



**Board of Directors Meeting
Thursday, July 18, 2024
9:30 a.m.**

NW Wine Studies Center (Eola)
215 Doaks Ferry Rd NW, Salem

Agenda

- I. Call to order – Dan Newton, Newton Forestry, LLC
- II. Welcome and introductions

| |
|--|
| <p>Public Hearing on Proposed Administrative Rule Change (OAR 628-010-0000)</p> |
|--|

- III. Approval of minutes*
- IV. Staff and board reports
 - Executive Director’s report
 - Chair’s report
 - Items from board members
 - Staff reports
- V. Public comment
- VI. Financial reports – Kathy Storm, OFRI
- VII. Action Items
 - Oregon Administrative Rule 628-010-0010*
Jim Paul, OFRI
 - Oregon Administrative Rule 628-010-0000*
Jim Paul, OFRI
 - Additional administrative rules to be revised*
Jim Paul

- Fiscal Year 2024-25 new opportunities proposal: Biomass Utilization Facilitation Support*
Marcus Kauffman, Oregon Department of Forestry
Margaret Miller, OFRI

VIII. Reports

- Advertising research results
Michelle Neiss, DHM Research
Jim Paul
- Fiscal Year 2024-25 media update
Alexis Wong and Angela Tait, Gard Communications
Jim Paul
- Science in the Forest: Using a managed woodland to teach about active forest management, stewardship and sustainability in the Portland metropolitan area and north Willamette Valley
Mike Bondi and Ken Everett, Forests Forever, Inc.
- Strategic planning update
Jim Paul
- Forest Sector Economic Study
Julie Woodward, OFRI
- Forest products harvest tax projections
Jim Paul
- Budget development for Fiscal Year 2025-26 preview
Jim Paul
- Board member Workday accounts
Jim Paul
- October board meeting and tour
Julie Woodward

IX. Adjourn

**requires a motion*

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 Proposed Administrative Rule Change

March 2024

628-010-0010 Harvest Tax Rate for OFRI

(1) The OFRI Board of Directors shall establish prior to [July] **November** of each year the rate of privilege tax levied through the harvest tax, pursuant to ORS 321.017.

*New language is indicated by **underlining and bold** and deleted language is indicated by brackets [].



**Oregon Administrative Rule 628-001-0000
OAR Notification**

Prior to the adoption, amendment, or repeal of any rule, the Oregon Forest Resources Institute (OFRI) Board of Directors shall give notice of the proposed adoption, amendment, or repeal:

(1) In the Secretary of State's Bulletin referred to in ORS 183.360 at least twenty-one (21) days prior to the effective date **of the rule**;

(2) By ~~[mailing]~~ **emailing** a copy of the notice to persons on the OFRI mailing list established pursuant to ORS 183.335(~~[78]~~), at least twenty-eight (28) days prior to the effective date;

(3) By posting notice on OFRI's website at least 28 days prior to the effective date of the rule;

(4) By emailing a copy of the notice to the legislators specified in ORS 183.335(15) at least 49 days before the effective date of rule; and

~~[(3)5]~~ By ~~[mailing]~~ **emailing** a copy of the notice to the following ~~[persons, organizations, and publications]~~ at least twenty-eight (28) days prior to the effective date:

(a) State Agencies:

~~[(A) Agriculture, Oregon Department of];~~

~~[(B)A] Forestry, Oregon Department of;~~

~~[(C)B] Governor's Office, Assistant for Natural Resources;~~

~~[(D)C] Revenue, Oregon Department of.~~

(b) List of statewide news media, organizations and associations with an interest in OFRI's rulemaking activities, as maintained by the agency.

~~[(b) News Media:~~

~~(A) Associated Press, Salem;~~

~~(B) Capitol Press Room, Salem;~~

~~(C) Bend — The Bulletin;~~

~~(D) Medford — Mail Tribune;~~

New language is indicated by **underlining and bold and deleted language is indicated by brackets [] and strikethrough.*

~~(E) Pendleton — East Oregonian;~~
~~(F) Portland — The Oregonian;~~
~~(G) Roseburg — News Review;~~
~~(H) Salem — Statesman-Journal.~~

~~(c) Organizations:~~

~~(A) Oregon Forest Industries Council — Salem;~~
~~(B) Forest Associations List — As maintained by the Oregon Forest Resources Institute.~~

~~(d) Others:~~

~~(A) United States Forest Service, USDA — Portland;~~
~~(B) Bureau of Land Management, USDI — Portland.]~~

Statutory/Other Authority: ORS 526.645(6)

Statutes/Other Implemented: ORS 183.341

History: FRI 2-1995, f. and cert. ef. 10-17-95; FRI 3-1992, f. & cert. ef. 6-15-92; FRI 2-1992(Temp), f. & cert. ef. 4-9-92

New language is indicated by **underlining and bold and deleted language is indicated by brackets [] and strikethrough.*

OREGON FOREST RESOURCES INSTITUTE

Biomass Utilization Working Group – Facilitation Funding (Public Ed)

Goal: The Biomass Utilization Working Group (BUWG) aims to raise funds to support a project facilitator and manager to advance biomass utilization in Oregon. The goal is to secure sufficient funds to enable a consultant called Parametrix (formerly Good Company) under contract with the Southern Willamette Forest Collaborative to hire a skilled professional project manager for two years. Longer duration funding increases the attractiveness of the position and an organization's ability to recruit qualified candidates for the position.

Oregon Forest Resources Institute (OFRI) specific goal – continue to be an involved partner in this space by providing \$25,000 over two fiscal years to support the hiring of a biomass utilization state facilitator and project manager.

Project Partners:

- Oregon Department of Forestry
- Oregon Department of Environmental Quality
- U.S. Forest Service, Region 6
- OFRI
- Idaho Department of Environmental Quality
- Business Oregon
- Southern Willamette Forest Collaborative
- Forest products, biomass and biochar industry representatives
- Nonprofit entities

Description: A robust biomass market is vital for the sustainability and economic health of Oregon's forest sector. Biomass utilization helps reduce wildfire risks by managing forest residues, supporting rural economies through job creation, and contributing to renewable energy production. It also aligns with state and federal environmental goals by reducing greenhouse gas emissions and promoting sustainable forestry practices.

