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Living with Wildfire in Santa Fe, New Mexico: 2024 Data Report

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Abstract: Community wildfire readiness includes homeowner wildfire risk mitigation and wildfire evacuation preparedness. This report presents results from a household survey distributed to homeowners in the study area around Santa Fe, New Mexico in 2024 which was a follow-up to a previous survey of homeowners of the same residences, consisting of mostly identical questions, that was conducted in 2021. This follow-up survey was motivated by the nearby 2022 Hermit's Peak/Calf Canyon Fire. Comparison of results indicates general stability in the aggregated responses to most survey questions. As found previously, 2024 results indicate that Santa Fe survey respondents are engaged in preparing for wildfire, yet more could be done to reduce risk in study communities. Despite decreases between 2021 and 2024 in the acceptability of fuels treatment methods that concern the use of fire, respondents generally support multiple types of programs intended to reduce wildfire risk to the city, including most but not all types of fuels treatments on public lands.

Keywords: WiRē (wildfire research), risk assessment, survey data, social science, community, resident, wildfire risk, preparedness, mitigation, wildland urban interface (WUI), coproduction

Cover: Santa Fe mountain view. Courtesy image by Tourism Santa Fe.

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Executive Summary

In Brief

In 2024, the City of Santa Fe conducted a follow-up survey about wildfire risk mitigation and preparedness in communities that they had previously surveyed in 2021 (Meldrum et al. 2024). Comparison of results indicates general stability in the aggregated responses to most survey questions over time. New results continue to indicate that Santa Fe survey respondents are engaged in preparing for wildfire, yet more could be done to reduce risk in study communities. In 2024, respondents generally supported multiple types of programs intended to reduce wildfire risk to the city, including most but not all types of fuels treatments on public lands.

Background, Goals and Methods

In 2024, The Wildfire Research (WiRē) Center partnered with the City of Santa Fe Fire Department (SFFD) to implement a household survey about wildfire risk mitigation and preparedness among residents in select Wildland-Urban Interface neighborhoods identified in SFFD's Wildfire Hazard and Risk Analysis. The 2024 survey was motivated by SFFD's interest in whether responses to a previous survey administered in 2021 remained the same after the intervening period, which included the nearby 2022 Hermit's Peak/Calf Canyon Fire. This report describes the 2024 household survey results, including respondents' self-assessment of their homes' wildfire risk as well as a range of social data related to how residents live with the risk of wildfire.

Results

Four hundred two completed surveys were returned, for a 42.8 percent response rate. Results for most questions (88%; 166 out of 189) did not change significantly between the 2021 and 2024 surveys. Below are a few key results from the 2024 survey from each section of the report.

Demographics and home characteristics—

- Respondents tended to be high-income (81% over $100k per year), highly educated (90% with college degree or higher), retired (66%), and 71 years of age on average.
- Less than 2 percent of respondents were renters.
- Sixty-nine percent of respondents were either somewhat or not at all aware of their home's wildfire risk at time of home purchase or moving into their home (refer to fig. 2).

Wildfire experience and risk perceptions—

- Respondents reported little direct experience with wildfire (refer to figs. 3, 4).
- Sixty-three percent of respondents agree that their property is at risk of wildfire (refer to fig. 5).
- Most respondents recognized that vegetation on or near their property contributed to their property's wildfire risk (80 to 84%), whereas less than half (45%) recognized that the physical characteristics of their home also contributed (refer to fig. 11).

- Almost all respondents took responsibility for—and saw the efficacy of—property-level mitigation (refer to figs. 12 and 14).

Support for community risk reduction strategies—

- Most respondents supported removing trees and other vegetation on public lands (72%), managing a naturally ignited fire on public lands (66%), and burning piles of vegetation on public lands (51%). Fewer, but still many, respondents supported conducting a prescribed fire ignited by fire professionals on public lands (39%; refer to fig. 15). Acceptability for the three approaches concerning the use of fire was lower than it was in the 2021 survey.
- Most respondents supported wildfire-related policies and regulations, including adopting building codes that require fire resistant materials for structures located in fire-prone areas (80%), development standards that require vegetation management (74%); and growth policies or land use regulations that limit new development (73%; refer to fig. 16).
- Respondents also strongly support increasing existing City capacity for wildfire risk reduction and water protection (91%) and supporting a Fireshed Ambassador program that coordinates, trains, and provides resources to volunteers who inform and encourage their neighbors to prepare for wildfire (78%; refer to fig. 16).

Mitigation and preparedness—

- Most respondents (70%) reported having an evacuation plan for people in their household (refer to fig. 17), but fewer have signed up for the Alert Santa Fe wildfire evacuation notification system (45%) or identified how they will be notified about an evacuation (42%; refer to fig. 18).
- Most respondents wanted more information about evacuation preparedness activities related to evacuation notifications, routes, and checklists (refer to fig. 18).
- Many respondents have completed some mitigation activities, including reducing vegetation (94%), regularly mowing and raking around the residence (81%), and regularly clearing roof and gutters (79%). A smaller number of respondents reported hardening their homes (50%) or meeting with a wildfire professional to evaluate their home's risk (39%, refer to fig. 19).
- Top barriers to mitigation identified by respondents related to the physical ability to do work (31%), not knowing how to reduce risk on the property (25%), and not knowing where to dispose of slash or other vegetation (22%, refer to figs. 20 through 23).
- Top incentives that would encourage respondents to mitigate wildfire risk included a one-on-one property visit from a wildfire risk expert (56%), a report describing their property's risk factors (53%), or help doing the work (44%, refer to figs. 24 through 26).

Communication about wildfire risk—

- City of Santa Fe Fire Department was the most received source of wildfire information, and it was also the source most often rated as useful (refer to fig. 30)

- Respondents preferred to receive information via e-newsletter (87%), mailed newsletter (73%), or conversations with local wildfire specialists (64%; refer to fig. 31).
- A minority of respondents (37%) were aware of paying a higher insurance premium due to wildfire risk, whereas a higher percentage (44%) reported having received information about wildfire risk from their insurance company (refer to fig. 29).

What is WiRē?

The Wildfire Research (WiRē) team partners with wildfire risk mitigation and education organizations to support the development of local, evidence-based wildfire programs that are tailored to the needs of individual communities. The team works with wildfire practitioners to collect, interpret, and use paired parcel-level wildfire risk and social data for all homes within study communities. While certain components of the data collection and analyses are standardized across all communities, local practitioners drive research questions, how the research is shared with their community, and what kinds of wildfire risk mitigation programs develop from the research. Communities have used the data from this research to tell stories, shape the programs they offer, populate grant proposals, and facilitate understanding of wildfire risk mitigation.

Coproduction Approach

For more than a decade, WiRē has worked with wildfire practitioner partners across the United States to collect local-scale data relevant to wildfire risk mitigation and preparedness efforts. WiRē aims to empower the voice of wildfire practitioner partners. These partners both participate in the data collection process and share the results with their communities. Experience has demonstrated that sharing results with the community provides a common platform for constructive discussion about adapting to wildfire. During these discussions, wildfire practitioner partners can draw from data, collected in partnership with WiRē, that reflects the entire community, not just a vocal few. To support these discussions and other partner goals, the WiRē Center helps partners collect local data, then summarizes those data and provides wildfire practitioner partners with the tools to act on research results. The WiRē Center also works with some partners with a regional reach to expand work into new communities.

At a broader scale, the WiRē Center manages, compiles, and analyzes data collected across communities to provide insights across space and time with respect to wildfire risk on private land and the characteristics, knowledge, and experience of the people who live on those properties. These data are an important contribution to the state of knowledge regarding private lands and wildfire risk.

Study Area: What Do the Community and Environment Look Like?

WiRē partnered with the City of Santa Fe Fire Department (SFFD) to implement the WiRē approach in select Wildland-Urban Interface neighborhoods identified in SFFD's Wildfire Hazard and Risk Analysis. The City of Santa Fe is approximately 37.4 square miles at 7,000 feet in elevation, nestled on the west slopes of the lower Sangre De Cristo Mountains. Communities in this area are predominantly made up by people who are Hispanic/Latino, Native American,

and Caucasian. The City of Santa Fe serves as a "hub"—where urban and rural communities mingle—providing jobs, recreation, commerce, resources, and many other services.

There are approximately 25,000 parcels in the Greater Santa Fe Wildland-Urban Interface. The WiRē study area included 965 residential parcels in the City of Santa Fe (refer to fig. 1) within the communities of Arroyo Chamiso, Cerro Gordo East, Hyde Park and Santa Fe Summit, Los Cerros Colorados, Monte Sereno, Sierra del Norte, Upper Canyon Road, and Talaya Hill, Ponderosa Ridge, and Wilderness Gate. Most household survey respondents (hereinafter referred to as survey respondents) reported living in their home full-time (75%), and the median age of survey respondents was 71 years old.

The landscape around Santa Fe is mostly comprised of piñon-juniper forests, shrub and semi-arid grasslands, ponderosa pine forests, mixed conifer forests, and wetlands/riparian areas. Around homes, it is common to see piñon pines, junipers of multiple species, sagebrush, yuccas, and aspens. These ecosystems have been subjected to drought, and piñon pine populations have been negatively affected by outbreaks of the Ips bark beetle (Lucemo 2024).

WiRē Partner: City of Santa Fe Fire Department

The SFFD has been in operation since 1880. Its mission is to "provide sustainable quality of life now and in the future for the entire Santa Fe community by protecting and preventing the loss of life and property through professional and efficient planning, preparation, training, fire prevention, public education, and deliver of emergency services." The SFFD has an established Wildland Division that provides information, assistance, and recommendations to homeowners and landowners with property in areas where forest fires are a danger. The SFFD is one of the few departments in New Mexico to have a staffed Wildland Division dedicated to wildland-urban interface issues and wildfire preparedness.

The SFFD is focused on reducing life and property loss due to wildfires and has five primary wildland fire programs:

1. Fireshed Ambassadors—as part of the Greater Santa Fe Fireshed Coalition and in partnership with the Forest Stewards Guild—ambassadors implement a community volunteer network that educates individuals about wildfire prevention, mitigation, and emergency response. The Fireshed Ambassadors spread the word about wildfire.
2. Wildfire Hazard Assessments—The SFFD performs on-site, wildfire hazard assessments for individual properties and recommends actions to reduce wildfire risk.
3. Mitigation Agreements—The SFFD's wildland firefighters thin trees around private homes.
4. Fuels Reduction—The SFFD's wildland firefighters thin trees on city-owned property or in collaboration with Forest Service, Santa Fe County, the New Mexico Forestry Division, or other entities.
5. Wildland Fire Suppression—The SFFD provides wildland firefighting resources that are dedicated to suppression.

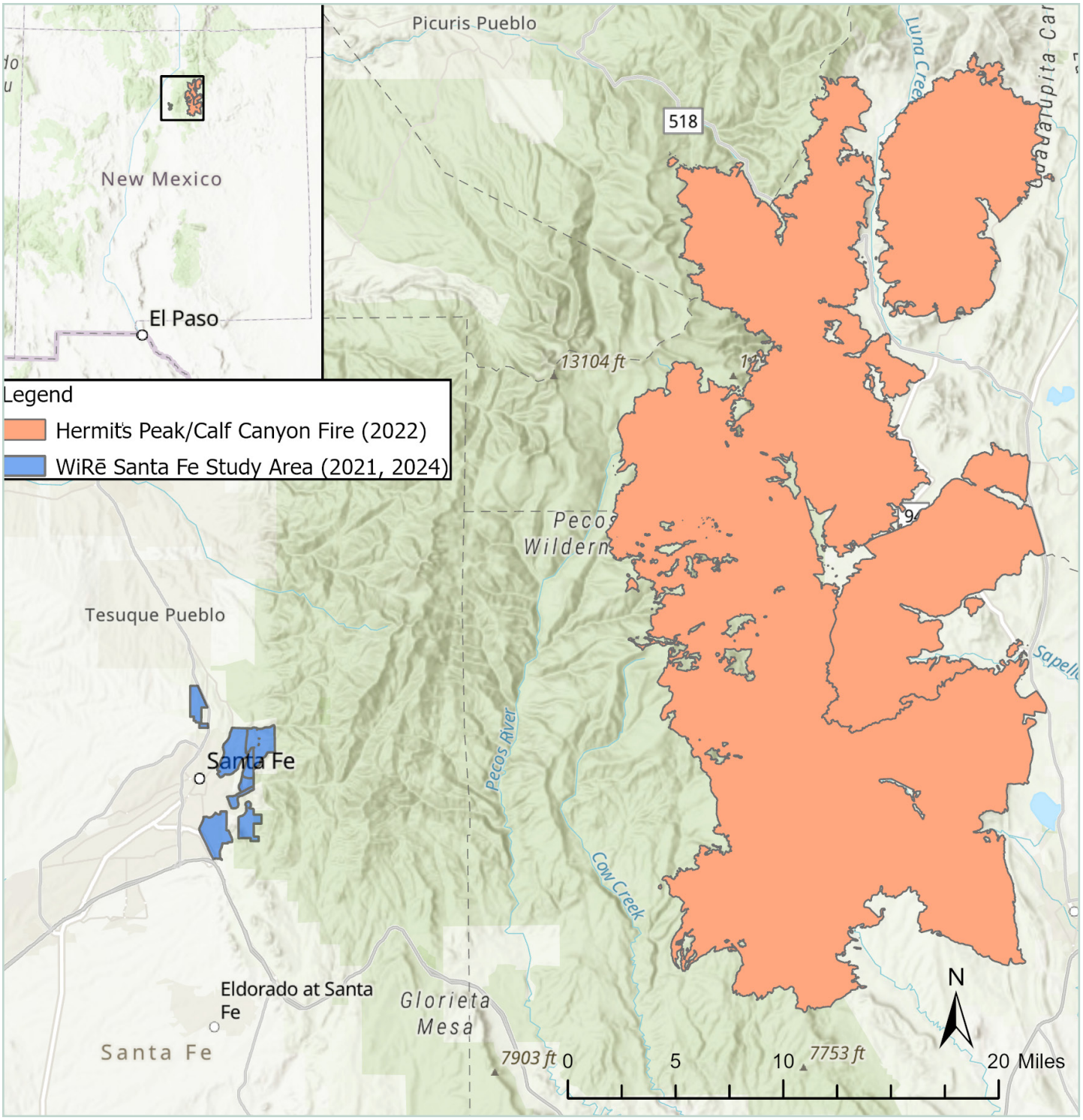

Figure 1—Map of residential parcels in the study area for the City of Santa Fe, New Mexico and the perimeter of the 2022 Hermit's Peak/Calf Canyon Fire (Dappen 2023). Inset shows the location of the study area in New Mexico. Basemap credit: Esri (2025).

Methods: What Did We Do?

In 2021, SFFD and WiRē implemented the WiRē Approach, a systematic approach to data collection that typically includes a parcel-level Rapid Wildfire Risk Assessment (WiRē RA) and household survey data collection (refer to Meldrum et al. 2024 for results). In 2022, the Hermit's Peak/Calf Canyon Fire burned 341,735 acres, with a perimeter that reached about 20 miles east of the 2021 WiRē study area. Because of the Hermit's Peak Fire, which began as an escaped prescribed fire and the Calf Canyon Fire, which was caused by a pile burn that had been dormant since January but reemerged in April, SFFD was interested in whether responses from the 2021 survey would be similar in 2024. Therefore, in 2024, the SFFD again partnered with WiRē to implement a household survey about wildfire risk mitigation and preparedness among residents in select Wildland-Urban Interface neighborhoods identified in the SFFD's Wildfire Hazard and Risk Analysis. With a few minor exceptions, the survey sent in 2024 was identical to the survey sent in 2021. This report describes the results of the 2024 survey. Refer to Appendix A for correspondence materials and the household survey.

Household Survey

The household survey was designed to collect a range of social data related to how residents in the study area live with the risk of wildfire. Most of the survey questions are standardized across WiRē projects. For the 2021 study, WiRē and the SFFD worked together to tailor the standard WiRe household survey questions to fit the local context. For the present (2024) study, we agreed that it would be most useful to send a survey that was as similar to the 2021 survey as possible. As a result, the final survey sent in 2024 was identical to the previous survey, with the exception of one question added to the end of the survey, asking whether the respondent had filled out the survey in 2021.

The household survey was mailed to the owners of all the properties that were mailed a survey in 2021[1]. Household survey data were collected using a modified Dillman approach[2] that included three mailings (refer to table 1 for survey administration timing). The first mailing was a survey packet containing a cover letter (which explicitly noted that this was a repeat of the 2021 survey), a household survey, and a postage-paid and addressed return envelope. The second mailing, a reminder/thank you postcard, was mailed to the entire mailing list approximately 2 weeks after the initial survey packet. The final mailing was a second complete survey packet with an updated cover letter mailed to non-respondents approximately 2 months after the reminder postcard.

The household survey administration process resulted in 402 completed surveys for a 42.8 percent response rate[3]. Out of 374 respondents who answered the relevant question, 140 (37%) stated that they had also filled out the survey in 2021. Full results from the household survey can be found in Appendix B.

1 As part of the WiRē Approach, one survey is sent to each individual homeowner in the study area. If an individual owns multiple properties, they receive only one survey with a prompt to select a specific property address. As a result, the number of household surveys mailed out is different from the total number of rapid assessments conducted.

2 For details, refer to Dillman 2000.

3 For comparison, the 2021 household survey administration process resulted in 419 completed surveys for a 45.6 percent response rate.

Table 1—Timing of the household survey administered to residents in the study area by the City of Santa Fe Fire Department and Wildfire Research (WiRē) to collect information related to wildfire risk.

Household Survey Administration Effort	Date
First household survey mailing	3/18/2024
Postcard reminder	3/27/2024
Second household survey mailing	5/15/2024

Finally, we conducted simple statistical analyses to investigate whether survey responses changed between the 2021 and 2024 studies. Specifically, for each reported variable, we tested the hypothesis that responses from the two different surveys are from a population with the same distribution using the Wilcoxon rank-sum test, also known as the Mann-Whitney two-sample statistic (Wilcoxon 1945; Mann and Whitney 1947). We did not adjust for multiple comparisons, which would help reduce the number of false positives in reported differences, because these comparisons were meant to be exploratory in terms of signifying areas where partners might want to attend to potential changes between the two surveys. We report the results of this statistical test for all variables in Appendix C and note changes that are significant at $p<0.05$ in the text below.

Social Dimensions of Wildfire Risk in Santa Fe: Results of the Household Survey

In this section, we present results of the 2024 household survey to highlight the social dimensions of wildfire in this unique study area (refer to Appendix B for household survey questions and responses). Responses to most of the questions (88%; 166 out of 189) were not significantly different between the 2021 and 2024 surveys; when significant differences were found, we also refer to 2021 survey responses, which were reported more comprehensively in Meldrum et al. (2024).

Demographics and Home Characteristics

Survey respondents were more likely to identify as male (57%) and the average age of survey respondents was 71 years old, which is 2 years older than the average age of 69 reported in the 2021 survey. Almost all (90%) of survey respondents reported being a college graduate, and 56 percent had an advanced degree (e.g., M.D., M.A., M.S., Ph.D.). Two-thirds (66%) of survey respondents were retired, 17 percent worked full-time, and 15 percent worked part-time. Most respondents (81%) reported an annual income of $100,000 or greater, 12 percent reported an annual income between $50,000 and $100,000, and 7 percent reported a yearly income less than $50,000.

Almost all respondents (98%) reported owning their home in Santa Fe, with less than 2 percent indicating they rent their residence. Part-time residency peaks in July (18%) and August (18%) according to the respondents of the household survey.

The average year of construction of the homes in the study area was 1990, and the average year that survey respondents moved into their homes was 2009. At the time of purchasing or beginning to rent their home in Santa Fe, 27 percent of survey respondents reported being very aware of the wildfire risk, 44 percent reported being somewhat aware, and 25 percent

reported being unaware of wildfire risk (refer to fig. 2). This reported awareness is lower than that found in 2021, in which 36 percent reported being very aware of wildfire risk and 15 percent reported being unaware of wildfire risk.

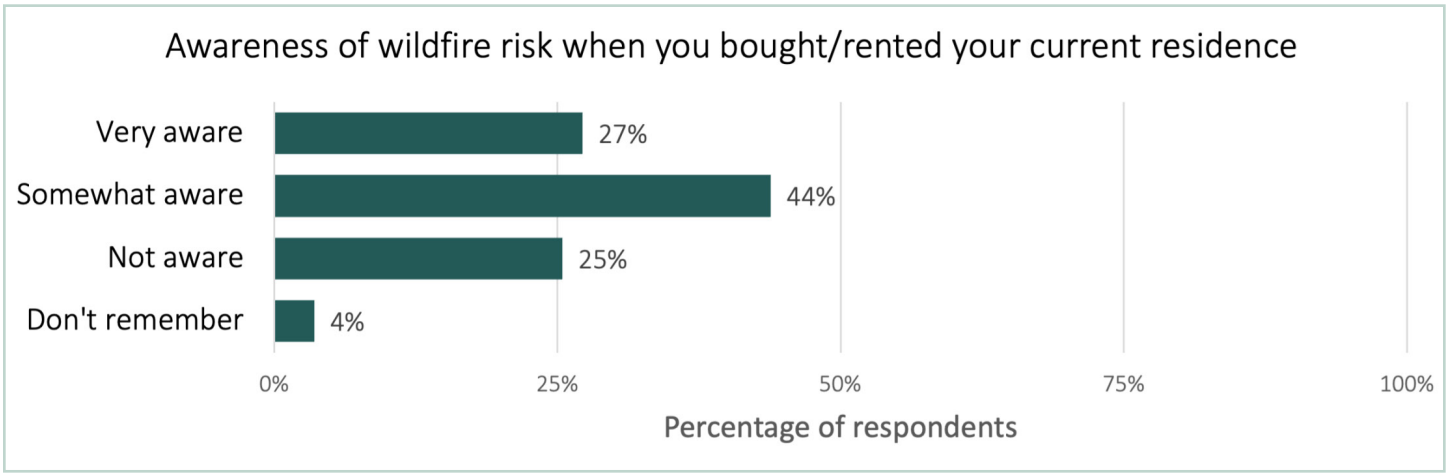

Figure 2—Respondents' awareness of wildfire risk when they bought or began renting their home, as reported in 2024 by respondents residing in the study area in Santa Fe, New Mexico. N = 397 respondents to this survey question.

Experience with Wildfire and Risk Perceptions

This section describes survey respondents' experiences with wildfire, their risk perceptions, and their expectations about what would happen if there were a wildfire on their property.

Wildfire experience—

Almost none of the respondents to this survey reported experience with evacuating due to wildfire (1%), smoke damage (<1%), fire damage (<1%), or destruction of their residence due to wildfire (<1%; refer to fig. 3). Fewer respondents reported that a wildfire had come within 10 miles of their property in the 2024 survey (22%) than in the 2021 survey (30%) (refer to fig. 4).

