

Landscape Scale Restoration Project Report



Project Name: Mountain States DON'T MOVE FIREWOOD Campaign

Funding Year: 2011

Stakeholders

Forest Service Region: USDA Forest Service - R2

Sponsoring Organization: Wyoming State Forestry Division

State Project Contact: Bill Crapser | 307-777-7586 | bcraps@wyo.gov

Participating Organizations: Colorado State Forest Service, Idaho Dept. of Lands, Montana Forestry Division

Grantee: Wyoming State Forestry Division

Project Funding

Agreement(s): 11-DG-11020000-027, 11-DG-11020000-035, 11-DG-11010000-011, 11-DG-11010000-010

Funding Sources

Project Design

Project Purpose

This project combines the efforts of four contiguous states to create varying media efforts to educate citizens about the dangers of transporting infested firewood. Our collaborative approach is united by the core message 'Don't Move Firewood' but also recognizes the different political climates as well as current and past activities aimed at firewood management between each of the four states. Control of invasive species is outlined in each Statewide Forest Resource Assessment. Through printed and oral communication, we will make the threat of invasive species and firewood management relevant to citizens and industry in each of our states and thus conserve working forest landscapes, protect forests from harm, and enhance public benefits from trees and forests.

Landscape Scale Restoration Project Report



National Themes & Outcomes

Conserving and Managing Working Forest Landscapes

Protect Forests from Threats

Enhance Public Benefits from Private Forests

Landscape Scale Restoration Project Report



Strategic Issues

Idaho

One of the principle activities IDL's Forest Health Program is prevention of damaging forest pests. This is mandated by Idaho Code Chapter 6 Title 38 and is part of Idaho's Forest Action Plan. This project ties directly into Idaho's plan by focusing efforts to minimize introductions of invasive exotic forest pests and preventing the transfer of native forest pest to uninfested areas through education and outreach.

Similarly, this project falls directly in line with the Idaho Invasive Species Act (Idaho Code Chapter 19 title 22) and the goals and action plans delimited in Idaho's Action Plan for Invasive Species.

Wyoming

As outlined in our 2011 report, 'Mountain States Firewood' ties into our State Assessment with our national theme of protecting forests from harm. Our strategic objective is to 'identify, manage, and reduce threats to forest and ecosystem health'. Our GIS analysis reveals Wyoming has over 1.5 million acres at risk of significant basal area loss associated with bark beetle caused tree mortality over the next 15 years. We believe firewood transport is a vendor of both native and potentially exotic insects and pathogens.

Colorado

This project ties directly to several of Colorado's key strategies outlined in the State Forest Action Plan which identified threats representing the major issues and challenges Colorado's forest face. Several threats associated with the movement of firewood and the potential introduction and spread of insects and diseases can impact the national treat themes of 1) conserving working forests landscapes, 2) protect forests from harm and 3) enhance public benefits from trees and forests. Some of the treats identified include the fragmentation of forests landscapes, loss of forest products manufacturing capacity, declining watershed health, and the loss of public benefits from trees and landscapes – these all can be directly tied to impacts from insects and disease, both from the movement of known domestic and exotic pests.

Montana

This project ties into many of Montana's key strategies outlined in the State Forest Action Plan under Focus Area One: Forest Biodiversity and Resilient Forests. Invasive species are a particular threat to Strategy 1A that states we "Manage ecosystem and biotic composition to achieve ecological integrity through recovery of species diversity, water quality and quantity, soil quality and function by implementing best available science, and adaptive management."

Collaboration & Partners

Idaho

The Idaho Department of Lands (IDL) is collaborating with Idaho Department of Agriculture (ISDA) to support and promote the Don't Move Firewood campaign. The ISDA will use funding to continue and advance a multi state effort started with the Invasive Species Councils from the states of Washington, Idaho and Oregon. The Idaho Department of Parks and Recreation will distribute outreach material, identify local firewood producers and stock "Idaho wood" at

Landscape Scale Restoration Project Report



campgrounds. The Idaho Department of Commerce will distribute outreach material and place ads in the 2012 Idaho Tourism Guide. The US Department of Agriculture Animal and Plant Health Inspection Services (APHIS) will collect high-risk campground data, provide technical advice and distribute materials. Fremont County will distribute outreach materials to campgrounds and local woodcutters. The community of Priest Lake will distribution outreach materials and post information on their website.

