

# WASHINGTON INVASIVE SPECIES COUNCIL

2010

Don't Move Firewood Pilot Project  
Report to USDA - APHIS



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### Project Overview

Firewood has been shown to be a major pathway of invasive insects and plants, as people cut wood in an infested county or state and bring it to a new site. In fact, new infestations of tree-killing insects and diseases are commonly found in campgrounds and parks. In an effort to prevent further spread and to reduce new infestations the invasive species councils of Washington, Oregon and Idaho teamed up to inform citizens throughout the Pacific Northwest about the economic and environmental effects of firewood as a vector of invasive species.

To increase understanding and awareness the threat that non-processed firewood poses, the three state councils designed and launched an evaluation-based education and outreach campaign in 2010 to:

- inform people in Washington, Oregon, and Idaho of the threat of moving non-processed; firewood; and
- communicate an understanding of what people can do (i.e., individual actions) to mitigate the threat.

Target audiences included recreationalists, producers, landowners, volunteers, educators, students and policy makers. A major emphasis of the project was to develop education and outreach programs that would lead to behavior change and promote self-efficacy in the movement of firewood.

Methods used to communicate outreach messaging and project strategies included the design and production of multiple outreach products such as Frisbees, playing cards, and posters. Additionally, billboards were purchased with matching artwork and messaging in all 3 states during the height of the 2010 camping season. The message was further carried out with displays at rest areas along major traffic corridors and advertisements on web sites and various publications intended to reach our target audience. To gauge the success of our outreach efforts and to learn more about the public's knowledge on the topic, pre and post-campaign surveys and interviews were designed and conducted by an Oregon State University Master's student with campers in all 3 states.

Outcomes from this project provided benefits to the Pacific Northwest environments and agriculture and forestry industries that are at risk or threatened from importation of non-processed or out-of-state firewood including areas infested with state or federal regulatory pests. Additionally, the resulting awareness and behavior change from a more informed public will lead to gaining support for developing strategies to better protect Washington and the PNW from this threat.

**WORKPLAN  
PROJECTED ACCOMPLISHMENTS: STATUS REPORT**

Work Plan Task	Status
<p>Work cooperatively with the Oregon and Idaho Invasive Species Councils to develop shared messaging about buying and burning local firewood. All three Councils will share billboard, radio, and advertising design work to brand this issue in the Pacific Northwest.</p>	<p>All three states launched their outdoor board campaign in the summer and fall of 2010, displaying “Buy it where you burn it” billboards throughout identified high-risk areas within their states. Washington purchased 10 billboards in the summer of 2010 and up to 11 additional billboards will be purchased for the spring of 2011 along major traffic corridors across the state. Messaging and artwork on the boards was consistent throughout the region.</p>
<p>Work cooperatively with the Washington State Parks and Recreation Commission, Bureau of Land Management, US Forest Service, and all entities that manage campgrounds in Washington to post publications at each site informing the public about the risks of moving firewood.</p>	<p>Early on the Washington Invasive Species Council developed a partnership with the WA State Parks and Recreation Commission for the distribution of project materials throughout the 100+ state parks in the state. The Council also partnered with the Bureau of Land Management, the US Forest Service, the National Park Service, city and county parks managers, and numerous private campgrounds to post hundreds of project posters at their trails heads, offices, and other public facilities.</p>
<p>Work cooperatively with Oregon State University (OSU) to design pre and post-campaign public surveys to assess awareness of the issue, refine messaging to enhance effectiveness in the future, articulate the barriers to the public buying and burning local</p>	<p>Washington Invasive Species Council coordinated with an OSU master’s student to choose appropriate campgrounds within ‘high-risk’ areas to conduct post campaign surveys. A total of 50 campgrounds</p>