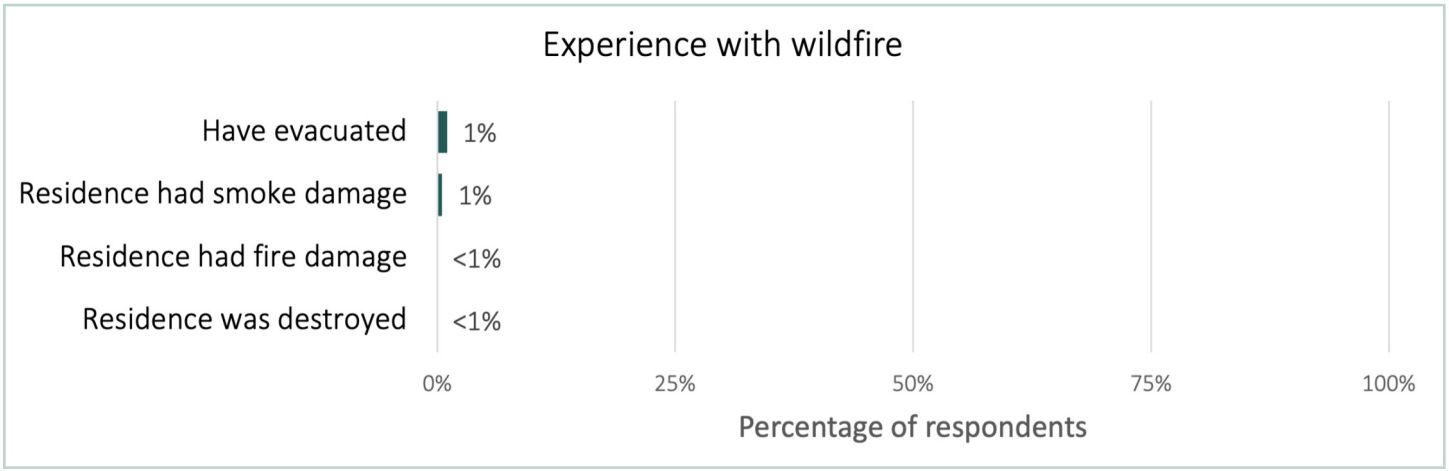

Figure 3—Respondent experience with various effects of wildfire, as reported in 2024 by respondents residing in the study area in Santa Fe, New Mexico. N = 391-394 respondents to these survey questions.

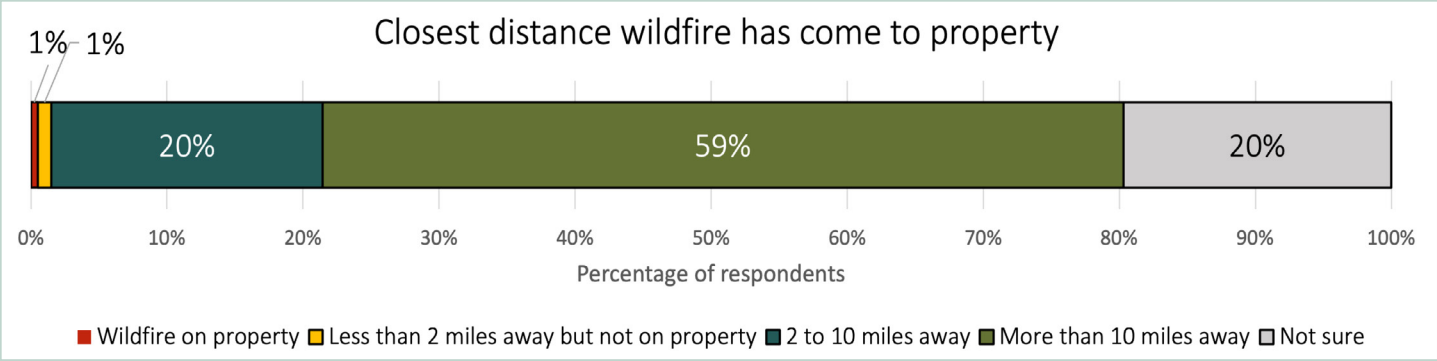

Figure 4—Respondent estimates of how close a wildfire has come to their property, as reported in 2024 by respondents residing in the study area in Santa Fe, New Mexico. N = 401 respondents to this survey question.

Perceptions of risk—

Survey respondents were asked to consider the likelihood of the occurrence of a wildfire on their property and potential outcomes in that event. Sixty-three percent agreed or strongly agreed with the statement, "My property is at risk of wildfire," but only one percent of the respondents reported planning to move out of the area in the next 12 months because of wildfires (refer to fig. 5). Few (8%) survey respondents thought it likely (50% chance or greater) that there would be a wildfire on their property in the next year; however, if there were a wildfire on their property in the next year, 52 percent thought it likely they would lose their home (refer to fig. 6).

Another dimension of wildfire risk is the threat posed to local water supply. About half of respondents (55%) agreed or strongly agreed that wildfires threaten their community water supply (refer to fig. 7). This is slightly fewer than the 62 percent who agreed or strongly agreed that wildfires threaten their community water supply in the 2021 survey.

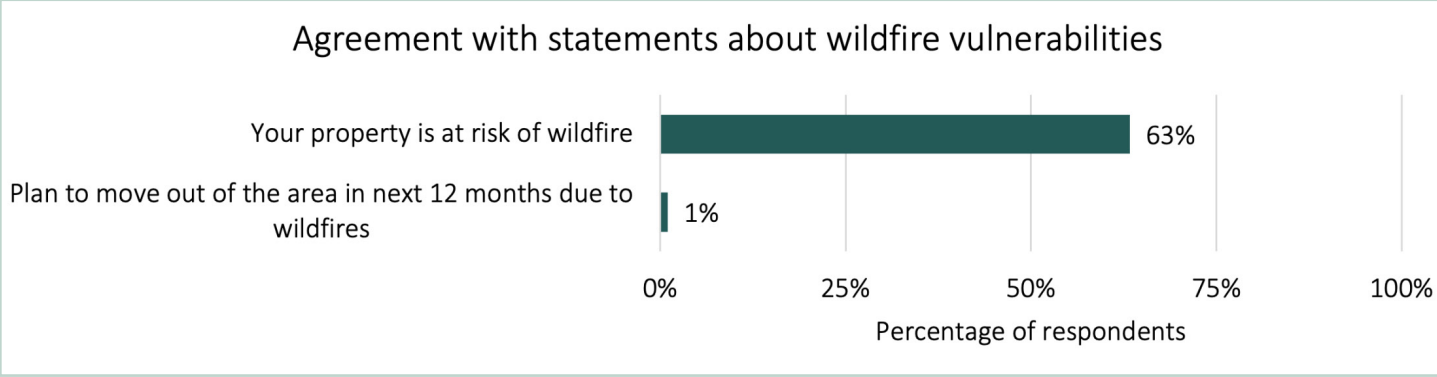

Figure 5—Agreement ("agree" or "strongly agree") with statements about whether wildfire threatens the respondent's property and water supply, as reported in 2024 by respondents residing in the study area in Santa Fe, New Mexico. N = 394-398 respondents to each survey statement listed.

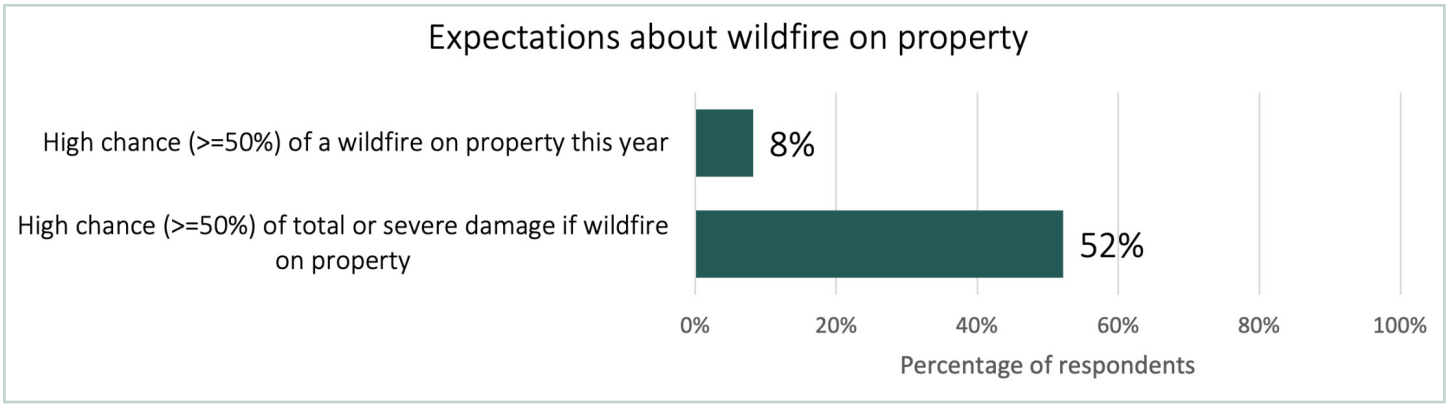

Figure 6—Estimate of the chances (>50% chance) of a wildfire on property in the next year, and chances (>50% chance) of losing home in that case, as reported in 2024 by respondents residing in the study area in Santa Fe, New Mexico. N = 388 - 389 respondents to the two survey statements listed, respectively.

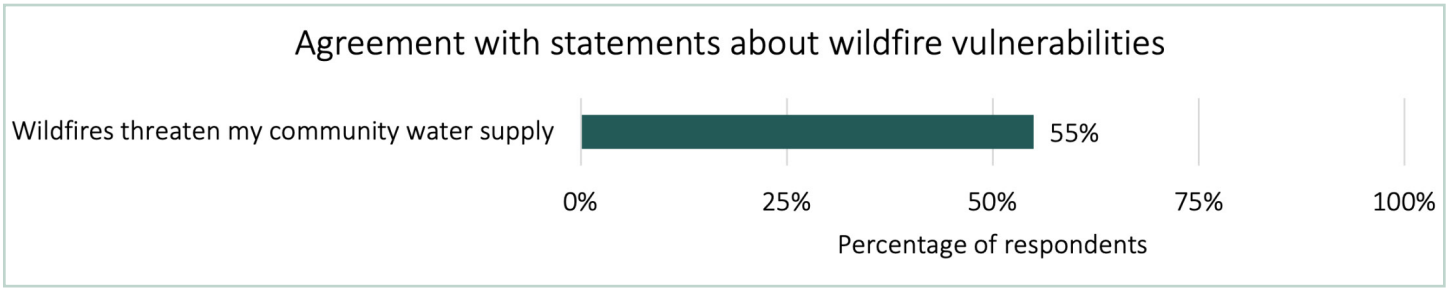

Figure 7—Agreement ("agree" or "strongly agree") with statements about whether wildfire threatens the respondent's and water supply, as reported in 2024 by respondents residing in the study area in Santa Fe, New Mexico. N = 391 respondents to each survey statement listed.

Respondents reported their expectations in the event of a wildfire on their property. Less than one-third (29%) of survey respondents indicated they thought it was very or extremely likely that the fire department would save their home, and few (12%) thought it likely they would put the fire out by themselves (refer to fig. 8). Although most respondents indicated an expectation that their trees and landscaping would burn (60%) and their home would sustain smoke damage (54%), less than one-half (49%) thought some physical damage to their homes was very or extremely likely. About one-third (36%) of respondents expected their neighbors' homes to be damaged or destroyed, and fewer indicated they thought their own home would be destroyed (19%) or expected loss of money due to the loss of a business or income (15%) (refer to fig. 9).

Results to two of the associated questions changed significantly between the 2021 and 2024 surveys. Fewer respondents reported an expectation of smoke damage to their homes in 2024 (54%) than in 2021 (63%), and fewer respondents reported an expectation of losing money due to loss of business or income in 2024 (15%) than in 2021 (22%).

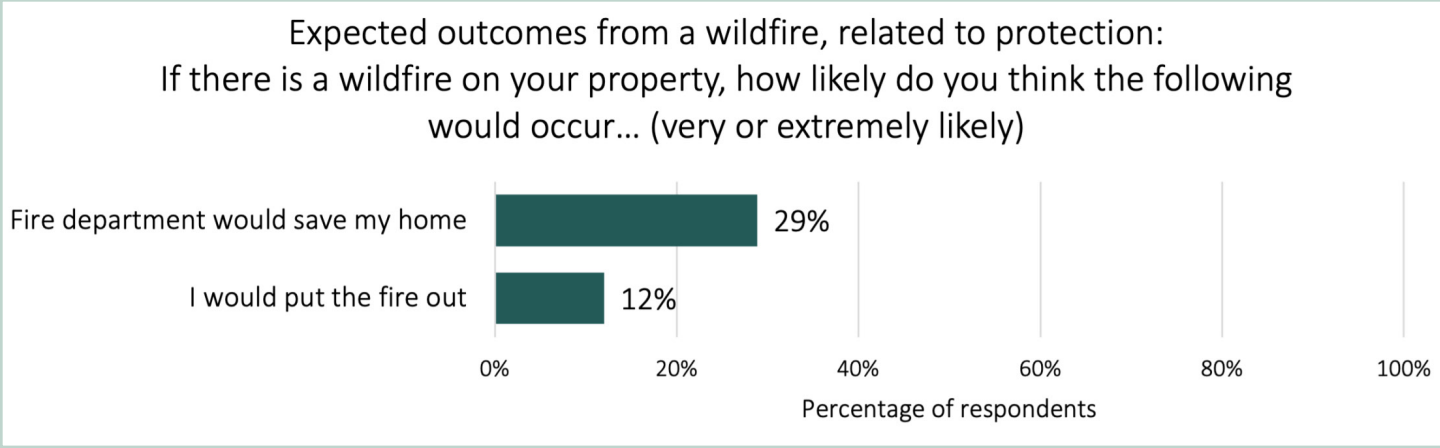

Figure 8—Percentage of respondents who thought the above source of protection to their home were very or extremely likely, in the event of a wildfire on their property, as reported in 2024 by respondents residing in the study area in Santa Fe, New Mexico. N = 388-391 respondents to each survey statement listed.

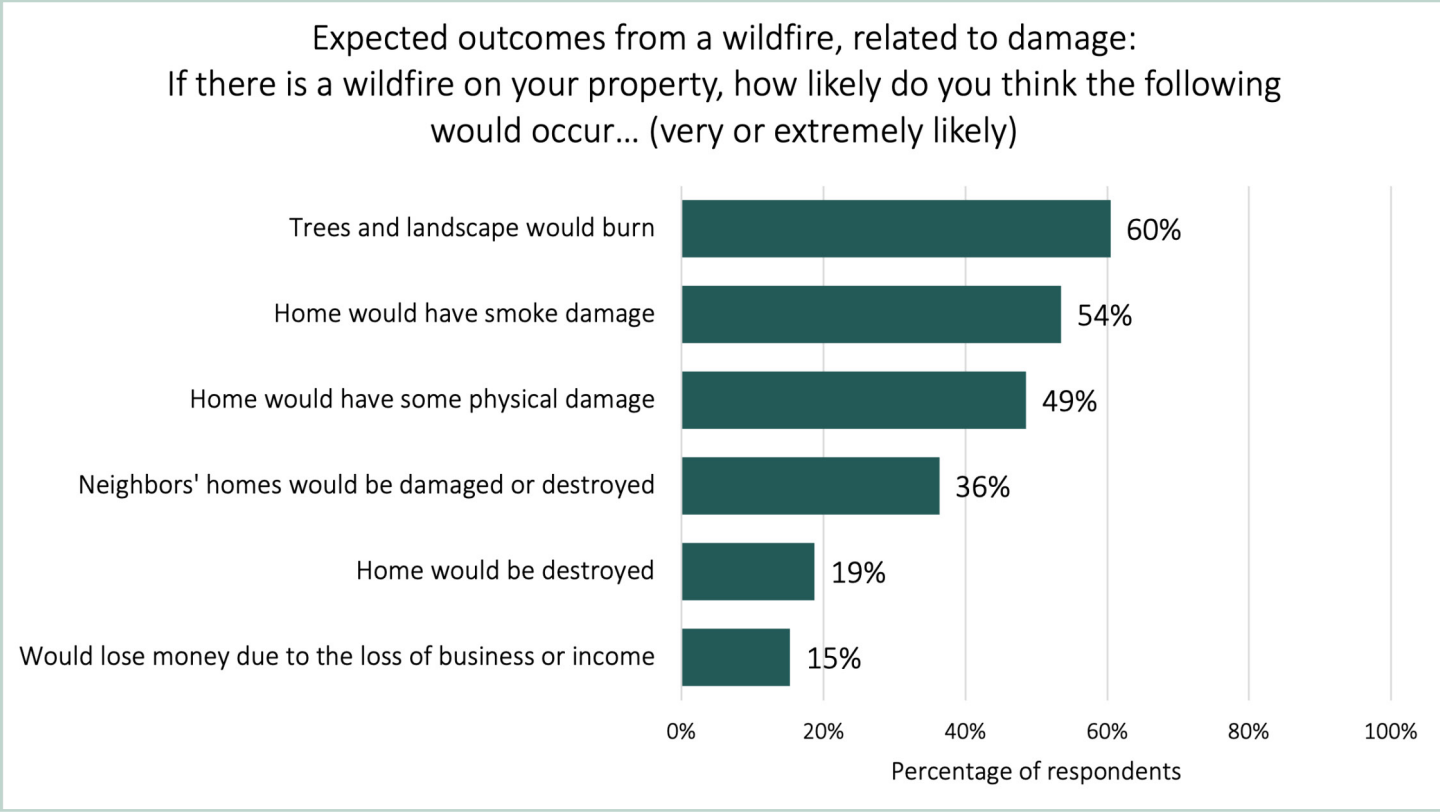

Figure 9—Percentage of respondents who thought the above forms of wildfire damage were very or extremely likely, in the event of a wildfire on their property, as reported in 2024 by respondents residing in the study area in Santa Fe, New Mexico. N = 383-392 respondents to each survey statement listed.

Less than one-third (29%) of survey respondents thought there was a high likelihood of embers igniting their home in the event of a wildfire on their property and about one-quarter (26%) indicated direct flames as a likely source of ignition. Fewer respondents (18%) thought there was a high likelihood of nearby homes igniting their residence (refer to fig. 10).

Survey respondents recognized major sources of wildfire risk. Most respondents listed vegetation on their own properties (84%), vegetation on their neighbors' properties (82%), and vegetation on nearby public or undeveloped land (80%) as major contributing factors to their wildfire risk. Additionally, almost one-half of respondents listed the lack of nearby water supply for suppression (47%) and the physical characteristics of their home (45%) as major contributing factors (refer to fig. 11).

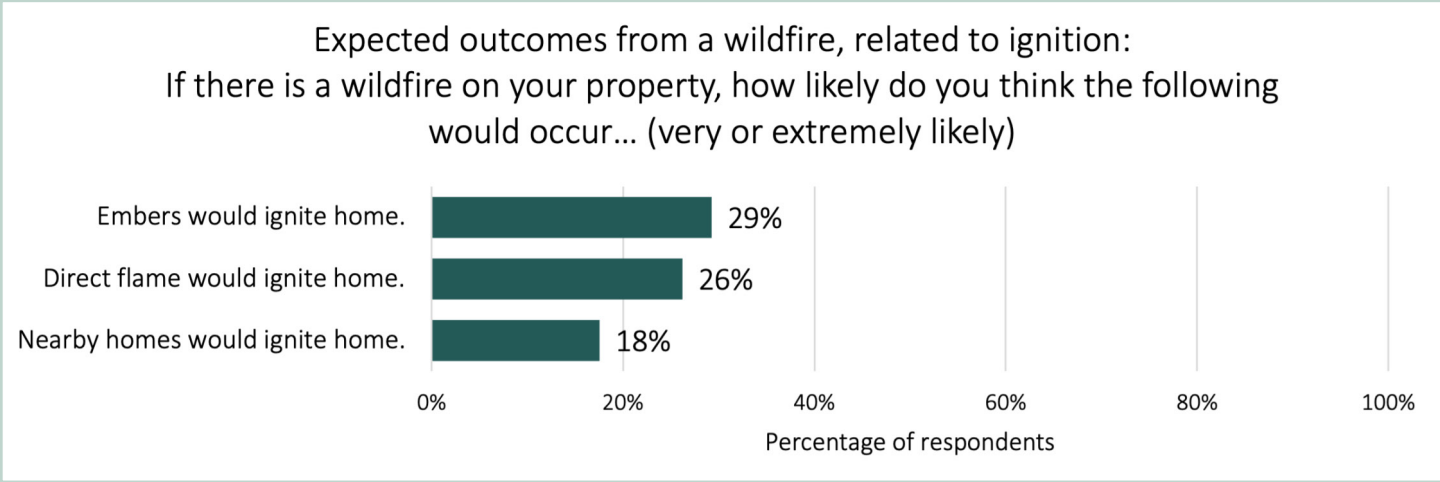

Figure 10—Percentage of respondents who thought the above sources of ignition were very or extremely likely, in the event of a wildfire on their property, as reported in 2024 by respondents residing in the study area in Santa Fe, New Mexico. N = 382-390 respondents to each survey statement listed.

