



Keep Oregon Green 2018 Annual Report



BOARD OF TRUSTEES

Governor Kate Brown, Honorary Chair

EXECUTIVE BOARD

Board Chair

David Hampton..... Hampton Resources

Vice-Chair

Michael Rundell..... Weyerhaeuser Co.

Secretary-Treasurer

Mike Miller ...Friends of Paul Bunyan Foundation

Jim Carr..... Barnes & Associates

Gordon CulbertsonWhitewater Forests, LLC

Peter Daughterty..... ODF

Travis Joseph AFRC

Bond StarkerStarker Forests, Inc.

Doug Grafe ODF

BOARD OF TRUSTEES

Patti Case.....Green Diamond Resource Co.

Lance Christensen.....Port Blakely Tree Farms

Colby Drake Conf. Tribes of Grand Ronde

Jeff FedrizziBLM

Steve FitzgeraldOSU Research Forests

Jim GeisingerAssociated Oregon Loggers, Inc.

Craig Glazier.....USFS/BLM

Bill Greeley..... InvestmentLand Properties

Jim James.....OSWA

Ed Keith.....Deschutes County

Mari Kramer Conf. Tribes of Siletz Indians

Wayne Krieger Oregon State Representative

Kristina McNitt..... OFIC

Todd Payne..... Seneca Jones Timber Co.

Charlie StoneODF (retired)

Joe Steere Miami Corporation

Gene Stevens..... Rosboro (retired)

Roger VanDykeStimson Lumber Co.

Jerry Anderson..... Hancock Forest Management

Sara Wu.....World Forestry Center

Jim Walker OSFM

Marcia Kay Whitelock.....OR Fed. of Garden Clubs

KEEP OREGON GREEN STAFF

Kristin Babbs, President

Savhana Satterlund-Stearns, Intern



FROM THE PRESIDENT'S DESK:

Oregon faced the ultimate test this past summer.

Our state was estimated to host as many as a million visitors for the Great American Solar Eclipse. The timing –at the peak of wildfire season in mid-August – could not have been worse from the perspective of wildfire officials. It raised fears that the best viewing locations in the path of totality –particularly fire-prone central and eastern Oregon – would see a spike in wildfires at a time when resources would be stretched particularly thin.

KOG created artwork for interstate and highway billboards; posters for rest stops, airports and malls; TV and radio ads; placemats for restaurants; agency websites and social media platforms and messaging for a Travel Oregon eclipse publication. Five National Prevention Education Teams were in Oregon to work on a summer strategy and help conduct outreach in the Valley, Central Oregon, NE Oregon and Portland.

Despite high concentrations of people in the path of totality, there was **no increase in wildfires** on ODF-protected land around the time of the eclipse, the week before or the week after. There were 59 human-caused wildfire starts during those two weeks compared to 77 starts in 2015, and much lower than the 89 starts in 2016. Wildfire starts were also lower than the 10-year average of 70. In the most fire-prone part of the eclipse path – central Oregon – there were only three human-caused wildfire starts during the two-week period. That was the lowest number for that timeframe since 2008. Due to the strength of partnerships and our collective can-do attitude, Oregon rose to this challenge with a successful outcome.



MESSAGE FROM THE CHAIRMAN:

Since 1859, Oregon has had its share of notoriety. Wildfire ravaged the state starting in 1933 with the Tillamook Burn. The Big Muddy Ranch in Antelope turned crimson as the Rajneesh and the Bhagwan took over that area for a period of time, and last year we were first in line for the solar eclipse. We also had an intense fire season that burned thousands of acres, including Portland's playground- the Columbia Gorge. Oregon had not seen air quality this bad since Mt. St. Helens blew in 1980. Our state has seen an increase in population, to the tune of 60,000 a year, and they moving here from all parts of the country. We are 4 million strong and growing! With so many people coming into the state, the mission of Keep Oregon Green is more important than ever. The prevention of human-caused wild fire is an easy concept to grasp, but one that seems to confound us every year. It means that we at KOG have to dig deep, get creative, and find new and innovative ways to describe what seems obvious. We are making strides in the right direction. Radio, TV, and social media are all being used to spread the word. President Kris Babbs is stretched thin, but her tenacity is undeniable. She seems to have taken on super powers, and I think she is in more than one place at a time! She can't do this without you and the support that you bring. Thank you, and here's to a good soaking rain every two weeks during the hot summer months.



David Hampton

2017 FIRE SEASON STATS (ODF)

Equipment fires were the leading cause of wildfires in 2017. Those who were working around the home ignited more fires (316) than those who were out playing in Oregon's forests (242) or working in the woods (35). In total, people accounted for 73 percent of the fires on state-protected lands, and 45% of the fires on all jurisdictions. Vehicles started the majority of the equipment fires (164). Debris burning fires (151) and recreational fires (112) were also to blame. (Industrial and public utility fires are not included in KOG statistics, i.e. forest management, timber workers, powerlines, railroad, etc.)