Colorado

Partners include the cooperating agencies active in the Colorado Firewood Task Force, which include: Colorado State Forest Service, Colorado State University, Colorado Department of Agriculture, Colorado State Parks, Division of Wildlife, APHIS, PPQ, BLM, USFS, NPS and several local interest groups. The CO Firewood Task Force has been instrumental in gathering cooperators to work towards common goals and delivering messages regarding the movement of firewood and associated risks. The Task Force has been increasingly active in 2012 with a number of activities set to occur in early 2013. Each member of the partnership has taken lead on sourcing, designing, and preparing deliverables for 2013.

Wyoming

Wyoming State Forestry Division (WSFD) partnered with USDA Animal and Plant Health Inspection Service - Cheyenne with a firewood education mass-mailing to all Game and Fish vendors selling hunting and fishing licenses. We also conducted a joint trapping effort to gather data on any new introductions of exotic insects or pathogens into Wyoming. We have support from The Nature Conservancy as they placed our billboard photo on their Facebook page. Wyoming Weed and Pest Districts, Wyoming Department of Agriculture, and the Wyoming Game and Fish Department also support 'Don't Move Firewood'.

Montana

Partners include Montana Department of Natural Resources and Conservation (DNRC) (Forest Pest Management (FPM) Program), Montana Department of Agriculture (MDA), APHIS, PPQ, Montana Department of Fish Wildlife and Parks (FWP), The Nature Conservancy (TNC).

TNC modified the outreach postcards, FWP provided non-resident hunting licensee addresses, and the DNRC FPM printed 200,000 postcards for annual use and sent over 18,000 postcards to non-resident hunting license holders prior to the 2013 hunting season. DNRC FPM also presented objectives of this campaign to the Association of Montana Turf and Ornamental Plant Professionals.

MDA and APHIS have collaborated in efforts to deliver consistent public messaging and have helped generate ideas for outreach activities. APHIS has helped DNRC FPM acquire additional outreach materials (Pest Alerts, EAB specimens, firewood posters, EAB look-alike poster files).

Landscape Scale Restoration Project Report



Accomplishments

Deliverables

Idaho

Idaho will identify high-risk campgrounds deemed by USDA-APHIS to have a significant number of campers that come from places infested with target invasive pests. At the high-risk campgrounds, to inform the public about the threats of moving untreated firewood, outreach materials will be distributed with invasive species messages. The 'Don't Move Firewood' message will also be displayed on posters. During the 2012 and 2013 camping season, "Buy It Where You Burn It" billboards will be placed on Boise, Nampa, Post Falls, Athol, and Bonners Ferry highways. Radio promotions about the threats associated with transporting firewood within the Boise, Spokane and Idaho Falls markets will be on the air during the 2012 and 2013 camping season. Print advertisements will be placed in the 2012 and 2013 Go RV Idaho and AAA magazines and the Coeur d' Alene Press. Local woodcutters and campground managers will develop materials (including fire bundle inserts) to promote the use of local wood at Idaho campgrounds. The materials will make people aware that they have purchased Idaho wood and helped to keep its forests pest-free.

Wyoming

WSFD has provided internal staff and administrative support toward the delivery of the proposal and will receive staff support from the Wyoming Association of Municipalities; particularly communities with high volumes of green ash due to the impending threat of emerald ash borer. We wish to receive ample media coverage via TV and radio stations in Casper and Cheyenne. Conservation magazines as well as our internal publication entitled 'Tree News' will broadcast and print our core message of 'Don't Move Firewood'. Literature, outreach products and website messages, are other planned deliverables. These deliverables are largely designed to inform citizens and tourists about the dangers of transporting firewood into and within Wyoming.

Colorado

15000 postcards were produced and we distributed to cooperators and the public through outreach and education forums. The other half were distributed through inclusion with mailing of hunting and fishing licenses. Other deliverables and outcomes determined for 2013 include 2-4 billboards along CO key highways and interstates, particularly those that serve as key corridors to access recreation sites from out of state, and firewood signs that promote the national Don't Move Firewood Theme throughout properties owned and managed by our program cooperators such as campgrounds and parks.

Montana

Mail postcards to non-resident hunting license holders ; promote educational and outreach materials.

