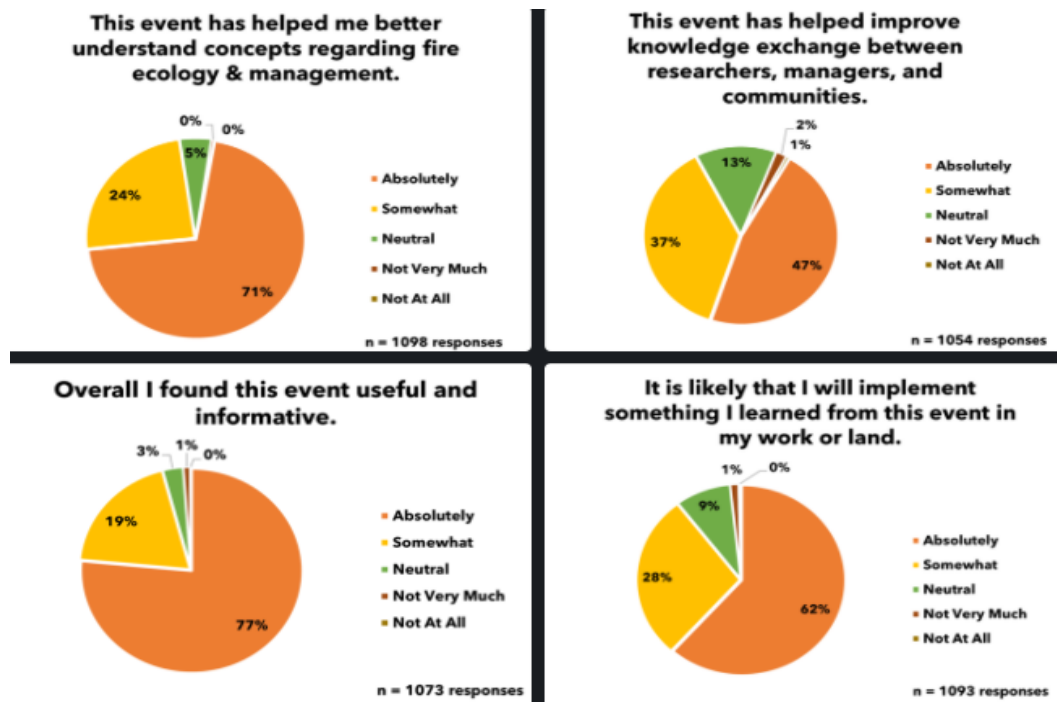


Feedback on SRFSN Services

Summaries of SRFSN evaluations represented in Figure 1 illustrate that the majority of participants respond as “agree” to “strongly agree” in usefulness and overall satisfaction with both in-person and online SRFSN activities:

Figure 1: Combined Feedback Evaluations



Participation & Growth

Participation in all in-person activities, webinars, publications, and web views across the Network totaled 20,770 for the 2021 fiscal year. Social media (newsletters, tweets, Facebook likes, and YouTube videos watched) had a total reach of 50,049.

Growth for SRFSN is evidenced through increases in number of and participation in both in-person and online events, as well as requests for information and support. In the last federal fiscal year, SRFSN has developed, collaborated, or sponsored over 76 in-person and online activities within our region and beyond, an increase of 23 more than 2020. Requests for information and assistance have risen to over 70 and have resulted in extended on-the-ground wildfire knowledge and planning support. Mail Chimp Main List subscribership is now 1,828 (Figures 2 through 4). This may vary from JFSP Annual Report Table 1 due to variations in self-reporting by registrants. Figure 3 shows Colorado continues to be the leader in subscribers, with some additional increase across the nation.

Figures 3 and 4 show that the majority of users continue to be in managers and researchers, showing that SRFSN is meeting the mission of knowledge exchange between these two groups. Data on Primary Occupations indicates increases in subscribership by Line officers and decision makers. However, a significant increase in the “Other” category indicates an increasing diversity in audiences interested in wildfire. This indicates science is being increasingly accessed by followers outside of federal land agencies.

Figure 2: **Subscribership by Year Registered.** Data represents MailChimp listserv of 1,828 subscribers. This data may not reflect full subscription rate due to the variation in self-reporting by registrants.