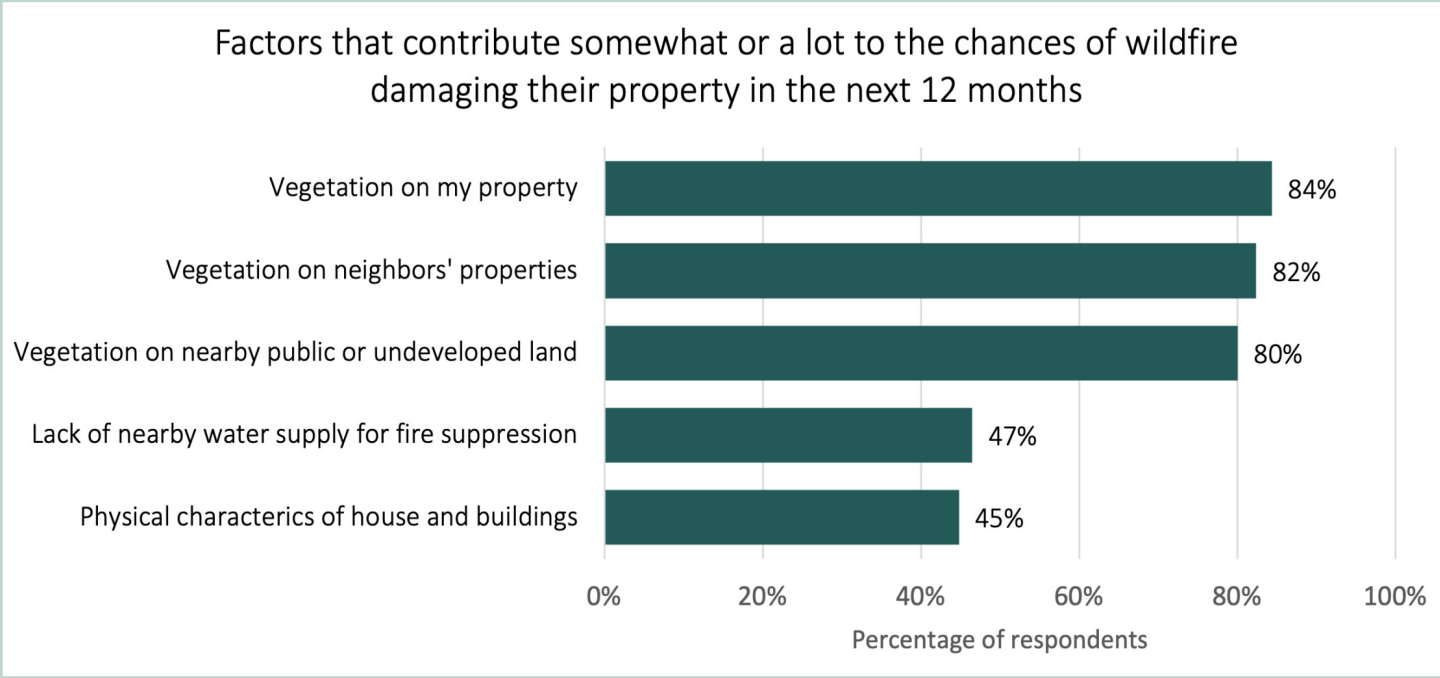

Figure 11—Percentage of respondents who thought the above factors contribute "a lot" to the chances of a wildfire damaging their property in the next 12 months, as reported in 2024 by respondents residing in the study area in Santa Fe, New Mexico. N = 387-395 respondents to each survey statement listed.

Wildfire management beliefs—

Most survey respondents agreed or strongly agreed that wildfires threatening human life (97%) and threatening homes (93%) should be put out. In addition, most agreed or strongly agreed that wildfires are a natural part of a healthy forest ecosystem (89%). About two-thirds (68%) of survey respondents agreed or strongly agreed that saving homes should be prioritized over saving forests during wildfire events. Additionally, very few respondents believed firefighters should risk their lives protecting homes (5%) or that managing wildfire risk is the government's responsibility, not their own (7%) (refer to fig. 12). Comparison between the two surveys indicates that more respondents strongly agreed that wildfires threatening homes should be put out in 2024 (55%) than in 2021 (46%), even though the portion agreeing or strongly agreeing with that statement stayed about the same at 92 percent in 2021 and 93 percent in 2024.

However, survey respondents were not confident in the technology and resources available to put out fires. Less than half of respondents (40%) agreed or strongly agreed that most wildfires can be controlled with proper technology. Even fewer (10%) agreed or strongly agreed that local firefighters have sufficient resources to protect homes from wildfire, and few (6%) agreed or strongly agreed that local firefighters have sufficient resources to keep wildfires from spreading (refer to fig. 13).

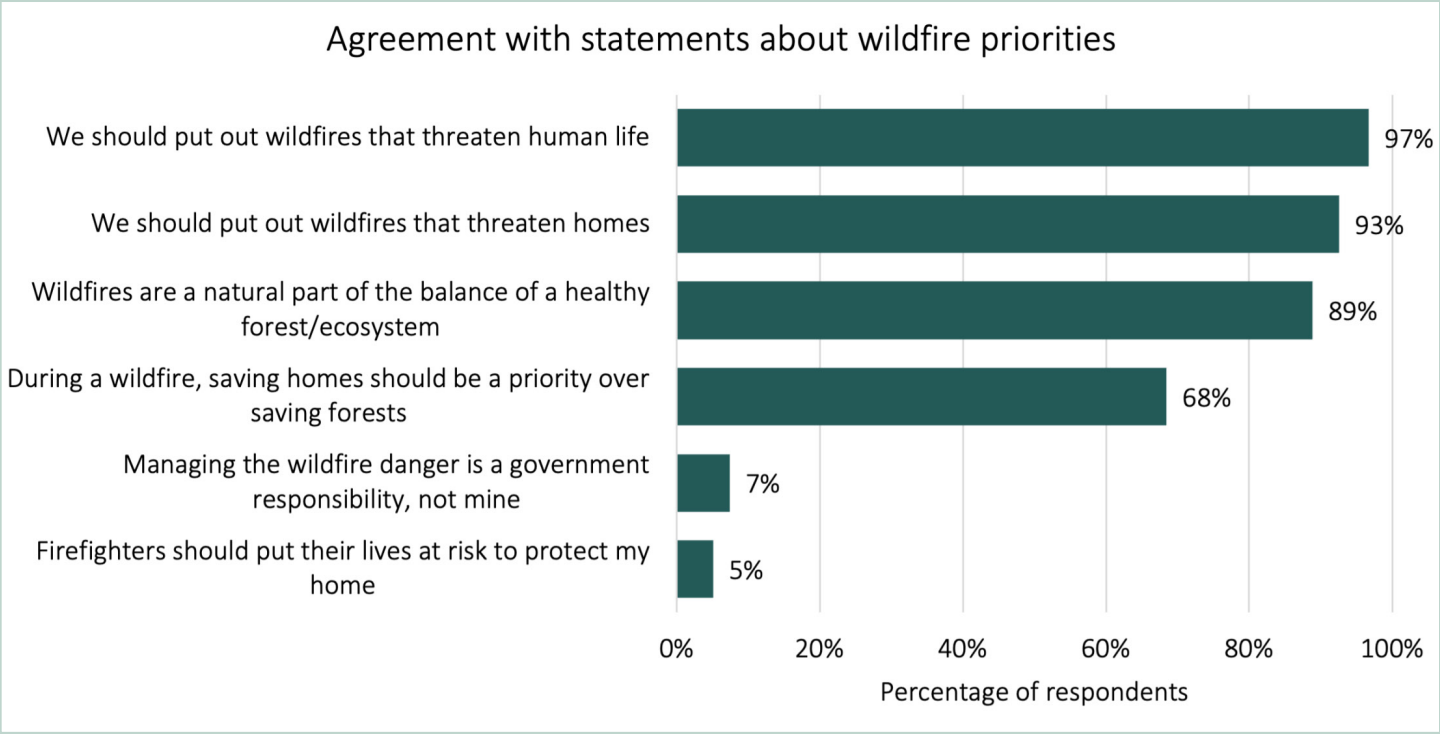

Figure 12—Agreement ("agree" or "strongly agree") with statements about priorities between human and natural resources during a wildfire, as reported in 2024 by respondents residing in the study area in Santa Fe, New Mexico. N = 391-396 respondents to each survey statement listed.

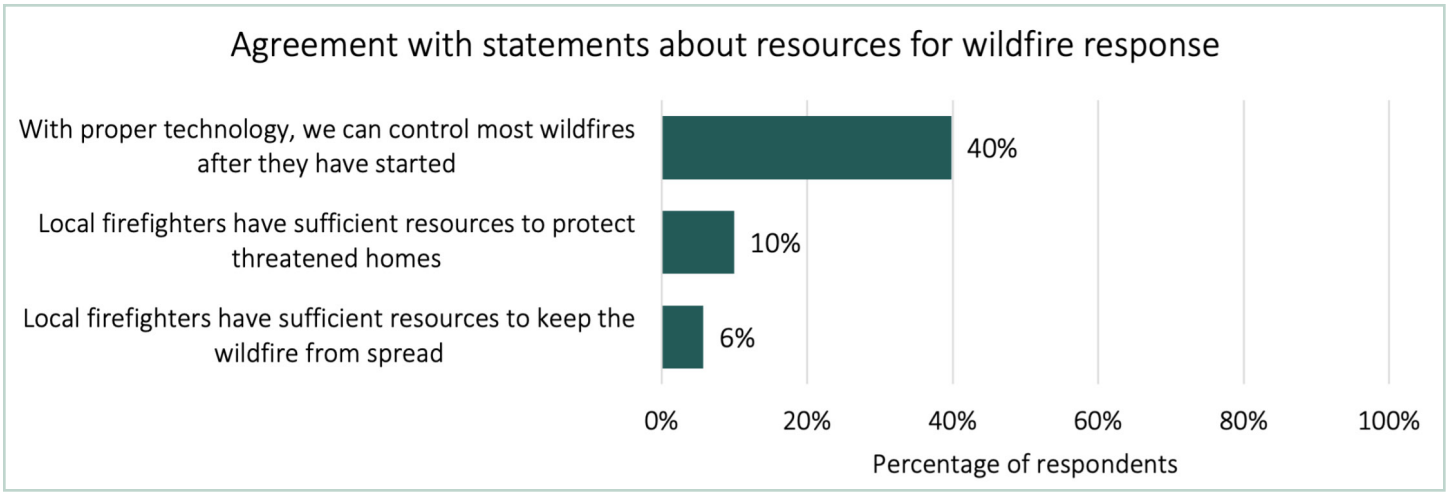

Figure 13—Agreement ("agree" or "strongly agree") with statements about available technology and resources to prevent wildfire impacts, as reported in 2024 by respondents residing in the study area in Santa Fe, New Mexico. N = 384-392 respondents to each survey statement listed.

Survey respondents were asked a variety of questions about statements related to wildfire risk. While almost half of respondents (43%) agreed or strongly agreed that development in fire prone areas increase the risk to their property, less than a quarter of survey respondents agreed or strongly agreed that their actions to mitigate wildfire risk on their properties were rendered ineffective by heavy vegetation on neighboring properties (19%). Few survey respondents reported that they live where they do for the trees and will not remove any from their properties (7%) or that homeowner's actions are ineffective against wildfire (4%) (refer to fig. 14).

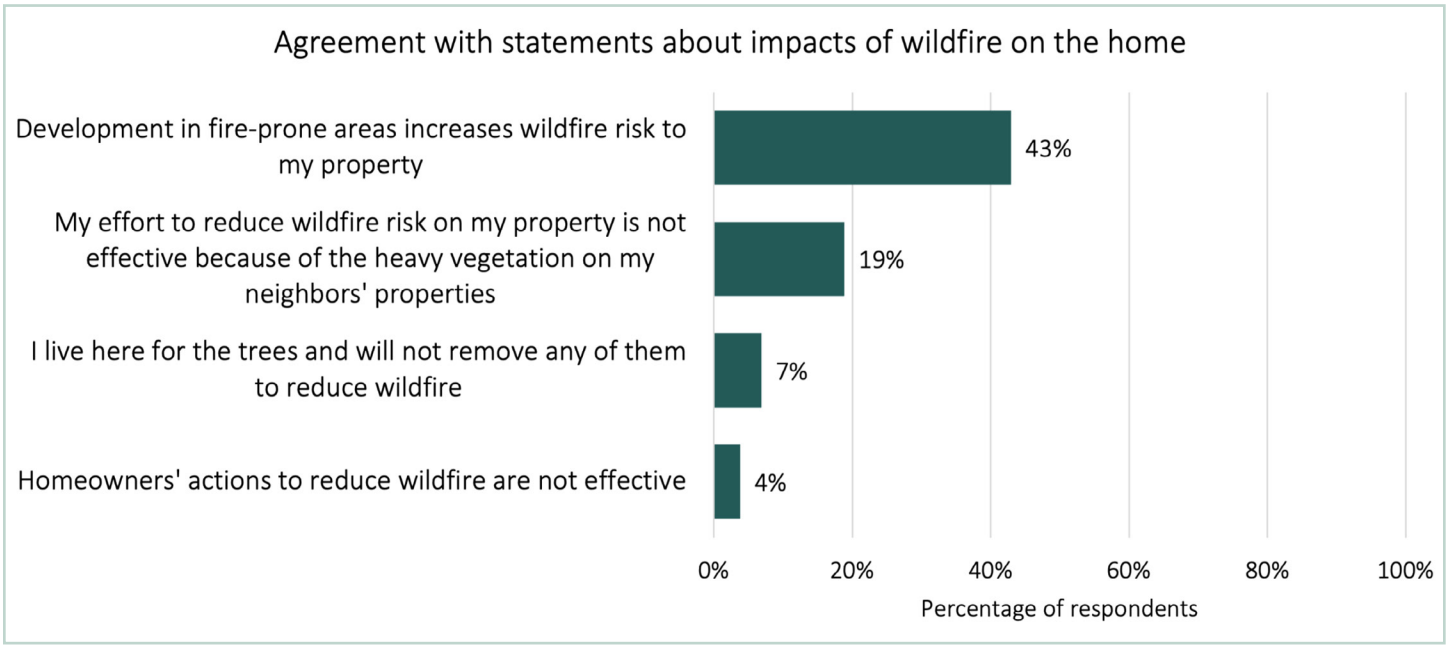

Figure 14—Agreement ("agree" or "strongly agree") with statements about personal and community management of wildfire impacts on the respondent's home, as reported in 2024 by respondents residing in the study area in Santa Fe, New Mexico. N = 391-397 respondents to each survey statement listed.

Support for Community Risk Reduction Strategies

Beyond the individual property, community-level wildfire risk mitigation is crucial to community wildfire readiness. Most survey respondents rated most types of fuels treatments on nearby public lands as very or extremely acceptable. The highest level of acceptability was for the removal of trees and other vegetation on public lands (72%), followed by managing a naturally ignited fire (66%), and burning piles of vegetation on public lands (51%). More than one-third of respondents (39%) indicated that conducting a prescribed fire ignited by fire managers on nearby public lands was very or extremely acceptable (refer to fig. 15).

However, acceptability of the three approaches that concern the use of fire changed in comparison to the 2021 survey. Fewer respondents indicated that managing a naturally ignited fire was very or extremely acceptable in 2024 (66%) than in 2021 (78%). Acceptability of burning piles similarly lowered from 65 percent in 2021 to 51 percent of respondents in 2024. Most substantially, two-thirds of respondents (67%) had indicated that conducting a prescribed fire was very or extremely acceptable in 2021, compared to only 39 percent indicating the same in 2024.

Survey respondents also indicated broad support for proposed wildfire regulations and practices. Most popular were increasing capacity for wildfire risk reduction (91%) and adopting building codes that require fire resistant materials (80%). Around three-quarters of respondents indicated having a Fireshed Ambassador program (78%), adopting development standards that required vegetation management (74%), and adopting growth policies or land use regulations (73%) were very or extremely acceptable (refer to fig. 16). Two of these questions demonstrated lower levels of acceptability when compared to the 2021 survey: the acceptability of building codes (86% in the 2021 survey) and the acceptability of growth policies or land use regulations (81% in the 2021 survey).

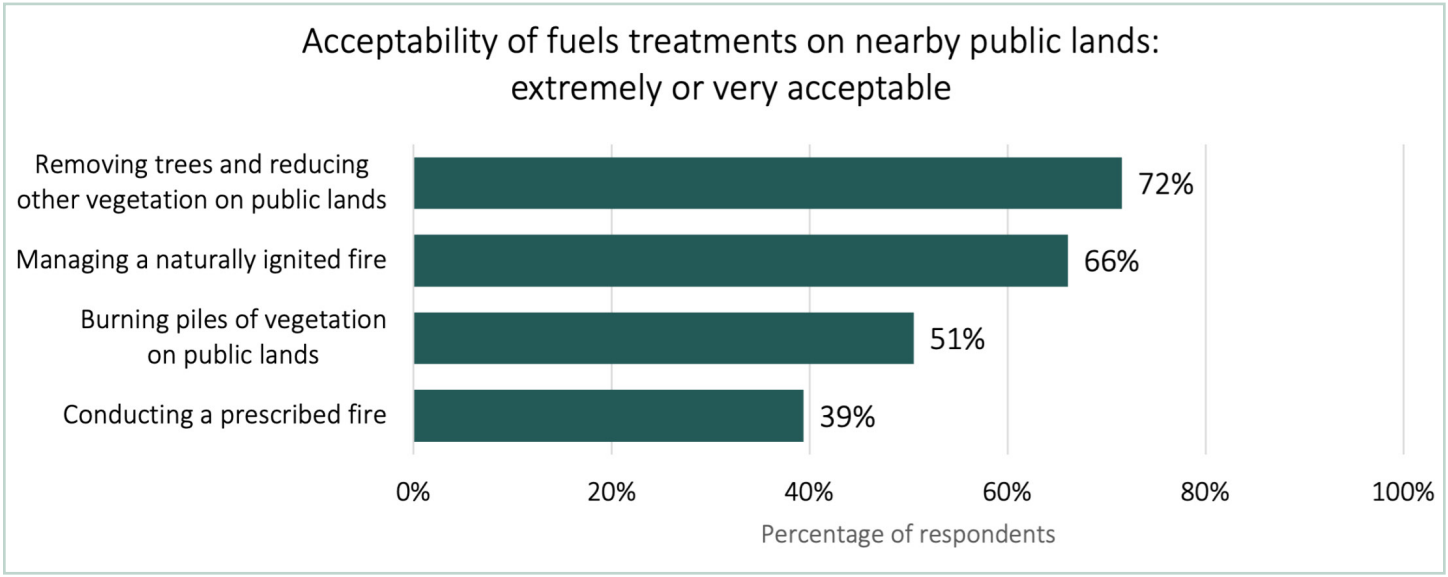

Figure 15—Percentage of respondents who found each of the above wildfire fuels management approaches very or extremely acceptable, as reported in 2024 by respondents residing in the study area in Santa Fe, New Mexico. N = 392-397 respondents for each of the above statements.

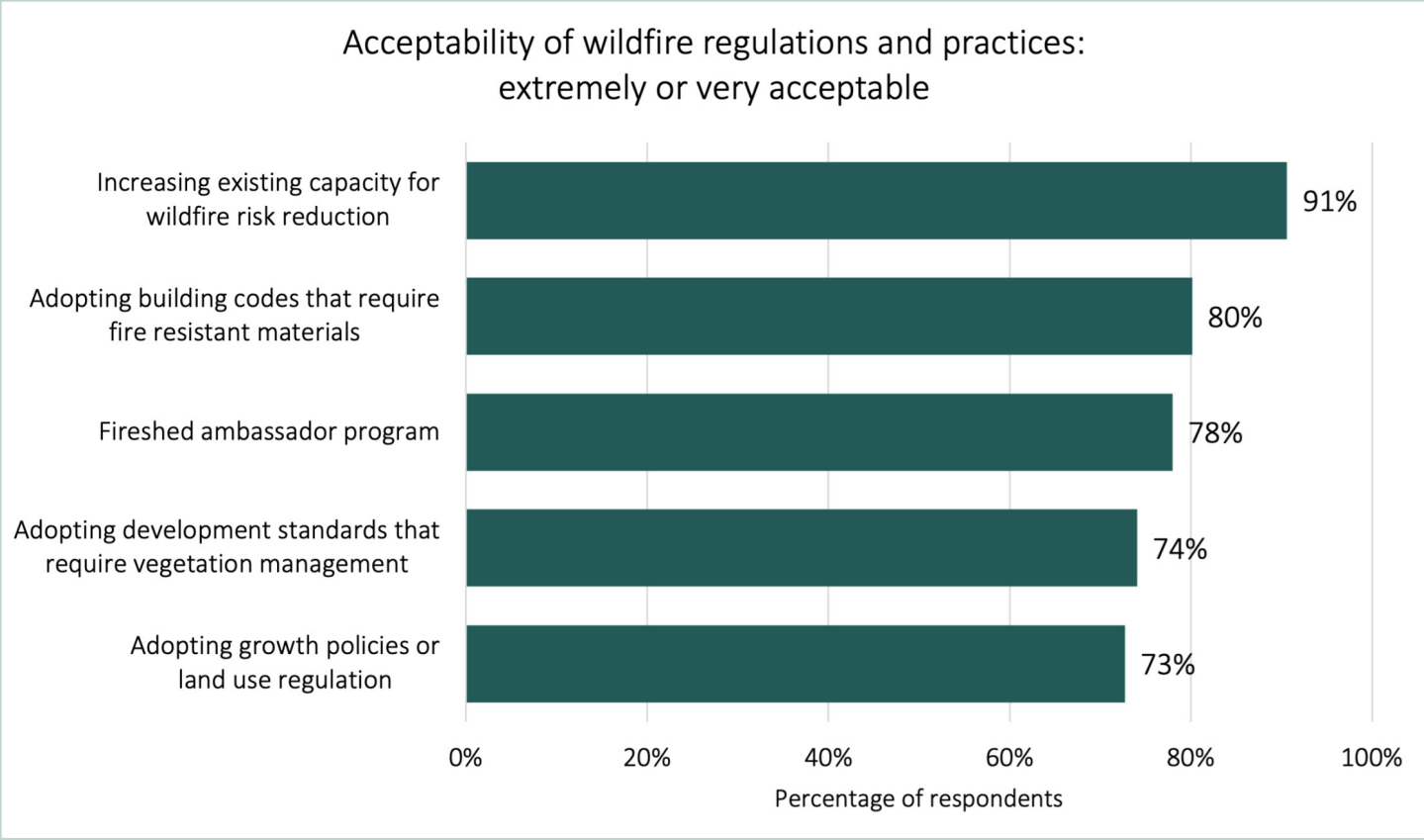

Figure 16—Percentage of respondents who found each of the above wildfire-related policies very or extremely acceptable, as reported in 2024 by respondents residing in the study area in Santa Fe, New Mexico. N = 394-398 respondents for each of the above statements.

Mitigation and Preparedness

This section summarizes survey respondent's reported evacuation planning efforts, wildfire risk mitigation actions, and factors the limit or encourage mitigation actions.

Evacuation planning—

Evacuation planning is an important step in wildfire preparedness. More than two-thirds of respondents (70%) reported having evacuation plans for the people in their household (refer to fig. 17(a)). Of the survey respondents with pets, 69 percent had a plan for their pets (refer to fig. 17(b)). Additionally, of the respondents who had livestock, 11 percent had a plan to evacuate them (refer to fig. 17(c)). More respondents noted that the question about livestock was not applicable in 2024 (93%) than in 2021 (88%).

