



## California Firewood Task Force Outreach Accomplishments

January 1 – June 30, 2013

### Events

- 1/10-13/13 - International Sportsmen's Expo, Sacramento, CA (500 contacts)
- 3/20/13 - Ag Day, Sacramento, CA (300 contacts)
- 3/21/13 - Marin County Farm Day, San Rafael, CA (~ 1700 contacts)
- 4/8/13 - UC ANR State pre-Conference tour, San Diego County
- 4/20/13 - Earth Day Fair with Rocketship Los Sueños Academy, San Jose, CA (100 participants.)
- 5/14/13 – GSOB & firewood display, Regional Area Safety Taskforce (RAST) Annual Fire Summit, Diamond Bar, CA
- 5/18/13 - Idyllwild Earth Day
- 6/1/13 - Green Kids Conference, Mountain View, CA (100 participants.)
- 6/1/13 - Campo Community event
- Western Chapter International Society of Arboriculture (30 contacts)

### Presentations

- 1/19/13 - Idyllwild Town Hall GSOB Meeting
- 2/2/8/13 - GSOB ID & Management for road managers, utilities, tree workers (28 attendees)
- 4/9/13 - "The California Firewood Task Force: A collaborative outreach effort to protect California's trees" poster presentation, UC ANR statewide conference, Ontario, CA
- 4/9-10/13 - California Association of Pest Control Applicators
- 4/17/13 - County Counterparts GSOB Meeting
- 5/14/13 - Firewood outreach, California Fire Summit, Diamond Bar, CA (~150 contacts)
- 6/6/13 - Pest Control Operators Meeting, Riverside County
- CA Urban Forest Council From Burls to Bowls, Mountain View
- "Status Update on Sudden Oak Death and Other Related Issues," Bay Area Chapter NorCal SAF Winter Meeting, UC Berkeley (30 attendees)
- Monthly - CA Board of Forestry presentations by Katie Palmieri re: updates on SOD/CFPC/Firewood/GSOB (50-100 attendees)

### Traditional and Electronica Media

- Series of newspaper articles published in the local and regional newspapers (Idyllwild Town Crier, Press Enterprise)

- Press Release “California Forest Pest Council Calls on Californians to Help Stop Invasive Species”

#### Public Outreach

- Distributed packages of firewood outreach materials to 27 County parks with campgrounds
- GSOB and firewood letter sent to 6000 property owners in Riverside County
- Distributed 1500+ GSOB and California Firewood Taskforce print materials and resources to communities and cooperating partners as requested for public distribution
- FOCI newsletter article on CA’s 2013 firewood campaign/outreach and CFPC (1/28/13)

#### **July 1 – December 31, 2012**

#### Events and Displays

- 11/7-8/12 - California Forest Pest Council annual meeting (100 attendees)
- 11/13-15/12 - Firewood exhibit with national Don’t Move Firewood campaign, 8<sup>th</sup> Continental Dialogue meeting/Arbor Day, Sacramento, CA (75 contacts)

#### Presentations

- 11/13-15/12 - California Firewood Task Force presentation, 8<sup>th</sup> Continental Dialogue meeting/Arbor Day, Sacramento, CA (~30 attendees)
- Monthly - CA Board of Forestry presentations by Katie Palmieri re: updates on SOD/CFPC/Firewood/GSOB (50-100 attendees)
- 12/2/12 – Professional Association of Pest Applicators meeting, Sacramento, CA (300 attendees)

#### Traditional and Electronica Media

- Press Release “Kick off Camping Season the Right Way – Keep Firewood Local”
- “Buy It Where You Burn It,” Urges Firewood Task Force” USDA e-News, California Edition – article
- “Don’t Move Firewood and Pests” fall press release (joint release with UCANR)
- Highland Community News, San Bernardino (10/12)
- Salinas Californian article (11/12)
- Colusa County Sun Herald (11/12)
- Press Enterprise – blog (11/12)
- Spoke with Charmaine Lane of Crossings TV in Sacramento about coordinating outreach messages for Asian language-speaking populations