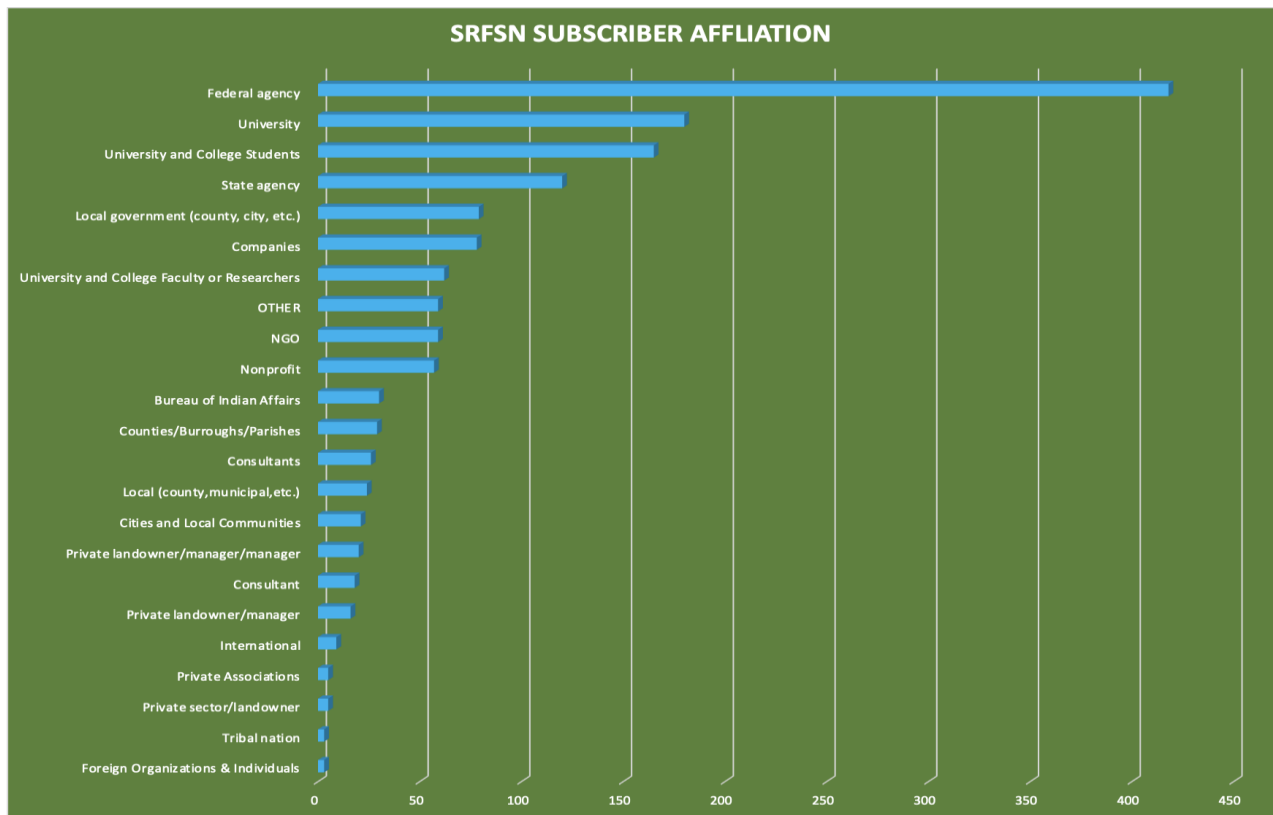
Figure 3: **Subscribership by State:**



Figure 4: Primary Occupations



Figure 5: Subscriber affiliation



Online Learning

Website: Our new website is almost ready to launch. After some minor adjustments to our Models, Tools, and Apps page, we will make this website live in the coming month.

The screenshot shows the homepage of the Southern Rockies Fire Science Network. At the top left is the logo, which includes a stylized tree and the text "SOUTHERN ROCKIES FIRE SCIENCE NETWORK". To the right of the logo is a navigation menu with links for "Home", "About", "Subregions", "Events", "Resources", "Contact", and a search icon. Below the navigation is a large banner image of a forest fire at night. Overlaid on the banner is the text "Sharing fire knowledge from mesas to mountains". Below this is a red box with white text: "The Southern Rockies Fire Science Network connects people with credible fire science for sound decisions in land management and planning." To the right of the red box is a list of target audiences: "Managers", "Scientists", "Policy Makers", and "Citizens". Below the banner is a section titled "Fire Science Highlights" with the question "Have we sparked your interest?" and the text "Learn more about the most recent fire science happenings, from upcoming events to publications." This section is divided into three columns: "Upcoming Event" featuring a "Shortgrass Prescribed Burning Workshop" with a photo of a fire; "New Resource" featuring a report titled "A DECADE OF SCIENCE SUPPORT IN THE SAGEBRUSH BIOME" from the Natural Resources Conservation Service; and "Recent E-News" featuring a map of the region.

Webinars: Due to changes in in-person events and increased interest in SRFSN from university and regional partners, SRFSN had a very active year with webinars, supporting, organizing and facilitating 28 webinars in FY 2021 totaling 8,310 attendees.

E-mail List, Newsletters & Announcements: SRFSN currently has 1,828 subscribers on our e-mail listserve. A total of 45 newsletters and announcements were sent in FY 2021. Content shared through this network has ultimately been open or shared 44,327 times.