Since 2022, the Oregon Department of Environmental Quality (DEQ), with support from the Oregon Department of Forestry (ODF), has been instrumental in developing and advancing market-based solutions for woody biomass utilization in Oregon through the BUWG. Under DEQ's leadership, the group has met regularly and executed an effective program of work.

In late 2023, the DEQ staff member leading the group left the agency. Despite this, the partners and participants are committed to continuing their efforts. They aim to maintain the group's momentum and build capacity to advance biomass utilization solutions.

Proposed Budget: The BUWG must raise at least \$75,000 in a cash match for the state of Oregon to receive discretionary federal funding from the U.S. Forest Service. The BUWG's transition committee, with leadership from ODF's Marcus Kaufman, has currently been soliciting funding from other state agencies. The status of these fundraising efforts is as follows:

Funds and In-Kind that have been Committed:

U.S. Forest Service – \$75,000 (approved but contingent on a commitment of \$75,000 in matching funds from the state agencies)

ODF – \$60,000 cash and a \$20,000 in-kind contribution via an existing staff person over two years¹

Pending Funds:

DEQ – \$30,000 and/or in-kind contributions

OFRI – \$25,000, plus in-kind contribution through staff involvement

Business Oregon – \$60,000

OFRI Specific:

New Opportunity – BUWG Facilitation – \$25,000 for FY 24-25 with the option to split over two years

Project Timeline:

- July 2024 – SWFC hires project facilitator (Parametrix) and is scheduling a planning and transfer of knowledge meeting.
- August 2024 – Oct. 2024 – Parametrix starts planning and developing a joint charter and collaboration agreement with a newly formed Washington biomass utilization group.
- November 2024 – June 2025– Project manager employed by Parametrix hosts BUWG meetings and subcommittee meetings and seeks additional financial support to continue working on effort.
- June 2025 – End of FY 1 for BUWG.
- July 2025 – June 2026 – Project manager continues to host BUWG and subcommittee meetings.

Alignment with OFRI Strategic Plan:

- Increases number of joint/co-invested projects with partners.
- Strengthens outreach and engagement with partners.
- Increases the number of partnerships/sponsorships with those we haven't partnered with previously.

For information contact:

Margaret Miller, OFRI

miller@ofri.org

Marcus Kaufman, ODF

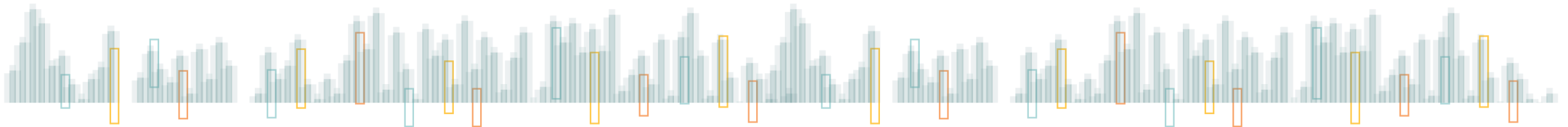
marcus.kauffman@odf.oregon.gov

¹ \$30K Resources Planning (general fund) & \$30K Urban and Community Forestry (federal grant funds) plus \$20K UCF staff time (general fund)



OFRI Post-Ad Evaluation Survey

June 2024



Research purpose

- Assess Oregonians' knowledge and perceptions of forest practices
- Test memorability and perceptions of 2024 ad campaigns
- Evaluate which social media sites may be the most effective for future outreach



Methodology

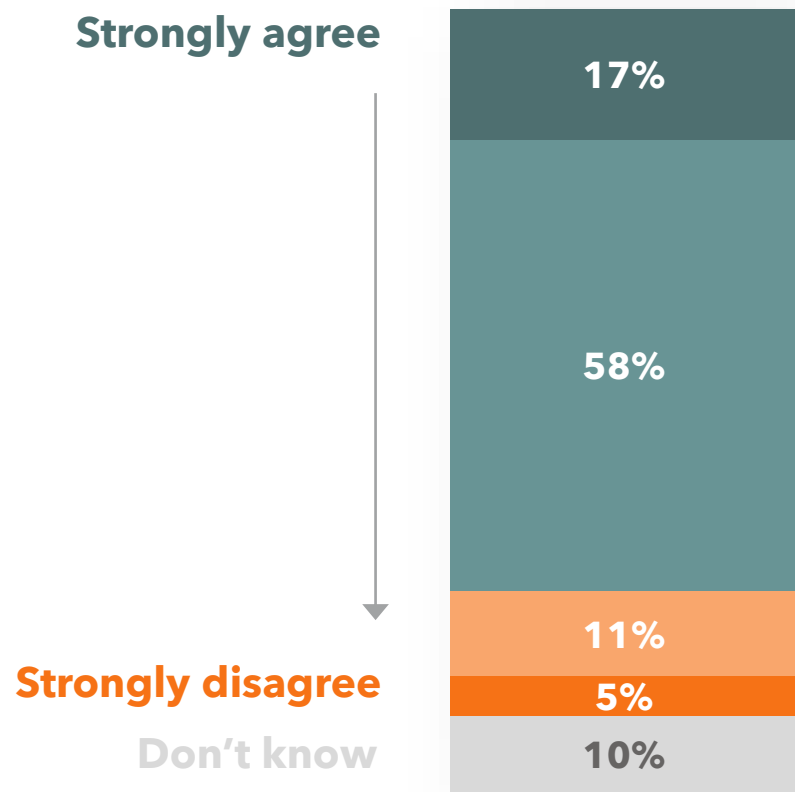
- Online survey of N=500 Oregonians aged 18 and older
- Conducted June 6-11, 2024; 8 minutes to complete
- Quotas and weighting for age, gender, region, ethnicity and education ensure results are representative
- Margin of error $\pm 4.4\%$
- Due to rounding, some totals may differ by ± 1 from the sum of separate responses



Forest Management

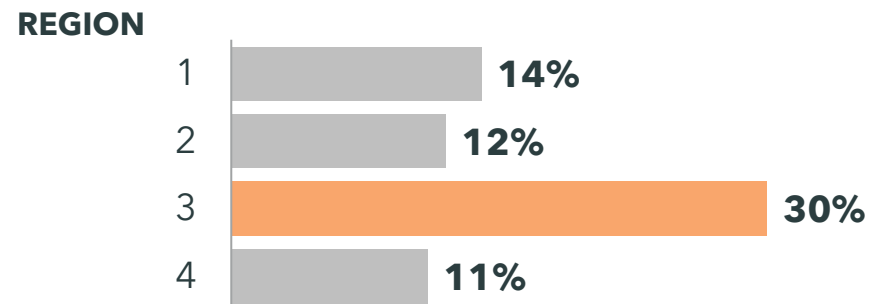


Oregonians have a favorable view of current forest management practices in the state. However, residents in region 3 are more likely to have an unfavorable view.



