

An aerial photograph of a river flowing through a rocky canyon. The river is dark and turbulent, with white water rapids and a waterfall visible. The canyon walls are steep and covered in dense green forest. The overall scene is rugged and natural.

**PACIFIC NORTHWEST
FIRE PREVENTION EDUCATION
TEAM-3**

JULY 15 – JULY 28, 2015

FINAL REPORT

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Executive Summary

Many areas in the Pacific Northwest (PNW) are experiencing high to very high drought conditions. Fuel conditions around the region have been well ahead of historical trends. The Northwest Coordination Center's Predictive Services indicates these conditions will extend throughout the summer and likely into the fall.

Because of these conditions, the PNW State Office/Regional Office requested a National Fire Prevention and Education team (FPET) to continue the efforts begun by two fire prevention and education teams that worked for the region earlier this season. On July 15, the team led by Evelyn Morgan was in-briefed and completed a two-week assignment. The Team's primary contact was Lauren Maloney, BLM, and Karen Curtiss, FS, served as her alternate.



The Team was tasked with working on both regional media messaging and local human-caused wildfire prevention for the Olympic National Forest.

The following report addresses the strategies to accomplish the assignment objectives.

Team Members

Evelyn Morgan	KY-DBNF	Team Leader
Donna Wilson	VA-JEFF	Public Information Officer
Gwen Hensley	KY-DBNF	Team Member
Susette Huett	WA-ONF	Team Member (Trainee)
Kathy Arnoldus	OR-WWF	Team Member



The following is the Team's approach to address the objectives in the Delegation of Authority.

Objectives: The primary objective is to use a coordinated approach to guide interagency efforts for wildfire prevention to reduce human-caused wildfires in the Pacific Northwest. Specific objectives for the team include the following:

2015 Pacific Northwest Fire Season

Region-wide Prevention & Education Objectives

- Develop Public Service Announcements targeting Washington and Oregon's large west side media markets to raise public awareness of drought conditions and high fire danger throughout the PNW during the 2015 season. Contact media outlets for distribution.

Actions:

Wrote scripts for three Public Service Announcements that can be used for both radio broadcasting as well as TV.

Worked with Glen Sachet, Public Affairs, RO, on PSA for Gert Boyle. Glen has been in contact with the Corporate Relations Manager for Columbia Sportswear. The script has been written and they are ready to move forward.

Obtained videographer from Sight & Sound Services to create TV PSAs and also worked with Jack deGolia of World-Voices.org to record three radio PSAs from the approved scripts. These were all recorded and waiting for approval and distribution (see Recommendations Section).

- Use a tracking system to assist the region in identifying the products by name, medium, pricing and time line to help monitor and prepare products for distribution as they become available (on the Prevention Education products currently being drafted revised and new products).

Actions: See Appendix F for Product Matrix

Team liaison is working on the tracking system for products.

- Support the social media strategy implementation, as requested.



Actions:

Sent tweets to Olympic NF webmaster daily starting 7/20 to be included on Twitter account. Received approximately 35 re-tweets.

Developed 36 graphics to go with the tweets created by Team 2015-1.

- Seek opportunities to coordinate with any arson, law enforcement or fire investigation task force that may be on assignment in the region, identifying avenues to share resources and cross-educate agencies and the public on arson and prevention messaging.

Actions:

Contacted FS Patrol Captain James Griffin and discussed LEI needs. Emailed Restriction flyer, Frontliner Fact Sheet and Patrol Card. Received positive feedback.

Provided support and map data to Oakridge Fire Investigation Team.

- Coordinate team efforts with any other fire prevention and education team assigned in the region.

Actions:

Team 2015-4 arrived a few days before we left. They were stationed in the Wenatchee area and assigned with a different mission. The 2015 Team-3 offered to share any of our created products with the team with the understanding that could change it to fit their needs.

- Coordinate team efforts with fire prevention employees from all agencies within the PNW.

Actions:

Hosted one Team Member Trainee.

Shared a booth with Lacey Thurston Fire Department.

Emailed approved fire restrictions posters to Washington DNR, Washington State Parks, and Project Learning Tree.

Created and emailed Wallowa-Whitman NF front desk and fire staff Phase A Restriction poster.



- Encourage support and participation in the interagency fire restrictions website (firerestrictions.us).

Actions:

Included the firerestrictions.us website on publications as appropriate.

- Provided information and suggestions to all partner state and federal agencies.

Actions:

Made contact with Washington State Parks and WA DNR.

- Establish a record-keeping process to provide an account of the teams' activities, including: contacts made, information developed and distributed, projects completed, recommendations for further action, lessons learned, and expenditure documentation.

Actions:

Updated budget information upon receipt of expenditures and team member hours.

Reviewed and verified that all expenditures and expenses were received and accounted for.

Submitted Daily Reports of the Team's activities.

Established a trapline for distribution of prevention materials.



Team objectives for work on the Olympic National Forest:

- Provide an assessment of the Olympic National Forest's wildfire prevention program.

Actions:

Members reviewed and discussed the prevention plan with Fire Staff Officer, Rita Chandler. A written report of findings is in Appendix G.

