

# KEEP OREGON GREEN



# 2021 ANNUAL REPORT

## BOARD OF TRUSTEES

Governor Kate Brown, Honorary Chair

### EXECUTIVE BOARD

#### Board Chair

Michael Rundell ..... Weyerhaeuser Co.

#### Vice-Chair

Jim Carr ..... Barnes & Associates

#### Secretary-Treasurer

Mike Miller ...Friends of Paul Bunyan Foundation

David Hampton ..... Hampton Lumber

Gordon Culbertson ..... Whitewater Forests, LLC

Peter Daugherty ..... ODF

Travis Joseph ..... AFRC

Randy Hereford ..... Starker Forests, Inc.

Doug Grafe ..... ODF

### BOARD OF TRUSTEES

Jerry Anderson ..... Hancock Forest Management

Pattie Bjornson ..... Bjornson Vineyards

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

Colby Drake ..... Conf. Tribes of Grand Ronde

Steve Fitzgerald ..... OSU Research Forests

Bonny Glendenning ..... Port Blakely Tree Farms

Amanda Hoey .... Oregon Wheat Growers League

Rodney Jacobs ..... Stimson Lumber Co.

Amy Jahnke ..... OSWA

Mari Kramer ..... Conf. Tribes of Siletz Indians

Gary Marshall ... Deschutes County Fire District 2

Knox Marshall ..... Murphy Company

Darcy McDaniel ..... USFS-BLM

Lee Miller ..... Miller Timber Services

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

Mariana Ruiz-Temple ..... OSFM

Joe Steere ..... Miami Corporation

Gene Stevens ..... Rosboro (retired)

Rex Storm ..... Associated Oregon Loggers, Inc.

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

Kyle Williams ..... OFIC

### KEEP OREGON GREEN STAFF

Kristin Babbs, President



## FROM THE PRESIDENT'S DESK:

### 2021: OFF TO A CHALLENGING START

Last Spring, Oregon agencies were facing several concerns:

- A statewide drought and dire predictions for a tough fire season ahead.
- With COVID, people were at home working on projects inside and out. Human-caused numbers were creeping up pre-season, with very uncharacteristically high numbers for spring.
- Districts were bracing themselves for a flattening pandemic curve in June, just as they would be moving into fire season.
- After a long spring isolation, the outdoors was THE place to practice safe social distancing with others. Parking areas, trail-heads and campgrounds were full or overflowing.

High human-caused wildfire numbers are typically a reflection of warm weather periods and the drying landscape conditions. Yet, given all of the pre-season challenges, agencies were actually experiencing a normal fire season—even slightly below normal for the number of human-caused wildfires and acres burned.

The Labor Day fires completely erased our pre-season efforts and initial attack success. Oregon faced a rare and exceptionally strong east wind event during a prolonged dry period and heat wave. The wind drove explosive growth on wildfires that were already burning and sparked new ones. One Oregonian in 10 was under some level of evacuation notice, 9 people died, and 4,000 homes and 1,000 other structures were destroyed. Five fires reached mega-fire size, burning over 100,000 acres each. Altogether, a million acres burned statewide in a little over a week – twice the average area burned in an entire year.

As we move forward in 2021, Oregon is still deep in a drought and land managers expect high numbers of recreationists on public lands again this year. This year to date, 99% of Oregon's wildfires have been human caused. The power of prevention is squarely in our hands.

## MESSAGE FROM THE CHAIRMAN:

### 2020 FIRE SEASON SUMMARY (OREGON DEPT. OF FORESTRY)

Oregon had a total of 2,215 wildfires that burned 1,141,613 acres across all jurisdictions. People were responsible for 1,553 of those fires that burned 679,500 acres.

On state protected lands, debris-burning fires were the leading cause of wildfires (181). In total, people accounted for 83% of the fires on state-protected lands and 70% of the fires across all jurisdictions. Equipment fires were up with vehicle fires and powerline fires as the top culprits. Debris burning and recreation fires increased, as did smoking fires. Arson and juvenile fires were double what we normally see in those categories.

STATEWIDE	Fires	Acres	Suppression costs (District + Extra Only)
Debris burning	181	145	\$344,869
Equipment use	160	761	\$4,397,000
Recreation (camp-warming fires)	126	191	\$799,353
Misc.	104	53	\$234,312
Smoking	39	994	\$4,601,168
Juveniles	13	6	\$22,277
Arson	46	667	\$8,458,700
Unknown	22	396,000	\$32,828,858
<b>Total 2020**</b>	<b>718</b>	<b>398,847</b>	<b>52,013,487</b>
2019	668	15,105	\$29,628,016
2018	743	25,507	\$13,507,466
2017	558	20,011	\$3,564,490
2016	611	47,428	\$11,186,954
2015	595	57,515	\$67,118,851
2014	557	14,549	19,149,846

\*\*total includes fireworks and firearms.

