



Board of Directors Meeting

Thursday, October 20, 2022

Lunch at Noon

Meeting begins at 12:30 pm

The Independence Hotel
201 Osprey Lane, Independence, 97351

Agenda

- I. Lunch
- II. Call to Order – Jerry Anderson, Manulife Investment Management
- III. Welcome and Introductions
- IV. Opening Remarks – Jim Paul, OFRI
- V. Approval of Minutes
- VI. Staff and Board Reports
 - Executive Director's Report
 - Chair's Report
 - Items from Board Members
- VII. Public Comment
- VIII. Financial Report – Kathy Storm, OFRI
- IX. Action Items
 - Fiscal Year 2022-23 New Opportunities Proposal
 - Social Media Intern, Inka Bajandas, OFRI
- X. Reports
 - Fall Educational Media Report
Jordan Benner, OFRI

9755 SW Barnes Rd., Suite 210
Portland, OR 97225
971-673-2944
971-673-2946 facsimile

OregonForests.org

- New Educational Media for 2024
Jordan Benner, OFRI
- Fiscal Year 2021-22 Performance Measurements
Inka Bajandas, OFRI
- Annual Report
Inka Bajandas
- Board of Directors Tour Update
Julie Woodward, OFRI
- Wildlife in Managed Forests Program Update
Fran Cafferata, Cafferata Consulting

XI. Adjourn

This meeting will be held in a facility that is accessible for persons with disabilities. If you need assistance to participate in this meeting due to a disability, please notify Kathy Storm at storm@ofri.org at least two working days prior to the meeting.



OREGON FOREST RESOURCES INSTITUTE EXECUTIVE SESSIONS
Video Conference Call

July 18 and 19, 2022

Meeting Minutes

Present:

Jerry Anderson, Manulife Investment Management
Kris Elliott, Oregon State University
Quincy Powers, Powers Ranch Co.
Kathy Storm, Oregon Forest Resources Institute

Six OFRI Executive Director interviews were held via Zoom on July 18 and 19, 2022. During each one-hour interview, questions were asked by the interview panel and answers were provided by candidates.

Respectfully submitted,

A handwritten signature in blue ink that reads "Kathy Storm".

Kathy Storm
Board Administrator



OREGON FOREST RESOURCES INSTITUTE
BOARD OF DIRECTORS MEETING

Peavy Forest Science Center, Oregon State University, Corvallis

July 21, 2022

Meeting Minutes

Members present:

Jerry Anderson, Manulife Investment Management
Jennifer Beathe, Starker Forests, Inc.
Gordon Culbertson, Whitewater Forests, LLC
Tom DeLuca, Oregon State University
Kris Elliott, Oregon State University
David Hampton, Hampton Lumber
Matt Hegerberg, Heron Timber
Mike Hicks, IAM-AW District W24
Garren Hitner, Century Forest Management
Dan Newton, Newton Timber
Brian Trenholm, Weyerhaeuser Company

Staff:

Inka Bajandas
Jordan Benner
Mike Cloughesy
Norie Dimeo-Ediger
Rikki Heath
Kathy Storm
Julie Woodward

Guests:

Sara Duncan, Oregon Forest Industries Council
Michelle Neiss, DHM Research
Alexis Wong, Gard Communications

CALL TO ORDER

The meeting was called to order by Chair Jerry Anderson at 9:02 a.m. Chair Anderson welcomed new board member Mike Hicks to the board.

APPROVAL OF MINUTES

Motion: David Hampton moved to approve the June 30 and April 21, 2022, board meeting minutes and the April 21 executive session minutes. The motion was seconded by Matt Hegerberg. Voting for the motion: Jerry Anderson, Jennifer Beathe, Gordon Culbertson, David Hampton, Matt Hegerberg, Mike Hicks, Garren Hitner, Dan Newton and Brian Trenholm. Voting against the motion: none. Motion passed.

Senior Manager, Business Operations Kathy Storm reviewed the May 2022 financial management report with a total of \$3,739,624.63 received in forest products harvest tax, which is 8 percent lower than budgeted.

OLD BUSINESS

Monica Walker, Oregon Government Ethics Commission, provided ethics training to the board and staff.

Acting Executive Director Mike Cloughesy, Director of K-12 Education Norie Dimeo-Ediger and Public Outreach Manager Inka Bajandas reported that some public comments were received on the Oregon Forest Literacy Program publication and Public Input Process and Quality Information policies. Those comments were considered and incorporated into the final policies presented to the board.

Motion: Gordon Culbertson moved to approve the following OFRI policies: Oregon Forest Literacy Program, Public Input Process and Quality Information. The motion was seconded by David Hampton. Voting for the motion: Jerry Anderson, Jennifer Beathe, Gordon Culbertson, David Hampton, Matt Hegerberg, Mike Hicks, Garren Hitner, Dan Newton and Brian Trenholm. Voting against the motion: none. Motion passed.

Acting Director of Forestry Julie Woodward shared three Private Forest Accord fact sheets prepared for the forest landowner community, which have received excellent feedback. Manager Bajandas is working on a special report on the Private Forest Accord, and Governor Brown's Natural Resources Policy Director, Jason Miner, has agreed to serve on the project steering committee.

Senior Manager, Public Outreach Jordan Benner reported that the KnowYourForests.org site has been updated and thanked Tim Hoffman, Oregon Department of Forestry; Eric Hartstein, Oregon Watershed Enhancement Board; Jim Brick, Oregon Department of Fish and Wildlife; Cadence Purdy,

Sustainable Northwest; and Dan Stark, Oregon State University Extension, who served on the advisory committee with Benner, Woodward and Bajandas.

Alexis Wong, Gard Communications, reviewed OFRI's spring educational media buy goals of reaching Oregonians statewide with key messages about Oregon landowner priorities around replanting and awareness of forestry benefits for current and future generations. The media buy's goal is to create and maintain the awareness that forest landowners in Oregon are helping ensure healthy forests in the future by continually reforesting. Michelle Neiss, DHM Research, provided results of the spring educational media buy.

Acting Director Woodward announced the October board tour will be hosted by Hampton Lumber. The tour will be based out of the Independence/Willamina area, and will focus on new proposed rules resulting from the Private Forest Accord, focusing on riparian protections, riparian species, steep slopes, and which tools and resources foresters and landowners may need to comply with the new rules.

Senior Manager Storm reported that 23 applications were received for the Executive Director recruitment. OFRI's executive recruiting firm, EFL Associates, narrowed the pool to six semi-finalists. Storm thanked Jerry Anderson, Kris Elliott and Quincy Powers for serving on the interview panel, which delivered three finalists. Final interviews with employee and stakeholder panels are Aug. 11 and with the board are Aug. 12.

Acting Executive Director Mike Cloughesy announced that the *Carbon in Oregon's Managed Forests Report* has been revised and will be delivered by the printer soon.

NEW BUSINESS

Acting Director Cloughesy reported that OFRI's fourth quarter harvest tax payment was \$427,875 less than expected. Cloughesy spoke with the Oregon Department of Forestry, and they agree there is an error. Staff will provide an update to the board in October.

Senior Manager Storm distributed the proposed 2023 board meeting schedule.

REPORTS

K-12 Education

- **FireBright Southern Oregon forest tour**
 - OFRI partnered with ONREP, OSU Extension, ODF and the Southern Oregon Forest Restoration Collaborative (SOFRC) to offer a workshop about wildfire for high school teachers. The event was based out of Rogue River and held June 21-22. Sixteen teachers from across the state attended. They learned about fire ecology, tools of the trade, incident command systems, forest resiliency through management, and the era of megafires. The topics were based on the modules of FireBright, a high school curriculum created by OSU Extension, ODF and SOFRC. The curriculum has a strong career and community engagement element that gives students the direct skills they need if they choose a career in wildfire or forestry. The teachers were also provided an overview of Trauma Informed Practices, because many teachers and students have been affected by wildfire.

- **Envirothon**
 - As the Oregon coordinator for Envirothon, Environmental Educator Rikki Heath will travel to Ohio next week with The Rogue Pack, the team from Oregon that will be competing in the National Envirothon. This trip will help her understand how other states run Envirothon, and allow her to make connections with other program leaders in order to better prepare to coordinate Oregon Envirothon next year.
- **YCC**
 - Educator Heath worked with the Youth Conservation Corps last week and will continue to work with them the first week of August to help maintain the Rediscovery Forest and other educational areas throughout The Oregon Garden. This yearly maintenance helps get OG ready for education programs in the fall.
- **Home School Day**
 - Educator Heath is working to prepare for Home School Day in The Oregon Garden on Wednesday, Sept. 7. This is a day when homeschool students and their families are invited to participate in educational stations around the garden. The last two years (due to COVID) the event was called "Home School Month," and participants received a packet so they could visit on their own anytime in September. It's exciting being back in person for this event.
- **Publications**
 - The *Oregon Forest Literacy Plan* and *K-12 Forest Education Opportunities* are finished and ready to be printed.
- **Fire prevention website**
 - The fire prevention website for middle-school-age students is nearly ready to go live. It is in a comic-book format, and is made for students and families to use on a phone.