STATEWIDE	Fires	Acres	Suppression costs (District + Extra Only)
Debris burning	151	336	\$185,046
Equipment use	164	800	\$650,275
Recreation (camp-warming fires)	112	648	\$353,641
Misc.	71	74	\$1,487,899
Smoking	38	13	\$56,857
Juveniles	13	1,523	\$389,443
Arson	16	2	\$22,334
Under Investigation	12	16,622	\$17,242,698
Total 2017	577	20,018	\$20,388,193
2016	611	47,428	\$11,186,954
2015	595	57,515	\$67,118,851
2014	557	14,549	19,149,846
2013	512	1,976	\$4,382,731

PARTNERSHIP FOR FORESTRY EDUCATION VIDEO

The Partnership for Forestry Education is a collaboration of state, federal and private organizations. It provides a host of educational resources for Oregon's forest landowners, managers and operators. The Partnership reached out to ODF and KOG to put together a short, five-minute video demonstrating tips on how to make a home and surrounding property less vulnerable to wildfire. The team met in early November and spent the day showcasing the features of the Fire Safety House at the Oregon Garden. The video is hosted at the www.knowyourforest.org educational website, and ODF, KOG and other partners have shared the video on their websites and social media.



KEEP OREGON GREEN GRANTS



Gary Marshall teaches homeowners and fire professionals at a Firewise class in Ashland and another in NE Oregon. The Ashland class was offered during the Fire Prevention Workshop and offered a site visit to conduct a home assessment.

USAA INSURANCE GRANT: In January, 2017, two USAA underwriters reached out to KOG looking for opportunities to support wildfire education, mitigation, and Firewise Community events in Oregon. KOG requested a sponsorship of six Firewise homeowner trainings around the state (four classes in high fire risk areas of the state, and two classes at upcoming conferences). NFPA allowed Gary Marshall, their Wildfire Field Representative, to conduct the classes and paid his wages. The \$7,500 grant was used for food and classroom space, and paid for Gary's travel expenses. Fire professionals were encouraged to attend the classes with residents so that they could eventually teach these same principles to others in their local communities and boost Firewise community efforts around Oregon.

WESTERN LANDSCAPE SCALE RESTORATION (LSR) GRANT: The Western LSR Competitive Grant Program's objective is to focus Forest Service funds on activities that address priority areas, challenges and opportunities facing Western lands. ODF, KOG, and the Southern Oregon Forest Restoration Collaborative teamed up to write a grant that would create and expand the use of a "Firewise" curriculum for five high schools in high fire-risk rural communities. Out of 44 applications, this project ranked 12th with reviewers, and was funded at \$300,000 for three years. Fire staff from various agencies, including ODE and OSU staff, will work with schools to develop the curriculum to engage high school students & community members in urban forestry, forest science and natural resource science curriculum to promote concepts of resiliency and long-term stewardship of lands.



NEW SEASON'S MARKET BAG-IT-FORWARD PROGRAM: KOG was selected by the Williams store in Portland as their Bag-It-Forward partner in the category of environmental conservation. Starting January 31, 2017, through July 31, New Seasons customers can donate their 5-cent bag credits to KOG at check-out. Our mission is displayed on the sign above the jar, and is a great way to familiarize people with our work!

2017 SUMMER FIRE SEASON

2017 SOLAR ECLIPSE: KOG dipped into cash reserves to prepare for outreach during August's solar eclipse. Tools used included billboards; posters in airports, malls and at rest areas; web banners; press releases; rack cards; updated KOG placemats for restaurants; social media; and TV and radio PSAs. Specific campaign messages were released throughout the summer, with a heavy overlap of products in August. All of our graphic products were available for fire professionals on our website's toolkit by early June.