#### Public Outreach

- Billboards erected

- “Firewood Movement in California” document posted to UC Oak Conservation blog, Facebook and Twitter sites for Forest Research and Outreach, and Oak Conservation website

#### Outreach Materials

- 5000+ posters
- 4000 decks of firewood playing cards
- 5000 GSOB temporary tattoos
- GSOB BMPs for firewood
- GSOB-specific “Don’t Move Firewood” posters

#### **July 2010 – June 30, 2012**

#### Foundation of Task Force

- CFPC firewood letter and resolution for CA Firewood Task Force development
- Task Force established, Chair appointed
- First Task Force meeting
- Website, URL
- Continental Dialogue Firewood Outreach Coordinating Initiative partnering
- Short-term outreach campaign developed
- Production of outreach materials with Nature Conservancy Don’t Move Firewood campaign support
- Firewood BMPs
- Task Force logo

#### Events

- 11/6/11 – Firewood Pest Passport activity at Bay Area Science Festival, San Francisco, CA (300 contacts)
- 3/22/12 - Firewood Pest Passport activity, Marin County Farm Day, San Rafael, CA (~1400 contacts)
- 5/1-2/12 – GSOB workshops, Altadena and Pechanga-Temecula, CA
- 5/22/12 - California Recreation, Parks and Tourism Roundtable, San Francisco, CA (~20 attendees)
- 6/10/12 - American Association of Woodturners annual symposium, San Jose, CA (200 contacts)
- 7/14-15/12 - Passport activity at Insect Fair, San Diego Botanical Garden
- Passport activity at Plumas National Forest Fall Days
- CFPC annual meeting firewood booth display (100 attendees)

#### Presentations

- 10/5-6/11 - Continental Dialogue meeting, poster presentation (100 attendees)

- Monthly - CA Board of Forestry presentations by Katie Palmieri re: updates on SOD/CFPC/Firewood/GSOB (50-100 attendees)

#### Traditional and Electronic Media

- Firewood Press Release – Kick off Camping Season the Right Way – Keep Firewood Local – wrote, had reviewed and distributed to press; solicited cooperating agencies for press person in attempt to distribute the release as wide as possible; had posted to Firewood Task Force website (May 2012)
- “Save Trees – Keep Firewood Local” Press Release (joint release with Nature Conservancy)
- GSOB/Firewood PSA
- "California Firewood Task Force's message "Buy it where you burn it" article in Cal Ag
- Press Release – “Help Keep California Forests Healthy – Keep Firewood Local”
- Sacramento Bee 10/9/11 and 10/10/11
- Tahoe Daily Tribune 10/10/11
- Firewood PSA for Marin County  
([http://www.youtube.com/user/maringchannel#p/u/6/-qwx\\_DM1P6w](http://www.youtube.com/user/maringchannel#p/u/6/-qwx_DM1P6w))

#### Public Outreach

- Initial campground outreach campaigns in summers 2011
- Survey in 2011 to assess outreach efforts
- Delivered GSOB/Don't Move Firewood posters and other informational material to San Bernardino County MAST, SB County Parks and Recreation Department and Cal Fire
- Dissemination of GSOB/Don't Move Firewood posters and other materials within Riverside County
- Developed the Firewood Pest Passport youth activity and online game
- GSOB/SOD – Firewood information gathering re: county campgrounds – collected info. on counties of Santa Cruz, Monterey, Humboldt, Mendocino, El Dorado, Placer, and Sacramento
- Firewood - California Association of RV Parks and Campgrounds – Reviewed and edited firewood article for website (April 2012)
- [California Firewood Task Force's message: “Buy it where you burn it.”](http://www.doi.gov/10.3733/ca.v065n04p181) publication (DOI: 10.3733/ca.v065n04p181)
- Analysis of firewood movement in California document (<http://ucanr.org/blogs/OakCon/>)