

KEEP OREGON GREEN

Good outcome despite dire season forecast

Since early spring, there was great concern for extreme fire activity due to prolonged drought conditions across Central and Southwest Oregon. Fire professionals were anticipating a high number of large fires and competition for scarce fire fighting resources throughout the West. Fortunately, Oregon had a good season thanks to several factors: fire season started later than normal due to a wet, cool spring; more detection cameras spotted fires early; aggressive initial attack caught kept fires small; moisture accompanied lightning storms; and the public was keenly aware of the fire risk and the need for prevention. Overall, there were fewer fires and acres burned in Oregon compared to the 10-year average, and much of that was due to a lower number of human-caused wildfires.

According to the Oregon Department of Forestry, people were responsible for 662 fires (industrial fires included), down from the 10-year average of 764 fires, and down nearly 28% from 923 fires last year. The 2020 and 2021 fire seasons were severe, and they serve as a painful reminder of what was lost. Since then, Oregonians have stepped up to help the landscape and their neighbors recover, but more importantly they are taking steps to harden their home and landscape, and prevent small sparks from becoming bigger wildfires.

ODF Stats at a Glance:

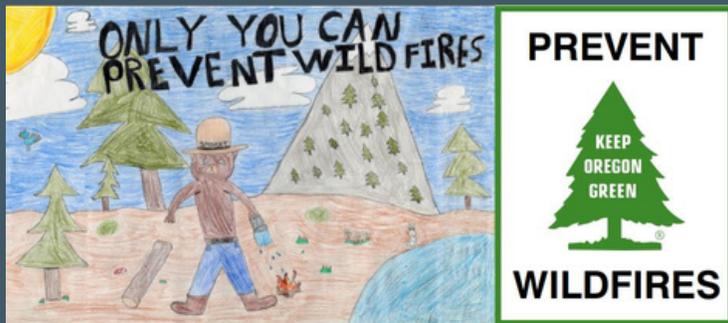
- DEBRIS BURNING
166 FIRES - 167 ACRES
- EQUIPMENT/VEHICLES
140 FIRES - 138 ACRES
- RECREATION FIRES
108 FIRES - 66 ACRES
- MISCELLANEOUS
89 FIRES - 40 ACRES
- SMOKING
19 FIRES - 1 ACRE
- JUVENILES
3 FIRES - .5 ACRE
- ARSON
21 FIRES - 33 ACRES
- UNDER INVESTIGATION
59 FIRES - 1,309 ACRES

KEEP OREGON GREEN

Keep Oregon Green Media

KOG ran ads on TV, radio, streaming TV, news station websites, social media, and billboards across the state. In Portland, MAX trains and streetcars were wrapped with full-side ads, and posters were placed on bus benches and bus shelters. KOG sponsored weather segments all summer long on the major news stations in the valley, Southern and Central Oregon. Our logo was also used in conjunction with fire weather updates and alerts. Examples of these spots can be viewed on our YouTube channel.

2021 KOG Billboard Art Contest: Three winners were selected and featured on KOG billboards across the state in 2022.



Without Warning: Wildfire

A new website for youth will feature animated videos and activities based on the comic book by the same name. Youth will learn what causes wildfires, what's at stake for our state and how to take action to prevent them. The website will encourage students, classrooms or entire schools to get involved with wildfire prevention activities in their communities. The site will eventually track hours or donations and provide rewards for reaching milestones.

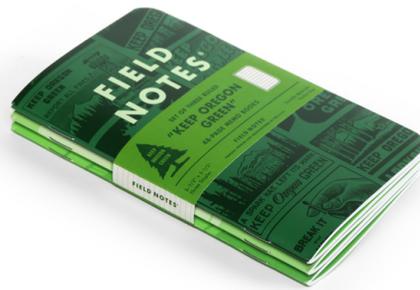
Wine Collaboration

Union Wine Company, Furisoso Vineyards, A to Z Wineworks, Ponzi Vineyards, Stoller Estate Vineyards, Willamette Valley Vineyards and Bjornson Vineyards donated their time, materials and grapes to bring attention to the impact that human-caused wildfires and smoke exposure have on the wine industry. The label on the can told the story of Oregon's destructive 2020 fires. Every penny generated from wine sales benefitted Keep Oregon Green and the Oregon Community Foundation's Wildfire Recovery Fund.



KOG funds Prevention Projects

For FY 2023, KOG will provide funding to local forestry districts to address persistent human-caused wildfire issues within their communities. KOG has already funded a portable variable message sign (VMS) to communicate extreme fire danger, new metal prevention road signs, and a camp stove and bottled fuel distribution program for the unhoused.



Field Notes

These iconic Field Notes Brand vintage-inspired pocket notebooks were created by a local Portland artist, Aaron Draplin, who collected and rescued them from obscurity. The original Field Notes was a promotional memo book distributed to American Farmers over the last century by seed, tractor, and other agricultural companies. Keep Oregon Green is now a new member of the ever-growing collection of these popular and collectible pocket notebooks. Our three-pack of notebooks hones in on the top three sources of human-caused wildfires in Oregon: debris burning, vehicles and campfires. Each book features vintage Keep Oregon Green artwork on the front and back covers, lined paper and a centerfold that highlights prevention tips. In partnership with Travel Oregon, the campfire notebook has been co-branded and purchased as a single. It will be distributed free-of-charge at Travel Oregon's eight Welcome Centers across the state next spring. The three-pack retails for \$16.95 and can be purchased on our website.



Keep Oregon Green's prevention efforts are Oregon's first line of defense against wildfire.

2022 was a good year for the forests of Oregon, but we need your help to keep that momentum rolling forward. Your support sustains this organization and takes our work to the next level. Every gift, no matter the size, has an impact on the development of future projects and educational efforts as well as the reach and frequency of our messages across the state.



Every Oregonian has a part to play in the prevention of unwanted human-caused wildfires. By sharing examples of our outreach efforts here, we hope you see the value of our work, the need to continue to defend Oregon's landscapes, and reduce the amount of destructive wildfires caused by carelessness.

A fire prevented is a fire that does not need to be put out. That saves lives, property, natural resources and skyrocketing suppression costs. **Please consider making a year-end contribution to Keep Oregon Green. Every acre counts. Thank you!**

"On the heels of 2020 and 2021, prevention messages really resonated with the public this year."

MIKE SHAW

CHIEF OF
FIRE PROTECTION DIVISION
OREGON DEPARTMENT OF
FORESTRY

TOGETHER WE CAN
REDUCE THE NUMBER OF
HUMAN-CAUSED
WILDFIRES
IN OREGON THROUGH
AWARENESS AND
EDUCATION.