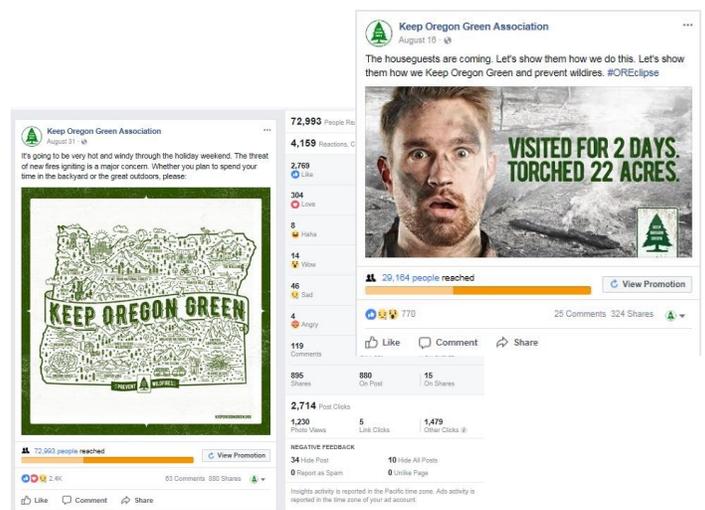


NEW TELEVISION & RADIO SPOTS: KOG teamed up with ODF, OSFM, UO and OSU to write scripts, and assemble a cast of characters for a photo and video shoot. Governor Kate Brown joined Smokey Bear, the Duck and Benny Beaver to create new wildfire prevention spots. Magaurn Video and Jim Carrol Photography met the crew at the CCTV studio in downtown Salem, and filmed the mascots in front of a blue screen. Animated lawn mowers, campfires, debris piles and cars were added in post-production. With help from the Oregon Association of Broadcasters, KOG aired the spots in June, July and August. KOG spent \$24k with OAB to air the OSU and UO eclipse, equipment, campfire, and debris-burning safety spots with a goal of receiving \$24k of additional spots. The campaign generated an air-time value of \$113,539, which was a 4.50:1 ratio, over-performing the 2:1 expectation.



SOCIAL MEDIA: The variety of faces and slogans created for the 2017 campaign allowed KOG to roll out a new look and message at various points throughout the summer, where appropriate. We made sure that they were in line with the tightening fire restrictions, and timely, given the severity of the weather and fuel conditions.

We redesigned the classic Hugh Hayes placemats specifically for use during the eclipse weekend. The artwork featured the iconic landscape features of Oregon, all while encouraging people to prevent wildfires. The image was boosted on Facebook for three days, starting on 8/31, and was the largest reach to date for KOG, including 63 comments and 873 shares.



OREGON STATE FAIR

The Keep Oregon Green booth had a clean new look at the Oregon State Fair. New counter tops and cabinets created a more open and inviting atmosphere in which to wander and interact with displays and staff. The 2017 campaign artwork covered the walls, paired with life-size props for extra emphasis. Fair-goers visited with KOG, USFS and OSFM staff, spun the wheel, asked and answered prevention questions, wrote messages on our chalkboard, and looked at our current fires map. Smoke was thick in the air during the state fair, so people were keenly interested in talking about air quality and the impact of wildfires on the landscape. KOG merchandise was available again for purchase.



NEW TOOLS

OREGON WILDFIRE RISK EXPLORER: It's finally here! ODF and OSU will release the Oregon Wildfire Risk Explorer (OWRE) tool in May. Just as a reminder, this tool incorporates brand new regional wildfire risk assessment data that is more refined, with newer information than the original west-wide data. There are two phases of this project; a public portal and a professional portal. Homeowners will be able to enter their address and use the information to shape their landscape and reduce their wildfire risk. Keep Oregon Green has been involved with the work of the steering committee to help guide the content and outputs of the public portal. Encouraging homeowners to create defensible space is a good step toward keeping an accidental fire start from spreading to a neighboring forest. Civic leaders and local planners will be able to query data and use information for Community Wildfire Protection Plans (CWPP), policy discussions, management decisions, and landscape resource protection priorities.



CHECK IT OUT



MUD FLAPS

NEW ONLINE STORE: Keep Oregon Green's website now includes our own e-commerce page, using WooCommerce and Stripe programs to display our items and accept secure payments. In the past, our site displayed the merchandise, but the customer would be redirected to eBay and PayPal for check-out. By launching our own online store, the payment process is easier, faster, and more efficient without the third party accounts and extra fees. We also get insightful sales information through our dashboard. It's a simple interface that allows us to be in control of our products and get our brand out there. We are excited about the change!

WILDFIRE AWARENESS MONTH

May 2018 marks the 17th year of a Wildfire Awareness campaign, and the 10th year of Oregon's involvement in a multi-state proclamation. Forestry agencies from ten states -Oregon, Washington, Idaho, Montana, South Dakota, North Dakota, California, Nevada, Colorado and Utah - have all signed a proclamation encouraging their citizens to take steps to better protect their homes and communities from wildfire, and work toward becoming a fire-adapted community. KOG, OSFM, ODF and many other federal, state and local fire agencies call on residents to be aware of and prepared for the coming fire season and the risk of human-caused wildfires. Each week, KOG spotlights a different message each week via press releases and social media, such as creating good defensible space at home, the proper method for burning back yard debris piles, and campfire and equipment safety. OAB is helping KOG push WAM TV and radio ads throughout the state during the month of May. KOG thanks the Oregon Office of State Fire Marshal for their generous financial contribution to KOG's annual Wildfire Awareness Month marketing campaign.



