

Organization: Chumstick Wildfire Stewardship Coalition

Project Area: Leavenworth/Plain

Activity	Objective	Outcomes/Lessons Learned
<p>USFS/DNR Stakeholder Meeting</p> <p><i>Participant</i></p>	<p>Discuss goals, objectives, and deliverables required by 2928 legislations.</p>	<p>Assignment of roles and responsibilities.</p> <p>Discussion with all OWNF Fuels Managers and Fire officers resulted in a clear ask for increased outreach around “why” prescribed fire is important.</p>
<p>Community Outreach Needs Assessment</p>	<p>Determine prescribed fire outreach needs and potential project partners</p>	<p>Discovery of key barriers that have effected public perception of prescribed fire within the community. Determined organizational needs from fire practitioners and responders. Produced a summary of needs that served as a framework to develop outreach strategies and key messages. This summary also shed light on how the project budget should be constructed to fulfill additional capacity needs (e.g. Funding for local fire district participation and increased presence in the community during burns).</p> <p>We found needs were very different between communities from past experiences, previous complaints, and local demographics. This emphasized the need to take a community-by-community approach to outreach.</p>
<p>Stakeholders Outreach Meeting</p> <p>Hosting partners: Cascadia Conservation District, USFS</p>	<p>Overview of 2928 Burn Pilot, develop outreach and communications strategy with local entities.</p> <p><i>Participants: USFS WRRD, Cascade Medical Center, two Fire Districts, Chelan-Douglas Health District, Leavenworth Chamber of Commerce, Community Members, Business Owners, Cascadia CD, CWSC, Cascade Medical Center, WA DOT, Chelan County Emergency Management, RiverCom911, CWSC</i></p>	<p>Engaged a wide cross-section of governmental entities and organizations develop a coordinated outreach effort for prescribed fire.</p> <p>Identified outreach objectives, barriers to community acceptance of prescribed burns, unique circumstances or considerations to take into account, sensitive populations, information sources, staffing constraints.</p> <p>Developed a local prescribed fire outreach working group to address a challenging community issue. Coordinated outreach events, messages, target audiences, inquiry and complaint tracking, and strategies and timing for dissemination.</p>

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<p>Prescribed Fire Mailer #1</p>	<p>Inform public: what is prescribed fire and why is it used? Invitation to prescribed fire community meeting. Invitation for prescribed fire field tour. Notification of upcoming burns via online interactive map.</p>	<p>Approximately 5,170 residents were informed and notified of prescribed burning.</p> <p>Recipients of the mailers were invited to future meetings which when surveyed at the next meeting ~80% of the ~50 attendees reported receiving the mailer. This showed that direct mailers were an efficient outreach tool to a community made up of primarily older generations and secondary landowners.</p> <p>USFS tracked number of views of interactive map.</p> <p>Press Release: "Making the Case for Prescribed Burns", Wenatchee World <i>Notification of upcoming public meetings, field tours, and prescribed burns. Also described intent of Forest Resiliency Burning Pilot.</i></p>
<p>Community Meeting Plain, Washington</p> <p><i>Hosting partners: USFS, Cascadia Conservation District, Chumstick Wildfire Stewardship Coalition, Plain Firewise Communities, Lake Wenatchee Fire & Rescue</i></p>	<p>Share information about issues that have changed a landscape adapted to fire, actions being taken by the USFS to improve forest health and reduce the risk to wildfire to communities.</p> <p>Address concerns raised by community members resulting from Spring 2016 burns.</p>	<p>Number of attendees: ~50</p> <p>Attendees were informed of upcoming prescribed burns (who, what, when, where, why, and how).</p> <p>Recognized the need for continued discussions to build trust in burning entities, address health risks, and to build an understanding of tools such as thinning and prescribed fire are used in landscape scale restoration.</p> <p>USFS shared link to interactive map. During the meeting, approximately 30+ attendees immediately viewed the map, a clear indication of the public's desire for information and resources.</p> <p>Attendees stressed the need to be notified of upcoming burns to allow time to reduce potential health impacts from smoke (i.e., temporarily relocate).</p> <p>Audience preferred mailer notifications over online notification. (Demographics and internet availability play a role.)</p>