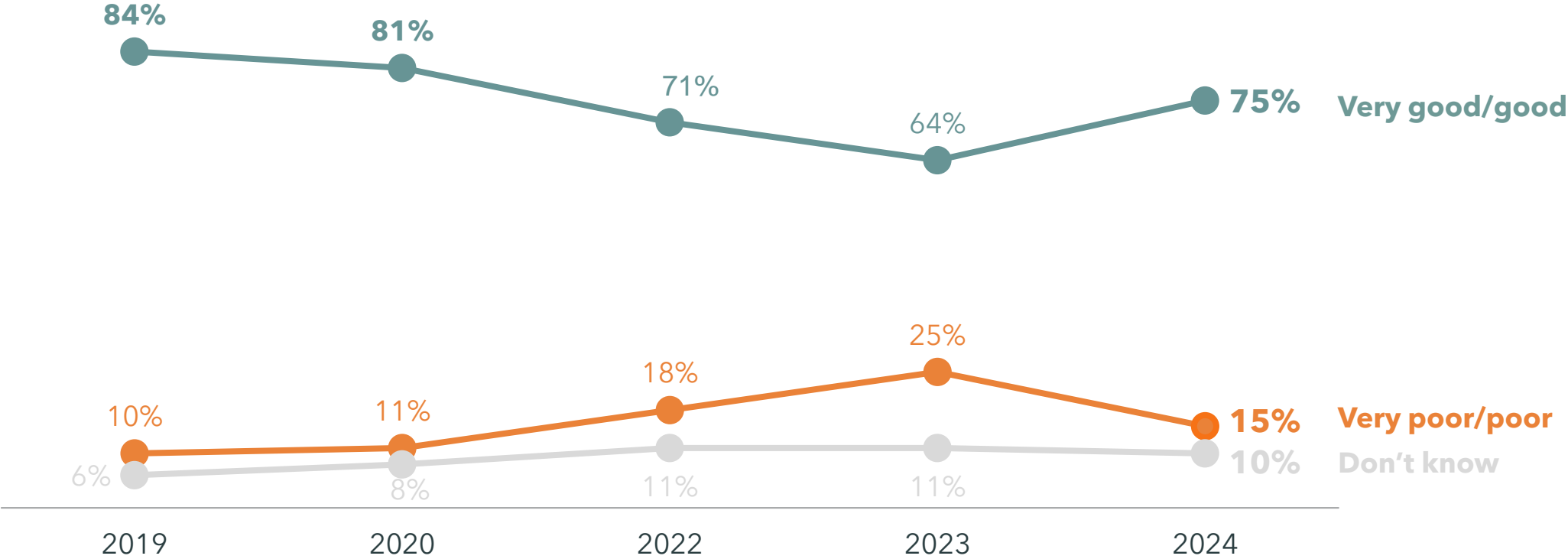
75% rate Oregon's forest management practices as **very good/good**.

Showing % **Total Poor**

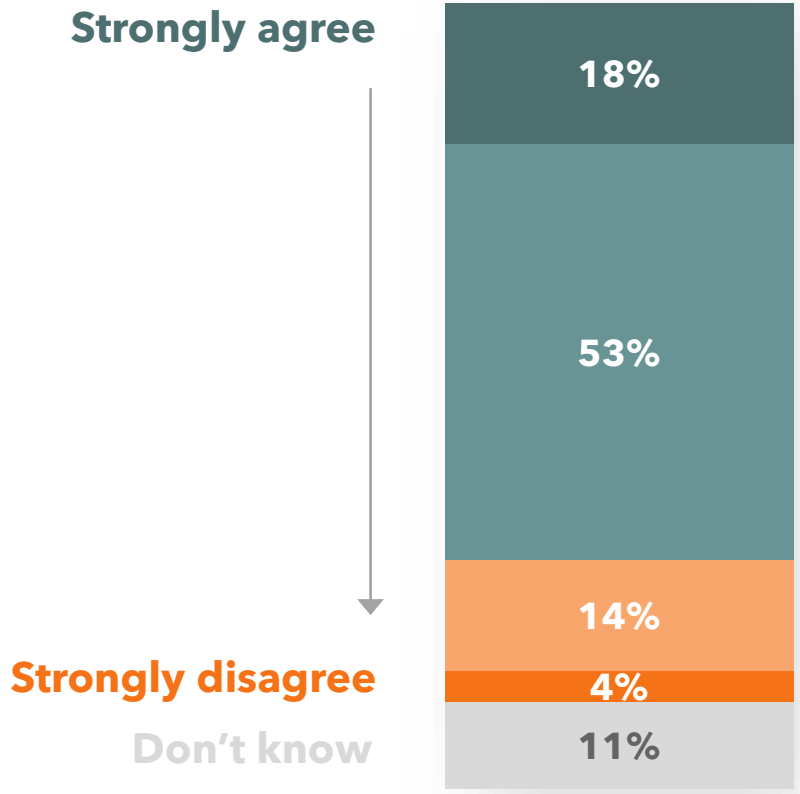


Region 1: North/East (all not listed below)
Region 2: Benton, Lane, Douglas, and Coos Counties
Region 3: Curry, Josephine, Jackson, Klamath, Lake Counties
Region 4: Deschutes County

More Oregonians rate forest management positively this year compared to last, reversing the downward trend seen since 2019.



Seven in ten Oregonians agree that Oregon's private forests are being managed sustainably.



