen, CO to launch the project. The launch event consisted of both a press conference and fire mitigation property demonstration. The event was successful in garnering media coverage for the project from three Denver area television stations, as well as one from Colorado Springs. Moreover, the event was covered by the Denver Post and local print media outlets. Since the event, REALTORS<sup>®</sup> in four other Colorado communities have been interviewed about our efforts, broadening the projects exposure.

CAR created [www.coloradoprojectwildfire.com](http://www.coloradoprojectwildfire.com) as a central repository of wildfire-related information, including resources, tool kits and programs offered for homeowners to mitigate their risk. Additionally, CAR has embarked on a 10-week radio campaign and eight-week



digital campaign designed to further educate the public of the inherent risks of living in the Wildland-Urban Interface (WUI) areas and the importance of mitigating their risk, and also to drive internet traffic back to our website. Project Wildfire has also created collaterals such as brochures and refrigerator magnets designed for REALTORS® across Colorado to give to their clients and community partners, demonstrating yet again that the REALTOR® community is the voice for real estate in Colorado.

Further, Project Wildfire enables local boards, through a grant process, to obtain funding for their local wildfire risk prevention efforts. Several local boards already have been approved for various efforts. CAR and the Aspen Board of REALTORS® are sponsoring the Colorado Wildland Fire Conference later this month in Snowmass. The conference is designed to help create fire-adapted communities and includes a session from the REALTOR® perspective with panelists from our partners at the Vail Board of REALTORS®.

This issue cuts to the very core of the intersection of community and politics. The ability of our REALTOR® members to step up in their communities, and lead an effort so vital to the safety, protection and defense of property and people, sets a tone for our organization that is unparalleled in any other industry other than fire or police protection. To do so in a proactive fashion, providing solutions for mitigation and involvement rather than legislation, is the very embodiment of our advocacy efforts.

Sincerely,

Bonnie Smith  
Chair, Colorado Project Wildfire