- Incorporate preliminary analysis and review of fire-cause data for the Olympic Peninsula through 2013, as needed.

Actions:

Created maps showing fire causes in Washington and Oregon.

Suggested new fire prevention signs be placed in areas with instances of fire from campfires.

Supported and created a map for Oakridge Fire Investigation Team using fire-cause data.

- Coordinate with the Incident Management Team on the Paradise fire.

Actions:

Contacted Paradise Fire PIO. Received daily updates and their Talking Points.

Emailed fire prevention materials to PIO.

- Prevent human-caused wildfires through delivery of consistent and timely fire prevention messages to residents and visitors of the Olympic Peninsula. Provide information about fire restrictions and closures on the Olympic National Forest to forest visitors using the Internet, news media, and other methods.

Provide information about fire restrictions and closures on the Olympic National Forest to for forest visitors using the Internet, news media, and other methods.

Actions:

Created 'Talking Points' regarding the current drought condition.

Sent fire prevention tweets to the Forest Webmaster for posting.

Team members visited 78 sites and posted Fire Restrictions posters.

Team members attended 4 community events/festivals and talked to residents about the dry conditions of the Forest. Sent Restrictions poster and Frontliner flyer to all recreation pass vendors.

Distributed fire restriction material to all vendors selling Recreation Passes and all district offices.



Arranged a media site visit to make the public aware of the drought conditions and to clarify the fire restrictions in dispersed vs developed campsites. Channels KING5 and FOX 13 as well as a reporter from the Mason County Journal attended.

Sent talking points to TV stations to be used by their weather forecasters.

Created Regional TV PSAs and three radio PSAs to cover the drought situation and wildfire campfires. Wrote script for Gert Boyle PSA.

- Create materials to inform the public as well agency personnel of the current fire danger and restrictions.

Actions:

See Appendix E (Products) and Appendix F (Tracking Matrix for Products).

Provide support and assistance for Forest fire prevention personnel. Assist the Forest in creating staffing plans for upcoming fairs and festivals.

Actions:

- Created a list of events through October.
 - Attended 4 community events/festivals.
 - Posted Restrictions poster at 78 recreation sites.
 - Emailed flyer to all front desk staff, fire prevention staff, Visitor Center and fire on the Olympic
 - Provided all Recreation Pass vendors Fire Restrictions poster and Frontliner Fact Sheet, either in person, via email, or mail.
 - Created “Did You Know” (drought) patrol card for Smokey campground program, Mushroom Festival and Oregon Trail Days.
 - Provided task book training for one PETMT.
- Coordinate efforts and communicate with interagency partners on the Peninsula.

Actions:

Shared a booth with Lacey Thurston Fire Department.

Contacted Washington State Parks DR and emailed Restrictions flyer.

Posted Fire Restriction information at local Visitor Centers.

Made contact with National Park Service.



Recommendations

Regional:

- Need to follow up with videographer for final versions of PSAs, get approval from Host agency and distribute to TV and radio outlets.
- Follow up on Gert Boyle’s PSA. Glen Sachet in the Regional Office is the contact. He has the script and is working with Scott Welch, Global Corporate Relations Manager, Columbia Sportswear Company.

- Recommend that roadside fires be addressed.
- Suggest that teachers' opinions should be obtained on how to use the 'Sage Grouse Coloring Book.'

Olympic National Forest:

- Suggest a few changes to the Olympic NF Fire Prevention Plan (See Appendix G).
- Suggest installing Office wide WIFI with the ability for access to teams. This would eliminate the internet access issue and increase productivity.
- Suggest continuing the fire prevention strategy once this team leaves; consider ordering a single resource prevention person. This single resource should have a strong background in working with media (newspaper, TV, radio), have ability to create media releases and strong people skills. It should be a forest resource that works under the direction of the Fire Staff for the Olympic Peninsula. They would assist the local prevention tech with traplines, festivals and events in the areas of influence that are outlined in the Forest Prevention Plan.
- Need to have a supply of Prevention flyers available and ready for distribution (No Fires, Fire Restrictions and Frontline Fact sheet). If you go into further restrictions, you will need to replace posters at each site visited by the team.
- Suggest requesting funding to support forest personnel to help with large events and festivals.
- Consider purchasing a laminator. MCI makes one that cost about \$300 and will laminate both letter size and 11 x 17 poster. You can get UV protected film that will help your flyers stay brighter long, as well as keep them dry.
- Consider purchasing a table-top display using some of the graphics developed during this team. A table-top display can help capture your audience's attention at festivals and community events. Smart Box makes a light weight, easy to use one that cost about \$115.

Commendations

The Forest Supervisor's interest and involvement was appreciated by the Team. Our agency hosts Lauren Maloney, BLM, and Karen Curtiss, FS, were wonderful in providing direction and filling the team's needs. We also appreciate the helpfulness of Donna Nemeth, Olympic NF PAO and Rita Chandler, Fire Staff Officer. Erick Stemmerman, Administrative Officer, was also very helpful in getting our working space set up; and the front desk staff were very efficient in requisitioning our supplies. Also a special thanks to Micah Johnson, Zone FMO, for making our media site visit such a success. We could not have accomplished our tasks in the short 2-week period without your help!