## NEW PARTNERSHIPS:



Keep Oregon Green continues to broaden our prevention efforts with new partnerships as we continue to fight fire with publicity-- our mission since 1941.

Following the Labor Day fires, we were approached by Bearlic Brewing to partner on a fundraiser IPA, similar to Sierra Nevada's Resilience ale, benefitting community recovery following the 2018 Camp Fire.

While this was a challenging endeavor, economically speaking, during the pandemic, Baerlic donated 100% of the profits to wildfire prevention education (20%) and post-fire community recovery and relief (80%) via the Oregon Community Foundation. Trade partners donated the ingredients and supplies (hops, cans and labels) needed to get the IPA to market. Wolves and People Farm-house Brewery also followed suit, and both IPA's sold out in weeks. Woolly Made Leather Goods also created special set of Keep Oregon Green leather products, with a portion of proceeds benefitting wildfire recovery. We thank these businesses for their thoughtfulness and generosity, and for helping us prevent the next wildfire.



## USA TODAY STORYTELLERS HOUR: FORCED TO FLEE



Keep Oregon Green has been interested in capturing personal stories of wildfire preparedness, prevention and aftermath for years. Our past outreach activities and presentations referenced recent California examples, such as the 2017 Tubbs Fire in Napa and the 2018 Camp Fire in Paradise. Unfortunately, wildfire loss and destruction hit home during the 2020 Labor Day Fires. Though the smoke has long since cleared, those fires are still with us today.

KOG chose USA Today's Storytellers Brand Studio to help Oregonians share their personal experiences during these unprecedented wildfires, as it relates to preparedness and prevention. This special storytelling event was held on May 11, and featured four homeowners' harrowing experiences with evacuation, returning to a home lost or a home survived, clean up, and plans to rebuild using Firewise principles. There was also an important Q and A session with ODF Fire Chief, Doug Grafe. 50,000 people were under some level of evacuation last September. Recovery is ongoing and the human and financial toll rippling through communities will be felt for years. By sharing our post-fire stories with others, we help all Oregonians become better prepared and prevent further tragedy and loss in the future.



## SMOKEY BEAR LICENSE PLATE UPDATE:

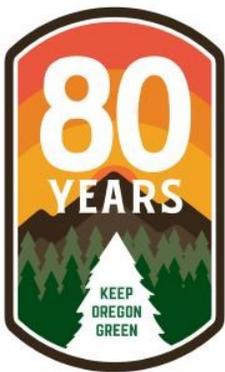
Smokey Bear license plates were released on August 1, 2019, just as Smokey prepared to celebrate his 75th anniversary on August 9th. KOG receives roughly \$35 of every \$40 plate surcharge, and those funds are dedicated to wildfire prevention advertising campaigns. We are required to sell 2,000 new plates each year to keep it available for sale to the public.

Due to the pandemic, every plate suffered a slump in sales to a greater or lesser extent. However, the Smokey plate rebounded with resilience and it remains one of the top three issuing special plates. From our release date through March 2021, Keep Oregon Green sold over 24,000 plates. Higher numbers may be seen on the roadways as each DMV office receives a stack of plates with different numbered sequences.

The Smokey plates serve as mobile billboards, increasing Keep Oregon Green's visibility around the state and creating awareness of the need for wildfire prevention. More importantly, they provide much-needed revenue to KOG, allowing the Association to purchase more billboards, digital ad space, and TV and radio spots around the state. Plates can be purchased at any DMV field office, or online through the DMV's website.



## KEEP OREGON GREEN'S 80TH YEAR:



Keep Oregon Green celebrated its 80th year on April 28. As we move forward in 2021, we will add new merchandise to our online store, conduct a billboard contest, and host an auction later in the fall. Other online activities will invite the public to join in the celebration of our incredible milestone and learn more about our history. We have released a new lapel pin, a poster (on the front of the report) and several stickers with new and retro KOG art. Additional partnerships and products are described on page 7.