Public Education

- **Spring educational media campaign**
 - Campaign has concluded.
 - Analytics show a steep increase in traffic.
 - Non-media run averaging about 2,100 visitors a week.
 - Media run averaging over 10,000 a week.
 - The reforestation page represents the majority of page views.
- **Fall educational media campaign**
 - OFRI continues to move forward with the new creative on educational media. Milestones in the last quarter:
 - Scripts reviewed by working group on April 29.
 - Scripts reviewed by full board on May 4.
 - Fully animated scripts focus-group-tested by DHM in the first week of June.
 - Board review of research June 30.
 - Production planning ongoing.
 - Filming July 26, 27 and 28.
- **Forest management video series**
 - The video series profiling different forest landowners and different management choices is concluding, with a couple late edits. Marketing for the complete series will take place in late summer and early fall.
- **OregonForestLaws.org is live**
 - The site needed a refresh in terms of updated information as well as look and feel.

- Fall 2022 and spring 2023 educational media campaigns will redirect the public to this site, to encourage them to learn more about forest laws and regulations in light of the recent changes stemming from the Private Forest Accord.
- **Interpretive fire signage**
 - The city council of Detroit has asked OFRI to attend their August meeting to discuss interpretive signage, covering the Beachie Creek fire and located at their new community center.
- **Adventure Awaits publication**
 - Production is wrapping up on a new public education publication geared to recreational visitors to Oregon's forests, called *Adventure Awaits*. This colorfully illustrated pamphlet offers a basic overview of the many benefits of working forests, including providing clean air and water, fish and wildlife habitat, and wood products and carbon storage. OFRI hired a professional illustrator to illustrate the booklet, and those illustrations are being finalized; we'll be printing copies and marketing this publication later this summer and fall to forestland owners who allow recreational access to their forests.
- **Oregon Forest Facts 2023-24 Edition**
 - The public education team is currently working with Acting Directors Cloughesy and Woodward to update *Oregon Forest Facts*. Cloughesy is doing the bulk of the data gathering and copywriting before retiring again, but our team will see the publication through production and marketing when it publishes early next year. In previous editions, *Forest Facts* has had a specific theme and more editorial content besides just the facts and figures. The plan for the 2023-24 edition is for it be a bit thinner and stick to providing data and stats about Oregon forests, dropping some of the other sections that were just text.
- **Private Forest Accord special report**
 - We are in the early stages of developing a new special report about the Private Forest Accord. We've gained the assistance of the Governor's office, which is supportive of the project, and the Governor's natural resources advisor, Jason Miner, has agreed to serve on the project steering committee that will help develop the report, review drafts and offer feedback. We're working on recruiting other members of the committee, which we'd like to include representation from both the conservation and timber coalitions involved in the Accord, and we hope to hold a kickoff meeting with the committee members in August. The goal is for the report to publish in early 2023.

Landowner Education

- **Partnership for Forestry Education**
 - *The Resource Guide for Family Forestland Owners* is available and being distributed. <https://oregonforests.org/publications>
- **Family Forests Convention**
 - OFRI was a sponsor of the event and had a booth to distribute publications. Acting Director Woodward moderated a session about the Private Forest Accord.
- **Wildlife in Managed Forests program**
 - In partnership with NCASI, a new publication was released about the current research for managing leave trees and retaining structures through timber harvest. *Managing Wildlife Leave Trees in the Pacific Northwest* can be downloaded or ordered at <https://oregonforests.org/publications>.

- The annual report from the program contractor, Fran Cafferata, is provided in board packets.
- The program has a steering committee that will meet in September, preliminarily we have a lot of interest in doing the next publication on forest pollinators.
- **Starker Lecture Series**
 - The series was a success, with several thousand people attending and viewing online. Supplemental packets included a summary of the series from the capstone event. Acting Director Woodward appreciates the board's support of being the co-chair for the series. We will reconvene in the fall to consider topics for next year.
- **Western Forester**
 - Another publication in the board packet is from the Society of American Foresters. The latest issue focused on forestry education. OFRI was able to provide a few articles and assist with the issue.
- **OSU partnership**
 - We have a close partnership with the OSU Forestry and Natural Resources Extension Program (ONREP). OFRI funds the Master Woodland Manager and Women Owning Woodland programs, plus special projects being developed for landowner education. The MWM program just graduated a new class this June. They are instrumental in helping meet the needs of landowners and providing volunteer services.

Executive Director's Report

- Working on updating *Oregon Forest Facts*.
- Getting ready for the new executive director.
- Performance appraisals are complete. Staff has accomplished a lot in the past year.
- Desk guides for each program are finished.
- Will complete an onboarding process for the new executive director.

Chair's Report

- Thanked everyone for attending.
- Legislative challenges ahead.
- Continue doing OFRI's good work.
- Thanked Acting Director Cloughesy for coming out of retirement to lead the agency.

PUBLIC COMMENT

None

ITEMS FROM BOARD MEMBERS

None

ADJOURNMENT

The meeting adjourned at 11:47 a.m.

Respectfully submitted,

A handwritten signature in blue ink that reads "Kathy Storm". The signature is fluid and cursive, with the first name "Kathy" and last name "Storm" clearly distinguishable.

Kathy Storm
Board Administrator



OREGON FOREST RESOURCES INSTITUTE EXECUTIVE SESSIONS
Salem Convention Center, 200 Commercial Street SE, Salem

August 12, 2022

Meeting Minutes

Members Present:

Jerry Anderson, Manulife Investment Management
Jennifer Beathe, Starker Forests, Inc.
Paul Betts, Miami Alternatives, LLC
Gordon Culbertson, Whitewater Forests, LLC
Garren Hitner, Century Forest Management
Mike Hicks, IAM-AW District W24
Dan Newton, Newton Timber
Eric Schooler, Collins
Brian Trenholm, Weyerhaeuser Company

Staff:

Kathy Storm

Guests:

Kyle Abraham, Oregon Department of Forestry
Dan Cummings, EFL Associates

Three OFRI Executive Director final interviews were held August 12, 2022. During each 1.5 hour interview, questions were asked by the interview panel, and answers were provided by candidates.

Respectfully submitted,

A handwritten signature in blue ink that reads "Kathy Storm".

Kathy Storm
Board Administrator



OREGON FOREST RESOURCES INSTITUTE EXECUTIVE SESSION
Video Conference Call

August 15, 2022

Meeting Minutes

Members Present:

Jerry Anderson, Manulife Investment Management
Jennifer Beathe, Starker Forests, Inc.
Paul Betts, Miami Alternatives, LLC
Gordon Culbertson, Whitewater Forests, LLC
Matt Hegerberg, Heron Timber
Garren Hitner, Century Forest Management
Mike Hicks, IAM-AW District W24
Dan Newton, Newton Timber
Eric Schooler, Collins
Brian Trenholm, Weyerhaeuser Company

Staff:

Kathy Storm

The executive session was called to order at 5:32 p.m.

The OFRI board met in executive session pursuant to ORS 192.660(a), which allows the Board to meet in executive session to consider the employment of a public officer, employee, staff member or individual agent, as well as ORS 192.660(f), which allows the Board to meet in executive session to consider information or records that are exempt by law from public inspection.

The executive session adjourned at 5:58 p.m.

Respectfully submitted,

A handwritten signature in blue ink that reads "Kathy Storm".

Kathy Storm
Board Administrator

OREGON FOREST RESOURCES INSTITUTE
October 2022

Social Media Intern Proposal (Public Education)

Goal:

For the past nine months, OFRI has employed a part-time student intern to help manage OFRI's social media. In close collaboration with the public outreach manager and senior manager, public outreach, the social media intern helped gather, create and schedule content for OFRI's social media accounts.

The internship ended this fall after the student intern graduated from college. As a result, the day-to-day duties of managing OFRI's social media returns to the public outreach manager, who spends a great deal of time identifying content and creating posts for OFRI's social media channels (Facebook, Twitter, Instagram etc.). She manages several other programs, which stretches her bandwidth. With a part-time social media intern, OFRI can continue to maintain steady social media content with a variety of posts aimed at educating the general public and other key audiences, such as small woodland owners, about Oregon's forests, forest management and forest products.