firewood, and analyze survey data.	were visited within all 3 states, 3 of those were in WA.
<b>Work Plan Task</b>	<b>Status</b>
<p>Identify one to three campgrounds in Washington (managed by different entities) to implement a “free firewood at campground” pilot project. The Council will work cooperatively with the US Forest Service to explore the potential for the use of stewardship contracts to supply the local firewood.</p>	<p>The Council approached the WA State Parks and Recreation Commission about this portion of the project. However, concerns were raised with the logistical planning needed to successfully implement a free firewood pilot. Concerns included staff availability and knowledge of the issue, infrastructure for storing or disposing of the wood and the resources for implementation to make this portion of the project successful. Due to these obstacles we were unable to test this portion of the pilot project.</p> <p>The Council worked collaboratively with the U.S. Forest service to not only display campaign posters at the offices and outdoor areas, but we also produced informational cards with specific messaging for firewood cutters about the dangers of moving wood. The U.S. Forest Service agreed to distribute these at all WA vendor offices when firewood cutters received firewood cutting permits. The informational cards and posters were accompanied with a letter from the Council describing the importance of this project on the forestry industry and the natural environments that the Forest Service manages.</p>
<p>Pre-campaign surveys will be conducted beginning June 1, 2010, and prior to the launch of the outreach campaign.</p>	<p>The pre-campaign online surveys were sent out to a random sample of PNW Campers, including 500 Washington residents. The pre-outreach campaign survey was used to create a baseline of knowledge regarding campers’ behaviors and understanding, or awareness about firewood as a vector for invasive species. Results proved to be very useful in planning future project outreach efforts.</p>

Work Plan Task	Status
Advertising and outreach will begin July 1, 2010.	All 3 states purchased multiple, billboards to display campaign messaging before the height of the camping season kicked off. Washington also purchased an advertisement within the WA Department of Fish and Wildlife Big Game hunting pamphlet reaching over 500,000 readers in 700 vendor locations throughout the state. The Council is in the process of purchasing an advertisement to appear within 4 issues of the WA Trails Magazine, reaching 60,000 readers. In addition to billboards, back-lit displays were purchased in 25 rest area locations among main traffic arterials in the state.
Post-campaign surveys will be conducted beginning August 15, 2010. Data will be maintained by Oregon State University. Results will influence messaging of campaign and understanding of barriers to people not transporting firewood beyond local areas.	Post campaign interviews surveys were conducted in state and federal campgrounds in all 3 states including 3 state parks that participated in the outreach campaign within Washington. These interviews were intended to provide a more detailed understanding of the values, practices, and knowledge of campers regarding invasive species and firewood. By developing a better understanding of PNW campers we hope to assess the effectiveness of the regional summer firewood awareness campaign and suggest recommendations for more effective outreach methods in order to prevent the spread of invasive species.
Advertising in each Washington campground via posters as well as advertising along interstates via billboards will occur during 2010 and 2011.	Washington purchased 10 billboards which were displayed during the peak of the camping season in 2010. The outdoor displays were put up throughout the state focusing on highway and interstate locations that corresponded with high-risk areas on USDA federal campground maps. Up to 11 additional outdoor displays will be purchased for the spring of 2011 along major Washington

	interstates.
<b>Work Plan Task</b>	<b>Status</b>
Public response to free firewood in selected campgrounds will be analyzed to determine the efficacy of this approach as a deterrent to the public transporting firewood long distances.	Due to logistical and infrastructure concerns, this portion of the project was not implemented. However, the WA Invasive Species Council created an electronic survey for the WA State Parks that participated in the outreach portion of the campaign to gauge the public's response to the education materials used. Also, camper interviews conducted in all 3 states and within 3 WA parks analyzed public response to outreach messaging and materials used during the project for effectiveness.
A report will be produced at the conclusion of the project and posted on the Washington Department of Agriculture Internet site.	Complete.