71% **strongly/somewhat** agree that Oregon's private forests are being managed sustainably

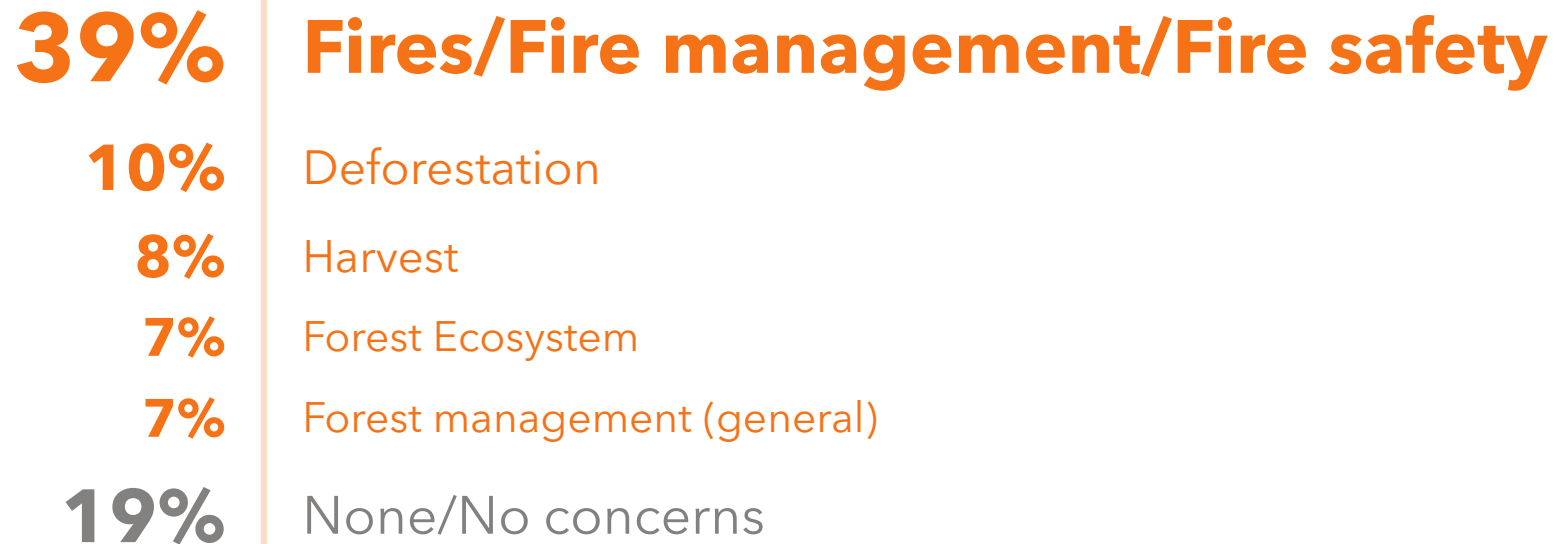
Concerns about forest health in Oregon center around forest management and their legal protections, although nearly one in five have no concerns.

What is your biggest concern about the long-term health of Oregon's forests?



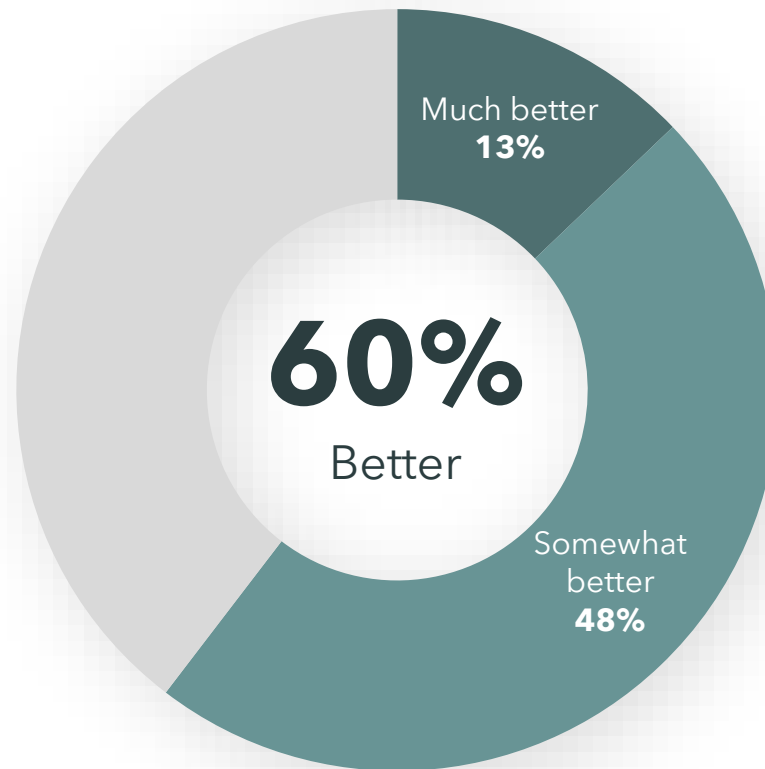
Oregonians' top specific concerns about long-term forest health are wildfires and preventative fire management, followed by deforestation and harvest practices.

What is your biggest concern about the long-term health of Oregon's forests?

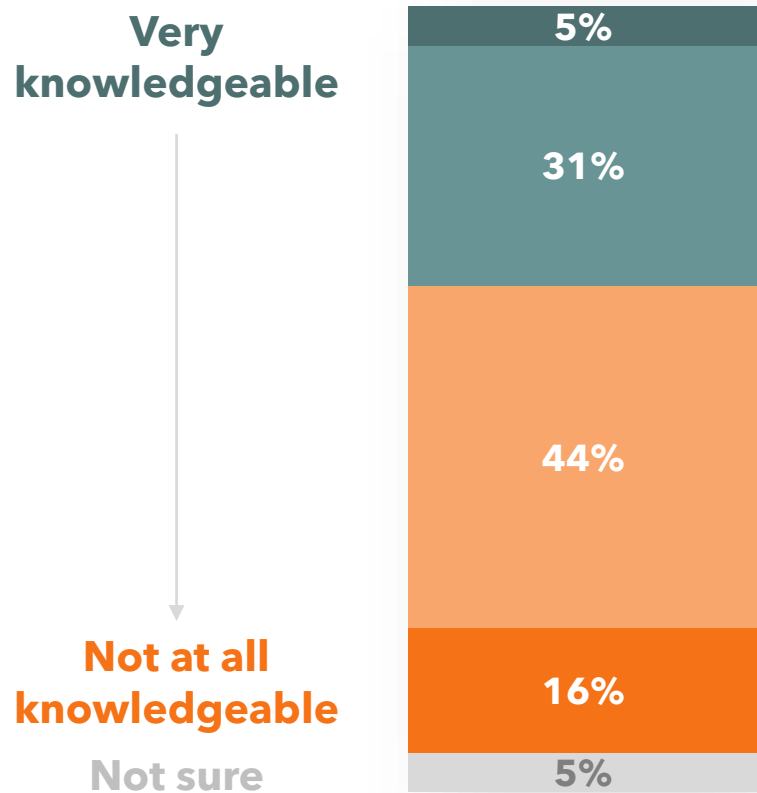


60 percent of Oregonians believe forest streams and wildlife habitat on private forestland are better protected now compared to 15 years ago.

