

Photo: Aleksey Sheshuvov







# Making the Plan Work: Encouraging adoption of the SMP

### **Challenges:**

Who needs to know about the provisions of the plan?

What methods of outreach will work best?

Who will assist with outreach?

Where will outreach occur?



# Why the emphasis on outreach?

- Plan is largely voluntary.
- Education is imperative if SMP is to succeed.
- Multiple audiences, different emphases.
- Limited time before 2011 burn season began.





### Outreach Strategy

Coordinate joint-agency effort.



- Create one authoritative information source.
- Use multiple methods of outreach.
- Evaluate effectiveness of outreach.



## Outreach Strategy

- Agree on key messages (what's important).
- Identify target audiences and develop targeted messages.
  - Ranchers
  - County emergency staff
  - Urban audience
  - General public
- Provide easy access to information.
- Reduce air quality exceedances resulting from rangeland burning.



### Outreach Methods



- · Website.
- Publications.
- Radio interview series.
- Integrated with other agencies' meetings and publications.
- Informational listserv.
- Press releases/ news stories.

newsletters. releases meetings conferences

### Impact and Evaluation

- Post-burn season surveys.
- Recordkeeping and correlation.
- Total acres burned in county during April 2011.
- Acres burned vs. daily smoke forecast.
- Days of air quality non-attainment.



### Burn Boss Survey

- About 50% looked at the website;
- About 40% used the plume smoke model prior to burning.
- Found the forecast model (red/yellow/green) to be most useful.
- Most common behavior changes reported:
  - Burn fewer acres.
  - Burn earlier.
  - Wait for better day to burn.

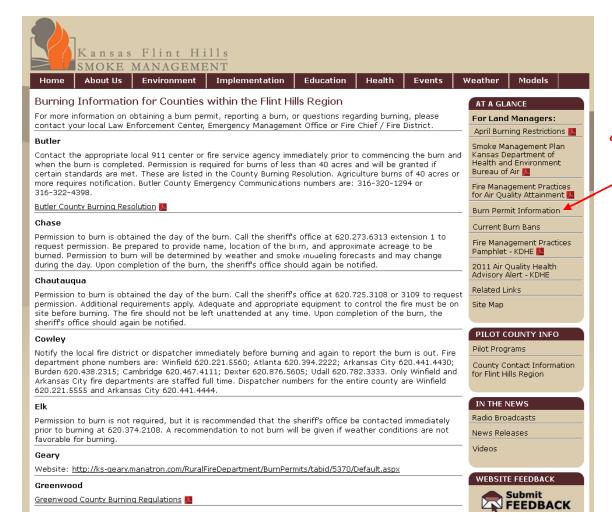


# County Staff Survey

- More staff meetings.
- Some uncertainty in role of various emergency management staff.
- Requests to track acreage burned.
- Review of burning regulations after 2011 burn season.



### County Burn Regulations





# Summary of First Year Activities

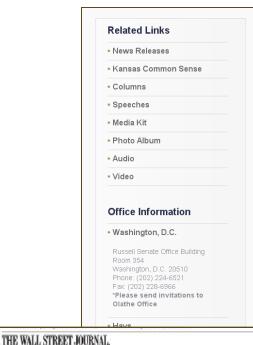
- Smoke Management Plan completed and implemented.
- Extensive outreach campaign conducted.
- Post-Burn Season Evaluation.
- 4 Exceedances.





# Outreach Strategy

- Addressed specific information needs
  - Publication: "Air quality in Kansas urban areas: what is being done and what could happen."
- Expanded participation: Regional, National, International
  - Joint KDHE/K-State presentation at OSU-KOMA Oklahoma Cattle Conference.
  - Research discussions with Oklahoma Department of Environmental Quality.
  - Great Plains Fire Science Exchange
  - SmoC



### **News Releases**

Home / Newsroom / News Releases

May 16 2011

### Moran and Inhofe Introduce Legislation to Preserve

Will protect use of prescribed fire to preserve tallgrass prairie

WASHINGTON, D.C. - U.S. Senator Jerry Moran (R-Kan.) and U.S. Senator Jim Inhofe (R-Okla.), recently introduced legislation, S. 989, the Flint Hills Preservation Act, to protect the ability of landowners in the Flint Hills to use prescribed fire as a tool to preserve the tallgrass prairie ecosystem

"Rather than have to worry about a schedule dictated by the EPA, this legislation will allow landowners to manage prescribed burning around the forces of weather and other factors impacting safe conditions, while at the same time preserve a unique ecosystem," Sen. Moran

"I am pleased to work with Senator Moran on this commonsense legislation that preserves the tallgrass prairie ecosystem in Oklahoma and Kansas and helps our agricultural communities

Public Works Committee." fact that they play a key rol pitting two separate and unr ecosystem at risk. This bill w April 12,2011 and economic needs."