**CRITERIA USED TO EVALUATE THE PROJECT - Evaluation of anticipated results and successes**

Evaluation Criteria	End of Project Evaluation
Public response to free firewood in select campgrounds.	The WA Invasive Species Council tried to implement this portion of the project working with the Washington State Parks and Recreation Commission. However, after much thought was given to the logistical requirements it was decided that our state park system did not have the staff availability for successful implementation. Until these concerns could be resolved, this portion of the project was not implemented.
Level of awareness prior to and after the campaign gauged by surveys conducted before and after campaign.	Need survey results to complete. Final survey and interview analyses are expected in the spring of 2011.
Ability to use forest stewardship contracts to provide local firewood in select campgrounds.	Due to logistical complications with implementation this portion of project was not completed.
Success in sharing messaging with neighboring states to better protect the Pacific Northwest from the dangers of firewood as a vector of invasive species.	Regionally shared messaging was a major success of this project. All 3 states worked together to produce and display billboards throughout the Pacific Northwest, which all displayed the same message "Buy it Where you Burn It" and artwork. This not only resulted in reduced costs to each state, but also provided consistent messaging to the public. The states also coordinated the placement of the billboards so that main traffic corridors used as entry points into each of the states were chosen for billboard placement.



	<p>In addition to the billboards, all 3 states produced biodegradable Frisbees, posters, and decks of playing cards also showcasing the same consistent “Don’t Move Firewood” message and artwork. Again, this ensured that the public would see the same poster warning them about the dangers of moving firewood, wherever they were in the PNW.</p> <p>The 3 states shared artwork, messaging, and product vendors, and contact information for distribution. The 3 councils regularly corresponded with one another providing updates on the distribution plan and shared new ideas for outreach to the public and private sectors.</p>
<p>The role of outreach and education, as expressed by media interest, to lessen the dangers of firewood as a vector of invasive species.</p>	<p>Washington is currently working with the Invasive Species Councils of Idaho and Oregon to re-word a video that was originally produced in the Midwest to highlight the pathways of firewood pests using the Emerald Ash Borer as an example. The video will educate people about the damage that firewood pests can cause and provide tips and suggestions on how to prevent spread. The 3 states also worked together to issue press releases to launch the beginning of the campaign. Washington’s press releases were picked up by newspaper media sources throughout the state. WA also highlighted the campaign and the news release on its web site.</p>

### WORK PLAN SUCCESSES

Numerous successes were achieved during the regional Don't Move Firewood Pilot Project. Effective communication methods were delivered and multiple segments of the population and target audiences were reached with campaign messaging. Strong partnerships and networks were established with public and private partners to disseminate campaign messages to the public, landowners, and policy makers. Valuable information was recorded in multiple pre and post-campaign surveys to evaluate the effectiveness of the project. Insights from this analysis will prove to be beneficial in guiding future project outreach strategies.

### Communication Strategies - Outreach Materials

The Washington Invasive Species Council invested in the design and production of multiple education and outreach materials. Many products were also used and designed by national campaign leaders at the Nature Conservancy. Using the same materials ensured consistency nationally and provided similar messaging to target audiences for increased message absorption and understanding. Other newly designed products were shared regionally among Washington, Idaho and Oregon Invasive Councils. All outreach materials produced for WA, in addition to campaign messaging, showcased the Council's online reporting form and hotline number for the public to use if invasive species sightings occurred.



- **Billboards and Rest Area Displays** - Using USDA high-risk pest infestation maps (based on number of out-of-state travelers visiting forested campgrounds vulnerable to outbreaks) identified a list of most desirable billboard display locations. In the summer of 2010, 10 billboards were purchased across the state focusing on high-risk areas. During the spring and early summer of 2011, up to 11 additional billboards will be purchased in both eastern and western Washington locations (see appendix items B & C for map of locations). Their placement was chosen to match the locations of the backlit rest area poster displays to provide maximum impact.

25 backlit rest area displays were purchased in the summer of 2010 along major roadways including interstate 5, interstate 90, interstate 84 and state routes 8 and 26. Displays featured "Buy it Where you Burn It" messaging in large, prominent locations with back-lighting for enhanced visibility at night. These displays are viewed by millions of travelers annually. Backlit displays will be showcased through the summer of 2011 (see appendix item A for map of locations).