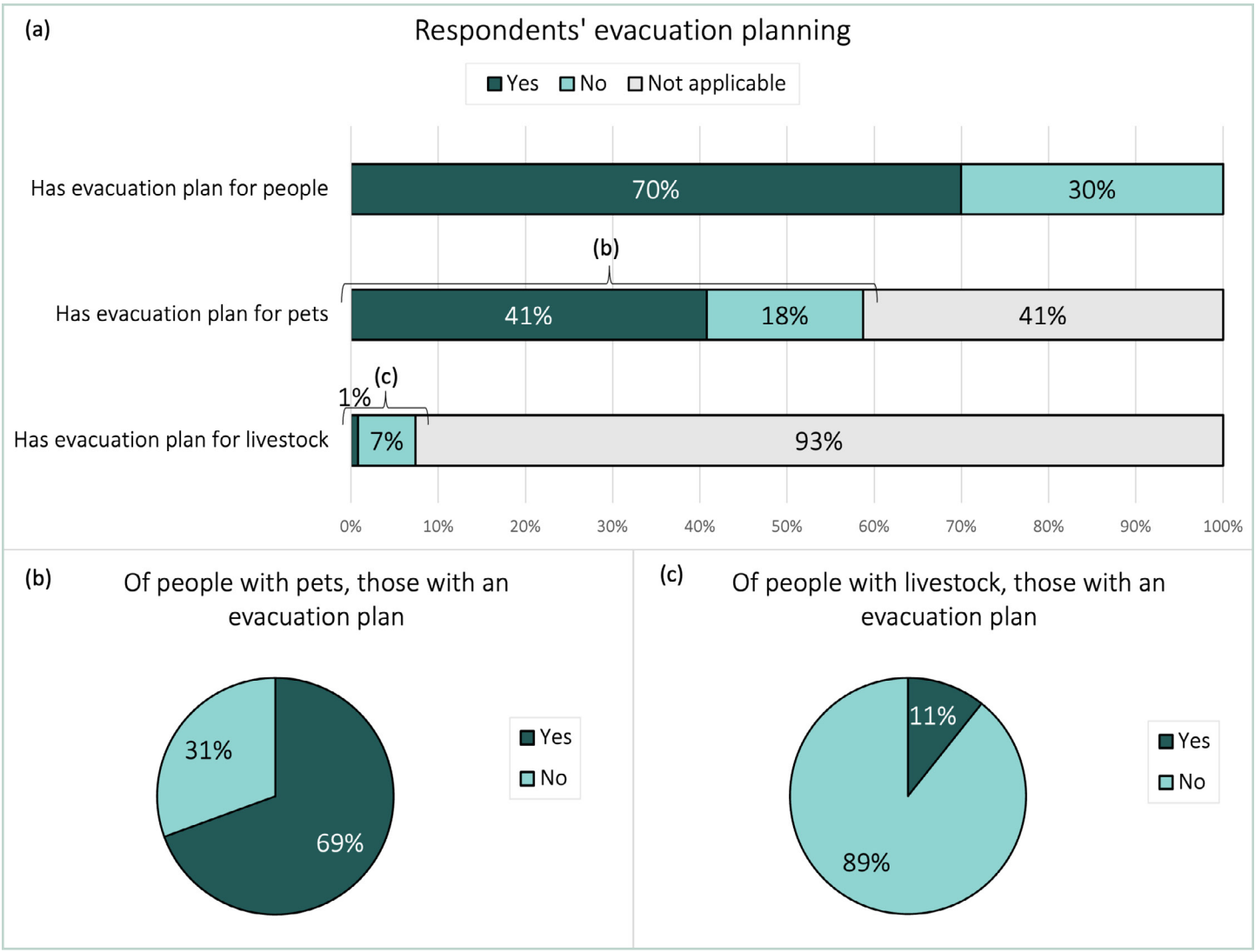

Figure 17—(a) Percentage of survey respondents who reported having wildfire evacuation plans for people in the household and for pets and livestock, out of all responses to this question (N=379-396). (b) Of respondents with pets, percentage who have a wildfire evacuation plan for their pets (n=229). (c) Of respondents with livestock, percentage of have a wildfire evacuation plan for their livestock (n=28). Data as reported in 2024 by survey respondents residing in the study area in Santa Fe, New Mexico.

Respondents were asked about which evacuation preparedness activities they completed and about which activities they would like more information. Most respondents identified safe evacuation routes (66%) and what to take and leave in the event of an evacuation (57%) but also wanted more information on these actions (69% and 56% respectively). Fewer respondents had opted into an emergency notification system (45%), identified how they would be notified (42%), or created an evacuation checklist (25%), and these were the activities that had the highest proportion of respondents wanting more information on evacuation preparedness; 72%, 81%, and 70% respectively (refer to fig. 18).

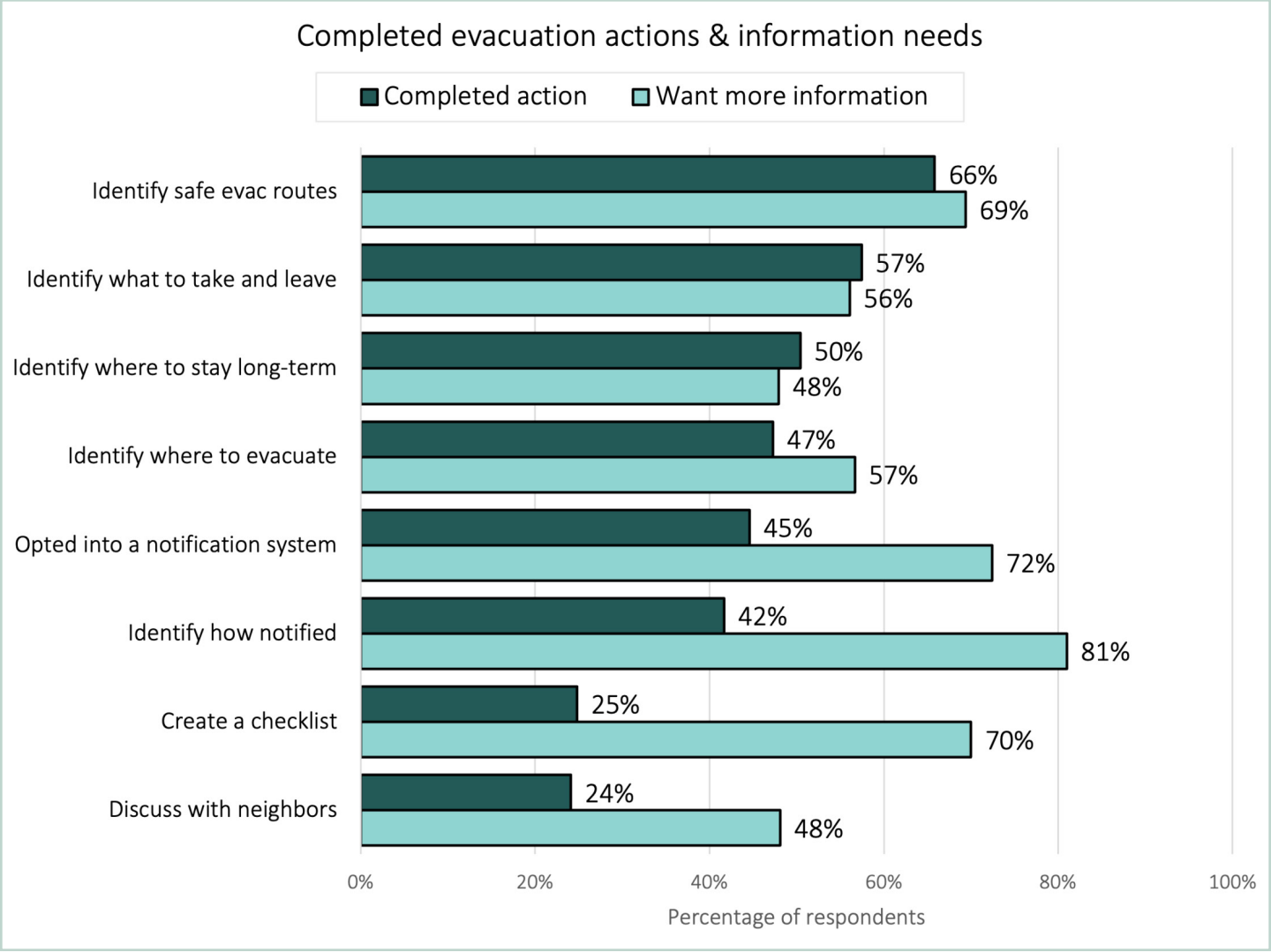

Figure 18—Evacuation preparations completed and information that would be helpful in evacuation plan development, ordered by actions completed, as reported in 2024 by respondents residing in the study area in Santa Fe, New Mexico. N = 357-369 respondents to completed action segment; N = 237-279 respondents to wanting more information segment.

Wildfire risk mitigation—

Respondents reported activities they have performed on their property and around their community. The three most reported activities were reducing vegetation (94%), regularly mowing and raking around the residence (81%), and regularly clearing roof and gutters (79%). A smaller portion of respondents reported hardening their homes (50%) or meeting with a wildfire professional to evaluate their home's risk (39%). The least reported activities were those that respondents' performed off their own property, including participating in a community wildfire activity (31%), helping reduce vegetation on community property (23%) or on neighbors' properties (17%), or helping reduce vegetation on public lands (4%; refer to fig. 19). In comparison across the two surveys, more respondents reported regularly mowing and raking in 2024 (81%) than in 2021 (73%).

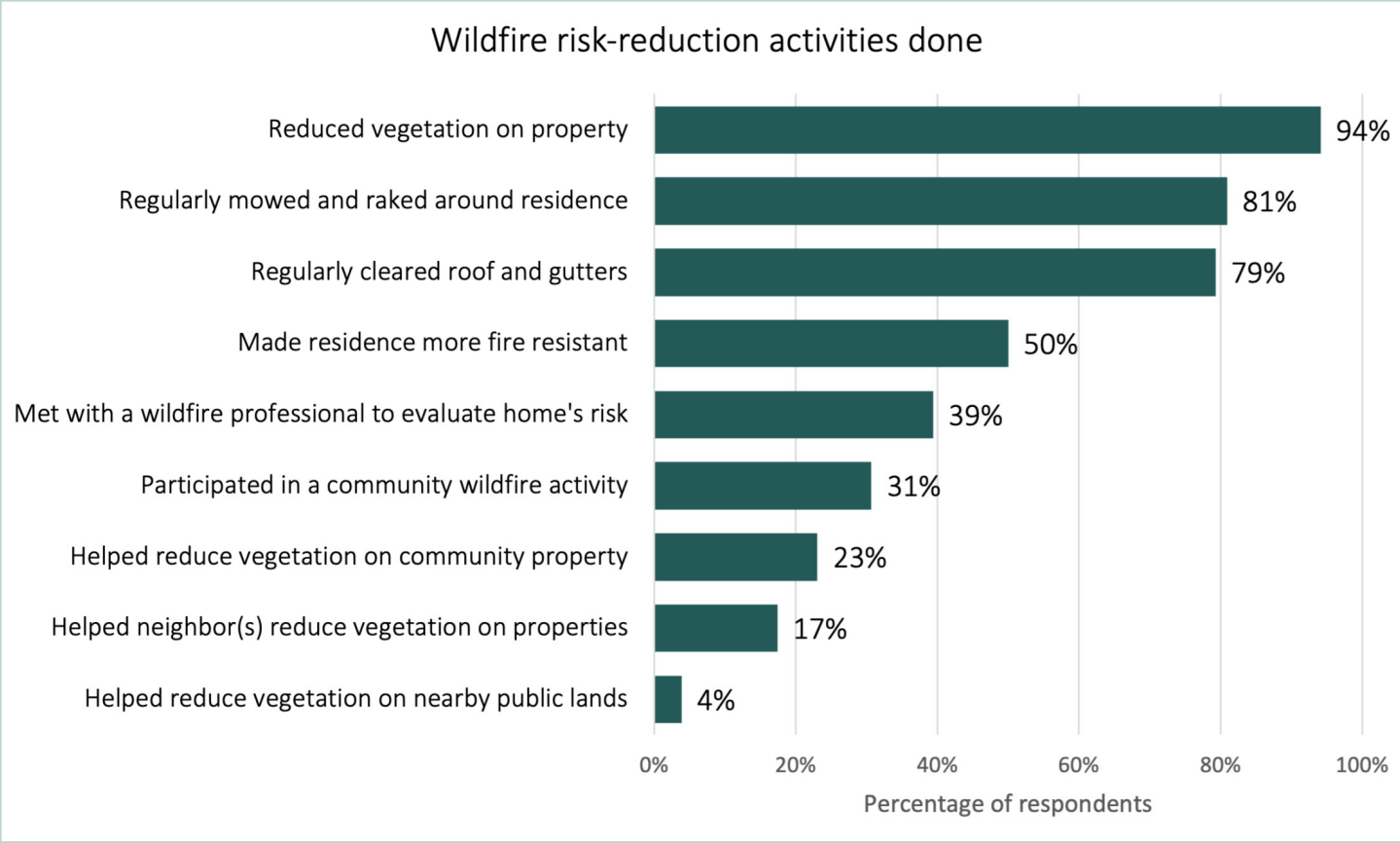

Figure 19—Percent of respondents who reported doing the above wildfire risk mitigation activities, as reported in 2024 by respondents residing in the study area in Santa Fe, New Mexico. N = 372-392 respondents for each of the above activity statements.

Barriers and incentives—

Respondents were asked about four categories of potential barriers to conducting wildfire risk mitigation, including personal resources, lacking specific information, personal perspectives, and community-based barriers.

Physical ability was the most reported barrier across all categories (31%). A moderate percentage of respondents reported that the financial cost (20%) and the time it takes to do the work (19%) were barriers to mitigation. Fifty-four percent of respondents reported none of the personal resource factors were barriers (refer to fig. 20).

Around one-quarter of respondents reported that a lack of information about how to reduce risk on the property (25%) and where to dispose of vegetation (22%) prevented them from taking action. A smaller but notable percentage of respondents (17%) reported that lack of information about the factors contributing to their property's risk was a barrier. Fifty-eight percent of respondents reported that none of these information issues were barriers (refer to fig. 21).

Barriers rooted in personal perspectives were less commonly selected by respondents. A moderate percentage of respondents (17%) reported not wanting to change the way their property looked. Fewer (10%) respondents indicated that they did not think taking action would reduce their risk. Very few respondents stated that mitigation was a low priority (5%).

Most respondents (71%) reported that none of the factors in this group were a barrier to mitigation (refer to fig. 22).

Community barriers to mitigation were among the least selected barriers. The most selected barrier among those presented in this group was a lack of options for disposing of slash (18%), though this was lower than the portion that indicated the same in the 2021 survey (24%). Few reported restrictions on the changes they could make to their property as a barrier (9%) and almost none indicated social pressure from neighbors was a barrier (1%). Three-quarters of respondents (75%) reported that none of these were barriers (refer to fig. 23).

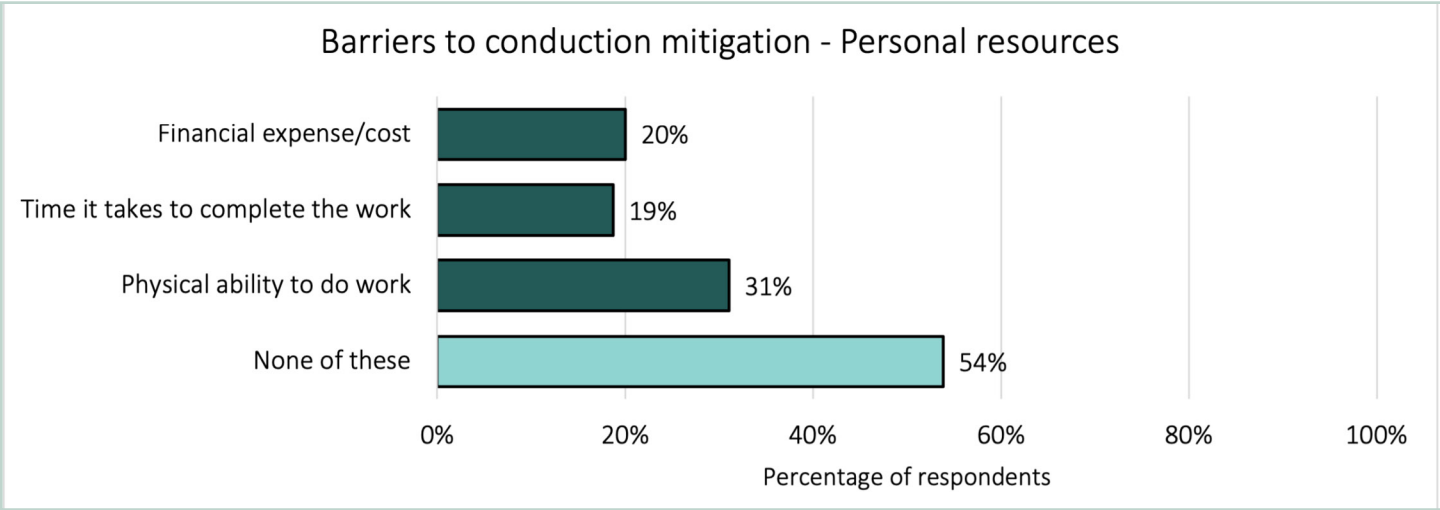

Figure 20—Personal barriers to conducting wildfire risk mitigation activities on property, as reported in 2024 by respondents residing in the study area in Santa Fe, New Mexico. N = 390 respondents for each of the above barriers.

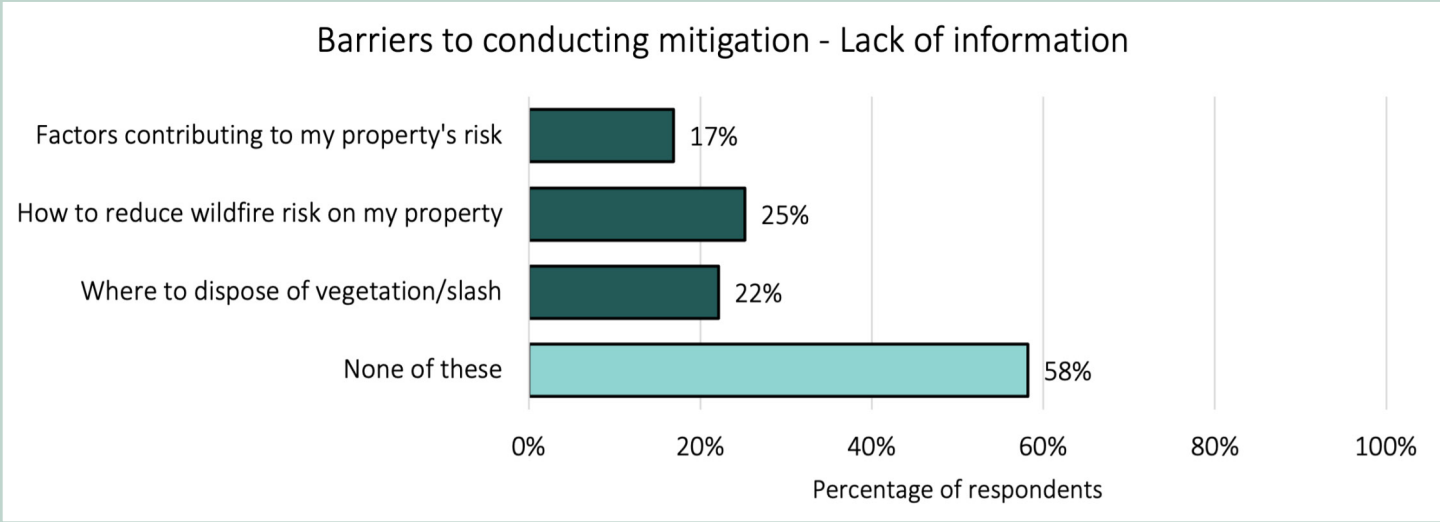

Figure 21—Information barriers to conducting wildfire risk mitigation activities on property, as reported in 2024 by respondents residing in the study area in Santa Fe, New Mexico. N = 385 respondents for each of the above barriers.

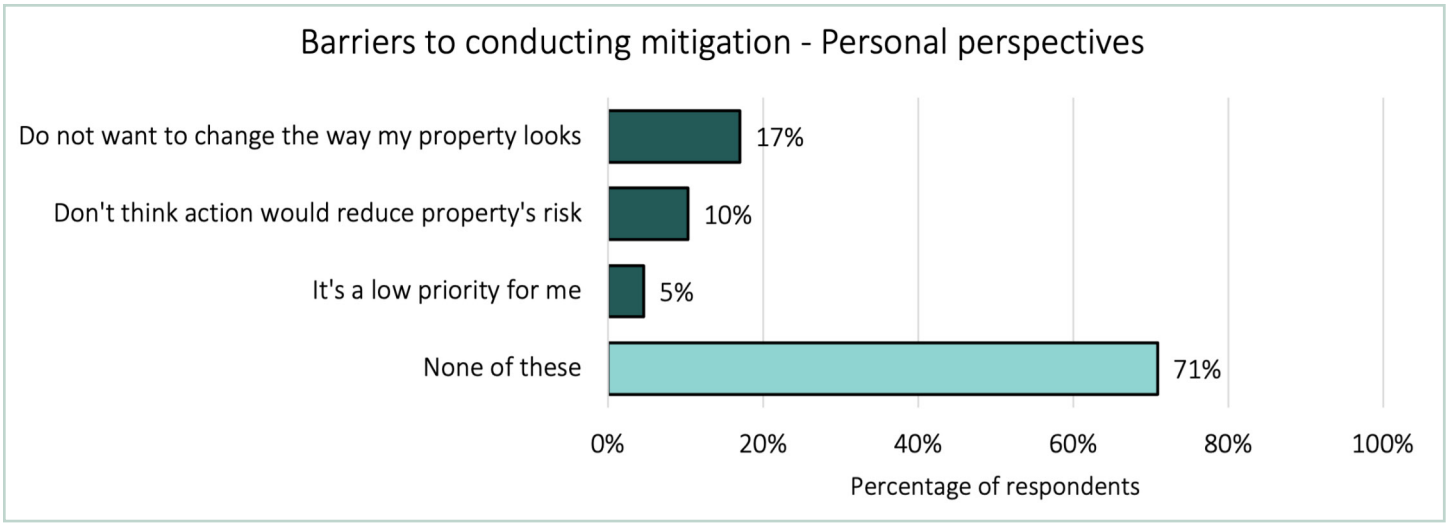

Figure 22—Personal perspectives or values that might affect wildfire risk mitigation activities on property, as reported in 2024 by respondents residing in the study area in Santa Fe, New Mexico. N = 388 respondents for each of the above barriers.