How would you rate the protection of Oregon's forest streams and wildlife habitat on private forestland now as compared to 15 years ago?

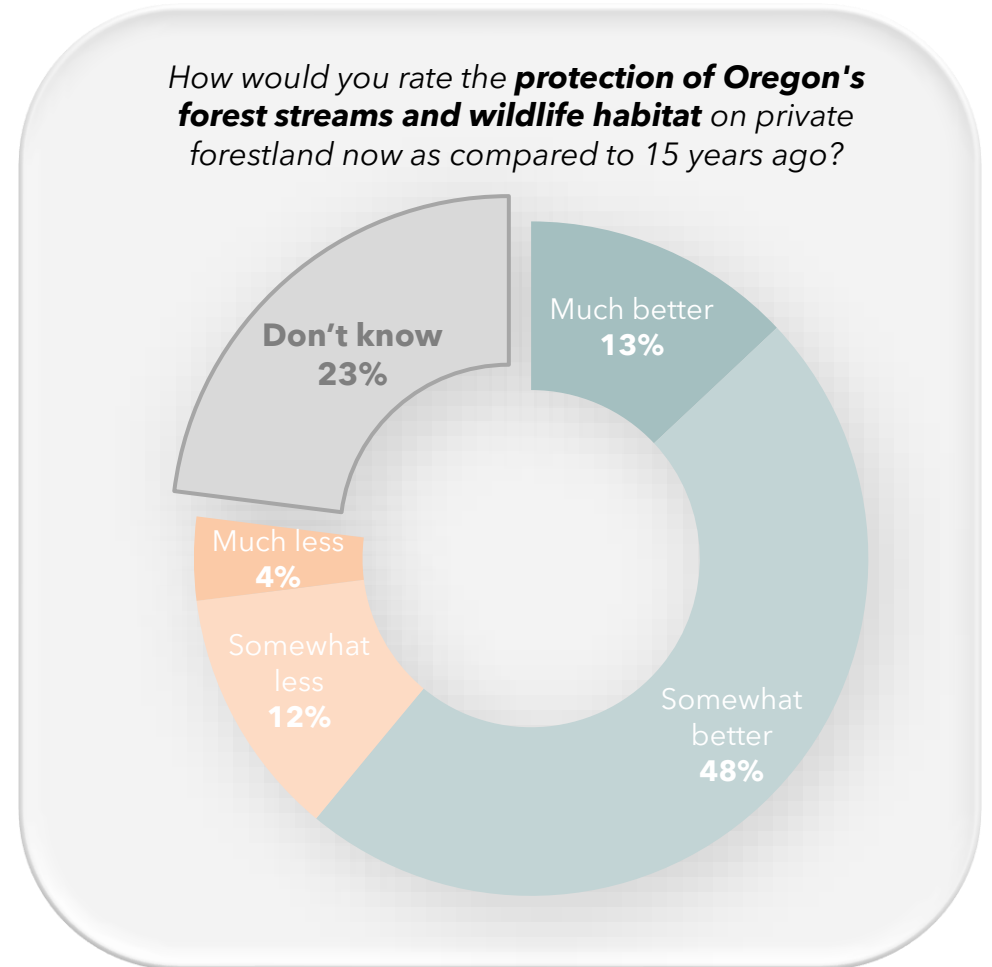


Six in ten Oregonians admit they are not knowledgeable about forest protection laws, despite only two in ten being unsure if the forests are better protected now.



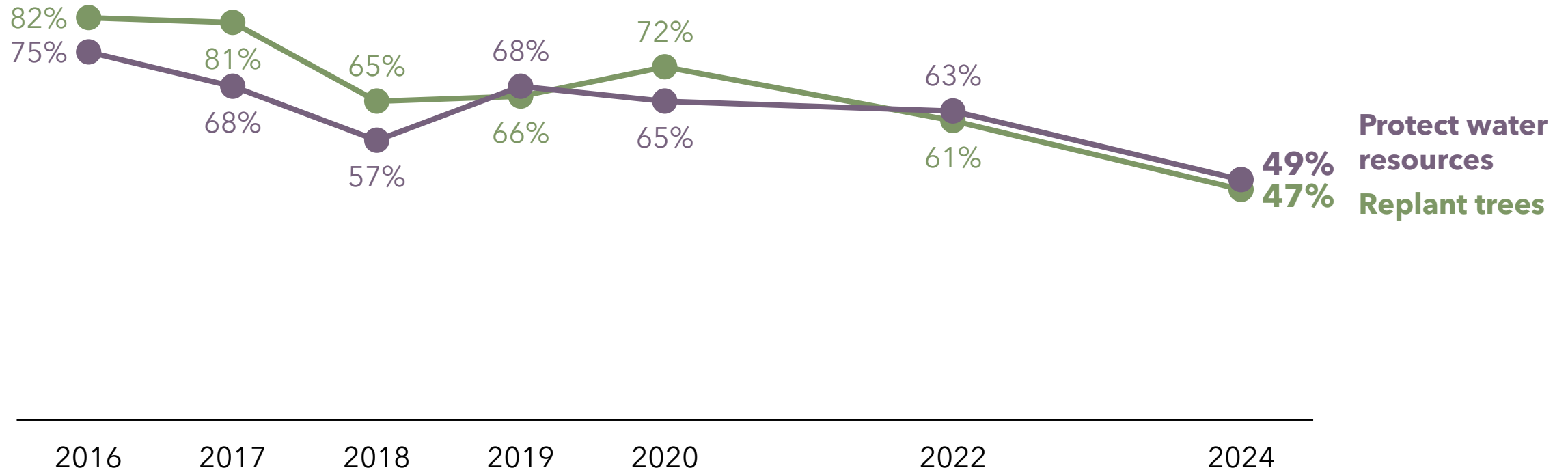
60%

Say they are **not too/not at all knowledgeable** about forest protection laws.