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<p>Community Meeting with Leavenworth Lion’s Club Leavenworth, Washington</p>	<p>Inform the public of upcoming burns (who, what, when, where, why, and how). Address concerns of community members.</p>	<p>Overall distrust of burn agency and lack of understanding of burn process.</p> <p>Number of attendees: ~20 Attendees were informed of upcoming prescribed burns.</p> <p>Shared link to interactive map. Attendees immediately opened interactive map during the meeting – opened the door for discussion and questions regarding smoke dissemination, potential impacts to health and community events.</p> <p>Lion’s Club offered to share burn notification mailers with visitors traveling to and from the Leavenworth area from the west side at a rest area along Highway 2.</p>
<p>Prescribed Burn Field Tour, Plain & Lake Wenatchee, Washington</p> <p><i>Hosting partners: USFS, Chumstick Wildfire Stewardship Coalition, Cascadia Conservation District, Wenatchee River Institute</i></p>	<p>Provide an opportunity for community members to walk around post-burn and upcoming burn sites.</p>	<p>Number of attendees: 12</p> <p>Attendees participated in an in-depth discussion of the prescribed burn process and pre-burn planning efforts.</p> <p>Attendees visited 4 sites, ranging from no forest management, 6-month post burn site, 3-year post burn site, 10 year post-burn site, and upcoming burn sites. Participants were able to see changes in vegetative structure and forest health resulting from active management. Perceptions of prescribed burns changed, including the understanding of the acceptability of loss (prescribed v. wildfire).</p> <p>USFS addressed attendees concerns (see Appendix B).</p> <p>Press Release: “Prescribed Fire Tour Shows Benefits of Fighting Fire with Prescribed Fire”, Wenatchee World August 22, 2016</p>
<p>Prescribed Fire Mailer #2</p>	<p>Inform public: Prescribed fire burn process and smoke; notification of upcoming burns via online interactive map</p> <p>Provide information to reduce potential health impacts from smoke.</p>	<p>Approximately 5170 residents were informed and notified of prescribed burning.</p> <p>USFS tracks audience use of interactive map.</p> <p>Press Release: “Making the Case for Prescribed Burns”, Wenatchee World Notification of upcoming public meetings, field tours, and prescribed burns. Also described intent of Forest Resiliency Burning Pilot.</p>

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<p>The Era of Megafires Presentation Leavenworth, Washington</p> <p><i>Host: Icicle Creek Center for the Arts</i> <i>Presenter: Dr. Paul Hessberg, USFS</i></p> <p><i>Panel discussion: Cascadia CD, USFS, Washing Prescribed Fire Council, Chumstick Wildfire Stewardship Coalition</i></p>	<p>Educate the public about the condition of our forests and how we can restore them to historic/health conditions – including use of prescribed fire.</p>	<p>Number of attendees: ~100</p> <p>Audience was very engaged in presentation and had meaningful questions to ask the panel of experts following the presentation.</p> <p>USFS Wenatchee River Ranger District local Fire Management Officers were scheduled to participate in post-panel discussion to discuss upcoming prescribed burns, but were unable to attend as they were managing burns in the field during the presentation. However, during the presentation CWSC received a photo of the current days prescribed burns and worked with audio/visual staff to post the photo during behind the presenters during the panel discussion. A representative from Cascadia CD mentioned that the reason for local area USFS representatives not in attendance was because they were implementing the practices mentioned in the presentation and directed the audience to the photo behind the panelists. The audience erupted in applause.</p>
<p>Prescribed Fire Mailer #3</p>	<p>Prescribed burn notification</p> <p>Provide information to reduce potential health impacts from smoke.</p>	<p>Approximately 5170 residents were informed and notified of prescribed burning.</p> <p>USFS tracks audience use of interactive map.</p>
<p>Salmonfest Leavenworth, Washington</p> <p><i>Partners: Chumstick Wildfire Stewardship Coalition, Columbia Breaks Interpretive Center, USFS, WA Department of Natural Resources, Friends of the Leavenworth National Fish Hatchery</i></p>	<p>Educational event: share information about fire-adapted ecosystems and current forest resiliency projects.</p>	<p>Number of attendees: ~3,100 (includes participation by 2,000 students in two days)</p> <p>Distributed prescribed burn notification flyers. Presented prescribed burn information via professional photo series. Shared information about fire-adapted forests with students.</p>
<p>Chelan County AlertSense Notifications</p>	<p>Notify residents of prescribed upcoming prescribed burns and measures to reduce health risks.</p>	<p>Approximately 2,128 people received AlertSense notifications via text or email.</p>

