



Roadside Wildfires-

Prevention through meaningful public
awareness and outreach campaigns

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Welcome!

Who are we?

- Jennifer Russell- IDL
- Andrew Hostad- USDA FS

Why are we here today?

- *To connect in the shared responsibility of reducing unwanted human caused fires.*



A landscape photograph of a forest at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. In the foreground, there is a wildfire burning through dry brush and grass, with bright orange flames and thick white smoke rising. The middle ground is filled with tall, thin evergreen trees, some of which are silhouetted against the bright sky. The background shows rolling hills and more forest, all bathed in the soft light of the setting sun. A white double-slash symbol and a horizontal line are overlaid on the image.

Wildfire in Idaho is a WHEN, not an IF

11/02/2023

ROADSIDE WILDFIRES

3

Roadside Wildfire Mitigation & Prevention

Changing Fire Behavior = Mitigation

Changing Human Behavior =
Prevention

What are we going to talk about today?

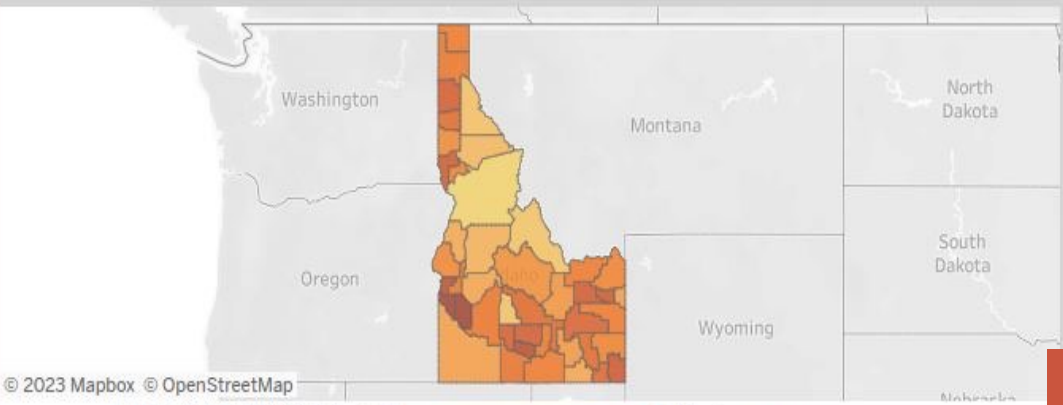
1. Highway District Operations- Wildfire prevention at home
2. Vegetative Management- Reducing wildfire potential along roadways
3. Targeting roadway users- How to's of wildfire prevention messaging
4. Collaboration- No one agency can do this alone- leverage, leverage, leverage

Human-Caused Wildfires

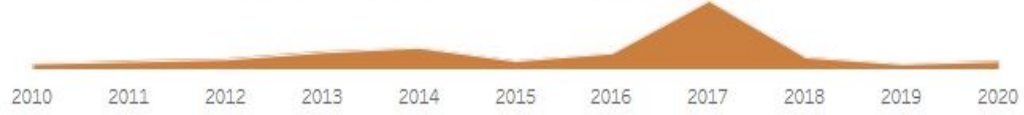
State: Decade:

Idaho Wildfires:

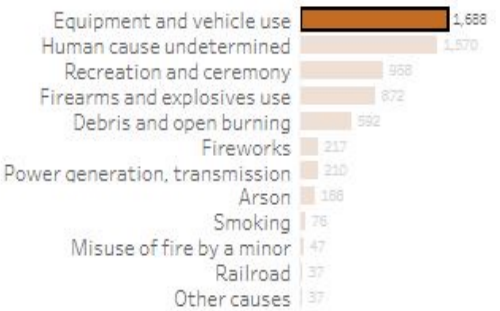
50% (6,492) were determined to be human-caused from 2010 - 2020.
50% (6,469) were caused by lightning.



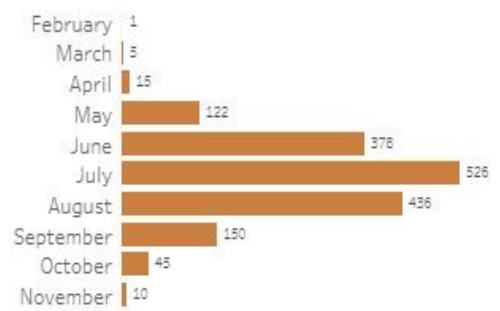
Human-Caused Wildfires in all Idaho Counties



By Human Ignition Type



By Month



Preventing Roadside Ignitions - We need to know what caused them?