Background:

Along with OFRI's educational media campaigns, social media remains an important way for the Institute to reach the public and inform them about modern forest practices and Oregon's forest sector, as well as keep stakeholders updated on OFRI's latest program activities and resources. With several active accounts on different social media platforms, OFRI's reach on social media continues to grow. This includes about 11,000 followers on Facebook and 1,800 followers on Twitter.

A social media intern can help OFRI refine its social media content strategies and explore new ways to engage Oregonians on social media to build a better understanding of forestry among the state's residents, as well as an appreciation for the social, environmental and economic benefits of Oregon's forests.

Budget:

There is an intern classification that would be applicable to this role. The intern is required to be a college junior or senior and the hourly rate for this type of role is approximately \$20 per hour, plus OPE. It will take until November to identify and hire for this position. The intern will work up to 15 hours per week through the end of Fiscal Year 2022-23.

Requesting \$16,000 for Fiscal Year 2022-23 from New Opportunities.

EDUCATIONAL MEDIA

Moving forward

Presentation to the OFRI board
October 20, 2022



Oregon Forest
Resources Institute

Current status

- Board decision to highlight and support recent changes stemming from the Private Forest Accord (PFA).
- Recently completed an 8-week campaign.
- Upcoming spring campaign will support the PFA with two video sets.

Last two production cycles were truncated with many extra board obligations to complete process.



Messaging departure

TRADITIONAL MESSAGING (2004-2020)

sustainable forest management, highlighting three core forest practice laws (reforestation, water protection, wildlife habitat)

REFORESTATION, BUT NOT LAWS (2022)

focus on reforestation efforts by landowners,
“It’s good practice and planning for future generations”

INTRODUCE NEW LAWS - PRIVATE FOREST ACCORD (2022)

focus on the new laws, expanded habitat protections and the
“coming together” that led to those changes



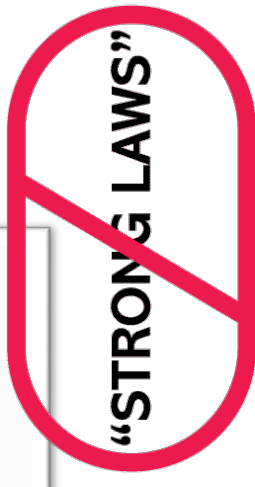
Messaging rationales

ADJUSTMENT RATIONALE #1:

- Response to the audit by the Secretary of State.
- Audit questioned OFRI's promotion of forest law efficacy in its public messaging.
- OFRI Board messaging workshop landed on REFORESTATION as the sector's most positive message of sustainability.

ADJUSTMENT RATIONALE #2:

- Timely support of the PFA.



Return to Reforestation

- OFRI board approved messaging strategy focused on reforestation.
- return to educating the public about the basics of sustainable forest management.



Media scheduling departure

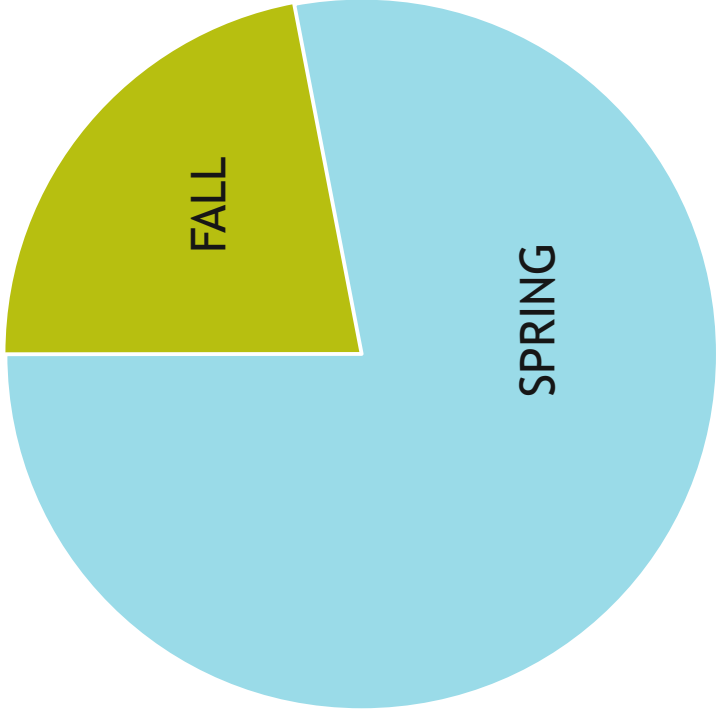
TRADITIONAL SCHEDULING

12-week run in spring, coincides with the public heading out into the forest again

SPLIT SCHEDULING

- OFRI board recommended a split campaign
- smaller campaign in fall
- larger campaign in spring

SPLIT CAMPAIGN



Continue the split the media run

- Advertising agency supports the split of a media run.
- Existing budget can support a smaller media run with less audience fatigue.
- Can use OFRI's "greatest hits" spots to fill in gaps in scheduling before new spots are available.



Production schedule

[illegible]

Production schedule

TRADITIONAL SCHEDULING

- New creative (typically) starts **NOW** for creative airing Spring 2024.
- Timeline will coincide with future board meetings.
- Led by the Public Education Working Group.

| | |
|---|----------|
| present board with messaging strategy | Jan 2023 |
| present four leading scripts for testing | Apr 2023 |
| present creative testing results to board | Jul 2023 |
| begin production | Jul 2023 |
| review final spots with board | Oct 2023 |
| present media plan for spring run | Jan 2024 |

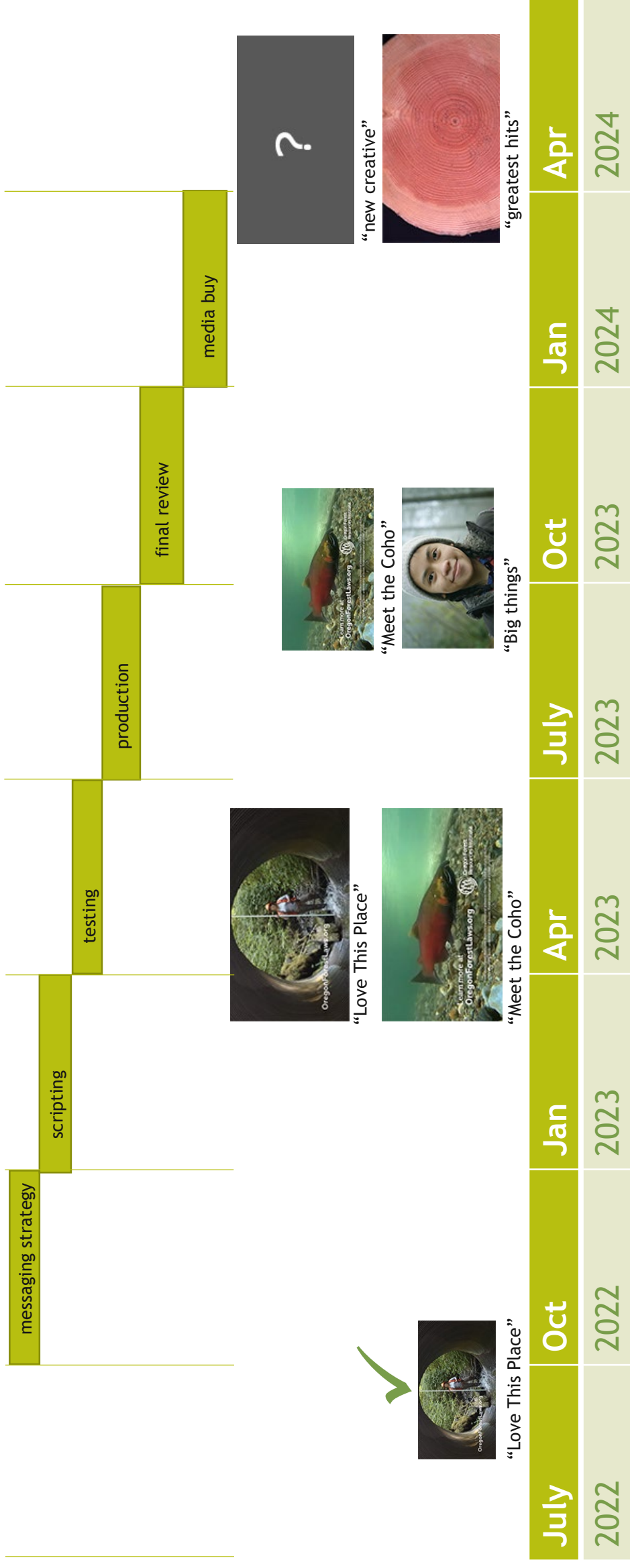


The plan

- Begin new creative process (w/working group) for spring 2024 spots.
- Transition back to focusing on reforestation and forest management.
- Plan for semi-annual media run moving forward.
- Next spring: Run two PFA-related spots.
- Next fall: Run one PFA-related spot and one “greatest hits” spot.
- Perform a single post-test each year, after the spring media run.