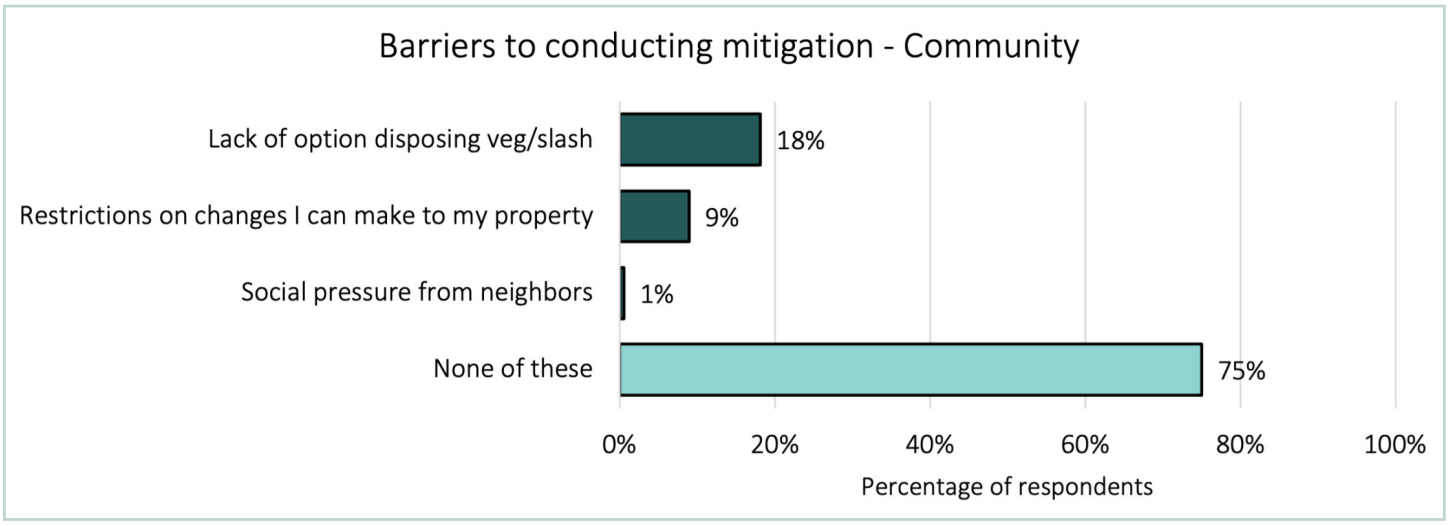

Figure 23—Community-related barriers to conducting wildfire risk mitigation activities on property, as reported in 2024 by respondents residing in the study area in Santa Fe, New Mexico. N = 380 respondents for each of the above barriers.

Survey respondents were asked to consider potential incentives that would help them complete wildfire risk mitigation actions. These were presented in three categories: resources, information, and other incentives. In general, more respondents reported that incentives would encourage them to mitigate wildfire risk than barriers prevent them from mitigating.

In the resource incentives category, help doing the work was the most popular (44%), followed by recommended contractors (36%), and cost-share or financial assistance (32%). About one-third (34%) of survey respondents reported that none of these incentives would encourage them to complete wildfire risk mitigation (refer to fig. 24)

In the information category, 56 percent of survey respondents reported that a one-on-one visit with a wildfire risk expert would help them to mitigate wildfire risk. Furthermore, 53 percent indicated that a report describing their property's risk factors would encourage them

to mitigate. Fewer survey respondents (26%) wanted videos showing how to reduce wildfire risk on their properties. Almost one-quarter of respondents (23%) reported that none of these incentives would help them complete wildfire risk mitigation (refer to fig. 25).

Social incentives to encourage wildfire risk mitigation were popular with some respondents. About one-third of respondents indicated that feedback on their mitigation work (38%) and a neighborhood group that organizes mitigation activities (38%) would be helpful. However, few (8%) reported that receiving recognition would be motivating to perform mitigation. Thirty-eight percent of respondents indicated that none of the incentives in this group would be helpful (refer to fig. 26).

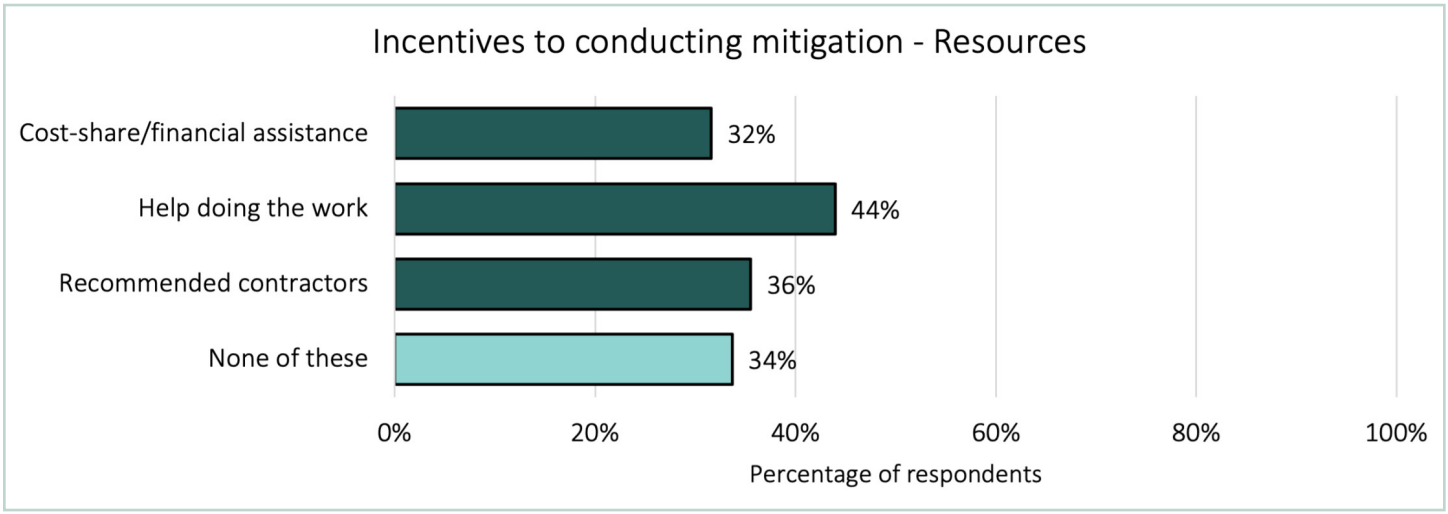

Figure 24—Resource-related incentives for conducting wildfire risk mitigation activities on property, as reported in 2024 by respondents residing in the study area in Santa Fe, New Mexico. N = 380 respondents for each of the above incentives.

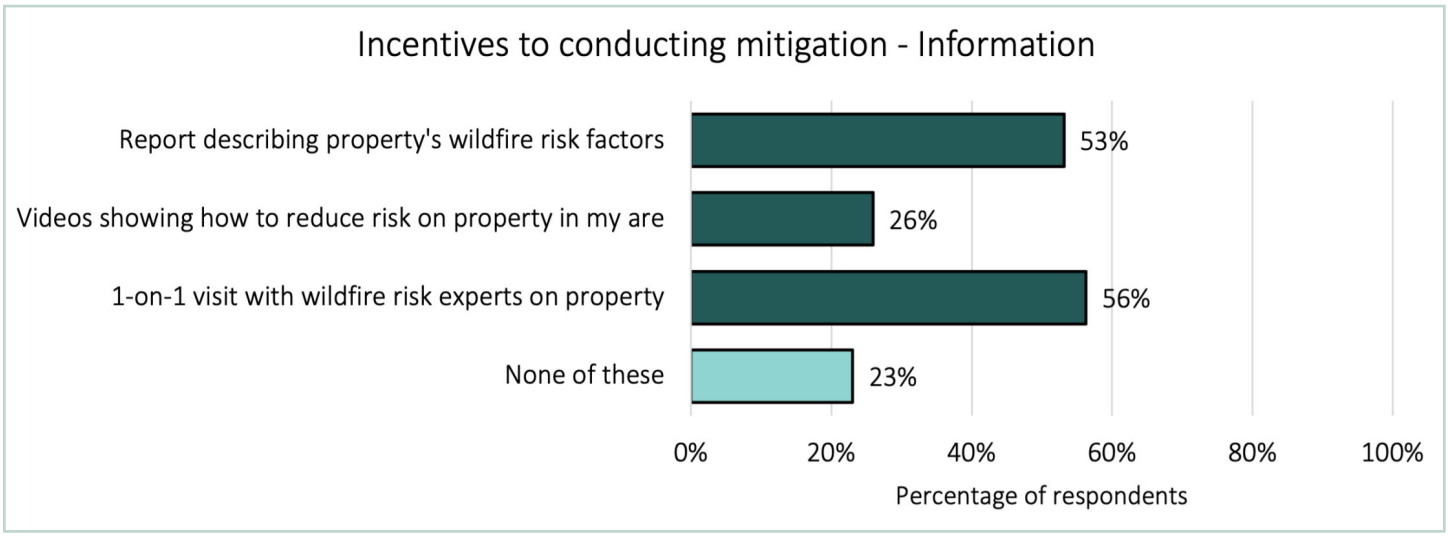

Figure 25—Information-related incentives for conducting wildfire risk mitigation activities on property, as reported in 2024 by respondents residing in the study area in Santa Fe, New Mexico. N = 382 respondents for each of the above incentives.

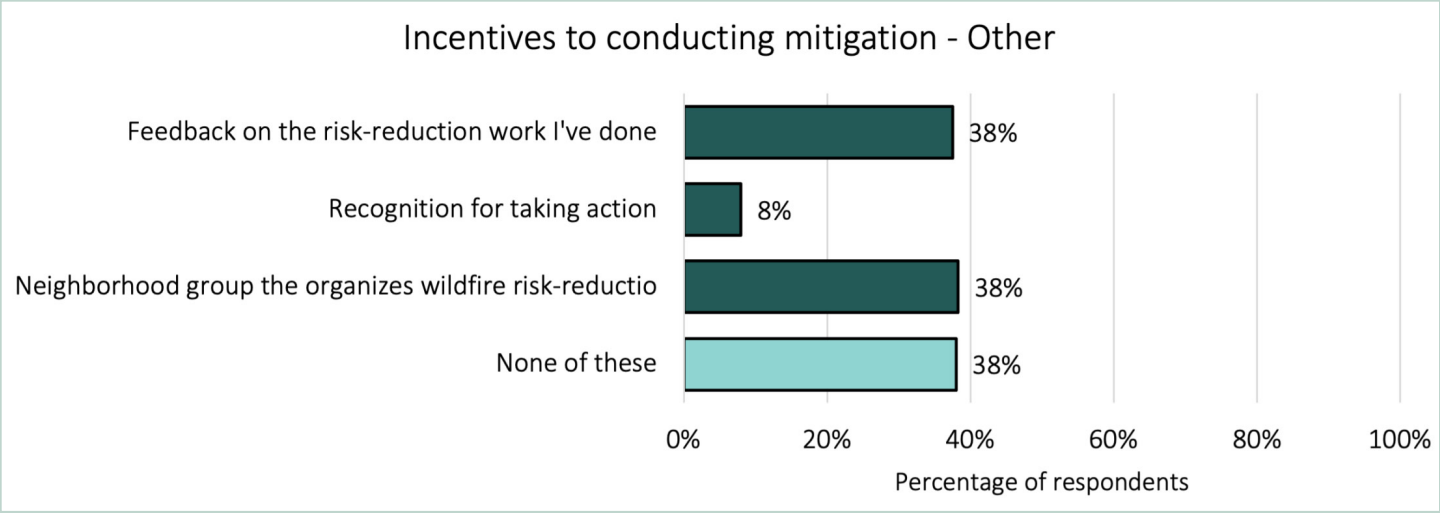

Figure 26—Other incentives for conducting wildfire risk mitigation activities on property, as reported in 2024 by respondents residing in the study area in Santa Fe, New Mexico. N = 376 respondents for each of the above incentives.

Communication About Wildfire Risk

This section summarizes survey respondents communication preferences. It starts with data describing informal information sources, including neighbors and insurance companies. Then it describes how respondents rated the usefulness of current information sources (e.g., the fire department or the Ready, Set, Go! Program) and the channels by which they prefer to receive information (e.g., e-newsletter, radio, in-person interactions).

Communication with neighbors and insurance—

Interactions with neighbors can help spread information about localized risk of wildfire. Almost two-thirds (62%) of survey respondents reported talking to their neighbors about wildfire (refer to fig. 27). More than half (56%) of survey respondents reported that some of their neighbors have taken action to mitigate wildfire risk, and 34 percent reported most or all of their neighbors have taken action (refer to fig. 28). In comparison, fewer respondents to the 2021 survey (24%) had reported that most or all of their neighbors had taken action.

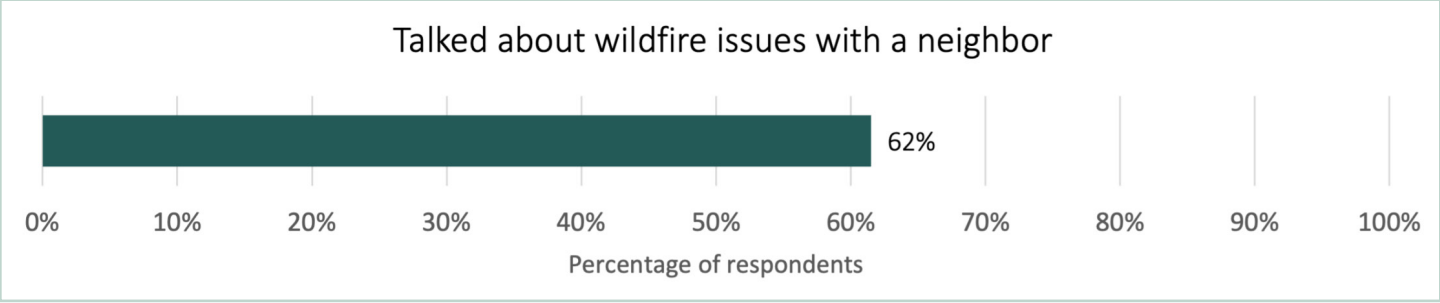

Figure 27—Percentage of respondents residing in the study area in Santa Fe, New Mexico, who reported, in 2024, talking to their neighbor about wildfire. N = 395 respondents to this survey question.

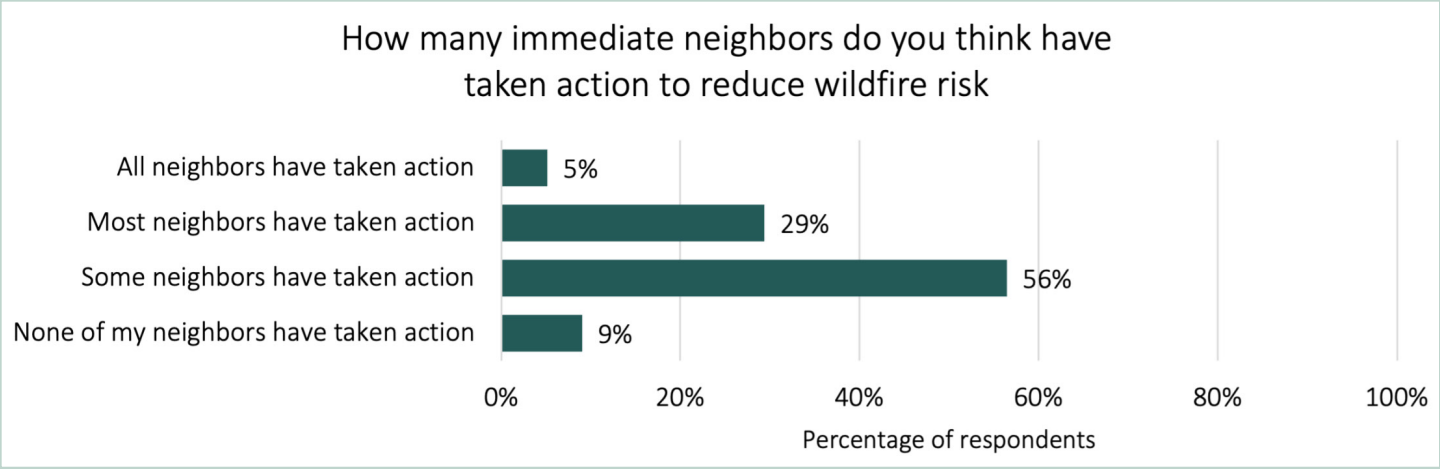

Figure 28—Respondents' estimates of how many neighbors take wildfire mitigation action, as reported in 2024 by respondents residing in the study area in Santa Fe, New Mexico. N = 388 respondents to these two survey questions.

Forty four percent of survey respondents reported wildfire-related interactions with their insurance companies. While almost all respondents indicated having homeowner's insurance (98%), less than three-quarters felt they were adequately insured (72%). Close to one-half reported being provided information on reducing wildfire risk by their insurance (44%). Fewer respondents reported awareness of being charged a higher premium due to wildfire risk (37%) and being refused renewal or new insurance due to that risk (23%). Even fewer respondents reported being required to mitigate (16%), receiving a discount on insurance for mitigation (9%), and being enrolled in a wildfire defense program through insurance (6%). Responses to only one of these variables changed between the 2021 and 2024 surveys: a smaller portion (10%) of respondents had indicated that their insurance company had required them to take action to reduce wildfire risk in 2021. While insurance providers have the potential to shape homeowner knowledge and perceptions of wildfire risk and motivate performance of mitigation activities, these results indicate that insurance companies are not currently playing a big role in driving mitigation behavior among Santa Fe survey respondents (refer to fig. 29).

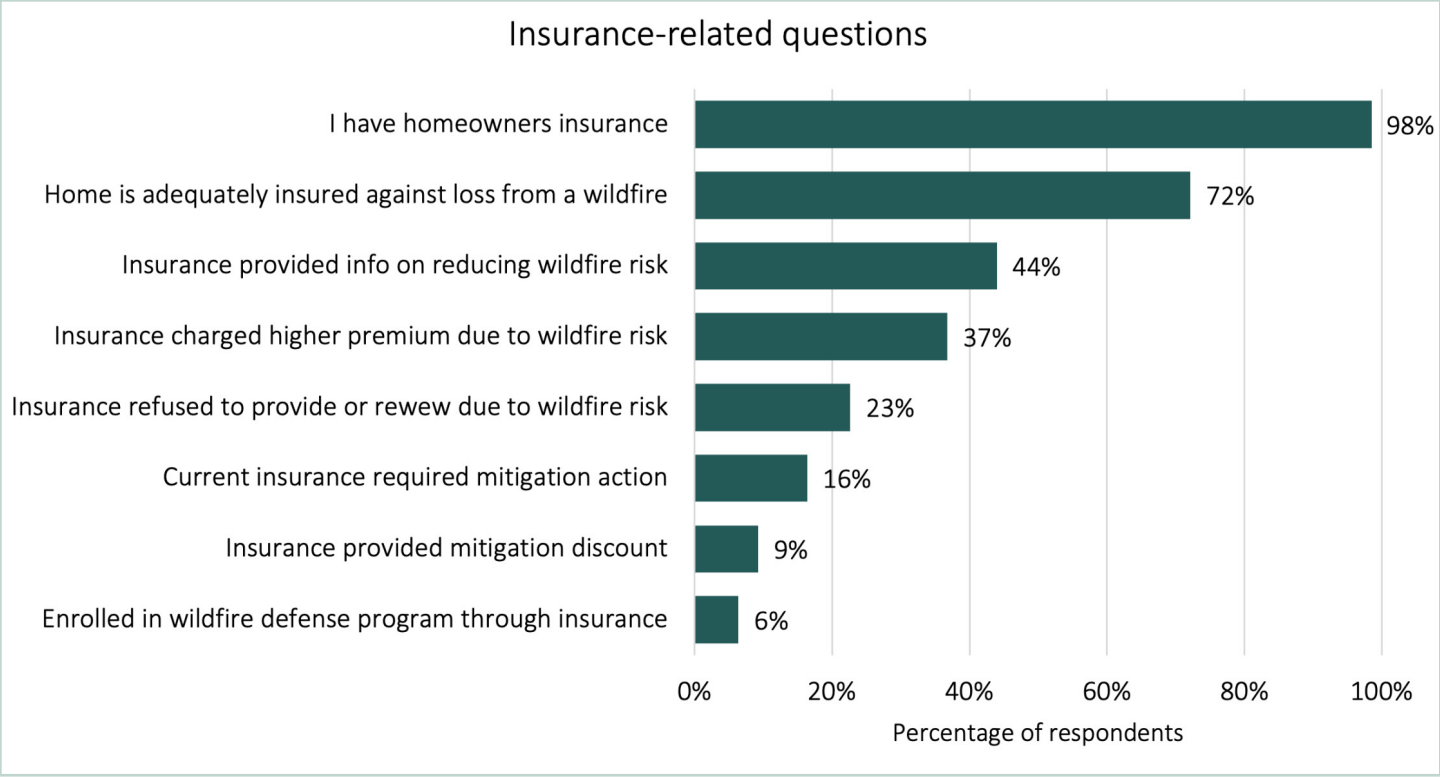

Figure 29—Respondents' knowledge of and experience with various insurance company actions, as reported in 2024 by respondents residing in the study area in Santa Fe, New Mexico. N = 389-395 respondents to each statement.

Sources of information and reported usefulness—

Respondents reported sources they have received wildfire risk information from, and how useful they found those sources to be. City of Santa Fe Fire Department (64%) and media (e.g., newspaper, TV, radio) (56%) reached the largest number of respondents. However, 62 percent of respondents found information from City of Santa Fe Fire Department very or extremely useful, whereas only 18 percent found information from the media useful. Other sources were received by fewer respondents, but around half of those who received information from Firewise USA (69%), community groups (54%), Santa Fe County Fire Department (54%), and the Ready, Set, Go! Program (53%) found it very or extremely useful (refer to fig. 30). Responses to only two of these questions changed between the 2021 and 2024 surveys: more respondents indicated receiving information from the Ready, Set, Go! Program in 2024 (26%) than in 2021 (16%), and proportionally fewer of the respondents who reported receiving information from the Fireshed Ambassadors program indicated that information as extremely or very useful in 2024 (49%) than in 2021 (62%).