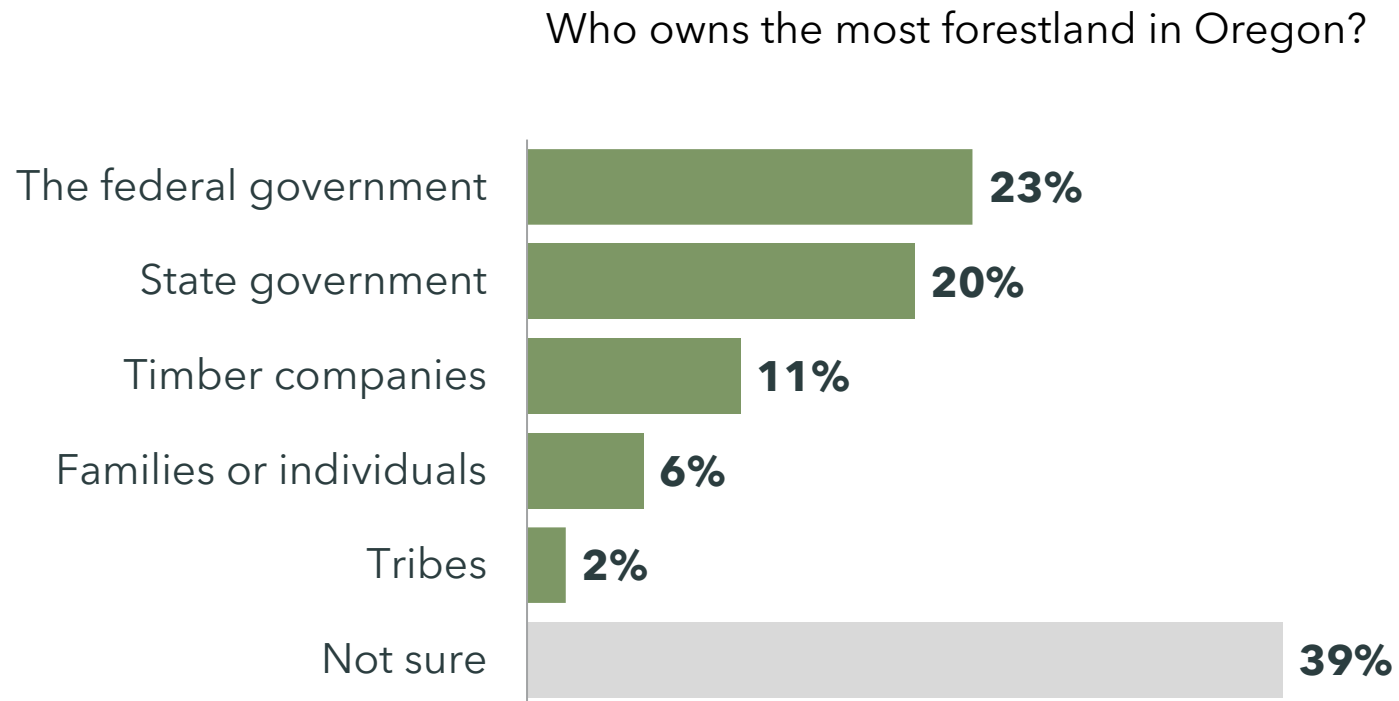


Knowledge of Oregon's forest protection laws has been trending downward since 2016.

Percentage of "Yes" responses



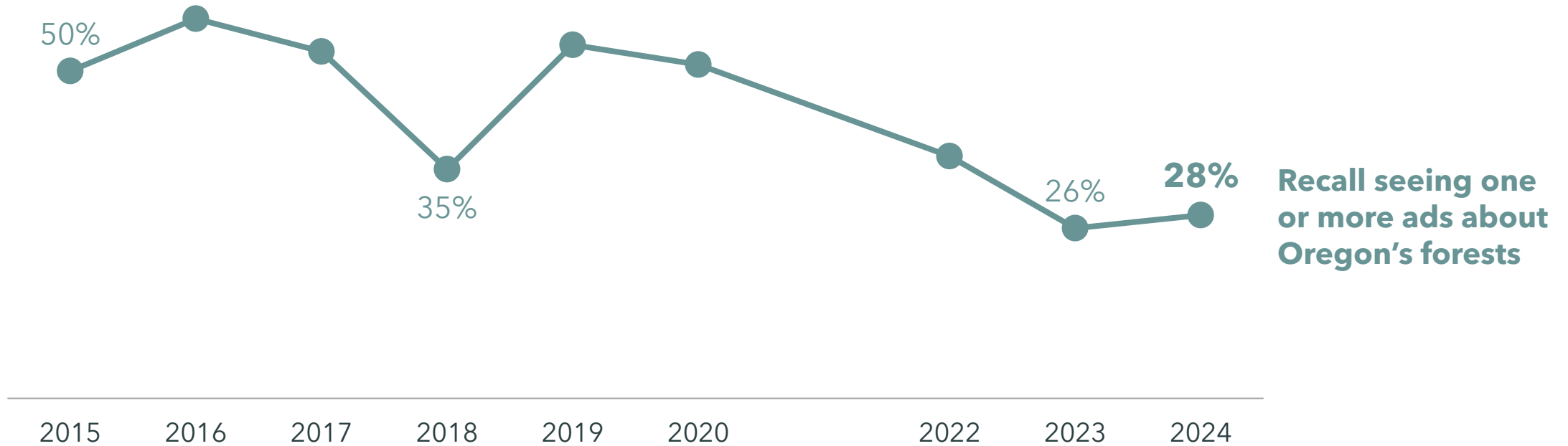
Oregonians are unsure who owns the most forestland in the state.