The plan



Discussion

- Focus on reforestation as the core of our 2024 creative messaging



Oregon Forest
Resources Institute

The plan

- Begin new creative process (w/working group) for spring 2024 spots.
- Transition back to focusing on reforestation and forest management.
- Plan for semi-annual media run moving forward.
- Next spring: Run two PFA-related spots.
- Next fall: Run one PFA-related spot and one “greatest hits” spot.
- Perform a single post-test each year, after the spring media run.



Next steps

- Activate the public ed. working group.
- Determine scripting guidance for the creative team: focusing on reforestation.
- Present messaging strategy document in Jan. for board review and discussion.



OFRI Messaging Strategy

August 31, 2021

Situation

The management of Oregon's forests is a complex story to tell. Through OFRI's comprehensive website, educational programs and research materials, we believe we tell it well. However, in our attempt to consolidate messages for television – a proven, effective way of informing and engaging the public – OFRI has been criticized for oversimplifying the story. This is most problematic when talking about Oregon's laws, as their efficacy can be subjective.

During messaging workshops with the OFRI board of directors, **reforestation** rose to the top as a topic that would be most compelling with a general statewide audience. Along with educating the public about planting new trees to replace those that are cut down for wood, there was a strong desire to educate the public about how lumber, plywood and other wood products using timber sourced from well-managed forests are the most sustainable building products available, and how managing our forests is part of the climate solution.

Opportunity

Many people who call Oregon home don't fully understand what's being done to maintain Oregon's most valuable resource – our forests. With focused messaging and a campaign about reforestation, OFRI can educate new and existing Oregonians about one of the key elements for maintaining Oregon's forests into the future.

By creating messages that are authentic, positive, and embrace our collective values, we can help the public learn more about how reforestation allows future Oregon forests to thrive, providing us with green building products while sustaining this treasured source for scenic beauty, recreation, environmental benefits such as carbon sequestration, clean air and water, and everything else our forests have to offer, for generations to come.

Challenge

Research shows Oregonians want to be assured that trees are being planted after harvest.¹ And as more people move here from out of state, there is an increased need to share this story. The challenge is to cut through the clutter to capture the attention and hearts of people across the state – urban, suburban and rural – so they know that people who own and manage forestland in Oregon take great care of it. And one of the biggest ways they do this is by continually replanting trees. Besides reforesting following timber harvest, forest landowners and managers may plant trees and other native plants for wildlife habitat or to restore a forest that was hit by a wildfire. We can assure people that even though they may not see future forests being planted and cared for, it is indeed happening.

While in surveys Oregonians have overwhelmingly responded positively to the fact that landowners replant trees after timber harvest, there are also some aspects of reforestation that

¹ Public opinion surveys with DHM in 2019 and 2020 show that 66% and 72% of Oregonians knew that Oregon laws requires forest landowners to replant trees after harvest.

can be perceived negatively by the public. Among the most controversial is the use of herbicides to control vegetation that competes with newly planted seedlings for water and soil nutrients. Aerial application of herbicides is particularly contentious because it creates worries about the chemicals drifting away from their intended target, potentially affecting the health of nearby residents or polluting drinking water sources.

There is also the visceral reaction that Oregonians may have to seeing a mature forest replaced by tiny seedlings. This goes hand-in-hand with the negative perceptions the public has of clearcutting.

Goal

The goal is to convey the promising future that reforestation provides. Oregon practices reforestation, so that the forests we love not only thrive today but will for future generations.

OFRI's Mission

The Oregon Forest Resources Institute supports and enhances Oregon's forest products industry by advancing public understanding of forests, forest management, and forest products.

Guiding Strategies

Focus on reforestation as a shared value, not a law or regulation. We replant to keep Oregon's forests thriving – and producing – for generations to come.

Show the how, talk about the why. We may show active forest management and the planting of trees as visuals, but the message should be about our love of the forests and our shared values for its future.

Be inclusive, rather than authoritative. Use the collective *we* instead of *you* whenever possible and engage with a welcoming, approachable voice.

Keep it simple. Avoid mixing messages for maximum clarity and retention. Leave them with one strong takeaway.

Invite them in. Attract and engage audiences with relatable messages and encourage them to learn more, becoming part of the overall conversation.

Main Message

Oregonians love their forests – that's why Oregon makes reforestation a priority. And while it gives the state more trees, it's also about maintaining healthy forest for the future, supporting sustainable forest products, and creating environmental benefits for generations to come.



The Story (*ingredients for copy*)

Here in Oregon, we love our forests. They're our most valuable resource, our pride and joy – providing majestic scenery, endless opportunities for recreation, clean air and water, and the most renewable building materials around. Keeping our forests thriving means continually planting trees. That's why, for every tree harvested, four new trees are planted in its place – totaling more than 40 million fresh starts every year. These newly planted trees will capture carbon for their entire life cycle. And it's all done by hard-working crews and independent landowners who, like the rest of us, value Oregon's forests and want them to be here for generations to come.

Supporting Messages/Proof Points

- In Oregon, we plant more than 40 million trees a year, by hand.
- During planting season, each tree planter plants 1,000-1,200 seedlings in a day.
- On average, four trees are planted for every tree harvested.
- A variety of native tree species are planted throughout Oregon
- Trees capture carbon for their entire life cycle, and that carbon is locked in when harvested.
- Harvesting trees at their peak carbon storage age lets us lock away more carbon as wood products.
- Because of replanting, wood is the only renewable major building product we have.
- Oregon has more trees today than it had 100 years ago.

A. PUBLIC EDUCATION

1a. Educational media impressions

| | | | | | | | | | |
|--|-------------------|-------------------|-------------------|---------------|---------------|---------------|--------------------|----------|-------------------------------|
| Number of Print Ad Impressions | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | Source: Cappelli Miles / GARD |
| Number of TV Educational Media Impressions | 5,219,626 | 20,360,000 | 24,749,000 | 0 | 0 | 0 | 38,728,105 | 0 | Source: Cappelli Miles / GARD |
| Number of Radio Impressions (OPB sponsorship, ended FY18-19) | 2,955,800 | 2,955,800 | 0 | 0 | 0 | 0 | 0 | 0 | Source: Cappelli Miles / GARD |
| Number of Digital Media Impressions | 12,418,390 | 4,359,936 | 16,004,764 | 0 | 0 | 0 | 17,587,666 | 0 | Source: Cappelli Miles / GARD |
| Number of online streaming and social media impressions | 15,131,205 | 11,294,479 | 11,417,357 | 0 | 0 | 0 | 49,932,129 | 0 | Source: Cappelli Miles / GARD |
| Number of Outdoor Impressions | 3,112,720 | 1,556,360 | 0 | 0 | 0 | 0 | 0 | 0 | Source: Cappelli Miles / GARD |
| Number of Trade Print Media Impressions | 30,490 | 12,712 | 12,712 | 12,712 | 12,712 | 12,712 | 12,712 | 12,712 | Source: JB |
| TOTAL Impressions | 38,868,231 | 40,539,287 | 52,183,833 | 12,712 | 12,712 | 12,712 | 106,260,612 | 0 | |

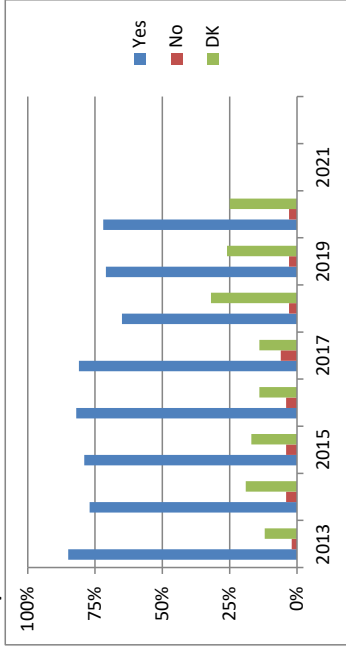
1b. Educational media effectiveness

(From 2012 Strategic Plan: Stable to increasing public knowledge about laws requiring replanting and protection of streams, water resources, and fish and wildlife habitat (75% or more knowledgeable about forest protection laws as measured by opinion research)

