



California Firewood Task Force Outreach Accomplishments

July 1, 2014 – June 30, 2015 (ongoing)

Events

- 7/11-27/14 - Poster, banner, handouts, and exhibits at CA State Fair, Sacramento, CA (~500 direct contacts, 46,000 estimated in attendance)
- 10/18/14 - Ramona Fire Awareness Open House, Ramona, CA (~150 contacts)
- 10/2014 - UC California Naturalist Biennial Conference, Monterey, CA (Materials distributed to ~300 contacts)
- 10/2014 - UC Master Gardener Conference, Yosemite, CA (Materials distributed to ~300 contacts)
- 11/4 – 11/6/14 – UCANR Oak Symposium, Visalia, CA (~30 contacts)
- 11/12 – 11/13/14 – CA Forest Pest Council annual meeting (80 attendees)
- 11/14 – 16/2014 - San Francisco Green Festival, San Francisco, CA (~300 contacts)
- 11/16/14 – Mount Palomar Homeowners Assoc. Meeting, Palomar Mountain State Park (5 attendees)
- 1/8 – 11/2015 - Sportsman's Expo, Sacramento, CA (1,200 contacts)

Presentations

- 11/5/14 - CAPCA ED Sacramento presentation by Katie Palmieri on SOD, GSOB, PSHB, and Firewood (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

- 8/25/14 Tweet and Facebook post re. Don't Move #Firewood: Thousand Cankers Disease prompts wood quarantine in PA
- 9/17/14 - Tweet and Facebook post re #GSOB poster wins "Race to Protect Your Favorite Place" CA Invasive Species Action Week 2014 Youth Poster Contest
- 10/15/14 - Tweet and Facebook post re K. Warren and K. Turner install first #gsob roadside sign on HWY 74 going to Idyllwild in Riverside County
- 12/10/14 - Tweet and Facebook share re. CA Firewood TF Buy It Where You Burn It post

Public Outreach

- Successfully incorporated the “don’t move firewood” message into the national Invasive Species Week materials, listed at #4 on the NISAW website
- Monthly – Season-specific Buy It Where You Burn It message in CFPC newsletter

Outreach Materials

Giveaway items:

- Ice/hot packs (1,000 = \$2,200)

Online education and advertising:

- 9/2014 – Produced Wood Products document “Risk of Invasive Species Movement on Wood Products Other than Firewood” for CA Firewood Task Force website

Outdoor advertising:

- 10 – 12/2014 – 8 Permanent Buy It Where You Burn It signs erected - Cuyamaca State Park along Highway 7; Highway 76 near Mount Palomar; Highway 74 leading to Idyllwild; Mission Trails Regional Park in San Diego; and four locations on the Descanso Ranger District of the Cleveland National Forest