Media Recall

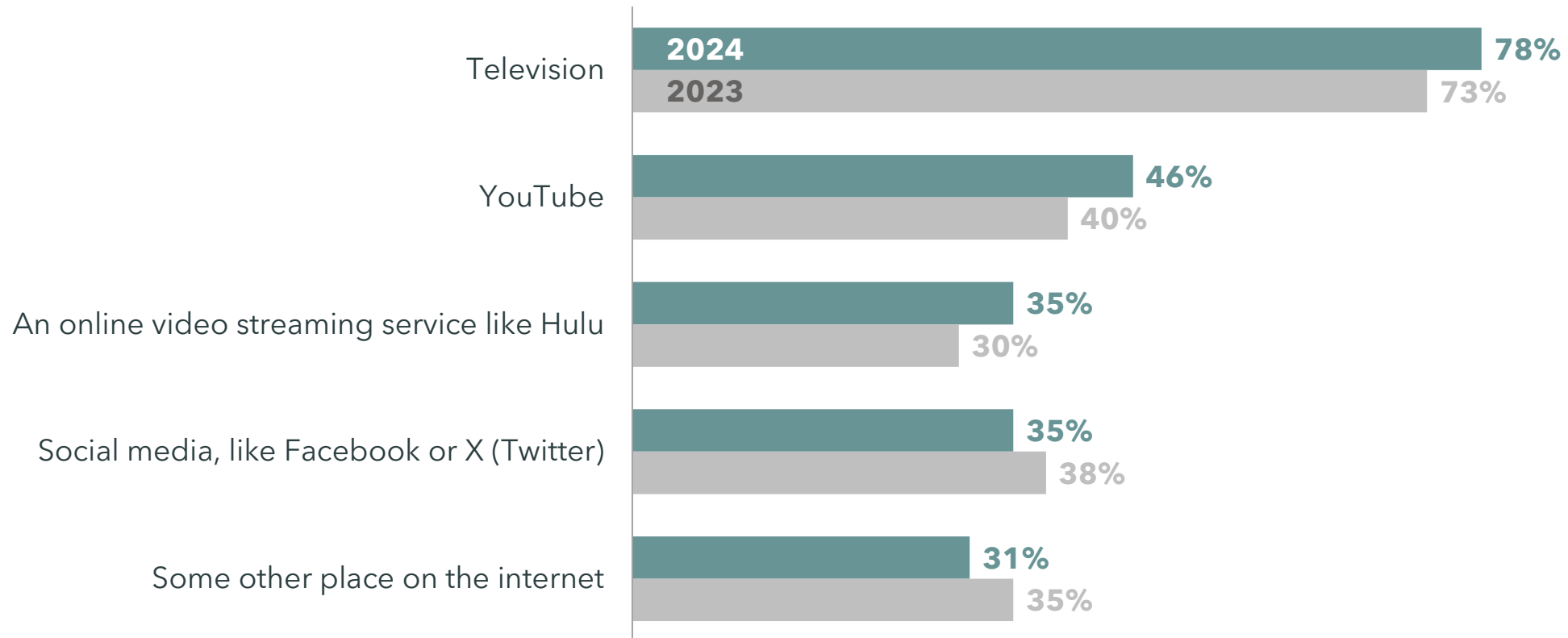


The number of Oregonians who recall seeing an ad about Oregon's forests in the past year is similar to recall of the 2023 ads.



Oregonians continue to see the ads most often on TV, YouTube, and streaming services.

Do you recall seeing a video on...

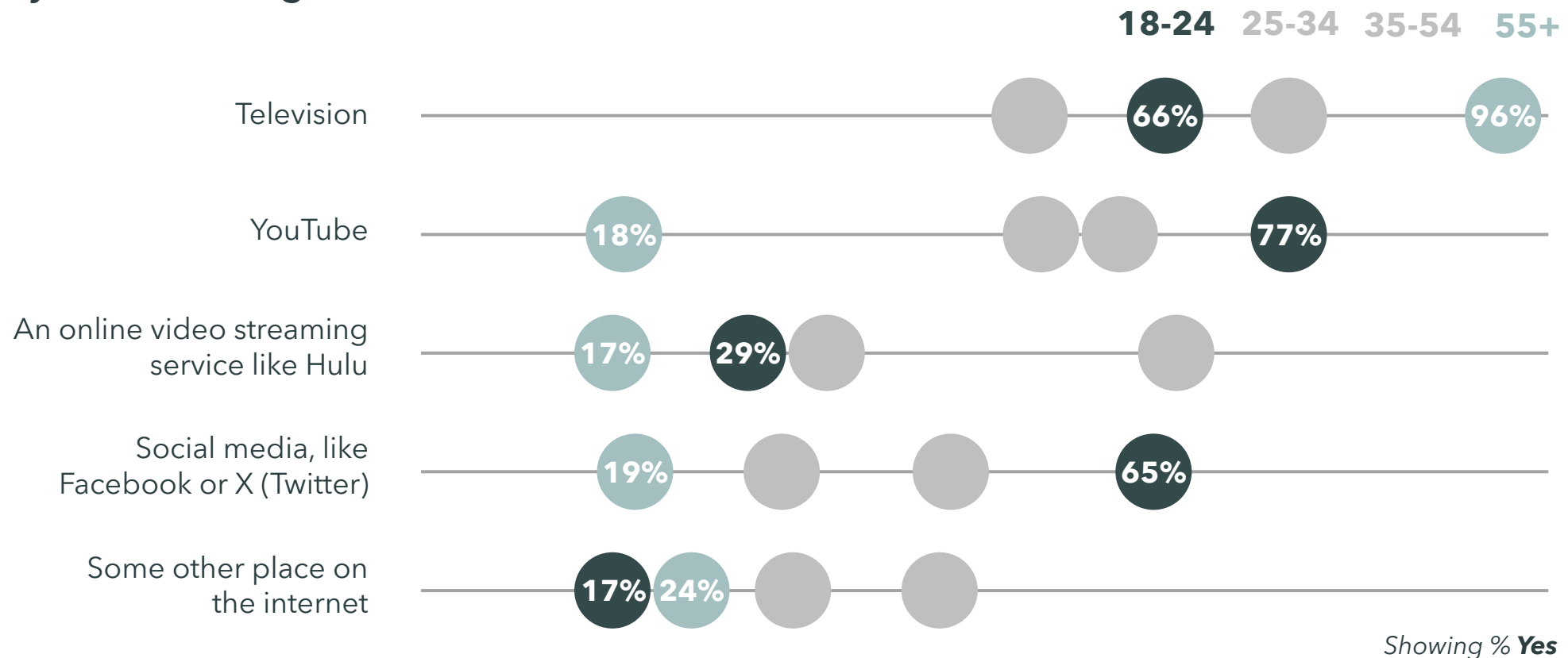


2024
n=140

2023
n=129

Oregonians aged over 55 are most likely to recall TV ads, while those aged 18-24 are most likely to recall ads on YouTube and social media.