COFFEE SLEEVES: The KOG/Smokey Bear sleeves are a very popular way to kick off the month. Cases of sleeves were distributed to the 12 ODF districts and three Forest Protective Associations. They, in turn, worked with local coffee vendors to disperse them to the public.

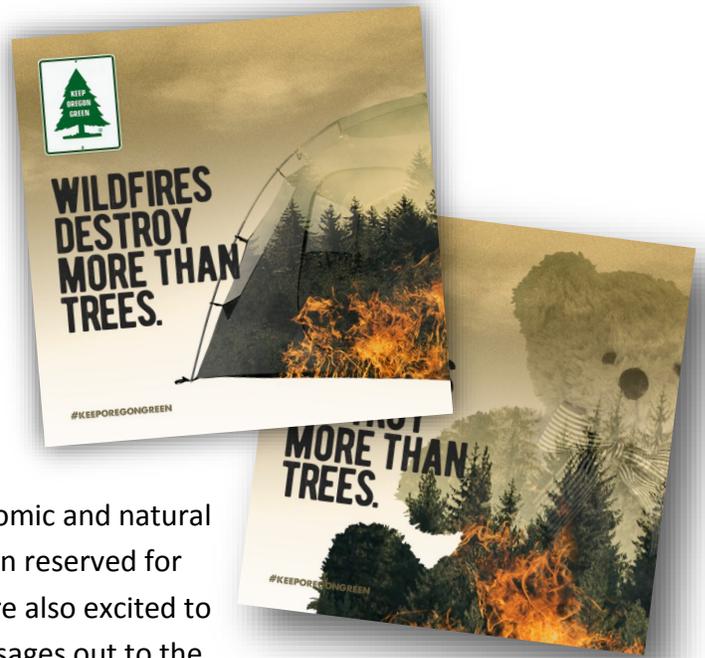
WORLD FORESTRY CENTER: Keep Oregon Green and the Oregon Department of Forestry have teamed up with the World Forestry Center during weekends in May and part of June to help the public learn about wildfires and fire safety. A large exhibit featuring our campaign materials is on display on the second floor of the museum. Smokey Bear will be visiting with guests as they spin a prize wheel and make crafts. Vintage and modern fire trucks will be there as well as a special remote broadcast from FISH (104.1 FM) from 10 am to noon.



ERA OF MEGAFIRES: On April 11, Dr. Paul Hessburg, a research landscape ecologist with the U.S. Forest Service Pacific Northwest Research Station, visited the World Forestry Center to lead a morning and evening session of his Era of Megafires talk. The purpose of the event was to explain why the number of megafires – fires that burn more than 100,000 acres- has increased over the past decade and what we need to know to make smart decisions about fire and land management in the future. Dr. Hessburg was joined by a panel of professionals to discuss what is being done at the local level to manage fire impacts, and he offered a unique perspective of what it took to make this film with the production company, North 40. Kris Babbs was a panelist for the morning session, where around 150 high school students were in attendance. KOG had a booth with literature available at the evening session for the Portland City Club audience.

2018 CAMPAIGN ARTWORK:

WILDFIRES DESTROY MORE THAN TREES is the new campaign theme for 2018. These images are already on our social media sites, and are also being used by our partners for signs, fliers, and interpretive displays. The idea behind the imagery was to call to mind the heavy smoke that choked Oregon's air for a long stretch of time last summer. This year's artwork carries a more serious tone. Wildfires not only destroy trees; they destroy lives, property and the state's scenic, economic and natural resources. Nearly \$40K worth of billboard space has been reserved for the towns of Roseburg, Grants Pass and Medford. We are also excited to partner with Travel Oregon and ODOT to help push messages out to the traveling public this summer.



ON THE HORIZON:



SMOKEY BEAR LICENSE PLATE:

In the past, Keep Oregon Green made two unsuccessful attempts through the legislative process to secure Smokey Bear license plates. Now, that process is no longer required. The purpose of the plates is to spread the 'Only You' message to the public, and bring in some additional revenue for the Association. KOG plans to fill out an application for a special Smokey Bear license plate voucher sale through our website. The DMV will then review the plate design with Oregon State Police and the manufacturer. In order to qualify for production, KOG must sell at least 3,000 vouchers at \$40 a piece. Once we sell 3,000 vouchers, we submit them to the DMV with payment and the plate will move forward. The specialty plate will continue to have the \$40 surcharge at each registration renewal. The surcharge is the same amount for four-year or two-year registration periods. \$35 of the \$40 dollar surcharge will go to KOG. The timing is perfect to introduce the plate for sale as 2019 is Smokey Bear's 75th anniversary.