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<i>CWSC partnered with Chelan County Emergency Management to send weekly prescribed burn notifications via text and/or email through the AlertSense program.</i>		This was a significant opportunity to notify a wide audience, both in and outside of the County, and especially those who would possibly be impacted by smoke outside of the immediate vicinity of the burns.
WA Fire Adapted Communities Prescribed Fire Webinar Presentation	Share lessons learned about outreach efforts for ESHB 2928.	Shared learning and shared resources generated from the Pilot.
Fire Adapted Community (FAC) Learning Network engagement	Gather information on effective outreach strategies for implementing prescribed fire adjacent to communities, how prescribed fires are used to restore ecosystem health (specifically related to key species such as salmon), and how prescribed fire is used by Native Americans in the Pacific Northwest.	Assisted outreach partners to develop an outreach strategy. Received marketing analysis for prescribe burning in the Southeastern U.S. Marketing strategy outlined effective messages and how audience received messages. Utilizing to develop and review PSA's, revise outreach materials, and effectively engage communities. Utilized the Bureau of Indian Affairs' prescribed fire "4 Rights Campaign" to frame outreach materials. Utilized Karuk's tribe research to share information on how fire impacts salmonid spawning timing and generates new habitat. Utilize communications and outreach plans from other USFS regions to determine local area communication needs, partners, and strategy. Served as a discussion guide for the local prescribed burn outreach stakeholders meeting. Learned about native plant species that are reliant on fire to regenerate or have adapted to a fire dependent ecosystem. Worked with local nursery to bring these plants to Salmonfest and share how our native plants have adapted to fire. Received prescribed fire Q&A fact sheet from FAC partners in Northern California.

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Press Release: “Smoke is in the Air and it’s Helping Our Forests”, Conservation Northwest <i>CWSC peer review.</i>	Inform audience of prescribed burns on the OW.N.F. and ESHB 2928. Support prescribed burning as a tool to improve forest health, enhance wildlife diversity.	Support for using prescribed fire as a tool from a conservation-centric group.
Distribution of Prescribed Burn Results and Post-Burn Outreach Survey	Share outcomes of prescribed burns with project partners for distribution to their constituencies.	Results of prescribed burns (objectives met, acres treated, etc.) were posted on local outreach partner websites and distributed through mailing lists.
ESHB 2928 Washington Fire Adapted Communities (WA FAC) Presentation	Summaries purpose of ESHB 2928 and share lessons learned with WA FAC Learning Network Members	Shared learning and shared resources generated from the Pilot.
Post prescribed burn Stakeholders Meeting <i>Hosting partner: USFS</i>	Overview of completed USFS burns, impacts of smoke on communities, and analysis of 24-hour burn approval process. Discuss effectiveness of outreach and recommendations for improvement.	USFS Wenatchee River Ranger District (WRRD) Fuels Progress Report provided a summary of outcomes from prescribed burning. Economic and ecological objectives were met for completed burn units. Even if smoke approvals were permitted by DNR, USFS District staff made decisions not to burn based on smoke from Buck Creek and Saul Creek fires (managed wildfires). These decisions were made in consideration of potential known impacts of smoke dissemination over the communities. (Local knowledge has shown that DNR’s smoke model does not take into diurnal winds, which pushed smoke back into communities, causing spikes in emissions.) DNR received one complaint from a citizen who was using an oxygen. Pile burning typically results in more smoke; however, this year smoke impacts were far less than expected. For the prescribed burn units completed, objectives were met.