- Wherever Roads Go Fire Eventually Follows
- Mechanical Failures, Trailers, and Hot Stuff
- The First 10 Feet From The Road Surface Is Crucial

Data Sources: Short, Karen C. 2022. Spatial wildfire occurrence data for the United States, 1992-2020 [FPA_FOD_20221014]. 6th Edition Draft. Fort Collins, CO: Forest Service Research Data Archive. <https://doi.org/10.2737/RDS-2013-0009.6>



Vegetative Management- What can we do to change wildfire behavior?

- Fuel Breaks in Rights of Way
- Use of Inert Materials and Vegetative Setbacks
- Steep Grades – Areas of Increased Risk



What can the Hwy Districts do to reduce their risk of causing a wildfire?

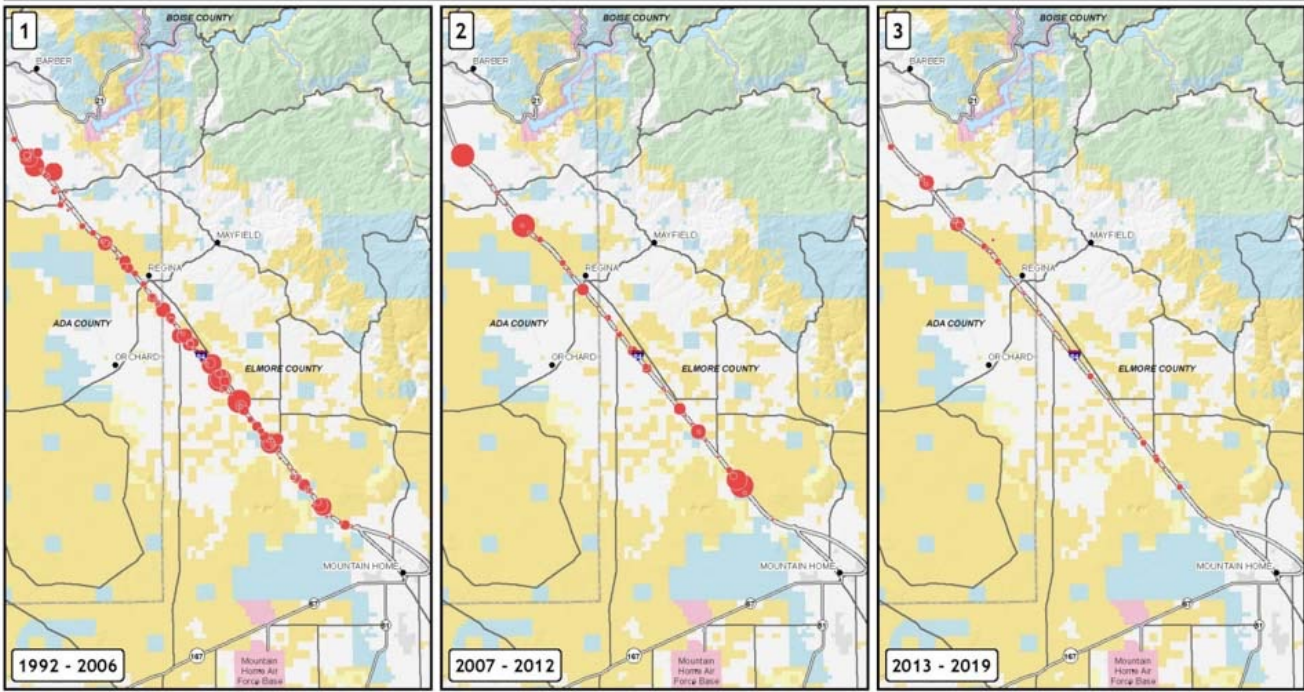
- Dedicated Personnel and Equipment
- Fire Guard during Roadside Operations
- Safety Protocols
- Response to Fire Incidents



Idaho Case Studies

- BLM Paradigm Project
- IDL case study- roadside retardant application

Human Caused Fires - Ignitions Along Interstate 84 Between Boise & Mountain Home From 1992 to 2019



 U.S. Department of the Interior
 Bureau of Land Management, Idaho
 Boise District Office
 Map date: September 01, 2020

 0 1 2 3 4 Miles


Fire Size (Acres)
 • 0 - 1
 • 2 - 10
 • 11 - 50
 • 51 - 100
 • 101 - 200
 • 201 - 500
 • 501 - 1,000
 • 1,001 - 5,000

Surface Management Agency:
 Bureau of Land Management
 Forest Service
 Bureau of Reclamation

Ownership:
 Military
 State of Idaho
 Local Government
 Private (all other land)

No warranty is made by the Bureau of Land Management. The accuracy, reliability, or completeness of these data for individual use or aggregate use with other data is not guaranteed. This map cannot be made Section 508 compliant. For help with this data or information, please contact the BLM Idaho State Office webmaster at (208) 373-4000.