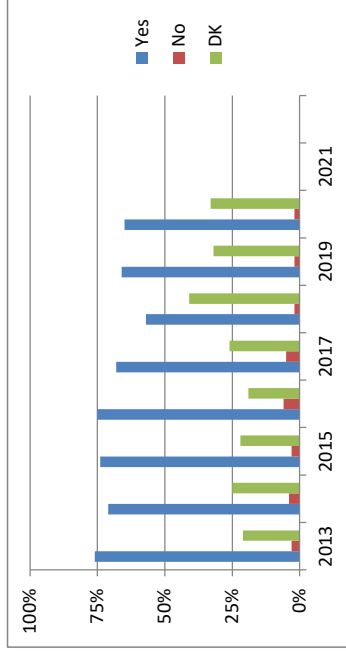
Does Oregon **law** require forest landowners to replant trees after harvest? (Source: DHM Research)

| | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
|-----|------|------|------|------|------|------|------|------|------|------|
| Yes | 85% | 77% | 79% | 82% | 81% | 65% | 71% | 72% | na | na |
| No | 2% | 4% | 4% | 4% | 6% | 3% | 3% | 3% | na | na |
| DK | 12% | 19% | 17% | 14% | 14% | 32% | 26% | 25% | na | na |

Replant? 2010-19



Protect forest streams and water? 2010-19



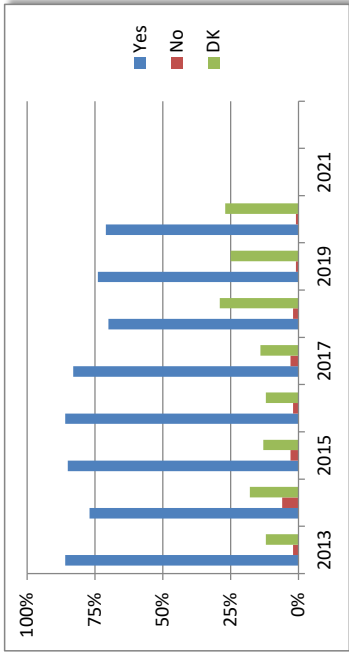
Does Oregon **law** require forest landowners to protect forest streams and water resources during timber harvest? (Source: DHM Research)

| | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
|-----|------|------|------|------|------|------|------|------|------|------|
| Yes | 76% | 71% | 74% | 75% | 68% | 57% | 66% | 65% | na | na |
| No | 3% | 4% | 3% | 6% | 5% | 2% | 2% | 2% | na | na |
| DK | 21% | 25% | 22% | 19% | 26% | 41% | 32% | 33% | na | na |

Does Oregon law require protection of fish and wildlife habitat in forests managed for timber production? (Source: DHM Research)

| | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
|-----|------|------|------|------|------|------|------|------|------|------|
| Yes | 86% | 77% | 85% | 86% | 83% | 70% | 74% | 71% | na | na |
| No | 2% | 6% | 3% | 2% | 3% | 2% | 1% | 1% | na | na |
| DK | 12% | 18% | 13% | 12% | 14% | 29% | 25% | 27% | na | na |

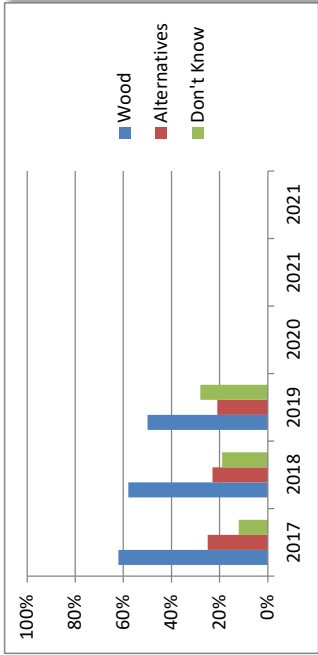
Protect fish and wildlife habitat? 2010-19



All things considered, which building materials do you think are better for the environment: wood, concrete or steel? (Revised wording broke out concrete and steel in 2017)

| | 2017 | 2018 | 2019 | 2020 | 2021 | 2021 |
|--------------|-------|-------|------|------|------|------|
| Wood | 62% | 58% | 50% | na | na | na |
| Alternatives | 25% | 23% | 21% | na | na | na |
| Concrete | (14%) | (14%) | 12 | na | na | na |
| Steel | (11%) | (9%) | 9 | na | na | na |
| Don't Know | 12% | 19% | 28% | na | na | na |

Preference re wood vs alternatives? 2014-19



1d. Forestry and forest products education outreach

Forestry and forest products education opportunities for opinion leaders, policymakers and others

| | FY 17-18 | FY 18-19 | FY 19-20 | FY 20-21 | FY 21-22 | |
|--|----------|----------|----------|----------|----------|-------------------------------|
| Number of publications printed, including reprints | 26 | 26 | 17 | 17 | 14 | Source: KS |
| Number of publications distributed | 45,470 | 80,764 | 44,494 | 38,397 | 67,222 | Source: KS |
| Number of OFRI-sponsored forums | 12 | 11 | 7 | 7 | 7 | Source: Forum records-JW |
| Number of forum participants | 4,479 | 4,200 | 2,045 | 2,195 | 5,097 | Source: Forum records-JW |
| Number of outreach presentations | 26 | 23 | 5 | 8 | 10 | Source: JW/NDE/RH |
| Number of participants | 1,142 | 1,538 | 198 | 439 | 536 | Source: JW/NDE/RH |
| Number of OFRI display venues | 19 | 16 | 9 | 1 | 9 | Source: JW |
| Number of participants | 5,365 | 5,310 | 2,270 | 150 | 1,715 | Source: JW |
| Number of OFRI-managed forest tours | 5 | 4 | 1 | 1 | 1 | Source: JB/JW/NDE |
| Number of OFRI-supported forest tours | 3 | 9 | 1 | 1 | 0 | Source: JB/JW/NDE/MC |
| Number of counties in which tours were held | 6 | 6 | 2 | 1 | 1 | Source: Log by tour-JW/JB/NDE |
| Number of tour participants | 388 | 921 | 120 | 156 | 12 | Source: Log by tour-JW/JB/NDE |
| Oregon Garden Rediscovery Forest visitor count | 140,000 | 142,000 | 95,000 | 40,000 | 80,000 | Source: JW & Oregon Garden |

1e. Collaboration

| | FY 17-18 | FY 18-19 | FY 19-20 | FY 20-21 | FY 21-22 | |
|--------------------------|----------|----------|----------|----------|----------|-------------------|
| Number of collaborations | 140 | 140 | 98 | 70 | 71 | Source: All staff |
| Number of partners | >135 | >140 | >120 | >160 | >160 | Source: All staff |

B. EARNED AND NEW MEDIA

1a. Earned media

| | | | | | | |
|--|----|----|----|----|----|------------|
| Number of contacts with news media | 23 | 35 | 27 | 33 | 14 | Source: IB |
| Number of OpEds placed or assisted by OFRI | 10 | 1 | 1 | 3 | 0 | Source: IB |
| Number of editorial board visits by OFRI | 0 | 0 | 0 | 0 | 0 | Source: IB |
| Number of news releases issued by OFRI | 9 | 4 | 2 | 4 | 7 | Source: IB |

1b. New Media

All Websites

Average number of web visits per month
Total number of downloads

| FY 17-18 | FY 18-19 | FY 19-20 | FY 20-21 | FY 21-22 | Source: JB |
|----------|----------|----------|----------|----------|------------|
| 11,245 | 16,212 | 18,694 | 13,290 | 16,420 | |
| #REF! | 11,730 | 13,455 | 10,240 | 9,154 | |

OregonForests.org

Average number of web users per month
Number of online publications
Number of online videos
Number of downloads

| FY 17-18 | FY 18-19 | FY 19-20 | FY 20-21 | FY 21-22 | Source: JB |
|----------|----------|----------|----------|----------|------------|
| 9,487 | 13,914 | 16,259 | 10,982 | 14,502 | |
| 83 | 87 | 94 | 101 | 96 | |
| 51 | 82 | 83 | 88 | 90 | |
| 3,248 | 5,249 | 5,032 | 4,695 | 4,568 | |

LearnForests.org

Average number of web users per month
Number of online publications
Number of online videos
Number of downloads

| FY 17-18 | FY 18-19 | FY 19-20 | FY 20-21 | FY 21-22 | Source: JB |
|----------|----------|----------|----------|----------|------------|
| 384 | 551 | 573 | 405 | 612 | |
| 60 | 61 | 51 | 53 | 54 | |
| 34 | 34 | 35 | 34 | 34 | |
| 4,024 | 4,765 | 6,883 | 4,124 | 3,581 | |