Twitter: We continue to expand our Twitter audience and diversify intent and postings. SRFSN now has 1,737 followers and is following 536 accounts. SRFSN has posted 1,804 tweets this last fiscal year, for a total of 6,212 tweets.

Facebook: Our Network "Like" trend is continuing to increase to 415 in 2021 from 249 in 2020.

SRFSN YouTube Channel:

- **Total views:** 9,686
- **Total subscribers:** 28
- **Four videos** were shared with Northern Rockies Fire Science Network, and a total of 28 videos were produced as a result of the Colorado Wildfires 2020 webinar series and other webinars.

We are working towards streamlining and enhancing all our digital communication resources by:

1. Redesigning our bi-monthly E-News newsletter to include
 - a. more images with direct links to original source to encourage clicks
 - b. adding ALT text to images and captions, adding value to our potential hearing and/or seeing impaired subscribers
 - c. choosing high-interest events, learning sessions and/or articles to share from E-News in social media
2. Using selected E-news content we are adding value by cross-sharing weekly to the SRFSN website which will lead to better search optimization and increased search rankings
3. Cross-share content to our social media platforms to promote engagement and support our partner's efforts and /or events.

Lessons Learned

- The new partnership with BioAgricultural Sciences opened up new partnerships and audiences for the exchange of up-to-date wildfire information and management. This proved to be a positive resource for education and messaging the complexity of short and long term management implications for utilities, erosion, watershed, and safety. We look forward to expanding this partnership.
- New and interested audiences were found in Volunteer Organizations Active in Disasters (VOADs), such as United Way, Red Cross, and other relief organizations work closely with emergency management organizations and must make rapid decisions ahead of, during, and after wildfires. We will seek to include these groups in our programming and outreach.

IMPACT:

The following selected activities illustrate several accomplishments that supported Awareness, Commitment and long-term behavioral changes as outlined in our logic model that moved our wildfire community towards improved policy, landscape management, and productive exchange.

Conceptual, Connectivity: Colorado Wildfires 2020 Webinar series: After the devastating fires of 2020 throughout Colorado, SRFSN was invited by the Colorado State University Department of BioAgricultural Sciences to plan and facilitate the [Colorado Wildfires 2020 webinar series](#) and graduate class (CSU ECOL 592). This resulted in 13 webinars, together with class assignments, and had a total attendance of over 1,000 participants. Additionally, all webinars were recorded and posted to the SRFSN YouTube channel, resulting in a cumulative 2,700 views. The program was developed rapidly and effectively between BioAgricultural Sciences, Forest and Rangeland Stewardship, SRFSN, and The Forest Stewards Guild. Participants included students to researchers, operations staff, ecologists, and HOA members.

Instrumental, Socio-environmental, Connectivity: Successful policymaker testimonies, briefings, field trips, and webinars: Dr. Tony Cheng, SRFSN Principal Investigator, delivered briefings, webinar presentations, participated in field trips, and provided consultations for both state and federal Colorado elected officials and staffers. Interactions included providing science and information regarding impacts of climate change in the Southern Rockies region, post-fire recovery and restoration strategic analysis, investing in actionable science to foster climate-resilient ecosystems and communities, and framing the challenge of forest and fire management. SRFSN was invited to present both at Congressman Neguse's [Wildfire Summit](#) and Senator Michael Bennet's [Western Climate Resilience Roundtable](#). Dr. Cheng was also invited presenter for "Federal, State, and Private Forestlands: Opportunities for Addressing Climate Change" for the Senate Committee on Agriculture, Nutrition and Forestry. These efforts have informed and supported Rep. Neguse's efforts for a Climate Conservation Corps as well as advocating for change in wildland firefighter safety and

incentives. Senator Bennet is working with the current administration to create locally-based economic solutions for improving forest and watershed health as well as incentives away from fossil fuels.

Conceptual, Capacity-Building: Publications and Infographics: SRFSN advised, facilitated and distributed several publications ranging from field studies to public outreach and post-fire social support. We helped to produce the After the Disaster Guidebook in partnership with CO State Extension (link pending), Colorado State Forest Service, and private landowners. Our distribution of this resource at the CWFC conference has helped put it into use around the region. We also cooperated on the [updated Landowner Home Ignition Zone](#) publication with the Colorado State Forest Service, advising on fire and fuels behavior and graphics. [A Fire and Fuels Education Infographic](#) was also produced in partnership with the Colorado Forest Restoration Institute that has become widely used by partners in the region to educate on fuels and fire behavior associated with vegetation types in the region. Academic and management-oriented publications included a photo series for quantifying post-disturbance fuels. This series will help inform fire behavior analysis and models since most of the plots subsequently burned in the East Troublesome and Cameron Peak fires.