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		<p>USFS did not utilize 24-hour smoke approval. USFS does not necessarily need 24-hour smoke approval; 12-hour advanced approval would be appropriate.</p> <p>Outreach was key. Few complaints, communities were informed.</p>
<p>Interim Outreach Report</p> <p>Project Partners: Cascadia CD, USFS, Okanogan Conservation District, WA Prescribed Fire Council</p>	<p>Contractual Requirement</p>	<p>Increased collaboration between project partners.</p> <p>Developed recommendations for local, regional, State, and federal partners to improve upon and support future prescribed fire outreach efforts.</p> <p>Developed the foundation for spring prescribed fire outreach efforts.</p>
<p>Prescribed Fire Infographic</p>	<p>Provide a visual representation of how mechanical fuel reduction activities (thinning, pruning, creating defensible space) combined with prescribed fire can reduce the risk of extreme fire behavior in the wildland urban interface.</p>	<p>Infographic was used on the flyer to promote the spring prescribed fire field tour.</p> <p>The infographic was shared with WAFAC and national FAC Learning Networks.</p>
<p>DOE Smoke and Burn Regulation Workshop at Douglas County Fire District</p>	<p>Opportunity for DOE to share burn regulations and smoke considerations with fire practitioners.</p>	<p>Participants learned the differences between silvicultural, land clearing, agricultural and outdoor burning smoke regulations and policies.</p>
<p>2928 Interim After Action Review Meeting</p>	<p>Review results and outcomes from Fall 2016 burns and develop recommendations for final report as a project group.</p>	<p>The outreach and communications workgroup met to identify: What are specific outreach and communication issues that limit forest resiliency burning? What are the specific actions, steps, or recommendations that could be taken to resolve the identified issue? Who or what entities would need to be engaged to work out a solution to the identified issue? Is the issue a statewide, regional, or local issues? Are action steps best addressed at statewide, regional, or local scale?</p>
<p>Prescribed Fire Smoke Communications Guide</p>	<p>Incorporate outreach materials generated from CWSC's work on 2928 into Communications Guide.</p>	<p>The Prescribed Fire Smoke Communications Guide includes examples and case studies of best management practices and effective strategies for communicating about prescribed fire and smoke with the public. CWSC served as a reviewer and was asked to share</p>