KnowYourForest.org

Average number of web users per month
Number of online publications
Number of online videos
Number of downloads

| FY 17-18 | FY 18-19 | FY 19-20 | FY 20-21 | FY 21-22 | Source: JB |
|----------|----------|----------|----------|----------|------------|
| 1,156 | 1,500 | 1,643 | 1,671 | 1,188 | |
| 284 | 309 | 321 | 325 | 325 | |
| 35 | 35 | 35 | 86 | 96 | |
| 2,824 | 1,716 | 1,495 | 1,357 | 933 | |

OregonForestFacts.org

Average number of web users per month

| FY 17-18 | FY 18-19 | FY 19-20 | FY 20-21 | FY 21-22 | Source: JB |
|----------|----------|----------|----------|----------|------------|
| 59 | 117 | 99 | 107 | 97 | |

OregonForestLaws.org

Average number of web users per month
Number of downloads

| FY 17-18 | FY 18-19 | FY 19-20 | FY 20-21 | FY 21-22 | Source: JB |
|----------|----------|----------|----------|----------|------------|
| 159 | 130 | 120 | 125 | 118 | |
| 95 | 48 | 45 | 64 | 72 | |

e News public newsletter

Number of newsletters sent
Average monthly size of mailing list

| FY 17-18 | FY 18-19 | FY 19-20 | FY 20-21 | FY 21-22 | Source: JB |
|----------|----------|----------|----------|----------|------------|
| 12 | 15 | 13 | 11 | 15 | |
| 1,690 | 1,698 | 1,657 | 1,646 | 1,641 | |

"Forestry for the Classroom" K-12 newsletter

Number of newsletters sent
Average size of mailing list

| FY 17-18 | FY 18-19 | FY 19-20 | FY 20-21 | FY 21-22 | Source: JB |
|----------|----------|----------|----------|----------|------------|
| 4 | 4 | 3 | 4 | 3 | |
| 2,587 | 2,600 | 2,582 | 2,564 | 2,541 | |

OFRI YouTube Channel

Number of online videos
Total number of views

| FY 17-18 | FY 18-19 | FY 19-20 | FY 20-21 | FY 21-22 | Source: JB |
|-----------|-----------|----------|----------|----------|------------|
| 120 | 124 | 133 | 143 | 140 | |
| 1,725,138 | 1,147,805 | 244,700 | 123,100 | 666,476 | |

Social Media

Number of blogs
Total number of blog visits
Facebook likes
Twitter followers
Instagram followers
LinkedIn followers

| FY 17-18 | FY 18-19 | FY 19-20 | FY 20-21 | FY 21-22 | Source: IB |
|----------|----------|----------|----------|----------|------------|
| 22 | 27 | 34 | 19 | 13 | |
| 8,524 | 10,999 | 14,630 | 11,305 | 12,546 | |
| 3,967 | 5,047 | 7,033 | 8,906 | 10,940 | |
| 1,048 | 1,253 | 1,561 | 1,756 | 1,836 | |
| 502 | 730 | 1,070 | 1,168 | 1,318 | |
| na | na | na | na | 207 | |

C. K-12 EDUCATION**1a. OFRI direct contact with educators**Number of teachers who receive *Forestry for the Classroom*

electronic newsletter . . .

Number of *K-12 Forest Education Opportunities*

distributed . . .

Number of K-12 Teacher Packets distributed

from office and OG RF . . .

Number of OFRI K-12 forestry education materials distributed

(not including Teacher Packets . . .)

Number of K-12 teachers attending professional development events

presented by OFRI

| FY 17-18 | FY 18-19 | FY 19-20 | FY 20-21 | FY 21-22 | |
|----------|----------|----------|----------|----------|----------------|
| 2,829 | 2,847 | 2,582 | 1,649 | 2,541 | Source: KS |
| 1,759 | 2,490 | 700 | 384 | 576 | Source: KS |
| 618 | 660 | 378 | 509 | 454 | Source: KS |
| 14,513 | 22,341 | 18,148 | 11,449 | 7,760 | Source: KS |
| 314 | 313 | 82 | 60 | 91 | Source: NDE/RH |

1b. Number of students participating in classroom forestry programs

Number of metro area (tri-county) students in classroom programs

Number of statewide students in classroom programs

| FY 17-18 | FY 18-19 | FY 19-20 | FY 20-21 | FY 21-22 | |
|----------|----------|----------|----------|----------|----------------|
| 37,103 | 37,770 | 18,047 | 5,820 | 10,244 | Source: NDE/RH |
| 148,146 | 141,087 | 75,242 | 26,916 | 41,242 | Source: NDE/RH |

1c. Number of students participating in field forestry programs

Number of OFRI-funded bus field trips

Number of statewide students in field forestry programs

Number of metro area students in field forestry programs

Number of adults accompanying students in field forestry programs

Total number of participants in field forestry programs

| FY 17-18 | FY 18-19 | FY 19-20 | FY 20-21 | FY 21-22 | |
|----------|----------|----------|----------|----------|----------------|
| 462 | 488 | 286 | 7 | 121 | Source: NDE/RH |
| 25,724 | 27,421 | 17,002 | 672 | 4,469 | Source: NDE/RH |
| 9,725 | 8,391 | 7,930 | 30 | 888 | Source: NDE/RH |
| 4,803 | 4,692 | 3,130 | 50 | 718 | Source: NDE/RH |
| 30,527 | 32,113 | 20,132 | 722 | 5,187 | |

1d. Number of teachers participating in one-day professional development workshops

Number of teachers participating in one-day workshops

Number of students reached by these teachers

| FY 17-18 | FY 18-19 | FY 19-20 | FY 20-21 | FY 21-22 | |
|----------|----------|----------|----------|----------|----------------|
| 546 | 632 | 369 | 267 | 311 | Source: NDE/RH |
| 65,130 | 71,130 | 41,681 | 40,085 | 48,875 | Source: NDE/RH |

1e. Number of teachers participating in multi-day professional development workshops

Number of teachers participating in multi-day forestry programs

Number of students reached by these teachers

| FY 17-18 | FY 18-19 | FY 19-20 | FY 20-21 | FY 21-22 | |
|----------|----------|----------|----------|----------|----------------|
| 467 | 465 | 372 | 683 | 411 | Source: NDE/RH |
| 35,760 | 37,320 | 28,745 | 52,035 | 39,470 | Source: NDE/RH |

1f. Number of teachers participating in one- and multi-day professional development workshops

Number of teachers participating in forestry programs

Number of students reached by these teachers

| FY 16-17 | FY 17-18 | FY 17-18 | FY 19-20 | FY 21-22 | |
|----------|----------|----------|----------|----------|----------------|
| 1,013 | 1,013 | 1,097 | 950 | 722 | Source: NDE/RH |
| 100,890 | 100,890 | 108,450 | 92,120 | 88,345 | Source: NDE/RH |

1g. Number of programs and students participating in programs focused on forest sector career development and forestry workforce

| | FY 17-18 | FY 18-19 | FY 19-20 | FY 20-21 | FY 21-22 | |
|---|----------|----------|----------|----------|----------|-------------------|
| Number of programs focused on forest sector career outreach | 69 | 74 | 50 | 27 | 20 | Source: NDE/JW/RH |
| Number of secondary students reached by career programs | 3,135 | 4,150 | 2,211 | 414 | 488 | Source: NDE/JW/RH |
| Number of career publications distributed by OFRI | 5,895 | 6,915 | 1,549 | 3,105 | 2,570 | Source: KS |

D. Forest Landowner Education

1a. Number of training sessions, participants in training activities and participant evaluations where feasible to measure learning

| | FY 17-18 | FY 18-19 | FY 19-20 | FY 20-21 | FY 21-22 | |
|---|----------|----------|----------|----------|----------|----------------|
| Number of OFRI-supported landowner training sessions (Webinars) | 66 | 66 | 78 | 67 | 78 | Source: OSU/JW |
| Number of participants in training workshops or activities | 4,756 | 6,327 | 6,456 | 9,874 | 4,529 | Source: OSU/JW |
| Number of participant evaluations/survey's | 300 | 375 | 1291 | 3308 | 1,110 | Source: OSU/JW |
| Number of partners represented in Resources for Family Forests publication | 23 | 23 | 24 | 24 | 25 | Source: JW |
| Number of Resources for Family Forests distributed | 750 | 1,600 | 8 | 1,050 | 2,165 | Source: KS/JW |

E. ADMINISTRATION

1a. Amount of outside grants received

| | FY 17-18 | FY 18-19 | FY 19-20 | FY 20-21 | FY 21-22 | |
|----|----------|-----------|-----------|-----------|------------|------------|
| \$ | 5,703 | \$ 16,647 | \$ 24,400 | \$ 52,151 | \$ 121,440 | Source: KS |

1b. Actual administration costs as a percentage of budget

| | FY 17-18 | FY 18-19 | FY 19-20 | FY 20-21 | FY 21-22 | |
|--|----------|----------|----------|----------|----------|------------|
| | 10% | 9% | 10% | 16% | 14% | Source: KS |

1c. Years received the State Controller's "Gold Star" award for financial accounting (reflects received for previous fiscal year)

(Pls. note this is for the previous FY. Footnote this in the AR)
Total number of Gold Star Awards: 16 consecutive years

| | FY 17-18 | FY 18-19 | FY 19-20 | FY 20-21 | FY 21-22 | |
|---|----------|----------|----------|----------|----------|------------|
| Y | | Y | Y | Y | TBD | Source: KS |



Oregon Forest Resources Institute Board of Directors— Public Field Tour

Friday, October 21, 2022

Members of the public interested in participating in the field tour are encouraged to carpool and can access the itinerary one week prior to the tour date.