- Posters** – The Council printed 1,500 posters in two sizes (8.5x11 and 11x17) to accommodate multiple display size requirements. A weatherized, UV protected material was used to allow for outdoor kiosks, trailheads, and bulletin board placement. Two posters were sent to each state park in the state (240 posters), 50 posters were distributed to the National Park Service for display at national parks throughout WA. Over 200 posters were mailed to RV Parks across the state and another 145 were sent to public and private campgrounds and parks. 141 posters are displayed at many US Forest Service facilities and vendors in WA. US Customs and Border Protection also requested posters for all of their border protection stations and ferry port terminals. All 39 WSU extension offices received 5 posters for display at their offices and public spaces. Project posters were well received by the recipients listed. In many cases (from private landowners and public entities) the Council was contacted for additional supplies.



- Postcards** – Using national campaign graphics for a one-page informational card to handout to firewood cutters and those working in the firewood industry the Council printed 6,000 double-sided postcard sized educational cards. Messaging on the cards targeted firewood cutters specifically providing key steps and messages they can use to promote local wood and decrease the risk of invasive pests spreading through infested firewood. Distribution of these cards will be carried out by the US Forest Service offices and vendors to customers when issued their permits during the spring of 2011.

The postcard graphics were also displayed at the annual meeting of the Washington Forest Protection Association. Nearly 200 members including key representatives from state government, the forestry industry and environmental organizations viewed the postcards key messages and images.

- Frisbees** – In Partnership with Oregon and Idaho, the Council ordered 5,000 Frisbees to distribute primarily to campers and travelers likely to be transporting firewood. We worked closely with the WA State Parks and Recreation Commission to identify 10 'high risk' parks (again based on locations in close proximity to areas listed as high risk on USDA Pest Infestation Map). 4,000 Frisbees were distributed among these 10 parks to their campers through ranger educational programs and from campground hosts. In addition to the Frisbees, park staff received documents describing key messages to relay to the public should they be asked questions about the project.

200 Frisbees were also distributed through educational programs conducted by the US Customs and Border Protection Agency. They attend many



outreach events and host their own educational and training meetings with staff and the public. An additional 125 Frisbees were given to members of the WA Forest Protection Association at their annual meeting to maximize exposure of our campaign message and to encourage materials distribution to their employees and the public. The remaining quantities of Frisbees will be distributed again through WA State Parks in the spring and summer of 2011. A survey was sent to participating state parks to get feedback on the success of the campaign and to hear how the public perceived campaign messaging. The parks with the most success will likely distribute the remaining Frisbees during the spring of 2011.

- **Playing cards** – All three states used identical designs when producing outdoor playing cards for distribution to campers in their state campgrounds. The decks of cards highlighted invasive pests such as the Emerald ash borer, Gypsy Moth, Sudden Oak death, and the Asian longhorned beetle. The cards were used to familiarize the public with the wide array of invasive pests that can be transported in firewood. Images were chosen with the help of state entomologists and can be used to help the public identify the invasive species of concern. The Council ordered 1,000 decks of cards and focused distribution efforts within 10 state parks identified as high-risk for invasive pest exposure. Additional quantities of the cards were distributed to members of the Washington Forest Protection Association. Due to an overwhelming positive response from recipients of the cards the Council is preparing to order an additional 1,000 cards for further distribution through WA State Parks during the spring of 2011.