	Avg Acres / Year	Avg Ignitions / Year	Avg Fire Size
1992-2006 Average (No BLM/ITD projects)	874.07	8.87	91.75
2007 - 2012 Average (seeding and chemical treatments only)	1026.23	8.50	98.08
2013-2019 Average (bare ground and mowing treatments)	42.29	6.43	4.85





What can we do to change people's behavior?

Targeting your public with a call to action

Electronic Signs

- Use of Overhead Highway Signs
 - ITD protocol for use over interstate
- Portable Electronic Signs
 - IDL case study results



Targeting your public with a call to action- methods

- Gas Station TV PSAs
- Radio PSAs
- Social Media- Outreach that engages and gets action!

WHAT ARE THE BUILDING BLOCKS OF ATTENTION?

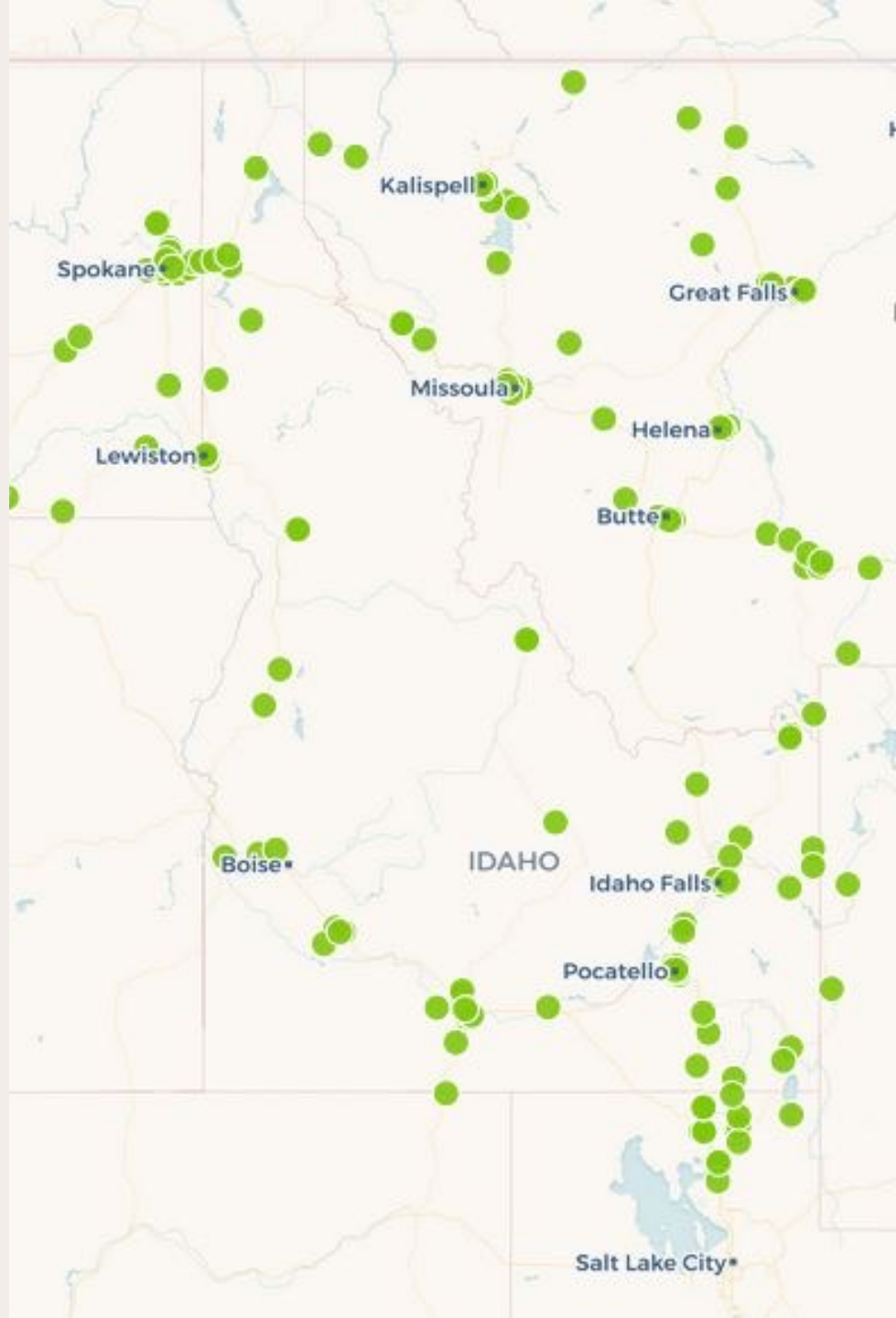
“First, you have to have attendance. That means the **content** has to be **there**, and it means the **viewer** has to be there... [Next], we’re adding in this element of... “**focus**,” which...[is] actually **oriented to the ad.**”