8:30 a.m. - 3:30 p.m. The Oregon Forest Resources Institute (OFRI) board of directors will tour a privately owned forest to explore components of the new proposed rules under the Oregon Forest Practices Act associated with the Private Forest Accord agreement between the timber industry and conservation groups. OFRI is interested in how the public, conservation and forest sector interests in the Private Forest Accord intersect and ways OFRI could provide outreach and educational resources. Each tour stop will include presentations and an opportunity for board members to engage with the presenters.

Field Tour Schedule

| | | |
|-------------|--|---------------------------------------|
| 8:30-9:00 | Welcome by Board Chair, Executive Director, tour facilitator and tour hosts | |
| 9:00-10:00 | Transit time to field site | |
| 10:00-10:30 | <u>Stop One: Riparian Areas—SSBT Medium Fish Buffers</u> | OFRI Leadership and External Speakers |
| 10:30-10:40 | Transit time to next stop | |
| 10:40-11:10 | <u>Stop Two: Riparian Areas—Perennial Buffers</u> | OFRI Leadership and External Speakers |
| 11:10-11:20 | Transit time to next stop | |
| 11:20-1:00 | <u>Stop Three and Lunch:</u> <ul style="list-style-type: none">• priority fish passage and passage upgrades• riparian and aquatic species protections• small forestland owner's panel session | OFRI Leadership and External Speakers |
| 1:00-2:00 | <u>Stop Four: Forest Roads and Steep Slopes</u> | OFRI Leadership and External Speakers |
| 2:00 | Depart from the last tour stop | |

Public Participation at Field Tour

- Please dress and prepare appropriately for local weather and a moderate amount of walking over uneven terrain.
- There will be no online option for participation.
- Members of the public planning to join the tour must provide their own transportation and lunch.
- To request a tour itinerary and map or if you require special accommodations, contact Kathy Storm at storm@ofri.org.

The Oregon Forest Resources Institute (OFRI) is producing educational materials aimed at informing Oregonians about changes to Oregon's forest practice regulations related to the Private Forest Accord (PFA). When appropriate, OFRI will work with signatories of the PFA, the Oregon Department of Forestry (ODF) and the Governor's Office.

EDUCATIONAL MEDIA

Short educational media spots will inform the general public about the timber industry and conservation groups recently coming together to suggest new laws, which led to expanded habitat protection around streams for salmon and other aquatic wildlife. A digital-only campaign will run in fall of 2022, followed by the addition of broadcast television in spring of 2023. All spots will invite and encourage the audience to learn more at OFRI's newly updated website, OregonForestLaws.org.

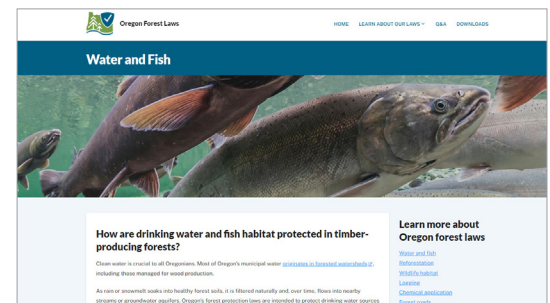
TARGET DATES: Aug. - Oct. 2022, Spring 2023



NEW WEBSITE

OFRI has rebuilt the website OregonForestLaws.org to offer explanations of current forest practice laws and regulations in Oregon. The site includes all updates from 2020-22, including a special section on the PFA. Hyperlinks and resources throughout the site allow the user to dig deeper into many topics, and an open Q&A function called "Ask a Forester" will act as a two-way communication portal. Project partners include ODF, Oregon Small Woodlands Association (OSWA), Oregon Watershed Enhancement Board, Oregon Department of Fish and Wildlife, and Sustainable Northwest.

COMPLETED: Aug. 2022



SPECIAL REPORT

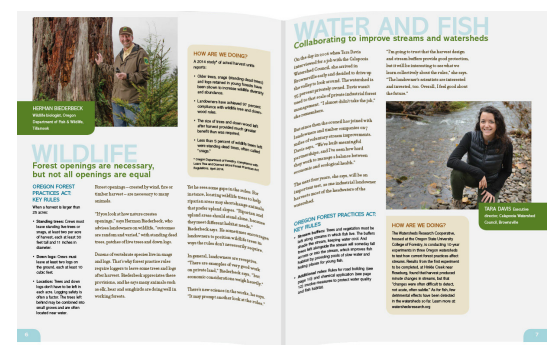
OFRI is developing a special report looking at the PFA and the updated lineup of forest laws and regulations in Oregon. Contents will include an overview of current laws and regulations, recent changes from the PFA and an overview of the PFA process. The special report will direct readers to OregonForestLaws.org, as well as relevant ODF webpages and resources to learn more. Project partners include PFA signatories, ODF, OSWA and the governor's Office.

TARGET DATE: Feb. 2023

FACT SHEET SERIES

OFRI is planning to develop a series of summary fact sheets related to the new changes stemming from the PFA, targeted at a general public audience. These fact sheets will differ from a similar fact sheet series aimed at small forestland owners. Lineup of series to be determined based on partner guidance and gaps in public knowledge.

TARGET DATE: Feb. 2023

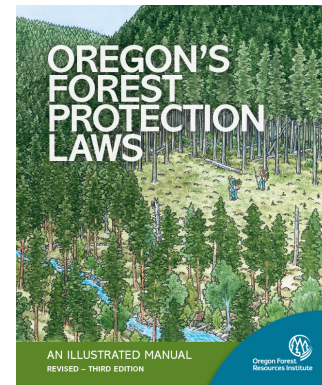


OFRI is producing a suite of educational materials specifically for private forestland owners to help inform them about the changes to the Oregon Forest Practices Act related to the Private Forest Accord (PFA) and how the new forest practice rules will affect them. Emphasis will be placed on educating small woodland owners to help them become aware of special considerations for small forestland owners that are part of the recently passed PFA-related legislation. OFRI will work closely with the Oregon Department of Forestry, Oregon State University Extension and other members of the Partnership for Forestry Education to coordinate forestland owner education regarding the PFA and related changes to the Oregon Forest Practices Act.

OREGON'S FOREST PROTECTION LAWS— AN ILLUSTRATED MANUAL

Since it was first published in 2002, *Oregon's Forest Protection Laws—An Illustrated Manual* has become a standard reference for those planning and executing timber harvests. The publication fosters easy understanding and correct application of the Oregon Forest Practices Act. A fourth edition is planned to take into account changes to the law stemming from the PFA, and other updates to forest practice rules and regulations since 2018.

TARGET DATE: Jun. 2024



LANDOWNER FACT SHEET SERIES

OFRI has developed a series of fact sheets summarizing the PFA targeted at small forestland owners. Fact sheets cover what the PFA is, how it affects forestland owners, and specific proposed changes to the Oregon forest practice rules.

COMPLETED: Jun. 2022



CONTINUING OUTREACH

OFRI will continue to work with partners to develop new outreach opportunities for small forestland owners focused on the PFA, and new forest practice rules and regulations. Opportunities may include:

- workshops
- webinars
- forest tours

OFRI MISSION

The Oregon Forest Resources Institute supports and enhances Oregon's forest products industry by advancing public understanding of forests, forest management and forest products.

OregonForests.org





Wildlife in Managed Forests

2021 – 2022 Summary

October 20, 2022 Board Meeting
Fran Cafferata



Cafferata
CONSULTING

Presentation Outline

- Program overview
- Steering committee
- NCASI partnership
- Oregon forest bee working group
- New publication
- Tours and presentations
- Next steps



Program Overview

The Wildlife in Managed Forests (WIMF) program supports OFRI's mission to support and enhance Oregon's forest products industry by advancing public understanding of forests, forest management, and forest products.

Specifically, the WIMF outreach and communication program helps forest landowners understand how to effectively and intentionally manage their forests for both healthy wildlife populations and sustainable timber production.