- **Video** – Using multiple communication and media outreach strategies the Council's of all 3 states expressed interest in producing a video to show viewers about the pathways of invasive pest introduction and to highlight one to several of the species the PNW states are most concerned about. In coordination with national campaign leaders at the Nature Conservancy and another state invasive species council, we gained permission to alter an already successful video to be specific to our region. Production is still in progress with plans for distribution to occur within the spring of 2011. The video will be featured on the Council's firewood web page and partner agencies and organization's web sites as well as other media outlets. The video will be the same for all 3 states, again ensuring consistency in messaging.
- **Firewood Project Web page** – To highlight the importance of this project and to provide space for additional resources should the public search for it, we created a 'Don't Move Firewood' project page on the WA Invasive Species Council web site at [http://www.invasivespecies.wa.gov/council\\_projects/firewood.shtml](http://www.invasivespecies.wa.gov/council_projects/firewood.shtml). Most of the campaign outreach materials listed the Council's web site as a resource for more information on the campaign and firewood pests. This page provides that information along with images and tips for preventing the spread of invasive species. Visitors to the site can also order firewood education materials for their campground or educational event.

### **Coordination with government agencies, the public and stakeholders**

The Council strived to work with as many partners that it could, representing a variety of roles and interests regarding firewood pests. The campaign was considered a very valuable project by all involved and everyone was eager to participate in some capacity. With the help of the groups listed below the Council was able to most effectively reach target audiences and to disseminate campaign messaging across the state and region.

**Washington Forest Protection Association** – The Council worked with WFPA to reach its 100+ members including environmentalists, government agency representatives, legislators, and forestry industry leaders at their annual conference in Olympia. A sample of campaign materials and a letter with suggestions for their involvement was distributed to all attendees. Additionally, WFPA staff agreed to highlight best practices and campaign messaging on their web site.

**U.S. Forest Service** – The Forest Service played a key role in helping us reach campers and hikers and they also have direct access to firewood cutters through their vendors who issue firewood cutting permits. To reach all of these important audiences we distributed posters to the 6 forest offices in WA including Mt. Baker/Snoqualmie, Olympic, Wenatchee, Colville, Okanogan, and the Gifford Pinchot National Forests. Posters were displayed at each forest's horsecamps and campgrounds and other offices and facilities. Then to reach the firewood cutters directly, 1,000 of the information postcards designed for those involved in the harvesting and selling of firewood will be sent in the spring of 2011 to the national forest field offices for distribution to vendors who sell firewood cutting permits. The postcards will be on display at each location and will be passed out with each permit. A memo detailing the materials and providing background on the issue of invasive firewood pests and the project was sent to all staff involved so that they would be well equipped to answer questions from the public. Additionally, the Forest Service agreed to post information about the campaign and the dangers of transporting invasive pests in firewood on their web site. Language from the WA Invasive Species Council web page was used for this purpose.

**U.S. Customs and Border Protection** – Posters were displayed at all Puget Sound ferry ports and international border stations in the state. Frisbees were also distributed to their staff to be handed out at routine training and public outreach events. Customs staff expressed interest in receiving more of our outreach materials if available due to the severity of the issue and the multitude of opportunities they have for reaching our primary audience.

**The Bureau of Land Management** – Distributed 'Don't Move Firewood' campaign posters featuring WA's reporting hotline and web site on all of its public lands within the state.

**Washington State University Extension Offices** – Five posters were sent to each of the 39 extension offices within the state along with a memo to staff explaining the project and suggestions for messages to the public that they work with everyday. Many offices requested additional quantities of posters for display at their facilities.

**Washington State University - Entomology Department** – Most campaign materials listed the Council's reporting hotline and as a result the Council experienced an increase in call volume after the project launched. Entomology staff at the University helped identify species and formulate responses to members of the public who sent in images and reports of invasive species. They also displayed campaign materials for students and staff to learn about the project.

**Washington State Parks and Recreation Commission** – WA State Parks played a critical role in the project, as their parks provide access to a large population of the campaign's target audience. They helped to identify 10 parks, through 3 regions in the state that aligned most closely with the high risk areas identified in the USDA pest quarantine maps provided at the beginning of the project. Their rangers were educated about the issue and were encouraged to reach out to the public with campaign messages and materials. Our materials were a part of their own summer educational programs aimed at youth visiting the parks. State Park staff also participated in a post-campaign survey to provide feedback to the Council on their source for wood concessions within their parks, policies on firewood purchased for these concessions, and public response to the materials distributed during the summer of 2010. This information will be used to inform the 2011 spring outreach campaign, when the remaining educational materials are again distributed through the state park system.