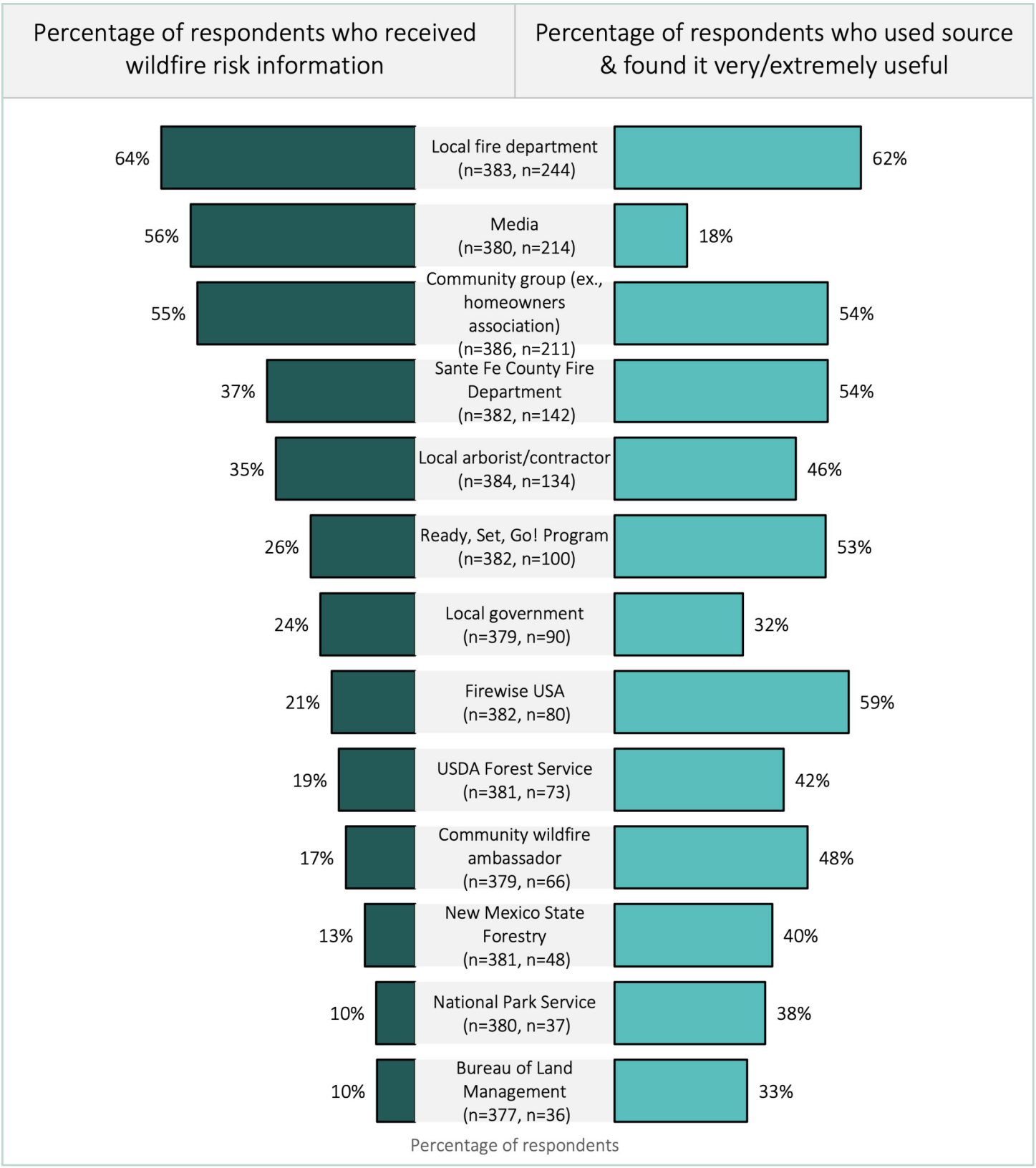

Figure 30—Percentage of respondents who received wildfire risk information, by source, as reported by respondents residing in the study area in 2024 in Santa Fe, New Mexico. These data are compared to the percentage of people who said they found each source's wildfire risk information very or extremely useful (percentage of all respondents who received wildfire risk information from that particular source). N = 377-386 respondents to source receipt questions; N = 36-244 respondents to source usefulness questions. USDA = U.S. Department of Agriculture.

Current and preferred channels of communication—

There are many different channels by which information about wildfire may be distributed. The survey asked participants about the forms in which they currently receive wildfire-related information. In general, none of the information channels reached a majority of respondents. That said, many respondents received information via email/e-newsletter (43%), the newspaper (42%), community meetings (41%), TV news (40%), mailed newsletter (40%), in-person interactions (39%), and internet (39%).

The survey also asked how participants receive and would prefer to receive wildfire-related information (refer to fig. 31). For each of the listed modes of communication, more participants reported wanting to receiving information ("preferred mode") than reported having received information ("current mode") from that channel. The channel preferred by the most respondents was email/e-newsletter (87%), followed by mailed newsletters (73%) and in-person interactions (64%). Comparing across the 2021 and 2024 surveys, more respondents expressed wanting information from three of these channels in 2024: mailed newsletters (73% of respondents in 2024 vs 63% of respondents in 2021), community meetings (59% of respondents in 2024 vs 51% of respondents in 2021), and in-person interactions (64% of respondents in 2024 vs 56% of respondents in 2021).

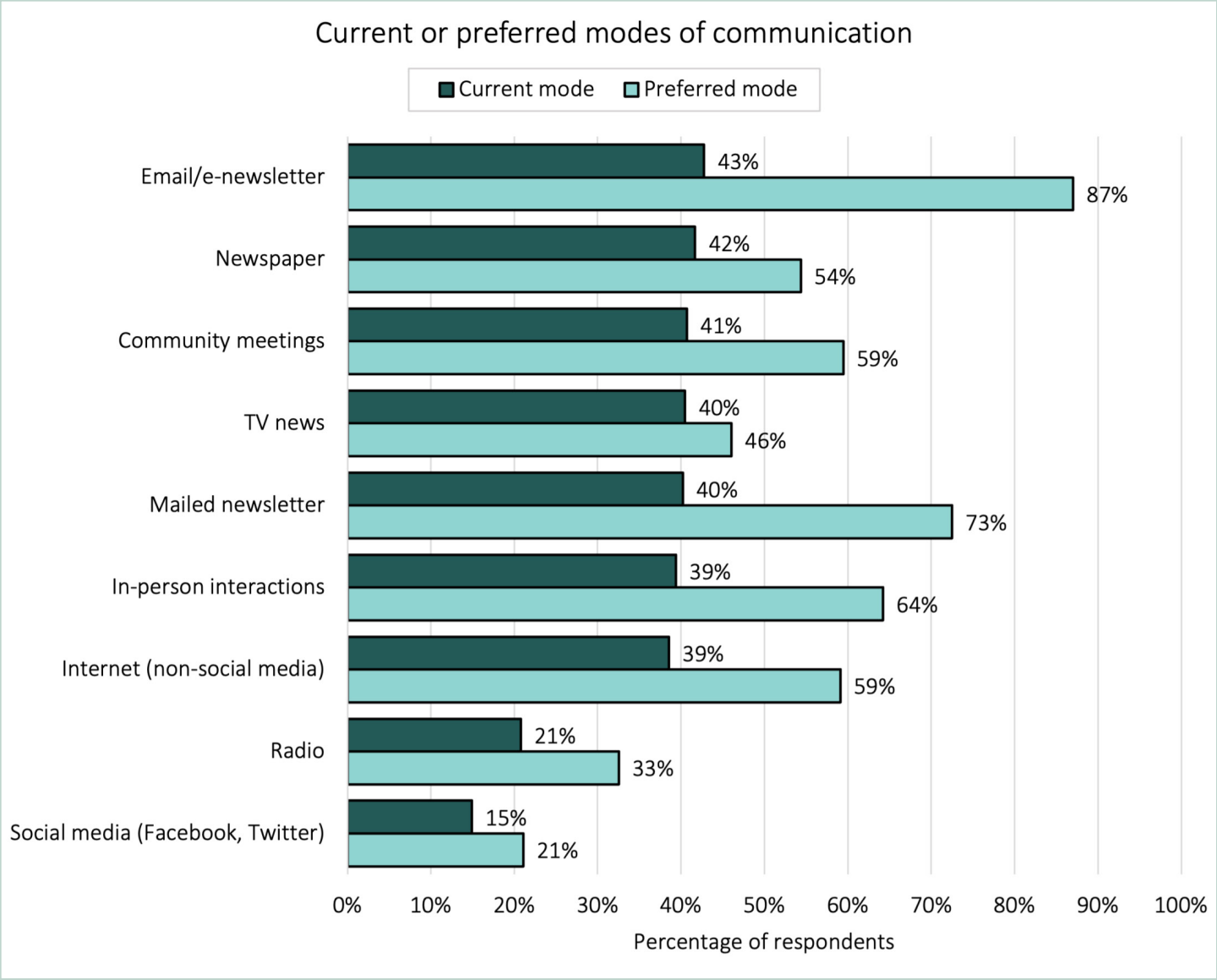

Figure 31—Comparison of current and preferred modes of communication about wildfire risk, ordered by current modes of communication, as reported in 2024 by respondents residing in the study area in Santa Fe, New Mexico. Survey respondents were able to select multiple options. N = 358-368 respondents to current modes; N = 330-347 respondents to preferred modes.

Conclusion

In 2021, the City of Santa Fe and WiRē conducted a household survey about the social dimensions of wildfire for all residential parcels within select Santa Fe communities (Meldrum et al. 2024). The survey covered respondents' experience with wildfire, perceptions of wildfire risk and responsibility for wildfire risk mitigation, support for public land management strategies for wildfire risk mitigation, current mitigation and evacuation preparedness activities, barriers and incentives to mitigation, and communication preferences.

In 2024, after the Hermit's Peak/Calf Canyon Fire of 2022, the City of Santa Fe decided to conduct a nearly identical survey of the same residential parcels. Comparison of the two

surveys indicates that most of the results and conclusions did not change meaningfully between 2021 and 2024.

Many of the results that did change were concentrated in the section of the survey focused on support for risk management practices. However, survey results in 2024 continued to indicate socially feasible fuel management strategies for adjacent public lands. In 2024, survey respondents continued to indicate broad support for most proposed fuel management strategies, as well as regulatory measures affecting building codes, development standards, and growth policies (figs. 15 and 16). The acceptability of conducting a prescribed fire on nearby public lands dropped significantly between 2021 and 2024, but prescribed fire remained very or extremely acceptable to a substantial number of respondents in 2024. Almost all respondents indicated support for increasing existing City capacity for wildfire risk reduction and water protection, and most also indicated support for a Fireshed Ambassador Program, building codes, and growth policies (fig. 16). These results continue to indicate multiple paths forward for community-level wildfire mitigation efforts.

Survey results indicated that respondents are aware of the risk of wildfire to their property (fig. 2), despite decreases in awareness since the 2021 survey. In 2024, respondents continued to be willing and confident in their ability to reduce risk on their property (figs. 12 through 14) and report few barriers to action (figs. 20 through 23). These results indicated an opportunity for increased outreach to align homeowner and professional perspectives on the components of wildfire risk and to improve the effectiveness of homeowner action. Survey respondents also reported that they would appreciate more information about evacuation preparedness, which is an essential component of wildfire preparedness (fig. 18).

Finally, results from the 2024 survey continued to indicate several specific ways to improve wildfire risk mitigation and preparedness within the Santa Fe study area. First, residents continued to express an interest in receiving more specific information about how to mitigate through on-site visits and reports describing property risk factors (fig. 26). Second, many residents expressed interest in receiving more information for specific evacuation preparation actions, including identifying how they would be notified to evacuate, identifying safe routes for evacuation, and how to create a checklist for evacuation (fig. 18). Third, to aid respondents whose physical ability limits their ability to undertake mitigation actions, wildfire professionals could provide a recommended list of contractors and find opportunities to help residents do the work (fig. 24). Survey responses indicated that many residents were interested in receiving information via newsletters (fig. 31) and that the SFFD was both the most widely received and most useful source of wildfire risk information to survey respondents (fig. 30).

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Appendix A: Correspondence Materials and Paper Household Survey

Correspondence Materials. 32
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CITY OF SANTA FE
FIRE DEPARTMENT

Dear Santa Fe Resident,

Members of our community have recently felt the devastating effects of wildfire. To confront disaster ahead of time, Santa Fe Fire Department is developing programs to help homeowners be better prepared. In 2021, we sent you a survey to understand what you know about wildfire, your experiences with wildfire, and the characteristics of your property. Shortly after we sent the survey, the Hermits Peak/Calf Canyon wildfire damaged or destroyed hundreds of structures in our neighboring communities. To create the most effective programs possible, Santa Fe Fire Department needs to understand how your perspectives may have changed.

The Santa Fe Fire Department is asking that you, and others in selected neighborhoods that are at high risk of wildfire, complete the enclosed "Living with Wildfire in Santa Fe in 2024" survey, even if you filled out the survey we sent in 2021. The information you provide will help emergency responders better prepare for future fires as well as improve our outreach and education efforts. Participation in this study is completely voluntary and will take about 20 minutes. We realize your time is valuable, and we appreciate you taking the time to fill out the survey.

After completing the survey, please fold it and put it in the postage paid return envelope. When you return the survey, your name will be deleted from the mailing list and never connected to your answers in any way.

If you have any questions about this survey, please email or call Porfirio Chavarria, Wildland Urban Interface Specialist, Santa Fe Fire Department at pnchavarria@santafenm.gov or (505) 660-3732.

Thank you for participating.

Sincerely,

Brian Moya
Fire Chief
City of Santa Fe Fire Department

CITY OF SANTA FE
FIRE DEPARTMENT

Dear Santa Fe Resident,

We recently requested your participation in an important survey about wildfire. Many residents have completed and returned the survey. However, we would like to hear from you so we can consider your opinions. If you have already returned the survey, thank you for your participation. If you have not yet responded, please complete, and return the enclosed survey. Participation in this study is completely voluntary and will take about 20 minutes. We realize your time is valuable and we appreciate you taking the time to fill out the survey.

The Santa Fe Fire Department needs your help to develop more effective community wildfire programs. It is our goal to proactively confront wildfire preparedness issues before the smoke is in the air. This is why we are asking you to fill out the "Living with Wildfire in Santa Fe in 2024" survey, even if you filled out the survey we sent in 2021. The information you provide will help emergency responders better prepare for future fires as well as improve our outreach and education efforts.

After completing the survey, please fold it and put it in the postage paid return envelope. When you return the survey, your name will be deleted from the mailing list and never connected to your answers in any way.

If you have any questions about this survey, please email or call Porfirio Chavarria, Wildland Urban Interface Specialist, Santa Fe Fire Department at pnchavarria@santafenm.gov or (505) 660-3732.

Thank you for participating.

Sincerely,

Brian J Moya

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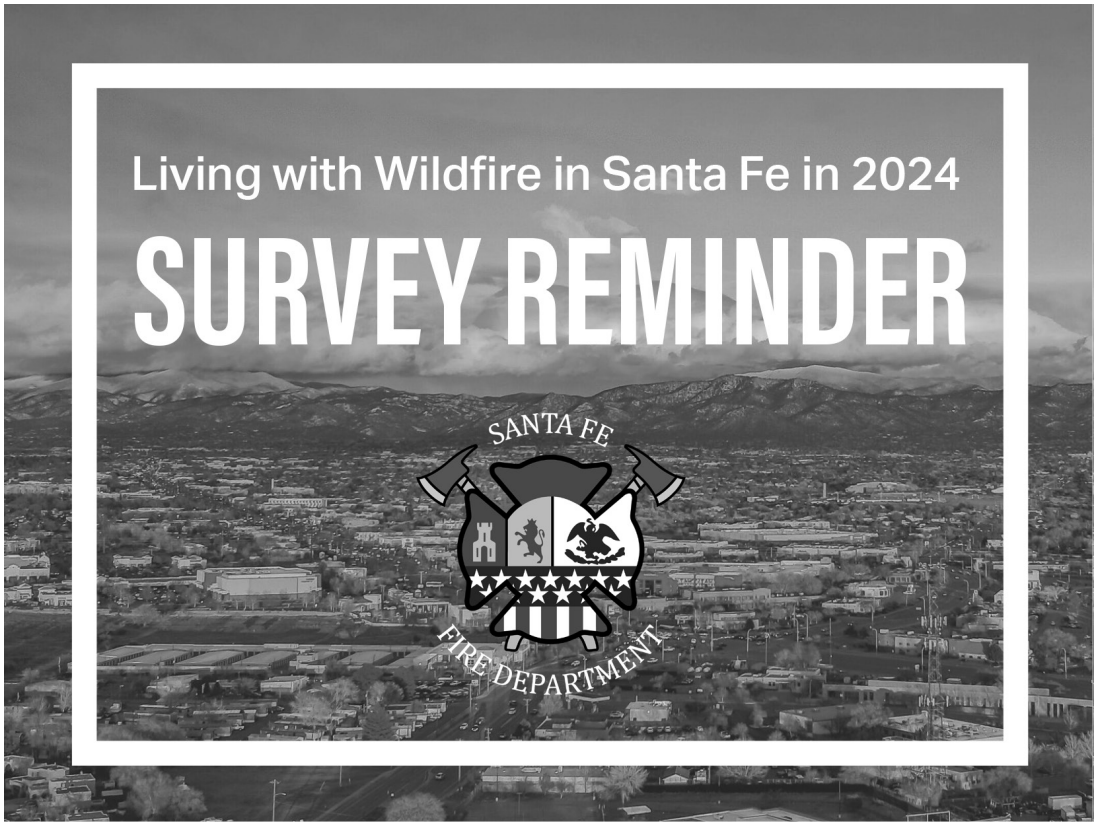
Fire Chief
City of Santa Fe Fire Department



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SANTA FE, NM.

Dear Santa Fe Resident,

We recently sent you the "Living with Wildfire in Santa Fe in 2024" survey. If you have not had a chance to complete and mail the survey, please do so today.

We value your opinions.

The information you provide is very important for the development of programs to reduce the risk of losses due to catastrophic wildfires.

If you have recently returned the survey, thank you for your participation!

Sincerely,

Brian Moya
Brian Moya
Fire Chief
City of Santa Fe Fire Department

Living with Wildfire in Santa Fe in 2024

City of Santa Fe Fire Department
PO Box 909, 200 Murales Road
Santa Fe, NM 87505

Section 1: In this first section of the survey, we ask about your home in Santa Fe. Please answer the following questions with respect to your ***Santa Fe home***.

When choosing a response, please fill in the circle completely. Correct: ● Incorrect: ⊘ ⊗ ◐ ◔

1.1. Do you own or rent your Santa Fe home? (*Fill in one circle*)

- ○ Own
- ○ Rent

1.2. In what months do you typically spend time at your Santa Fe home? (*Fill in all that apply*)

All 12 months	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	No months
○	○	○	○	○	○	○	○	○	○	○	○	○	○

1.3. In what year did you move to your Santa Fe home? (*Fill in the blank*)

_____ Year moved to my Santa Fe home

1.4. In what year was your Santa Fe home originally built? (*Fill in the blank*)

_____ Year my Santa Fe home was built

1.5. How aware of wildfire risk were you when you bought or decided to rent your Santa Fe home? (*Fill in one circle*)

- ○ Very aware
- ○ Somewhat aware
- ○ Not aware
- ○ Don’t remember

Section 2: In this section, we ask about your experience with, and preparation for, wildfire at your Santa Fe home.

2.1. What is the closest distance (as a crow flies) a wildfire has come to your Santa Fe property? (*Fill in one circle*)

- ○ There has been a wildfire on my property
- ○ Less than 2 miles away, but not on my property
- ○ 2 to 10 miles away
- ○ More than 10 miles away
- ○ Not sure

2.2. Have you had any of the following wildfire experiences at your Santa Fe home? (*Fill in one circle per row*)

	No	Yes
I have evacuated from my Santa Fe home due to a wildfire or threat of a wildfire	○	
My Santa Fe home has had smoke damage	○	○
My Santa Fe home has had wildfire damage		○
My Santa Fe home was destroyed by a wildfire	○	○

2.3. Do you currently have an evacuation plan in the event a wildfire threatens your Santa Fe home? (*Fill in one circle per row*)

	No	Yes	Not applicable
For the people in my household			
For the pets in my household and on my property	○	○	○
For livestock on my property		○	○

2.4. Have you completed any of the following actions to prepare for a **wildfire evacuation,** and do you want more information about how to complete any of the actions?(*Fill in two circles per row, one for each question*)

	Completed action?		Want more information about action?	
	No	Yes	No	Yes
Identify how I will be notified about an evacuation	○	○	○	○
Sign up for a wildfire evacuation notification system (Alert Santa Fe - https://www.santafenm.gov/alertsantafe)	○	○	○	○
Identify safe evacuation routes	○	○	○	○
Identify a location that my household will evacuate to	○	○	○	○
Identify what to take and what to leave behind during an evacuation	○	○	○	○
Discuss evacuation with my neighbors	○	○	○	○
Create a checklist for steps to take before evacuating	○	○	○	○
Identify a place to stay during a long-term evacuation (i.e., more than a few days)	○	○	○	○

2.5. Please tell us about your experiences with your **homeowners insurance** for your Santa Fe home. (*Fill in one circle per row*)

	No	Yes	Don't know
Do you currently have homeowner's insurance?	○	○	
Has your current or a previous insurance company ever provided information on reducing the risk of wildfire?	○	○	○
Did an insurance company ever refuse to provide or renew your insurance because of the risk of wildfire?	○	○	○
Do you pay a higher premium for your insurance due to wildfire risk?	○	○	○
Do you receive a discount on your insurance premium because you have reduced wildfire risk on your property?	○	○	○
Do you think your home is adequately insured against loss from a wildfire?	○	○	○
Has your current insurance company ever required you to take action to reduce wildfire risk in order to continue coverage?	○	○	○
Has your current insurance company offered private firefighting services?	○	○	○

Section 3: In this section, we ask about the characteristics of your Santa Fe home and the area near your Santa Fe home.