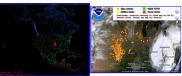
"We applaud Senator Morar

### **U.S.** Air Quality

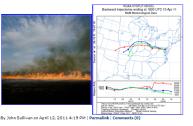
FIRES BURN THROUGHOUT PLAINS STATES, CONCENTRATED IN KANSAS.

There are a large amount of fires today in the Northern Oklahoma and Kansas area. These fires are very concentrated in this area, which has led to a large amount of smoke being poured into the air. The first image (courtesy NOAA HMS) shows a map of North America, with all of the significant fires in red. You can see that there is a large arr want was entrated in Kansas and Oklahoma. The image on the right (courtesy Google Earth and NOAA HMS), also shows the

> Tweet Recommend



These large fires are started by farmers and ranchers to burn off old vegetation and eventually provide fresh grass for cattle. The image is from a grass fire near Emporia, Kansas. (Courtesy photo by Larry Schwarm, Wichita Examiner). These fires have created a smoke plume that has stretched from eastern Kansas across the southern Great Lakes states and all the way to the Atlantic Coast. The second image is a HYSPLIT trajectory model, and according to the National Oceanic and Atmospheric Administration, a majority of the smoke aloft (around 2000m) we are receiving is coming from these concentrated fires.



Blazes Clear Way for Prime Cattle Pastures but Pollute Air in Heartland Cities

Range fires in Kansas' Flint Hills region, intentionally set to foster feed-grass growth, are cited as a risk to air quality

U.S. NEWS | JUNE 6, 2011

By JEFFREY BALL

Range Fires Ignite Dispute

American cattle producers from Texas to Tennessee ship their herds each summer to the Flint Hills region of Kansas, where the animals bulk up on grass before they're dispatched to feedlots and then slaughtered.

Ranchers help prime the sprawling pastures by torching them to burn out prairie brush, clearing the way for stands of big bluestem and other grasses that are cheap cattle feed.

"Effective with 2011, an additional burning window statewide from July 16 thru August 31 except soils with an I value of 86 or greater." FSA Exhibit 5, pg. 2





### USDA AID Visiting Scholars Program





Developing Options for Avoiding, Reducing or Mitigating Agricultural Burning that Contributes to Black Carbon Deposition in the Arctic Conference.

- Keeping it legal: Regulations affecting prescribed burning in Kansas, U.S.A.
- Prescribed Burning Education in Kansas.
- Balancing Ecological and Environmental Objectives in Smoke Management Planning.



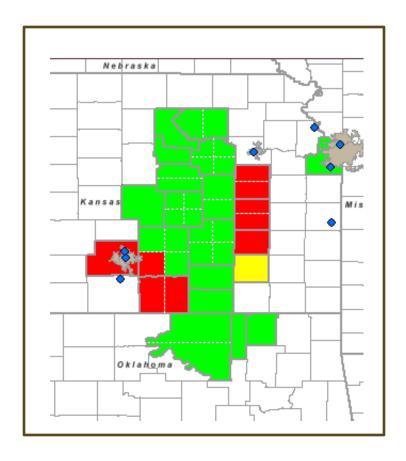


### Rangeland Ecosystem Services



### Room for Improvement

- Clarify between smoke green days and safety green days on website model.
- Continue outreach.
  - TV weather forecasts?
  - Kansas City, Missouri urban audience?





### Room for Improvement

- Educate more about reasons for burning, alternatives to burning during April each year.
- Emphasize need to call in burns.
- Clarify liability issues.
  - Contingency Planning
  - Insurance
  - Legal framework.



### Smoke Management Conundrums

 Days with good smoke dispersal are often too windy to burn safely.

 Local wind direction needed to avoid highways, towns, and neighbors may be the same direction that will take smoke to urban areas.

 Burning must occur to maintain ecosystem; air quality must be maintained to meet EPA standards.



### Final Thoughts

- Policy and regulations affect prescribed burning activity.
- Choices may need to be made between environmental and ecological needs, both of which are important.
- What is politically or regulatory possible?



### Final Thoughts

- Prescribed burning is ecologically and financially important.
- Prescribed burning is largely carried out by private landowners.



- Benefits of prescribed burning are shared by the public (ecosystem services).
- Impaired air quality is shared by the public.