Accomplishments to Date

In Idaho, a full page print advertisement was placed in the 2012, 2013, and 2014 RV Idaho guide. Circulation was ca. 100,000/yr. A quarter page print advertisement was placed in the

Landscape Scale Restoration Project Report



2012 Idaho Tourism Guide and the 2014 Majestic North Idaho magazine. Six advertisements ran in the Coeur d'Alene Press with ca. circulation of 161,700. Links to the DMF website had 65,000 impressions on targeted websites. Four radio stations aired two newly created messages for a total of 186 spots. Outreach materials and posters were posted at targeted Idaho campgrounds. Firewood bundle inserts were printed and distributed to targeted woodcutters and campgrounds in 2011. In 2014, additional outreach material (playing cards, Frisbees, tattoos, sunscreen) was delivered and education of campers occurred at Farragut, Priest Lake, Bear Lake, Lake Cascade, and Hells Gate State Parks and a Forest Service campground in Island Park. A campfire program was created, presented at three campgrounds. Posters were made available to all known public campground managers in 2014. Posters were also distributed through Project Learning Tree workshops, to University of Idaho Extension offices, Idaho Fish & Game offices and their license vendors. Over 21,000 informational "rack cards" were distributed at visitor centers, F&G offices and license vendors, UI Extension offices, and above mentioned campgrounds. Between 2012 and 2014 "buy it where you burn it" billboards were posted for a total of 28 months in nine different communities. Billboard impressions in 2014 were over 2.4 million.

Wyoming rented four 14' x 48' billboards on Interstate 80 and Interstate 25 with the message 'Don't Move Firewood'. A presentation was given on firewood transport at the annual Wyoming Weed and Pest Council meeting held in January 2013 and 2014. WSFD created a statewide EAB Response Plan categorizing the roles of each cooperating agency in the event EAB is detected in Wyoming. Radio air-time (30 second ads) was purchased from local radio stations and statewide affiliates and two live interviews related to firewood transport were conducted. Additional funds were used to purchase Wyoming-based brochures, posters, and bumper stickers.

In Colorado, upon approval from the USFS R-2 office, funds were redirected from the original intent of using signage at the state's borders to the coordinated EAB response team, education and outreach. (Workshops, travel, events, tours, branch peeling workshops, response team efforts/meetings). Funds were also used to develop and print the EAB Quick Guide and EAB Decision Guide.

Additionally a first-of-its-kind statewide inventory tool was developed, called CO-TreeView. This is a web-based tree inventory and mapping tool to record and visualize the location, species, and condition of the trees that make up Colorado's urban forests. This user-friendly tool, which allows users to view tree and planting site data at a variety of scales, enables proactive, data-driven forest management planning, grant solicitation, and public outreach in support of the conservation and enhancement of the state's community forests.

The CO-TreeView tool was created in response to the discovery of emerald ash borer (EAB) in Boulder in late 2013. The EAB Response Team recognized the potential value in having a statewide system to house, aggregate, and display tree inventory data from diverse sources. Currently over a ½ million trees are represented on the CO-TreeView site (www.cotreeview.com).

Landscape Scale Restoration Project Report



In Montana the DNRC FPM sent over 33,000 postcards to non-resident hunting license holders. DNRC FPM has also printed 200,000 postcards to use for annual mailings. The FPM program coordinator answered numerous calls initiated by this outreach. DNRC has presented the campaign to over 100 arborists and tree care professionals. Ad space was purchased in hunting and fishing regulations and posted in travel magazines and on websites.

Deliverables in Progress

Idaho

Idaho completed the deliverables identified in the grant. Work is ongoing to forge partnerships among Idaho woodcutters and Idaho campgrounds and commercial firewood vendors. Extensive mailing lists were compiled for firewood cutters and vendors and additional information will be mailed in early 2015 to promote locally cut and sold firewood.

Wyoming

30 second ads on local radio stations delivering a the "Don't Move Firewood" message.

Montana

A short-term program support person is being hired (anticipated start date March 2014) to promote the Don't Move Firewood message by working with potential advertisers, creating new posters and brochures, engaging additional resource management agencies, posting information at rest stops, and doing direct outreach with state and private campgrounds (posting flyers, educating hosts, campfire talks, engaging campers). The project coordinator will also research the feasibility and logistics of additional outreach efforts including a firewood intercept and entry gate outreach at National Parks.

Landscape Scale Restoration Project Report



Challenges

Idaho

In 2012, the primary contacts with IDL and ISDA, who initiated the planning and work on this grant, left their respective agencies. ISDA's agreement with IDL to accomplish the above defined grant deliverables was terminated in 2013, due to additional personnel changes. These events halted progress for most of 2012 through 2013. In April 2014, IDL hired a temporary employee to deliver the grant objectives, cooperate with existing partners and develop relations with new partners.