3.1. Does your Santa Fe home have any of the following roofing materials? (*Fill in all that apply*)

- ○ Tile, metal, asphalt shingles, or flat composition
- ○ Wood (shake shingles)

3.2. Does your Santa Fe home have any of the following exterior siding materials? (*Fill in all that apply*)

- ○ Stucco, cement, brick, stone, or other noncombustible siding
- ○ Log or heavy timbers
- ○ Wood or vinyl siding

3.3. Does your Santa Fe home have a **combustible** balcony, deck, porch/portal, or fence attached to the structure? (*Fill in one circle per row*)

Combustible…	No	Yes
Balcony	○	○
Deck	○	○
Porch/portal	○	○
Fence	○	○

3.4. What is the **closest** distance from your Santa Fe home to combustible items other than vegetation such as lumber, firewood, a propane tank, hay bales, or other materials that could easily ignite? (*Fill in one circle*)

- ○ More than 30 feet or no combustible items
- ○ 5 – 30 feet
- ○ Less than 5 feet

3.5. What is the **closest** distance from your Santa Fe home to overgrown, dense, or unmaintained vegetation? (*Fill in one circle*)

- ○ More than 100 feet
- ○ 30 – 100 feet
- ○ 5 – 29 feet
- ○ Less than 5 feet

3.6. Which of the following best describes the **majority** of vegetation on your Santa Fe property between 100 and 150 feet from your home? That area might be outside your property boundary and include properties immediately surrounding you. (*Fill in one circle*)

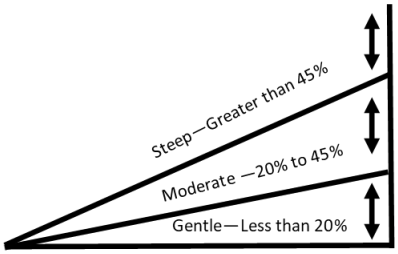
- ○ Grass and sparce (isolated) piñon–juniper (light brush with piñon–juniper)
- ○ Moderate density piñon–juniper stand/woodland; mountain mahogany and chamisa may be present
- ○ Heavy piñon–juniper, possibly with ponderosa pine

3.7. What is the **closest** distance from your Santa Fe home to a neighboring home? (*Fill in one circle*)

- ○ More than 100 feet
- ○ 30 – 100 feet
- ○ 10 – 29 feet
- ○ Less than 10 feet

3.8. The “slope” or "grade" of a property refers to the steepness of the land. A large property may have steep, moderate, and gentle slopes. How would you describe the average slope within 150 feet of your Santa Fe home? (*Fill in one circle*)

- ○ Steep – Greater than 45%
- ○ Moderate – 20% to 45%
- ○ Gentle – Less than 20%



3.9. What is the closest distance from your Santa Fe home to a ridge, steep drainage, or narrow canyon? (*Fill in one circle*)

- ○ More than 150 feet
- ○ 50 – 150 feet
- ○ Less than 50 feet

3.10. Do any of the following describe your driveway? My driveway... (*Fill in one circle per row*)

	No	Yes
has an overhead obstruction (ex. tree limbs) lower than 13.5 feet	○	○
is narrower than 14 feet wide	○	○
is longer than 150 feet	○	○
has room for a fire truck to turn around	○	○

3.11. Is the address number of your Santa Fe home posted at the end of your driveway and visible from the road? (*Fill in one circle*)

- ○ Yes, it's posted and visible from both directions
- ○ Yes, it's posted and visible from only one direction
- ○ No, it's not visible from the road

3.12. If the street you use to access your Santa Fe home was blocked during a wildfire, is there another street you could use to get out of your community? (*Fill in one circle*)

- ○ No
- ○ Yes

3.13. Properties in your community are assessed for overall wildfire risk based on the items asked about in questions 3.1 – 3.12 above. What do you think is your Santa Fe property's current overall wildfire risk rating? (*Fill in one circle*)

- ○ Low risk
- ○ Moderate risk
- ○ High risk
- ○ Very high risk
- ○ Extreme risk

Section 4: In this section, we ask about wildfire risk reduction activities.

4.1. Have you ever talked about wildfire issues with a neighbor? (*Fill in one circle*)

○ No

○ Yes

4.2. Have you done any of the following wildfire-related activities? (*Fill in one circle per row*)

	No	Yes
Reduced vegetation on my Santa Fe property (ex. cleared/pruned weeds, brush, and trees)	○	○
Regularly cleared my roof and gutters of leaves and pine needles	○	○
Regularly mowed and raked around my Santa Fe home	○	○
Made my Santa Fe home more fire resistant (ex. replaced roofing, siding, added hardscaping)	○	○
Helped neighbor(s) reduce vegetation on their properties	○	○
Helped reduce vegetation on community property (ex. HOA, subdivision)	○	○
Helped reduce vegetation on nearby public lands (ex. county, state, federal lands)	○	○
Participated in a community wildfire activity (ex. meeting, chipper day, etc.)	○	○
Met with a wildfire professional at your home to evaluate and discuss your property's wildfire risk	○	○

4.3. How much do you think each of the following factors increases the chances of a wildfire damaging your Santa Fe property **in the next 12 months**? (*Fill in one circle per row*)

	A lot	Somewhat	Not at all
Vegetation on my property	○	○	○
Physical characteristics of my house or other buildings (ex. roofing or siding) on my property	○	○	○
Vegetation on my neighbors' properties	○	○	○
Vegetation on nearby public or large undeveloped land	○	○	○
Lack of nearby water supply (ex. hydrant or cistern) for fire suppression	○	○	○

4.4. How many of your immediate neighbors do you think have taken action to reduce wildfire risk on their properties (ex. removing dense vegetation or switching to noncombustible siding) (*Fill in one circle*)

- ○ All my neighbors have taken action
- ○ Most of my neighbors have taken action
- ○ Some of my neighbors have taken action
- ○ None of my neighbors have taken action

4.5. How acceptable are the following approaches to **reducing wildfire risk** in Santa Fe to you? (*Fill in one circle per row*)

	Extremely acceptable	Very acceptable	Moderately acceptable	Slightly acceptable	Not at all acceptable
Removing trees and reducing other vegetation (thinning/fuel breaks) on nearby public lands	○	○	○	○	○
Burning piles of vegetation (slash piles) on nearby public lands	○	○	○	○	○
Conducting a prescribed fire ignited by fire managers on nearby public lands	○	○	○	○	○
Managing a naturally ignited fire (lightning) on nearby public lands	○	○	○	○	○
Adopting growth policies or land use regulations that limit new development in fire-prone areas in Santa Fe	○	○	○	○	○
Adopting building codes that require fire resistant materials for structures located in fire-prone areas in Santa Fe	○	○	○	○	○
Adopting development standards that require vegetation management (ex. removing or thinning trees and mowing grass) on lots located in fire-prone areas in Santa Fe	○	○	○	○	○
Supporting a Fireshed Ambassador program that coordinates, trains, and provides resources to volunteers who inform and encourage their neighbors to prepare for wildfire	○	○	○	○	○
Increasing existing City capacity for wildfire risk reduction and water protection	○	○	○	○	○

Section 5: In this section, we ask about your notions, expectations, and risk perceptions related to wildfire.

5.1. How much do you agree or disagree with the following statements about wildfire? (*Fill in one circle per row*)

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
With proper technology, we can control most wildfires.	○	○	○	○	○
We should put out wildfires that threaten human life.	○	○	○	○	○
We should put out wildfires that threaten homes.	○	○	○	○	○
During a wildfire, saving homes should be a priority over saving forests.	○	○	○	○	○
Wildfires are a natural part of a healthy forest/ecosystem.	○	○	○	○	○
I live here for the trees and will not remove any of them to reduce wildfire risk.	○	○	○	○	○
Managing the wildfire danger is a government responsibility, not mine.	○	○	○	○	○
Homeowners' actions to reduce wildfire are not effective.	○	○	○	○	○
My property is at risk of wildfire.	○	○	○	○	○
My effort to reduce wildfire risk on my property is not effective because of the heavy vegetation on my neighbors' properties.	○	○	○	○	○
Local firefighters have sufficient resources to keep a wildfire from spreading.	○	○	○	○	○
Local firefighters have sufficient resources to protect threatened homes.	○	○	○	○	○
Firefighters should put their lives at risk to protect my home.	○	○	○	○	○
Wildfires threaten my community water supply.	○	○	○	○	○
I plan to move out of the area in the next 12 months because of wildfires.	○	○	○	○	○
Development in fire-prone areas of Santa Fe increases the wildfire risk to my Santa Fe property.	○	○	○	○	○

5.2. If there is a wildfire on your Santa Fe property, how likely do you think it is that the following would occur? (*Fill in one circle per row*)

	Extremely likely	Very likely	Moderately likely	Slightly likely	Not at all likely	Not applicable
I would put the fire out.	○	○	○	○	○	○
The fire department would save my home.	○	○	○	○	○	○
My home would have smoke damage.	○	○	○	○	○	○
My home would have some physical damage.	○	○	○	○	○	○
My home would be destroyed.	○	○	○	○	○	○
I would lose money due to the loss of business or income on my property.	○	○	○	○	○	○
My trees and landscape would burn.	○	○	○	○	○	○
My neighbors' homes would be damaged or destroyed.	○	○	○	○	○	○
Direct flame would ignite my home.	○	○	○	○	○	○
Embers would ignite my home.	○	○	○	○	○	○
Nearby homes would ignite my home.	○	○	○	○	○	○

5.3. What do you think is the chance that a wildfire will be on your Santa Fe property **in the next 12 months**? (*Fill in one circle*)

For sure										No chance
100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	0%
○	○	○	○	○	○	○	○	○	○	○

5.4. If there is a wildfire on your property **in the next 12 months**, what do you think is the chance that it will destroy or severely damage your Santa Fe home? (*Fill in one circle*)

For sure										No chance
100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	0%
○	○	○	○	○	○	○	○	○	○	○

Section 6: In this section, we ask where you get information about wildfire, how useful the information is, how you receive information, and how you would like to receive information.

6.1. The following sources provide information about wildfire risk. If you have received information from one of these sources, how useful has it been? (*Fill in one circle per row*)

	Extremely useful	Very useful	Moderately useful	Slightly useful	Not at all useful	Fill in this circle if you have **NOT** received information from this source
City of Santa Fe Fire Department	○	○	○	○	○	○
Santa Fe County Fire Department	○	○	○	○	○	○
Community group (ex. homeowners association)	○	○	○	○	○	○
Fireshed Ambassadors Program	○	○	○	○	○	○
Local arborist/contractor	○	○	○	○	○	○
Local government	○	○	○	○	○	○
Firewise USA®	○	○	○	○	○	○
Ready, Set, Go! Program	○	○	○	○	○	○
New Mexico State Forestry	○	○	○	○	○	○
USDA Forest Service (Santa Fe National Forest)	○	○	○	○	○	○
National Park Service	○	○	○	○	○	○
Bureau of Land Management	○	○	○	○	○	○
Media (newspaper, TV, radio, internet)	○	○	○	○	○	○

6.2. How do you currently receive information about wildfire risk reduction, and how would you prefer to receive information? Please answer **both** questions for each row.
(*Fill in two circles per row, one for each question*)

	I receive information about how to reduce wildfire risk on my property by…		I prefer to receive information about how to reduce wildfire risk by…	
	No	Yes	No	Yes
Email/e-newsletter	○	○	○	○
Mailed newsletter	○	○	○	○
Community meetings	○	○	○	○
In-person interactions	○	○	○	○
Social media (Facebook, Twitter, Nextdoor)	○	○	○	○
Internet (non-social media)	○	○	○	○
TV news	○	○	○	○
Newspaper	○	○	○	○
Radio	○	○	○	○

Section 7: In this section, we would like to know why you do or do not take action to reduce the risk of wildfire to your Santa Fe property.

7.1. Do any of the following **prevent you** from taking action to reduce the wildfire risk on your Santa Fe property (ex. cutting trees, changing roof/siding)? (*Fill in all that apply for each row*)

Personal resources	Financial cost ○	Time to do the work ○	Physical ability to do the work ○	None of these ○
Lack of specific information about…	The factors contributing to my property's wildfire risk ○	How to reduce wildfire risk on my property ○	Where to dispose of vegetation/slash ○	None of these ○
Personal perspectives	I do not want to change the way my property looks ○	I do not think taking action would reduce my property's wildfire risk ○	It's a low priority to me ○	None of these ○
Community	Lack of options for disposing vegetation/slash ○	Restrictions on the changes I can make to my property ○	Social pressure from neighbors ○	None of these ○

7.2. Would any of the following **encourage you** to take action to reduce the wildfire risk on your Santa Fe property? (*Fill in all that apply for each row*)

Resources	Cost-share or financial assistance ○	Help doing the work ○	Recommended contractors ○	None of these ○
Information	A report describing my property's wildfire risk factors ○	Videos showing how to reduce risk on a property in my area ○	One-on-one visit with wildfire risk experts on my property ○	None of these ○
Other	Feedback on the work I've done to reduce my property's risk ○	Recognition for taking action ○	Neighborhood group that organizes wildfire risk-reduction activities ○	None of these ○

Section 8: In this section, we ask about personal and household characteristics. Your name will never be connected to your answers in any way.

8.1. In general, do you view yourself as someone who is very willing to take risks or not at all willing to take risks? (*Fill in one circle*)

Very willing to take risks										Not at all willing to take risks
10	9	8	7	6	5	4	3	2	1	0
○	○	○	○	○	○	○	○	○	○	○

8.2. What is your age? (*Fill in the blank*)

_____ years old

8.3. Are you? (*Fill in one circle*)

- ○ Male
- ○ Female
- ○ Other

8.4. What is the highest grade or year of school you completed? (*Fill in one circle*)

- ○ Less than high school
- ○ High school graduate
- ○ Some college or technical school
- ○ Technical or trade school
- ○ College graduate
- ○ Some graduate work
- ○ Advanced degree (M.D., M.A., M.S., Ph.D., etc.)

8.5. Which of the following best describes your current employment situation? (*Fill in one circle*)

- ○ Employed full time (including self-employed)
- ○ Employed part time (including self-employed)
- ○ Unemployed or do not work outside of the home
- ○ Retired

8.6. Which of the following categories describes your annual household income? (*Fill in one circle*)

- ○ Less than $15,000
- ○ $15,000 - $24,999
- ○ $25,000 – $34,999
- ○ $35,000 - $49,999
- ○ $50,000 - $74,999
- ○ $75,000 - $99,999
- ○ $100,000 - $149,999
- ○ $150,000 - $199,999
- ○ $200,000 or more

8.7. Did you fill out this survey in 2021? Your responses today are valuable even if you did fill it out in 2021. (Fill in one circle)

- ○ No
- ○ Yes

Thank you for your help. Please use the space below to write any additional comments. If you would like to schedule an onsite visit with a wildfire professional to learn how you can reduce risk on your property, contact Porfirio Chavarria, Wildland Urban Interface Specialist at pnchavarria@santafenm.gov or (505) 660-3732.

Appendix B: Wildfire Research (WiRē) Household Survey Summary

Begins on next page.

Living with Wildfire in Santa Fe in 2024

Number of completed surveys: 402
Number of surveys mailed: 940
n = number of observations
Response rate: 42.8%
Blue numbers are percent responses (might not total to 100% due to rounding)
Red words are variable names and the number of responses (n=)
Please note: We encourage use of this survey instrument for applied, research, and/or publication purposes but request to be notified before any such use at: info@wildfireresearchcenter.org

** This research was supported, in part, by the U.S. Department of Agriculture, Washington Office Fire and Aviation Management; and the Bureau of Land Management, Wildland Fire Community Assistance Program.*
This research received in-kind support from the USDA Forest Service, Rocky Mountain Research Station; the Bureau of Land Management; the University of Colorado, Institute for Behavioral Sciences; the U.S. Geological Survey; and the City of Santa Fe Fire Department. The household survey administration was paid for by the City of Santa Fe Fire Department.
**All data received and processed as of August 29, 2024*
**Document prepared September 3, 2024*

Section 1: In this first section of the survey, we ask about your home in Santa Fe. Please answer the following questions with respect to your ***Santa Fe home***.

When choosing a response, please fill in the circle completely. Correct: ● Incorrect: ⊘ ◐ ◔

ownrent (n=399)

1.1. Do you own or rent your Santa Fe home? (*Fill in one circle*)

99%	Own
2%	Rent

(n=399)

1.2. In what months do you typically spend time at your Santa Fe home?
(*Fill in all that apply*)

all_months	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec	no_months
All 12 months	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	No months
75%	87%	83%	85%	83%	87%	90%	92%	92%	88%	86%	84%	89%	1%

fulltime (n=392)

1.3. In what year did you move to your Santa Fe home? (*Fill in the blank*)

AVERAGE = 2009

yrbuild (n=382)

1.4. In what year was your Santa Fe home originally built? (*Fill in the blank*)

AVERAGE = 1990

riskawar (n=397)

1.5. How aware of wildfire risk were you when you bought or decided to rent your Santa Fe home?
(*Fill in one circle*)

27%	Very aware
44%	Somewhat aware
25%	Not aware
4%	Don't remember

Section 2: In this section, we ask about your experience with, and preparation for, wildfire at your Santa Fe home.

fire (n=401)

2.1. What is the closest distance (as a crow flies) a wildfire has come to your Santa Fe property? (*Fill in one circle*)

1%	There has been a wildfire on my property
1%	Less than 2 miles away, but not on my property
20%	2 to 10 miles away
59%	More than 10 miles away
20%	Not sure

2.2. Have you had any of the following wildfire experiences at your Santa Fe home? (*Fill in one circle per row*)

		No	Yes
evacuated (n=394)	I have evacuated from my Santa Fe home due to a wildfire or threat of a wildfire	99%	1%
smokedam (n=391)	My Santa Fe home has had smoke damage	99%	1%
firedam (n=391)	My Santa Fe home has had wildfire damage	100%	<1%
destroy (n=391)	My Santa Fe home was destroyed by a wildfire	100%	<1%

2.3. Do you currently have an evacuation plan in the event a wildfire threatens your Santa Fe home? (*Fill in one circle per row*)

		No	Yes	Not applicable
evacppl (n=396)	For the people in my household	30%	70%	
evacpets (n=390)	For the pets in my household and on my property	18%	41%	41%
evaclivstoc (n=379)	For livestock on my property	7%	1%	93%

2.4. Have you completed any of the following actions to prepare for a **wildfire evacuation,** and do you want more information about how to complete any of the actions?(*Fill in two circles per row, one for each question*)

		Completed action?			Want more information about action?	
		No	Yes		No	Yes
Identify how I will be notified about an evacuation	evacact1 (n=360)	58%	42%	evacinfo1 (n=284)	19%	81%
Sign up for a wildfire evacuation notification system (Alert Santa Fe - https://www.santafenm.gov/alertsantafe)	evacact2 (n=361)	55%	45%	evacinfo2 (n=279)	28%	72%
Identify safe evacuation routes	evacact3 (n=357)	34%	66%	evacinfo3 (n=258)	31%	69%
Identify a location that my household will evacuate to	evacact4 (n=364)	53%	47%	evacinfo4 (n=254)	43%	57%
Identify what to take and what to leave behind during an evacuation	evacact5 (n=369)	43%	57%	evacinfo5 (n=246)	44%	56%
Discuss evacuation with my neighbors	evacact6 (n=369)	76%	24%	evacinfo6 (n=237)	52%	48%
Create a checklist for steps to take before evacuating	evacact7 (n=367)	75%	25%	evacinfo7 (n=260)	30%	70%
Identify a place to stay during a long-term evacuation (i.e., more than a few days)	evacact8 (n=365)	50%	50%	evacinfo8 (n=244)	52%	48%

2.5. Please tell us about your experiences with your **homeowners insurance** for your Santa Fe home. (*Fill in one circle per row*)

		No	Yes	Don't know
insure9 (n=395)	Do you currently have homeowner's insurance?	2%	98%	
insure2 (n=389)	Has your current or a previous insurance company ever provided information on reducing the risk of wildfire?	46%	44%	11%
insure3 (n=393)	Did an insurance company ever refuse to provide or renew your insurance because of the risk of wildfire?	76%	23%	2%
insure4 (n=389)	Do you pay a higher premium for your insurance due to wildfire risk?	24%	37%	39%
insure10 (n=389)	Do you receive a discount on your insurance premium because you have reduced wildfire risk on your property?	57%	9%	34%
insure12 (n=391)	Do you think your home is adequately insured against loss from a wildfire?	9%	72%	18%
insure13 (n=391)	Has your current insurance company ever required you to take action to reduce wildfire risk in order to continue coverage?	79%	16%	5%
insure14 (n=391)	Has your current insurance company offered private firefighting services?	85%	6%	8%

Section 3: In this section, we ask about the characteristics of your Santa Fe home and the area near your Santa Fe home.

3.1. Does your Santa Fe home have any of the following roofing materials? (*Fill in all that apply*) (n=333)

rooftype1	99%	Tile, metal, asphalt shingles, or flat composition
rooftype2	2%	Wood (shake shingles)

3.2. Does your Santa Fe home have any of the following exterior siding materials? (*Fill in all that apply*) (n=397)

sidetype1	99%	Stucco, cement, brick, stone, or other noncombustible siding
sidetype2	14%	Log or heavy timbers
sidetype3	4%	Wood or vinyl siding

3.3. Does your Santa Fe home have a **combustible** balcony, deck, porch/portal, or fence attached to the structure? (*Fill in one circle per row*)

	Combustible…	No	Yes
attachbalc (n=354)	Balcony	80%	20%
attachdeck (n=359)	Deck	69%	31%
attachporch (n=372)	Porch/portal	50%	50%
attachfence (n=360)	Fence	66%	34%

combust_a (n=398)

3.4. What is the **closest** distance from your Santa Fe home to combustible items other than vegetation such as lumber, firewood, a propane tank, hay bales, or other materials that could easily ignite? (*Fill in one circle*)

55%	More than 30 feet or no combustible items
34%	5 – 30 feet
11%	Less than 5 feet

closeveg_a (n=393)

3.5. What is the **closest** distance from your Santa Fe home to overgrown, dense, or unmaintained vegetation? (*Fill in one circle*)

33% More than 100 feet

46% 30 – 100 feet

18% 5 – 29 feet

3% Less than 5 feet

domveg_a (n=394)

3.6. Which of the following best describes the **majority** of vegetation on your Santa Fe property between 100 and 150 feet from your home? That area might be outside your property boundary and include properties immediately surrounding you. (*Fill in one circle*)

19% Grass and sparce (isolated) piñon–juniper (light brush with piñon–juniper)

63% Moderate density piñon–juniper stand/woodland; mountain mahogany and chamisa may be present

19% Heavy piñon–juniper, possibly with ponderosa pine

closehome (n=397)

3.7. What is the **closest** distance from your Santa Fe home to a neighboring home? (*Fill in one circle*)

61% More than 100 feet

31% 30 – 100 feet

6% 10 – 29 feet

2% Less than 10 feet

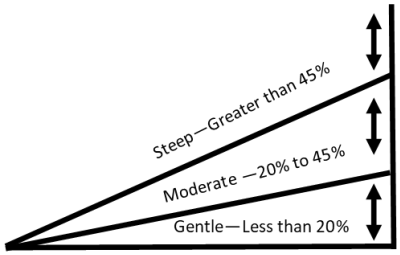
slope (n=396)

3.8. The “slope” or "grade" of a property refers to the steepness of the land. A large property may have steep, moderate, and gentle slopes. How would you describe the average slope within 150 feet of your Santa Fe home? (*Fill in one circle*)

17% Steep – Greater than 45%

57% Moderate – 20% to 45%

26% Gentle – Less than 20%



ridge (n=392)

3.9. What is the closest distance from your Santa Fe home to a ridge, steep drainage, or narrow canyon? (*Fill in one circle*)

53% More than 150 feet

32% 50 – 150 feet

15% Less than 50 feet

3.10. Do any of the following describe your driveway? My driveway... (*Fill in one circle per row*)

		No	Yes
drivewayv (n=365)	has an overhead obstruction (ex. tree limbs) lower than 13.5 feet	90%	10%
drivewayw_c (n=360)	is narrower than 14 feet wide	70%	30%
drivewayl_a (n=373)	is longer than 150 feet	56%	45%
turnarnd_a (n=384)	has room for a fire truck to turn around	58%	42%

homenum_a (n=397)

3.11. Is the address number of your Santa Fe home posted at the end of your driveway and visible from the road? (*Fill in one circle*)

56% Yes, it's posted and visible from both directions

41% Yes, it's posted and visible from only one direction

4% No, it's not visible from the road

roads (n=397)

3.12. If the street you use to access your Santa Fe home was blocked during a wildfire, is there another street you could use to get out of your community? (*Fill in one circle*)