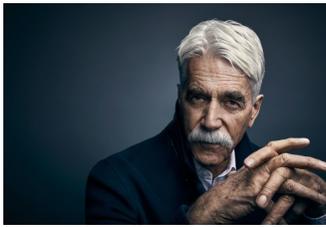


On June 1, KOG will launch a statewide billboard poster contest. Open to all ages, we are asking the public to be a part of the prevention solution by submitting artwork. First place art from each division will be displayed during the 2022 campaign season. Three different age divisions will be represented and people can submit various styles of artwork, from crayon to computer-generated. The contest will be conducted in partnership with the Oregon State Federation of Garden clubs and the USDA Forest Service. Cash prizes will be awarded.

## WILDFIRE AWARENESS MONTH

KGW, KOIN, KATU and KTVL have put together packages that will help KOG reach an even broader audience. KOG will sponsor digital pre-roll, red flag/high heat warnings, and other related fire information during weather segments. The three Portland stations' chief meteorologists filmed 15 and 30 second wildfire prevention safety segments, addressing safety with campfires, debris burning, and equipment use. Many of the spots start running in May and will extend well into fire season.

Since March, Oregon Association of Broadcasters has been airing KOG's two defensible space ads, featuring Sam Elliott's narration. We will switch over to our two fire season prevention ads in June. Thanks to the new plate revenue, KOG was able to initiate our public fire prevention campaign two months earlier than usual. We thank our state and federal agency partners who have been posting and sharing wildfire prevention safety messages on social media all month-long.



## WITHOUT WARNING: WILDFIRE



Without Warning is an educational and entertaining comic book series produced by Darkhorse Comics in partnership with the Oregon Office of Emergency Management. Two publications have already been developed and distributed addressing tsunamis and earthquakes. Chemeketa Community College applied for a grant to with the Oregon Dept. of Forestry and Keep Oregon Green, to create a book that addresses another natural disaster— wildfires. Text and graphics have been created this past fall and winter, and the comic book is 99% complete. We anticipate release of this comic book sometime in mid- to late June. KOG has pre-ordered 5,000 copies for distribution.

We are pleased that Darkhorse and OEM have approved the use of these comic book characters and artwork, allowing KOG to create an interactive and educational website for teens and pre-teens in the near future.

## 2020-21 CAMPAIGN:

'Pride in Oregon' is the theme and driving force behind Keep Oregon Green's 2020-21 campaign and new website. Using the hashtag, #OregonOurOregon and #KeepOregonGreen, KOG encourages residents and tourists to share photos of their favorite places and thoughts for keeping Oregon free of careless wildfires. We hope that these stunning photos of Oregon's iconic landscapes will strike a chord and inspire the public to use extreme caution this summer.



## ON THE HORIZON:

**OREGON WINERIES:** Southwest and central Oregon are familiar with wildfire and smoke impact, but the 2020 fires were a wake up call for the Willamette Valley wine community. The effects were multifold: continuous days of heavy smoke emptied tasting-rooms; vineyard workers were exposed to unsafe working conditions during harvest; with the sun blocked for days, ripening of the grapes stalled; and months later, winemakers are still debating what to do with their 2020 vintage. Keep Oregon Green believes there is an opportunity to help prevent the next wildfire by bringing awareness to the public on how this industry has been affected by the 2020 fires while supporting wineries. KOG wants to create a generic Willamette Valley wine blend at a minimal cost, with part of the proceeds from the sale of the wine donated to support wildfire recovery. Talks are underway.



**PREVENTION TOOLS: KOG and Travel Oregon:** KOG and Travel Oregon are working together to create a *Take Care Out There* bandana board game. Travel Oregon will take the lead on design and consult with KOG on development. It will incorporate Leave No Trace and fire prevention messages, both on the board and in game play instructions. We are also working with Field Notes to create a special Keep Oregon Green series. When these products are ready, they will be available online and at every welcome center in Oregon.

The public needs **high and low tech tools** to make any prevention task easier. KOG hopes to partner with Sea to Summit to create 20-liter, packable camp sinks that double as a bucket to drown a campfire. The price is affordable (\$29) and the KOG logo will be printed on the interior of the sink and zip pouch. KOG and ODF are applying for a grant to create an app that lets the user know if they can safely burn backyard debris based on their geographic location.



**Coming soon!** KOG leaned on the genius tech talent at Oregon State University, and with help from ODF's West Oregon District and Philomath Fire, we filmed B-roll (drones and all) to create a soon-to-be-edited video on debris burning safety. Next up, Timber Joey will help KOG film an equipment safety commercial in June.