**National Park Service** – Displayed campaign posters at all National Parks within the state of Washington.

**Bureau of Land Management** - Displayed campaign posters at all BLM public access points within the state of Washington.

**Washington County Parks and Recreation Departments** – Posters were sent to all county parks and recreation offices within the state for display at the hundreds of parks, trailheads and other nature areas within Washington. An educational letter describing the project accompanied all posters so that staff would be equipped with the key messaging and information needed to respond to public inquiries about the project. Many staff members expressed enthusiasm for the project and requested additional materials for display.

**Private Business and Land Owners** – The Council researched an extensive list of privately owned or operated campgrounds, RV parks and parks throughout the state and mailed each a packet including posters for display and a letter encouraging their participation in the project. The Council received many positive responses and requests for additional materials at their facilities.

**Pacific Education Institute** – This institute is a local non-governmental organization with a mission to increase science based education into K-12 education. They partnered with the Council to send posters

and letters to over 200+ high school science teachers throughout the state. Through a partnership with the Office of the Superintendent they are also pursuing the possibility of student culminating projects on the topic of firewood pathways and invasive insect threats to our state's environment and agricultural and forestry industries.

## **Regional Collaboration**

Throughout the project, the three state council's continually shared ideas and concepts for a successful and consistent regional campaign. Regular conference calls and correspondence between staff ensured the successful and timely completion of project goals.

## **Consistent Messaging**

All campaign materials were consistent in artwork, design and timely distribution. Because many residents of Washington, Oregon, and Idaho travel throughout these three states during the summer camping season the similarity in the campaign materials was very important.

### **BUILD ON LESSONS LEARNED**

This pilot project resulted in many networks and partnerships for the effective dissemination of materials and messages to the public, local and state governments, non-governmental organizations and others. Through feedback from the public, state and public agencies, and from survey and interview results the Invasive Species Council's of Washington, Oregon and Idaho can further this success by enhancing and expanding messaging, materials and other communication strategies.

Obstacles to the successful implementation of the free firewood in campgrounds component can be addressed early on with state and federal partners to ensure successful implementation of this part of the project in the future.

### **Goals for Future Work Include:**

- Continue the education and outreach campaign initiated in 2010 to not just inform people in Washington of the threat of moving firewood, but also communicate an understanding of what people can do (i.e., individual actions) to mitigate the threat. Follow-up and address obstacles to our 2010 pilot projects that provided firewood exchange program at specific campgrounds as well as a “free firewood in campgrounds” program. Work with federal and state partners to develop a system to provide free firewood in campgrounds.
- Expand outreach to the many audiences identified in the National Firewood Task Force Recommendations.
- Publicize best management practices for firewood cutting and transport.

Build on the cooperation and collaboration of the many entities involved in the 2010 “Buy Local, Burn Local” campaign, including the three state invasive species councils, the US Forest Service, USDA-APHIS PPQ, Bureau of Land Management, Bureau of Reclamation, US Army Corps of Engineers, National Park Service, Washington Forest Protection Association, Washington State Parks and Recreation Commission, Washington State University Extension Offices, County and City Parks and Recreation staff, and private campground owners.



## REST AREA KIOSK BACKLIT DISPLAY LOCATIONS

<b>I-5 Locations</b>	<b>Estimated Annual Visitors</b>
CUSTER SB I-5 North of Bellingham	1.9 million
BOW HILL NB I-5 South of Bellingham	2.0 million
BOW HILL SB I-5 North of Mt. Vernon	1.9 million
SMOKEY POINT NB I-5 South of Mr. Vernon	5.2 million
SMOKEY POINT SB I-5 North of Everett	3.3 million
SILVER LAKE SB I-5 North of Lynnwood & Seattle	2.3 million
SEA-TAC NB I-5 South of Sea-Tac & Seattle	4.1 million
MAYTOWN SB I-5 North of Centralia & Chehalis	5.6 million
SCATTER CREEK NB I-5 South of Olympia	3.5 million
TOUTLE NB I-5 South of Centralia & Chehalis	3.1 million
TOUTLE SB I-5 North of Kelso/Longview	3.2 million
GEE CREEK NB I-5 South of Kelso/Longview	3.7 million
GEE CREEK SB I-5 North of Vancouver, WA	4.1 million