62% No

38% Yes

riskrate (n=397)

3.13. Properties in your community are assessed for overall wildfire risk based on the items asked about in questions 3.1 – 3.12 above. What do you think is your Santa Fe property's current overall wildfire risk rating? (*Fill in one circle*)

11% Low risk

57% Moderate risk

23% High risk

7% Very high risk

2% Extreme risk

Section 4: In this section, we ask about wildfire risk reduction activities.

talkfire (n=395)

4.1. Have you ever talked about wildfire issues with a neighbor? (*Fill in one circle*)

38% No

62% Yes

4.2. Have you done any of the following wildfire-related activities? (*Fill in one circle per row*)

		No	Yes
activities1 (n=392)	Reduced vegetation on my Santa Fe property (ex. cleared/pruned weeds, brush, and trees)	6%	94%
activities7 (n=372)	Regularly cleared my roof and gutters of leaves and pine needles	21%	79%
activities8 (n=382)	Regularly mowed and raked around my Santa Fe home	19%	81%
activities2 (n=392)	Made my Santa Fe home more fire resistant (ex. replaced roofing, siding, added hardscaping)	50%	50%
activities3 (n=390)	Helped neighbor(s) reduce vegetation on their properties	83%	17%
activities4 (n=386)	Helped reduce vegetation on community property (ex. HOA, subdivision)	77%	23%
activities5 (n=388)	Helped reduce vegetation on nearby public lands (ex. county, state, federal lands)	96%	4%
activities6 (n=388)	Participated in a community wildfire activity (ex. meeting, chipper day, etc.)	69%	31%
activities9 (n=391)	Met with a wildfire professional at your home to evaluate and discuss your property's wildfire risk	61%	39%

4.3. How much do you think each of the following factors increases the chances of a wildfire damaging your Santa Fe property **in the next 12 months**? (*Fill in one circle per row*)

		A lot	Somewhat	Not at all
contrib1 (n=391)	Vegetation on my property	16%	69%	16%
contrib2 (n=395)	Physical characteristics of my house or other buildings (ex. roofing or siding) on my property	7%	38%	55%
contrib3 (n=392)	Vegetation on my neighbors' properties	18%	64%	18%
contrib4 (n=391)	Vegetation on nearby public or large undeveloped land	34%	46%	20%
contrib5 (n=387)	Lack of nearby water supply (ex. hydrant or cistern) for fire suppression	17%	29%	53%

neighboract (n=388)

4.4. How many of your immediate neighbors do you think have taken action to reduce wildfire risk on their properties (ex. removing dense vegetation or switching to noncombustible siding) (*Fill in one circle*)

5%	All my neighbors have taken action
29%	Most of my neighbors have taken action
56%	Some of my neighbors have taken action
9%	None of my neighbors have taken action

4.5. How acceptable are the following approaches to **reducing wildfire risk** in Santa Fe to you? (*Fill in one circle per row*)

		Extremely acceptable	Very acceptable	Moderately acceptable	Slightly acceptable	Not at all acceptable
accept1 (n=397)	Removing trees and reducing other vegetation (thinning/fuel breaks) on nearby public lands	45%	27%	20%	7%	2%
accept2 (n=396)	Burning piles of vegetation (slash piles) on nearby public lands	24%	26%	22%	14%	13%
accept3 (n=396)	Conducting a prescribed fire ignited by fire managers on nearby public lands	19%	20%	28%	20%	12%
accept4 (n=392)	Managing a naturally ignited fire (lightning) on nearby public lands	37%	29%	18%	9%	7%
accept6 (n=396)	Adopting growth policies or land use regulations that limit new development in fire-prone areas in Santa Fe	41%	32%	17%	8%	2%
accept7 (n=398)	Adopting building codes that require fire resistant materials for structures located in fire-prone areas in Santa Fe	45%	35%	14%	5%	2%
accept8 (n=397)	Adopting development standards that require vegetation management (ex. removing or thinning trees and mowing grass) on lots located in fire-prone areas in Santa Fe	37%	37%	16%	7%	2%
accept15 (n=395)	Supporting a Fireshed Ambassador program that coordinates, trains, and provides resources to volunteers who inform and encourage their neighbors to prepare for wildfire	47%	31%	16%	4%	2%
accept16 (n=394)	Increasing existing City capacity for wildfire risk reduction and water protection	57%	33%	6%	2%	1%

Section 5: In this section, we ask about your notions, expectations, and risk perceptions related to wildfire.

5.1. How much do you agree or disagree with the following statements about wildfire? (*Fill in one circle per row*)

		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
state2 (n=392)	With proper technology, we can control most wildfires.	4%	36%	34%	22%	3%
state3 (n=396)	We should put out wildfires that threaten human life.	65%	32%	2%	1%	1%
state4_a (n=391)	We should put out wildfires that threaten homes.	55%	38%	6%	1%	<1%
state5 (n=393)	During a wildfire, saving homes should be a priority over saving forests.	32%	36%	25%	6%	1%
state6 (n=394)	Wildfires are a natural part of a healthy forest/ecosystem.	38%	51%	10%	1%	0%
state11 (n=394)	I live here for the trees and will not remove any of them to reduce wildfire risk.	2%	5%	20%	46%	27%
state13 (n=391)	Managing the wildfire danger is a government responsibility, not mine.	1%	6%	20%	52%	20%
state14 (n=397)	Homeowners' actions to reduce wildfire are not effective.	1%	3%	14%	58%	24%
state15 (n=398)	My property is at risk of wildfire.	13%	51%	23%	11%	3%
state17 (n=393)	My effort to reduce wildfire risk on my property is not effective because of the heavy vegetation on my neighbors' properties.	3%	16%	34%	41%	6%
state19 (n=384)	Local firefighters have sufficient resources to keep a wildfire from spreading.	1%	5%	42%	38%	15%
state20 (n=392)	Local firefighters have sufficient resources to protect threatened homes.	1%	9%	43%	34%	13%
state21 (n=394)	Firefighters should put their lives at risk to protect my home.	2%	3%	14%	42%	39%
state22 (n=391)	Wildfires threaten my community water supply.	15%	40%	34%	8%	3%
state24 (n=394)	I plan to move out of the area in the next 12 months because of wildfires.	0%	1%	5%	27%	67%
state25 (n=391)	Development in fire-prone areas of Santa Fe increases the wildfire risk to my Santa Fe property.	11%	32%	38%	14%	5%

5.2. If there is a wildfire on your Santa Fe property, how likely do you think it is that the following would occur? (*Fill in one circle per row*)

		Extremely likely	Very likely	Moderately likely	Slightly likely	Not at all likely	Not applicable
lact1 (n=391)	I would put the fire out.	5%	7%	17%	27%	43%	1%
lact2 (n=388)	The fire department would save my home.	4%	25%	46%	19%	5%	1%
lact3 (n=383)	My home would have smoke damage.	13%	40%	35%	9%	2%	<1%
lact4 (n=387)	My home would have some physical damage.	11%	38%	36%	13%	2%	<1%
lact5 (n=389)	My home would be destroyed.	4%	15%	34%	33%	13%	1%
lact6 (n=392)	I would lose money due to the loss of business or income on my property.	4%	12%	10%	8%	21%	45%
lact7 (n=387)	My trees and landscape would burn.	19%	42%	27%	11%	1%	<1%
lact9 (n=385)	My neighbors' homes would be damaged or destroyed.	7%	29%	35%	23%	4%	1%
lact12 (n=382)	Direct flame would ignite my home.	6%	20%	28%	35%	10%	1%
lact13 (n=390)	Embers would ignite my home.	5%	25%	29%	31%	10%	1%
lact14 (n=388)	Nearby homes would ignite my home.	3%	14%	25%	31%	25%	2%

chances1 (n=388)

5.3. What do you think is the chance that a wildfire will be on your Santa Fe property **in the next 12 months**? (*Fill in one circle*)

For sure										No chance
100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	0%
0%	0%	1%	1%	1%	6%	5%	8%	21%	50%	8%

chances2 (n=389)

5.4. If there is a wildfire on your property **in the next 12 months**, what do you think is the chance that it will destroy or severely damage your Santa Fe home? (*Fill in one circle*)

For sure										No chance
100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	0%
5%	5%	7%	9%	6%	20%	6%	14%	12%	15%	2%

Section 6: In this section, we ask where you get information about wildfire, how useful the information is, how you receive information, and how you would like to receive information.

6.1. The following sources provide information about wildfire risk. If you have received information from one of these sources, how useful has it been? (*Fill in one circle per row*)

	Has NOT received info from source		Usefulness of information among respondents who received information from the source (sums to ~100%)					
				Extremely useful	Very useful	Moderately useful	Slightly useful	Not at all useful
City of Santa Fe Fire Department	sourcerec1 (n=383)	64%	sourceuse1 (n=244)	23%	39%	29%	9%	<1%
Santa Fe County Fire Department	sourcerec1_ wr017 (n=382)	37%	sourceuse1_ wr017 (n=142)	18%	35%	37%	9%	0%
Community group (ex. homeowners association)	sourcerec2 (n=386)	55%	sourceuse2 (n=211)	17%	37%	28%	14%	5%
Fireshed Ambassadors Program	sourcerec25 (n=379)	17%	sourceuse25 (n=66)	14%	35%	30%	15%	6%
Local arborist/contractor	sourcerec28 (n=384)	35%	sourceuse28 (n=134)	8%	37%	33%	15%	7%
Local government	sourcerec29 (n=379)	24%	sourceuse29 (n=90)	9%	23%	34%	21%	12%
Firewise USA®	sourcerec5 (n=382)	21%	sourceuse5 (n=80)	34%	35%	19%	14%	9%
Ready, Set, Go! Program	sourcerec24 (n=382)	26%	sourceuse24 (n=100)	18%	35%	25%	16%	6%
New Mexico State Forestry	sourcerec37 (n=381)	13%	sourceuse37 (n=48)	2%	38%	33%	19%	8%
USDA Forest Service (Santa Fe National Forest)	sourcerec14 (n=381)	19%	sourceuse14 (n=73)	12%	30%	25%	23%	10%
National Park Service	sourcerec34 (n=380)	10%	sourceuse34 (n=37)	11%	27%	35%	8%	19%
Bureau of Land Management	sourecrec15 (n=377)	10%	sourecuse15 (n=36)	6%	28%	31%	19%	17%
Media (newspaper, TV, radio, internet)	sourcerec4 (n=380)	56%	sourceuse4 (n=214)	4%	14%	35%	39%	8%

6.2. How do you currently receive information about wildfire risk reduction, and how would you prefer to receive information? Please answer **both** questions for each row.
(*Fill in two circles per row, one for each question*)

	I receive information about how to reduce wildfire risk on my property by…			I prefer to receive information about how to reduce wildfire risk by…		
		No	Yes		No	Yes
Email/e-newsletter	receiveinfo1 (n=360)	57%	43%	wantinfo1 (n=347)	13%	87%
Mailed newsletter	receiveinfo2 (n=358)	60%	40%	wantinfo2 (n=342)	27%	73%
Community meetings	receiveinfo3 (n=361)	59%	41%	wantinfo3 (n=333)	41%	59%
In-person interactions	receiveinfo4 (n=363)	61%	39%	wantinfo4 (n=330)	36%	64%
Social media (Facebook, Twitter, Nextdoor)	receiveinfo5 (n=362)	85%	15%	wantinfo5 (n=332)	79%	21%
Internet (non-social media)	receiveinfo6 (n=363)	61%	39%	wantinfo6 (n=340)	41%	59%
TV news	receiveinfo7 (n=368)	60%	40%	wantinfo7 (n=343)	54%	46%
Newspaper	receiveinfo8 (n=367)	58%	42%	wantinfo8 (n=342)	46%	54%
Radio	receiveinfo9 (n=361)	79%	21%	wantinfo9 (n=335)	67%	33%

Section 7: In this section, we would like to know why you do or do not take action to reduce the risk of wildfire to your Santa Fe property.

7.1. Do any of the following **prevent you** from taking action to reduce the wildfire risk on your Santa Fe property (ex. cutting trees, changing roof/siding)? (*Fill in all that apply for each row*)

	factor1	factor2	factor3_a	factorno1
(n=390) **Personal resources**	Financial cost	Time to do the work	Physical ability to do the work	None of these
	20%	19%	31%	54%
	factor11	factor4	factor12	factorno2
(n=385) **Lack of specific information about…**	The factors contributing to my property's wildfire risk	How to reduce wildfire risk on my property	Where to dispose of vegetation/slash	None of these
	17%	25%	22%	58%
	factor6	factor5_a	factor13	factorno3
(n=388) **Personal perspectives**	I do not want to change the way my property looks	I do not think taking action would reduce my property's wildfire risk	It's a low priority to me	None of these
	17%	10%	5%	71%
	factor14	factor9_a	factor15	factorno4
(n=380) **Community**	Lack of options for disposing vegetation/slash	Restrictions on the changes I can make to my property	Social pressure from neighbors	None of these
	18%	9%	1%	75%

7.2. Would any of the following **encourage you** to take action to reduce the wildfire risk on your Santa Fe property? (*Fill in all that apply for each row*)

	incentv1	incentv3	incentv4	incentvno1
(n=380) **Resources**	Cost-share or financial assistance	Help doing the work	Recommended contractors	None of these
	32%	44%	36%	34%
	incentv6	incentv7	incentv8	incentvno2
(n=382) **Information**	A report describing my property's wildfire risk factors	Videos showing how to reduce risk on a property in my area	One-on-one visit with wildfire risk experts on my property	None of these
	53%	26%	56%	23%
	incentv9_a	incentv10	incentv11	incentvno3
(n=376) **Other**	Feedback on the work I've done to reduce my property's risk	Recognition for taking action	Neighborhood group that organizes wildfire risk-reduction activities	None of these
	38%	8%	38%	38%

Section 8: In this section, we ask about personal and household characteristics. Your name will never be connected to your answers in any way.

risktake1 (n=388)

8.1. In general, do you view yourself as someone who is very willing to take risks or not at all willing to take risks? (*Fill in one circle*)

Very willing to take risks										Not at all willing to take risks
10	9	8	7	6	5	4	3	2	1	0
2%	2%	6%	13%	12%	23%	9%	14%	9%	5%	5%

age (n=389)

8.2. What is your age? (*Fill in the blank*)

MEAN AGE: 71

gender (n=392)

8.3. Are you? (*Fill in one circle*)

57% Male

42% Female

1% Other

educ (n=385)

8.4. What is the highest grade or year of school you completed? (*Fill in one circle*)

<1% Less than high school

2% High school graduate

8% Some college or technical school

1% Technical or trade school

21% College graduate

12% Some graduate work

56% Advanced degree (M.D., M.A., M.S., Ph.D., etc.)

employ (n=395)

8.5. Which of the following best describes your current employment situation? (*Fill in one circle*)

17% Employed full time (including self-employed)

15% Employed part time (including self-employed)

2% Unemployed or do not work outside of the home

66% Retired

income (n=348)

8.6. Which of the following categories describes your annual household income? (*Fill in one circle*)

1% Less than $15,000

1% $15,000 - $24,999

3% $25,000 – $34,999

2% $35,000 - $49,999

7% $50,000 - $74,999

5% $75,000 - $99,999

16% $100,000 - $149,999

12% $150,000 - $199,999

53% $200,000 or more

resurvey_wr026 (n=374)

8.7. Did you fill out this survey in 2021? Your responses today are valuable even if you did fill it out in 2021. (Fill in one circle)

63% No

37% Yes

Thank you for your help. Please use the space below to write any additional comments. If you would like to schedule an onsite visit with a wildfire professional to learn how you can reduce risk on your property, contact Porfirio Chavarria, Wildland Urban Interface Specialist at pnchavarria@santafenm.gov or (505) 660-3732.

Appendix C: Statistical Comparison of 2021 and 2024 Survey Results

Table depicts z statistic and two-sided p-value from normal approximation for the Wilcoxon rank-sum test, also known as the Mann-Whitney two-sample statistic (Wilcoxon 1945; Mann and Whitney 1947), for comparison of the results of the WiRē surveys for selected Santa Fe communities in 2021 and 2024, for each listed variable. ***p<0.001; **p<0.01; *p<0.05. Variables for which p<0.05 are described as "different" between 2021 and 2024 in the main text of the report.

Variable name	z statistic	p-value
ownrent	1.94	0.052
fulltime	-1.31	0.190
yrbuild	-0.49	0.624
riskawar	3.62	<0.001***
fire	1.99	0.046*
evacuated	0.82	0.412
smokedam	1.34	0.180
firedam	1.57	0.116
destroy	1.57	0.116
evacppl	-1.34	0.180
evacpets	-1.45	0.148
evaclivstoc	-2.09	0.037*
evacact1	-1.18	0.239
evacact2	-0.62	0.534
evacact3	-1.33	0.183
evacact4	-0.53	0.596
evacact5	-1.19	0.235
evacact6	0.95	0.344
evacact7	0.48	0.634
evacact8	-1.58	0.113
evacinfo1	-1.17	0.242
evacinfo2	-0.61	0.545
evacinfo3	-0.71	0.480
evacinfo4	0.35	0.726
evacinfo5	0.78	0.435
evacinfo6	-0.54	0.589
evacinfo7	0.79	0.432

Variable name	z statistic	p-value
evacinfo8	-0.16	0.874
insure2	-0.83	0.409
insure3	-1.57	0.115
insure4	-1.24	0.215
insure10	-1.49	0.135
insure12	0.50	0.619
insure13	-2.52	0.012*
insure14	-0.67	0.501
rooftype1	0.84	0.402
rooftype2	-0.87	0.386
sidetype1	1.17	0.243
sidetype2	-0.33	0.740
sidetype3	-1.25	0.210
attachbalc	-0.64	0.520
attachdeck	-0.30	0.765
attachporch	0.11	0.913
attachfence	0.34	0.735
combust_a	0.87	0.383
closeveg_a	0.84	0.401
domveg_a	1.38	0.168
closehome	0.32	0.749
slope	-0.83	0.404
ridge	0.47	0.636
drivewayv	0.68	0.497
drivewayw_c	-1.09	0.277
drivewayl_a	-0.77	0.441
turnarnd_a	-1.60	0.110

Table continued.

Variable name	z statistic	p-value	Variable name	z statistic	p-value
homenum_a	1.63	0.102	state13	-1.28	0.200
roads	-1.51	0.130	state14	-0.38	0.708
riskrate	1.61	0.108	state15	1.39	0.165
talkfire	-1.18	0.239	state17	1.42	0.156
activities1	-1.52	0.129	state19	0.81	0.418
activities7	-0.66	0.508	state20	0.38	0.705
activities8	-2.67	0.007**	state21	0.45	0.654
activities2	-0.25	0.802	state22	2.16	0.031*
activities3	-0.29	0.774	state24	0.90	0.366
activities4	-0.92	0.358	state25	0.33	0.738
activities5	0.08	0.934	lact1	-0.69	0.490
activities6	-1.50	0.134	lact2	-0.19	0.846
activities9	-1.21	0.227	lact3	2.74	0.006**
contrib1	0.81	0.419	lact4	1.80	0.072
contrib2	1.19	0.234	lact5	0.53	0.594
contrib3	0.29	0.772	lact6	3.65	<0.001***
contrib4	0.83	0.406	lact7	1.52	0.128
contrib5	1.44	0.151	lact9	0.75	0.452
neighboract	-3.81	<0.001***	lact12	1.02	0.309
accept1	1.90	0.058	lact13	1.64	0.100
accept2	4.23	<0.001***	lact14	0.67	0.500
accept3	7.57	<0.001***	chances1	1.65	0.098
accept4	3.83	<0.001***	chances2	0.47	0.636
accept6	3.24	0.001**	sourcerec1	-0.58	0.564
accept7	2.58	0.010**	sourcerec_wr017	0.11	0.911
accept8	1.09	0.274	sourcerec2	0.09	0.928
accept15	0.78	0.437	sourcerec25	-1.54	0.124
accept16	-0.09	0.928	sourcerec28	-1.58	0.114
state2	-1.66	0.098	sourcerec29	-1.27	0.204
state3	-1.28	0.200	sourcerec5	-1.66	0.097
state4_a	-2.12	0.034*	sourcerec24	-3.55	<0.001***
state5	-1.17	0.240	sourcerec37	0.04	0.968
state6	0.51	0.610	sourcerec14	0.13	0.895
state11	-0.16	0.874	sourcerec34	0.04	0.969

Table continued.

Variable name	z statistic	p-value
sourcerec15	-0.38	0.706
sourcerec4	-0.26	0.795
sourceuse1	0.53	0.598
sourceuse_wr017	0.58	0.563
sourceuse2	-0.15	0.883
sourceuse25	2.05	0.040*
sourceuse28	0.21	0.833
sourceuse29	0.11	0.912
sourceuse5	0.78	0.433
sourceuse24	-0.46	0.645
sourceuse37	0.48	0.632
sourceuse14	0.91	0.365
sourceuse34	-0.14	0.886
sourceuse15	-0.17	0.865
sourceuse4	0.70	0.486
receiveinfo1	1.15	0.251
receiveinfo2	-0.97	0.333
receiveinfo3	-1.46	0.145
receiveinfo4	-0.56	0.574
receiveinfo5	0.00	0.996
receiveinfo6	-1.39	0.165
receiveinfo7	-0.97	0.331
receiveinfo8	0.68	0.496
receiveinfo9	0.39	0.693
wantinfo1	0.90	0.366
wantinfo2	-2.69	0.007**
wantinfo3	-2.33	0.020*
wantinfo4	-2.18	0.029*
wantinfo5	-0.09	0.927
wantinfo6	-0.07	0.948
wantinfo7	-1.45	0.148
wantinfo8	-1.23	0.218
wantinfo9	-1.41	0.158
factor1	-0.75	0.455
factor2	0.17	0.869
factor3_a	-0.10	0.919
factorno1	0.54	0.592
factor11	0.40	0.687
factor4	-0.44	0.657
factor12	0.57	0.570
factorno2	-0.51	0.609
factor6	-0.26	0.797
factor5_a	1.46	0.144
factor13	0.67	0.506
factorno3	-0.98	0.326
factor14	1.98	0.047*
factor9_a	-0.03	0.973
factor15	0.81	0.418
factorno4	-1.87	0.062
incentv1	-0.85	0.395
incentv3	1.03	0.302
incentv4	0.73	0.464
incentvno1	-0.92	0.356
incentv6	0.61	0.544
incentv7	0.02	0.985
incentv8	-0.05	0.960
incentvno2	0.03	0.979
incentv9_a	0.13	0.897
incentv10	1.42	0.157
incentv11	-0.47	0.639
incentvno3	0.42	0.673
risktake1	2.01	0.044*
age	-2.91	0.004**
gender	0.01	0.992
educ	0.49	0.621
employ	-1.43	0.153

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