Wyoming

None at this time.

Colorado

The Colorado Firewood Task Force has been revitalized in 2012. 2012 was a dramatic fire year for Colorado and a number of resources and member of the partnership were involved with fire activities. The group has set a number of priorities for 2013 and has had early successes with outreach and education in 2013.

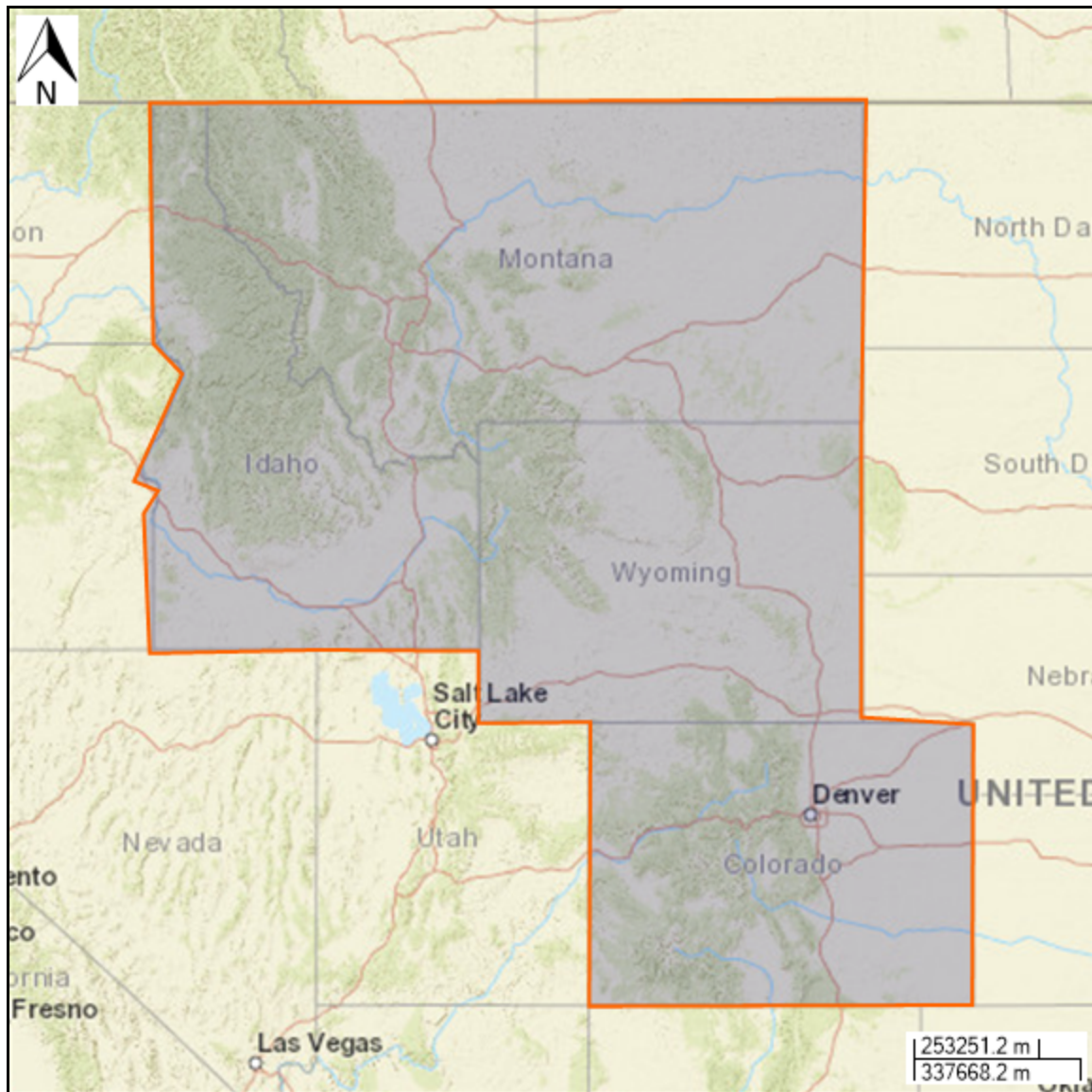
Montana

We originally planned to purchase billboard space but a similar message was posted on key billboards by the MDA. Thus, we have additional funds to put toward direct outreach with RVers, campers, hunters, etc. The synergy between agencies, however, is more of a success than a challenge.

Landscape Scale Restoration Project Report



Impact Area



Information Last Updated
1/20/2017