DUANE VARAN, PHD
CEO AT MEDIASCIENCE

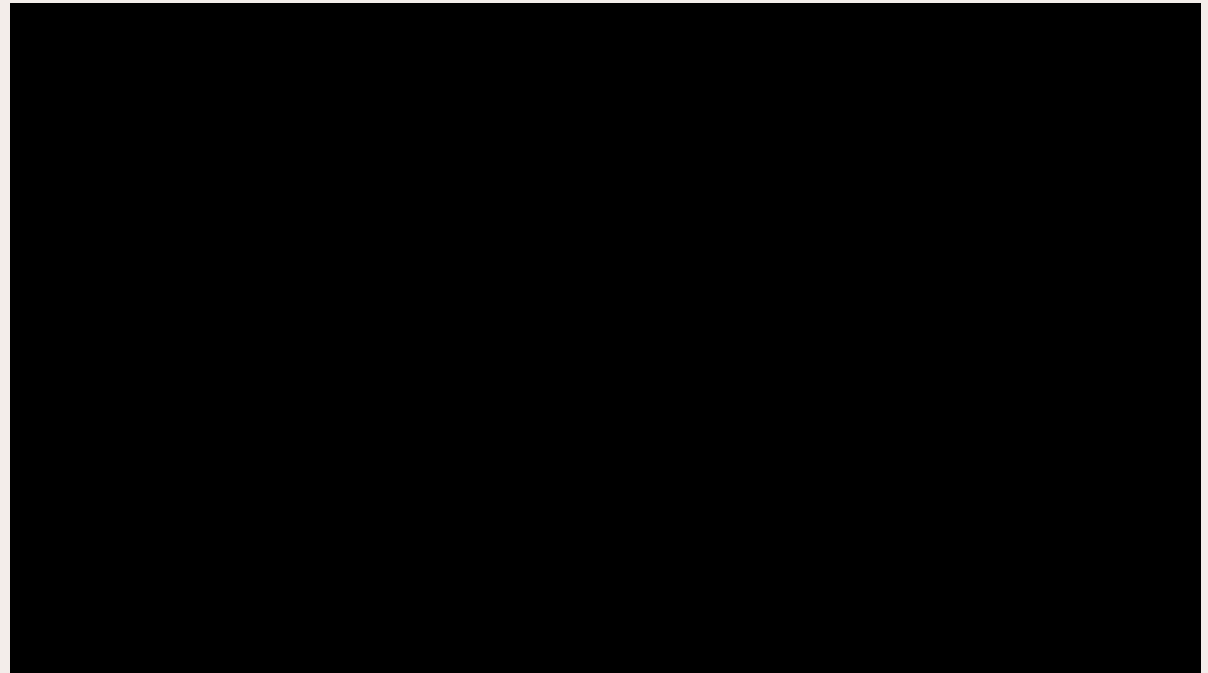
On the prerequisites for ads to **garner attention** and drive **brand impact**



Gas Station TV PSAs



IDL & Firewise video



Radio PSAs

Can be very localized by zip code, market, etc.

Can target specialized demographic

Very affordable option- streaming services too!



Social Media

- Leveraging Social Media Platforms
- High Fire Danger Awareness Campaign
- Safe Trailer Towing Tips
- Vehicle Maintenance Reminders

**ONE LESS SPARK
ONE LESS
wildfire**

CAUSED BY: VEHICLES

Safe Towing
Dragging chains will throw sparks. Never substitute parts when towing. Only use appropriate safety pins & hitch ball.

Nothing Dragging
Make sure your vehicle is properly maintained, with nothing dragging on the ground.

Be Wheel Safe
Check tire pressure. Driving on an exposed wheel rim throws sparks.

Only You Can Prevent Wildfires.

CARRY A FIRE EXTINGUISHER IN YOUR VEHICLE AND LEARN HOW TO USE IT.



Collaboration

- Partnership opportunities
- Sharing resources



**don't let your
summer go up
in SMOKE**

#together4idaho



Trailer Chain Cover Project



Trailer Chain Cover Project



Trailer Chain Cover Project





Tying it all together

- Recap of Key Points
- Importance of reducing roadside wildfire starts



“

I Can't Prevent Lightning.”

Questions & Discussion

Let's hear from you!

What have you tried? What worked? What not so much?





Thank you!



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Caring for the land and serving people