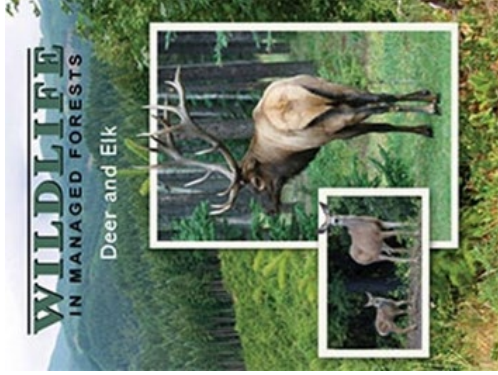
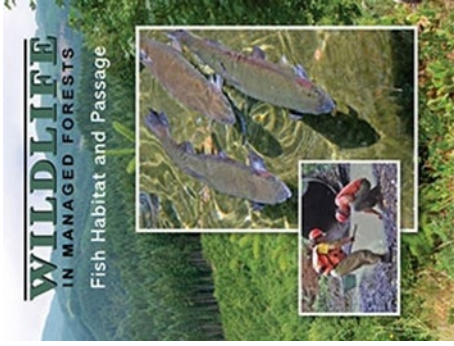


Program Overview – WIMF Outreach

- Workshops
- Webinars
- Tours
- Partnerships
- Publications
- Know your forest



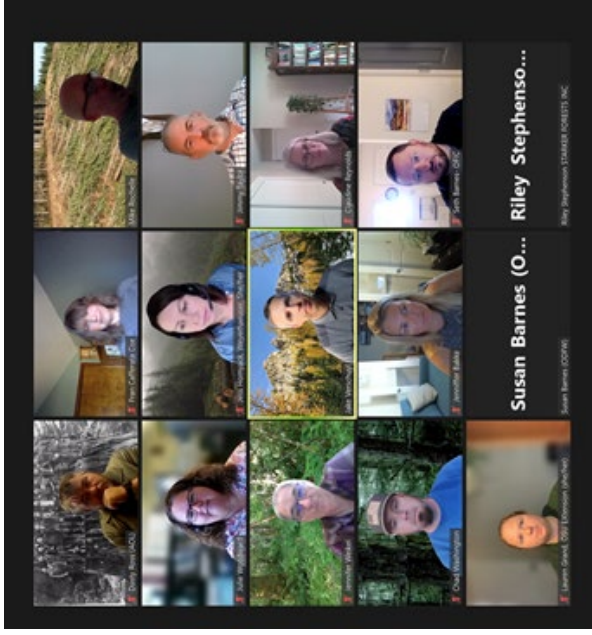
Program Overview – WIMF SERIES



Available online:
OregonForests.org

Steering Committee

- Includes project partners
- Meets every year
- Discuss program goals
- Verify program goals are met



- Claudine Reynolds, Port Blakely
- Jake Verschuyt, NCASI
- Chad Washington, Nuveen
- Jennifer Weikel, ODF
- Jennifer Bakke, Manulife Investment Management
- Jessica Homyack, Weyerhaeuser Company
- Jimmy Taylor, National Wildlife Research Center (APHIS)
- Josh Chapman, USFS
- Kelly Dirksen, Confederated Tribes of the Grande Ronde
- Lauren Grand, OSU Extension
- Mike Rochelle, Weyerhaeuser Company
- Rebecca Windle, Giustina Land and Timber
- Riley Stephenson, Starker Forests
- Seth Barnes, OFIC
- Susan Barnes, ODFW

NCASI Partnership

- Attend meetings
- Current projects
 - Oregon Murrelet Project
 - Effects of intensive forest management on biodiversity and ecosystem services
 - Variation in structural retention
 - Pacific fisher and coastal marten
 - Black bear damage of planted Douglas-fir stands
 - Elk habitat model
 - Variable retention harvest in riparian areas
 - Watershed sustainability
 - Pollinator – various projects



Oregon Forest Bee Working Group

Current efforts include developing plant species lists for forest managers. The species list will help land managers intentionally manage for pollinators across Oregon.



New Publication - *Managing Wildlife Leave Trees in the PNW: Retaining Structures Through Harvest*

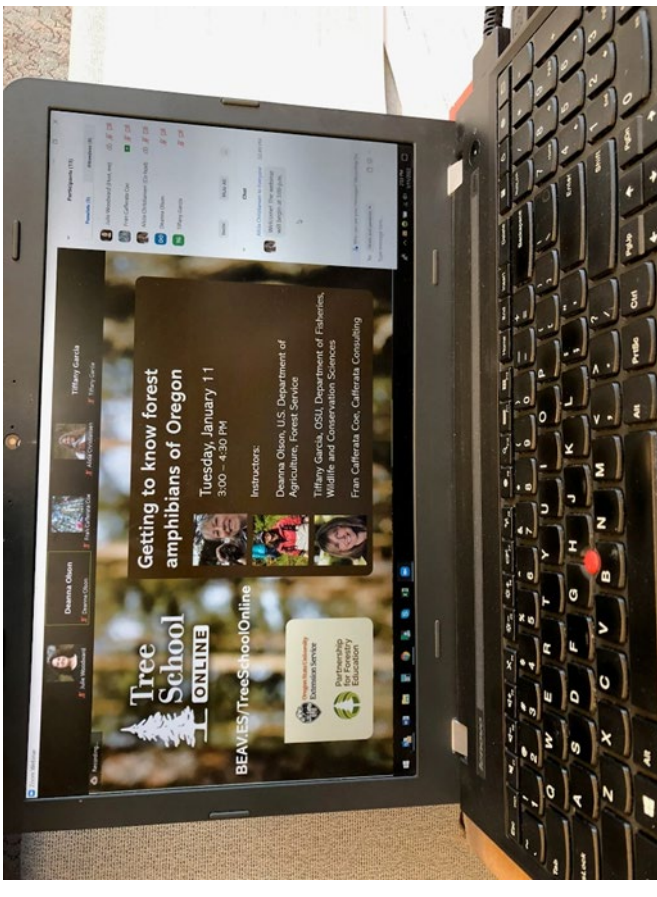
- Project with NCASI, OSU and MSU
- Help forest landowners and managers understand how and where to leave wildlife leave trees and other retained structure
- Not a policy document



Available online:
OregonForests.org

Tours and Presentations

- Managing Wildlife Leave Trees in the PNW: Retaining Structures Through Harvest Webinar
- Forest Amphibian Tree School
- Lane County Tree Farmer of the Year Tour
- Forests as Habitat for Wildlife: Priority Actions for Habitat at the NW Community Forests Meeting
- Wildlife in Working Forests presentation for the forest engineering class at OSU



Next Steps

- Steering committee meeting September 2022
- Develop and deliver pollinator publication and outreach
- Continue partnerships with NCASI and Oregon Forest Bee Working Group
- Outreach with landowners
- Draft and deliver articles for blog posts and newsletters
- Wildlife reference series refresh
- Videos for the [knowyourforest.org](https://www.knowyourforest.org) site



Questions?



WEBSITE ANALYTICS

Oregon Forest Resources Institute



Total average
monthly visitors
20,863



Q1, FY 2022-2023

OregonForests.org

Average monthly visitors: 8,795
Percentage of new visitors: 90.7%

Pages per visit: 1.34 Visit duration: 00:50

Top inroads:
Google, Direct URL, OTT services

Top pages:
Tree variety, home page, reforestation, climate change

Of note:
Traffic steeply decreased after spring educational media campaign
808 downloads this quarter
56% mobile users

LearnForests.org

Average monthly visitors: 647
Percentage of new visitors: 92.8%

Pages per visit: 5.5 Visit duration: 01:10

Top inroads:
Direct URL, Google search, OFRI main site

Top referrals
OFRI main site, baidu.com, OSU extension

Top pages:
Homepage, Complete library, Rediscovery Forest

Of note:
Slow traffic in the summer months
17% mobile users
841 downloads

KnowYourForest.org

Average monthly visitors: 902
Percentage of new visitors: 91.3%

Pages per visit: 1.51 Visit duration: 01:00

Top inroads:
Google, Direct URL, Bing

Top pages:
Logging and selling timber, home page, forest management planning

Of note:
Slight reduction in traffic and downloads over last quarter
45% mobile device users
154 downloads

OregonForestLaws.org

Average monthly visitors: 10,519
Percentage of new visitors: 90.5%

Pages per visit: 1.2 Visit duration: 0:26

Top inroads:
Direct, Google search, Facebook

Top pages:
Home page, Introduction, water and fish

Of note:
Major increase in visitation, due to educational media campaign
86.9 % mobile device users
1,245 downloads