## REST AREA KIOSK BACKLIT DISPLAY LOCATIONS

<b>I-90 Locations</b>	<b>Estimated Annual Visitors</b>
INDIAN JOHN EB I-90 West of Ellensburg	3.2 million
INDIAN JOHN WB I-90 East of Cle Elum	3.1 million
SPRAGUE LAKE EB I-90 West of Spokane	1.2 million
SPRAGUE LAKE WB I-90 East of Moses Lake	1.5 million

<b>I-84 Locations</b>	<b>Estimated Annual Visitors</b>
SELAH CREEK EB I-84 Northwest of Yakima	1.3 million
PROSSER EB&WB I-84 Between Yakima & Tri-Cities	1.2 million

<b>State Route Locations</b>	<b>Estimated Annual Visitors</b>
HATTON COULEE EB&WB At SR-26 and I-395	.6 million
NASON CREEK EB&WB SR-8 West of Leavenworth	1.6 million
ELMA EB SR-8 West of Olympia	2.0 million

**2010 WASHINGTON OUTDOOR BILLBOARD PLACEMENTS**

<b>Location</b>	<b>Market</b>	<b>Display Time</b>
Hwy 115 SL 75' West of Damon Road	Grays Harbor	June 25 – September 25, 2010
US 12 0.67 mile east of MM 292 NS	Pasco	July 15 – September 24, 2010
Hwy 395 south of Ritzville north of Pasco	Pasco/Ritzville	June 25 – September 25, 2010
I-90 SI 8 mile east of Hwy 17 Junction	Moses Lake	July 26 – September 18, 2010
96 Oregon Way 200' north of Industrial Way	Longview	June 25 – September 25, 2010
Peace Portal Drive North of Madison Avenue	Blaine	August 16 – September 12, 2010
Meridian Road south of Pole Road	Bellingham	August 16 – September 12, 2010
Olympic Hwy 450 Ft west of Dryke Road	Sequim	July 25 – September 19, 2010
Highway 97	Wenatchee	August 23 - September 26, 2010
NE Kresky Ave north of & Opp NE Exhibitor	Centralia	July 26 – September 23, 2010

## 2011 WASHINGTON OUTDOOR BILLBOARD DISPLAY OPTIONS

Location	Market	Proposed Display Time
S/L Hwy 536 .28 mile west of Dunbar Road WF	Mt. Vernon / Skagit	May 1- 31, 2011
E/L Hwy 3 230' north of Arcadia NF	Shelton / Mason	May 1- 31, 2011
W/L NE Kresky 650' north of Hampe SF	Centralia / Lewis	May 1- 31, 2011
N/L E 1st 20' east of Teanaway WF	Cle Elum / Kittitas	May 1- 31, 2011
S/L Cascade Way 890' N Dolarway NF	Ellensburg / Kittitas	May 1- 31, 2011
N/L Highway 28 .32 mile west of 18th Avenue	Ephrata / Grant	May 1- 31, 2011
HWY 97 980 FT north of Lateral S	Wapato / Yakima	May 1- 31, 2011
West of Sprague Lake 20 Highway 395	Pasco / Ritzville	May 1- 31, 2011
Highway 12 SL 200' east of Edgewood Road	Grays Harbor	May 1- 31, 2011
E/L I-5 .58 mile north of exit 137 54 <sup>th</sup> avenue south	Fife / Pierce	May 1- 31, 2011
Seltice Way N/L 1160' west of Antie road WF	CDA / Post Falls	May 1-31, 2011