

Figure S1. Example of a personalized webpage on a property's wildfire risk (only the top portion is shown in this screenshot). Base map data from Google, DigitalGlobe 2017. All other content provided by authors.



## Working Together to Reduce Wildfire Risk



October, 2016

Dear Cedaredge Resident,

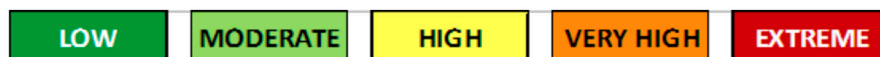
We recently sent you a letter about wildfire risk. We are reaching out again to encourage you to learn more. Our outreach is part of a shared effort between the Cedaredge Volunteer Fire Department and the West Region Wildfire Council (WRWC) to help residents reduce the risk of losing their homes to a wildfire. We all need to *work together to reduce our risk from wildfire*.

As part of the 2014 Community Wildfire Protection Plan, WRWC conducted a wildfire risk analysis in your area to determine how residents can be better prepared in the event of a wildfire. We thought you might be interested in the following information about your wildfire risk:

Your community's overall wildfire risk is rated as: HIGH

Your own property's wildfire risk rating is: VERY HIGH

The average wildfire risk rating of your ten closest neighbors: HIGH



West Region Wildfire Council has additional information about your property's wildfire risk and what you can do about it. To learn more, you can visit a website built and maintained by WRWC that is specific to your home.

Go to ([www.COwildfire.org/myhome](http://www.COwildfire.org/myhome)) and type in this code when asked: **xxxxx**

To learn more about programs and funding available to assist you in your efforts to reduce your wildfire risk, please contact Jamie Gomez, Mitigation & Education Coordinator for Delta County at **(970) 615-7300**.

This is the second letter that we have sent out related to wildfire risk. If you received the first letter, have already viewed your property specific website and do not have any further questions you may disregard this letter. Thank you for your time.

Sincerely,

Jamie Gomez  
Mitigation & Education Coordinator  
West Region Wildfire Council

Bob Starr  
Fire Chief  
Cedaredge Volunteer Fire Department

Figure S2. Example of a letter mailed to WUI residents describing the three levels of wildfire risk and their access code to visit their personalized website. This version shows the Social Comparison treatment, which includes community-level, parcel-level, and nearest neighbors' risk.