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		materials generated from 2928 for the Leavenworth area as a case study in the guide. The Guide will be shared by the Washington Prescribed Fire Council.
<p>Washington Prescribed Fire Council Annual Workshop</p> <p>Co-presenter: Cascadia Conservation District</p>	Share 2928 outreach strategy and results with Council members.	Approximately, 30-40 people attended the WA Prescribed Fire Council meeting. Cascadia CD and CWSC presented their outreach and communications strategies, lessons learned, and accomplishments during the Fall 2016 burn season.
<p>Prescribed Fire PSA's</p> <p><i>CWSC provided peer review. WA Prescribed Fire Council is the lead for this project.</i></p>	Develop a set of PSA's focused on safety, community and forest health, and air quality.	See WA Prescribed Fire Council Report.
<p>Prescribed Fire Mailer #4</p>	<p>Prescribed burn notification</p> <p>Provide information on the benefits of fire to wildlife and fire adapted landscapes.</p>	<p>Approximately 5170 residents were informed and notified of prescribed burning.</p> <p>USFS tracks audience use of interactive map.</p>
<p>Prescribed Burn Field Tour, Plain & Lake Wenatchee, Washington</p> <p><i>Hosting partners: USFS, Cascadia Conservation District</i></p>	Provide an opportunity for community members to walk around post-burn and upcoming burn sites.	Provided review and feedback of outreach materials for field tour. Attended field tour and provided support to hosting partners.
<p>Leavenworth Area Prescribed Fire and Smoke Communications and Outreach Guide</p>	Provide summary of local audience attributes, strategies for engagement, and desired calls to action to generate support for prescribed fire.	The Guide can be used to develop local outreach and communication strategies for specific audiences. The guide includes a list of potential local outreach partners, media outlets, communication themes, general outreach messages, and the foundation of an implementation plan.
<p>Prescribed Fire Educational Banner Template</p>	Utilize key messages generated from 2928 outreach efforts to develop an educational banner that can be used for events and	The banner includes general prescribed fire messages generated by the WA Prescribed Fire Council and eastern Washington Collaboratives and a place-holder for outreach stakeholders to include local area prescribed fire information or examples of regional efforts.

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	shared with community organizations.	
Post-burn Outreach Survey	Collect community's response to prescribed fires and effectiveness of outreach efforts.	<p>The majority of respondents support prescribed fire and agree that fire is a natural part of our environment and can be used as an effective management tool. Outreach efforts showed a 10% increase in accepting prescribed fire as a tool to improve forest health and create safer communities.</p> <p>Communities utilize non-governmental sources to receive prescribed burn information; however, when asked where they would like to receive the information, there was an increased interest in receiving it from the USFS.</p> <p>Communities appreciate opportunities for engagement.</p>
CWSC Newsletter (5 total)	Described ESHB 2928, notify recipients of upcoming prescribed burns, build support for prescribed burning, share link to USFS interactive online prescribed fire map, solicit community feedback.	<p>Number of recipients per mailing: 435</p> <p>Developed a partnership with WA Department of Ecology to support alternatives to burning on private land, such as chipping. Outreach strategy will commence in 2017.</p>
Coordination with 2928 Outreach Team <i>Cascadia CD</i> <i>Okanogan CD</i> <i>CWSC</i> <i>WA Prescribed Fire Council</i>	Take a collaborative approach to outreach for 2928, utilize lessons learned from other regions, and share messages and templates for use across the Forest.	

Organization: Okanogan Conservation District

Project Area: Methow/Okanogan

Activity	Objective	Outcomes/Lessons Learned
2928 Pilot Outreach Workgroup Participation	Discuss Rx fire pilot outreach activities.	Developed draft work plan in coordination with CWSC and Cascadia CD.
FAC Learning Network Engagement Conference call with Ashland, OR FAC members, CWSC	Gather information on what works and doesn't for Rx fire outreach.	Information helped determine best next steps for outreach strategies and activities.
Coordination with Methow Conservancy	Determine interest and availability to participate in the outreach efforts.	MC agreed to hold field trip and share info about Rx fire during burns. They also coordinated with Methow Valley News to cover the field trip and do an article about Rx fire.
Coordination with USFS	USFS MV Ranger District had a significant staffing change over the summer; Meg Trebon left the Rx fire position she had held for many years and the position was filled by Dan Robbins.	USFS and MC staff set date for field trip. USFS and Okanogan CD staff outlined content for Rx fire postcards to be sent out once burning began.
Mailer #1 and Mailer #2 Adapted two postcard mailers created by CWSC to suit the Methow.	Smoke mailer: smoke impacts, Rx fire process. Burn Notice mailer: map of projects, description of Rx fire.	3,024 copies of each of the two mailers were sent via EDDM to the Twisp, Winthrop, and Mazama post offices.
USFS MVRD Rx fire updates	Inform individuals on the MVRD Rx fire email list of upcoming burns and provide short updates on previous burns.	
Methow Conservancy and USFS MVRD Rx Fire Field Trip	The Power of Prescribed Fires in the Methow	7 field-trip participants, plus 2 members of the media, one MC staff and 3 FS staff for a total of 13. Both Wenatchee World and Methow Valley News wrote articles about the event:

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		<p>https://www.wenatcheeworld.com/news/2016/oct/04/one-barrier-to-more-prescribed-burning/</p> <p>http://methowvalleynews.com/2016/10/20/rx-for-fire-prone-forests-more-extensive-prescribed-burning/</p>
<p>Era of Megafires, Twisp WA</p> <p>Hosts: Methow Conservancy and Okanogan Conservation District Presentations: Hessburg, USFS</p> <p>Informational tables: Okanogan Conservation District, USFS Methow Valley Ranger District, DNR Landowner Assistance.</p>	<p>Educate the public about the condition of our forests and how we can restore them to historic/health conditions – including use of prescribed fire. Provide information on current programs related to Rx Fire and wildfire preparedness.</p> <p>Attendance: 104</p>	<p>From Mary Kiesau, Education Programs Director, Methow Conservancy: <i>“It’s not an easy program to come to for many folks here, as I’m sure you know, but everyone that I spoke to said it was really, really good and they were very glad they attended. Hopefully it also motivated many folks to continue to do more things on their own properties too.”</i></p>
<p>Era of Megafires, Nespelem WA</p> <p>Hosts: Colville Confederated Tribes Environmental Trust Department and Okanogan Conservation District Presenters: Dr. Paul Hessburg; Ike Cawston, Mt. Tolman Fire Center</p> <p>Informational tables: Okanogan CD, CCT Environmental Trust, Mt. Tolman Fire Center, WPFC, DNR Landowner Assistance,</p>	<p>Provide information on current programs related to Rx Fire and wildfire preparedness. Conduct pre-post presentation survey.</p> <p>Attendance: 81</p>	<p>Survey results indicated an audience that had a good grasp of the material prior to the presentation. Not much change was seen in opinions for what public and private landowners should do about the problem of megafires. There was broad support for logging, thinning, fuel reduction, and prescribed fire. Several attendees spoke out during the Q&A about the need to return to traditional burning practices as used by tribes for millennia.</p>

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WSU Extension Colville Reservation		
<p>Era of Megafires, Omak WA Okanogan Conservation District</p> <p>Presenters: Dr. Paul Hessburg Informational tables: Okanogan CD, CCT Environmental Trust, Mt. Tolman Fire Center, WPFC, DNR Landowner Assistance, WSU Extension Colville Reservation, WDFW Rx Fire team, Okanogan Land Trust, Okanogan County Emergency Management, USFS Tonasket Ranger District, Natural Resources Conservation Service</p>	<p>Educate the public about the condition of our forests and how we can restore them to historic/health conditions – including use of prescribed fire. Provide information on current programs related to Rx Fire and wildfire preparedness. Conduct pre-post presentation survey.</p> <p>Attendance: 96</p>	<p>Survey results showed an increase in support for Rx fire on public lands. Attendees identified the following as important things PUBLIC landowners could do to deal with the problem of megafires.</p> <p>Before presentation: Logging, thinning, fuel reduction: 45% Controlled burns, prescribed fire: 18%</p> <p>After presentation: Logging, thinning, fuel reduction: 25% Controlled burns, prescribed fire: 30%</p> <p>15% also indicated that public landowners should “improve forest health” after the presentation. 0% indicated forest health as an important action before the presentation.</p>
<p>Methow Valley Firewise Home Show Twisp, Washington</p> <p><i>Event Host: Confluence Gallery and Art Center and Okanogan Conservation District</i></p> <p><i>CWSC assisted with distributing information.</i></p>	<p>Share information about upcoming prescribed burns.</p>	<p>Attendees were notified and asked questions about prescribed burning. Discussions were primarily with those with second homes or had recently moved to the area.</p>