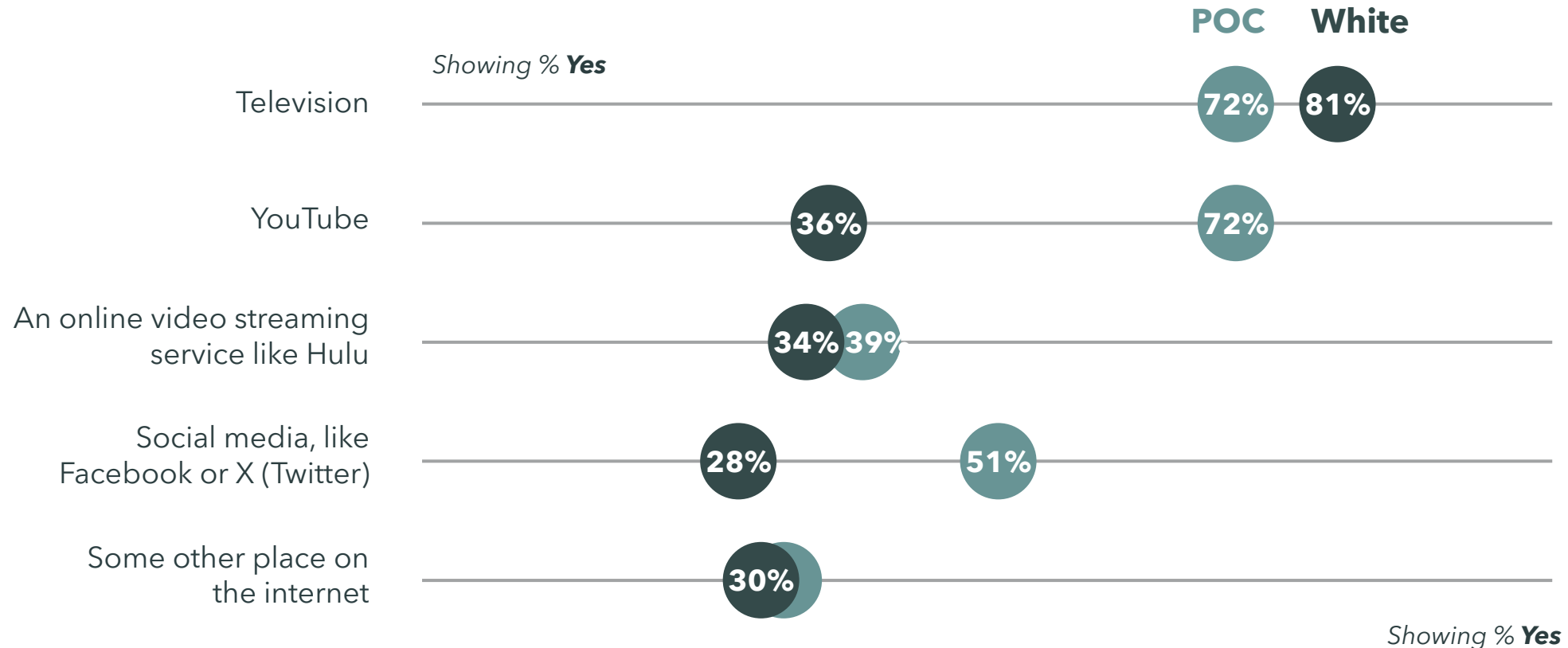
Do you recall seeing a video on...



n=140

People of color are more likely to see ads on YouTube and social media than white people, while TV remains popular across all races and ethnicities.

Do you recall seeing a video on...



n=140

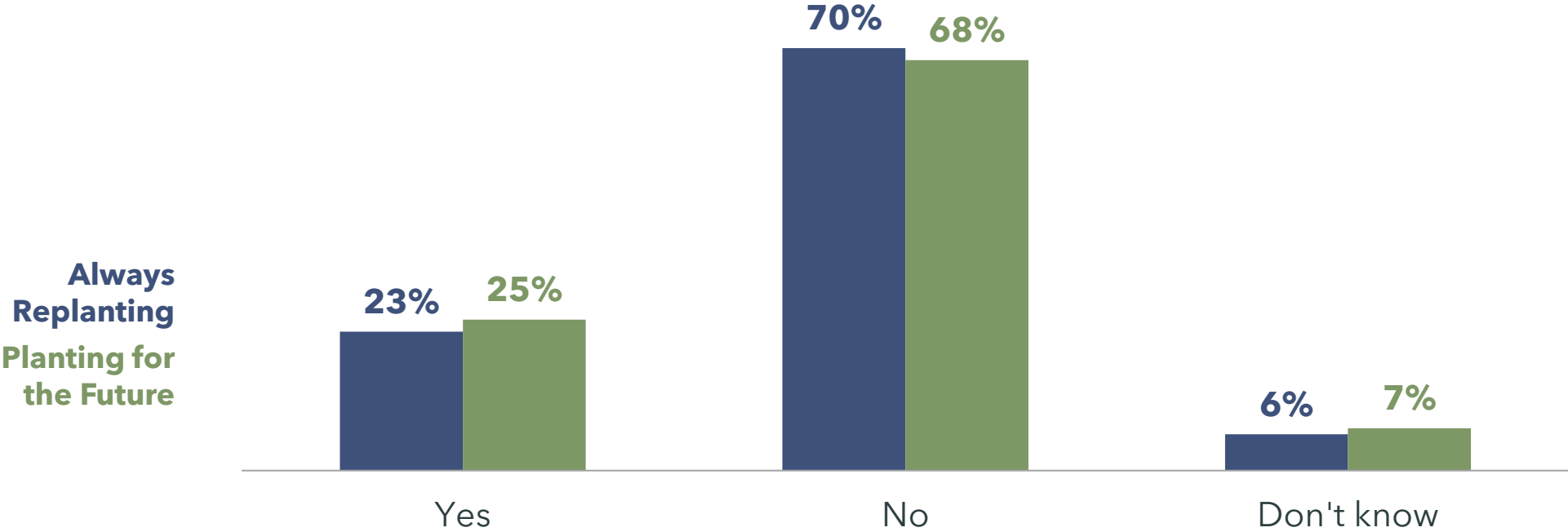
Those who recall seeing the ads are most likely to remember information about the general importance of replanting trees—not the number of trees replanted.

Do you remember hearing the following information in recent videos pertaining to Oregon's forests?



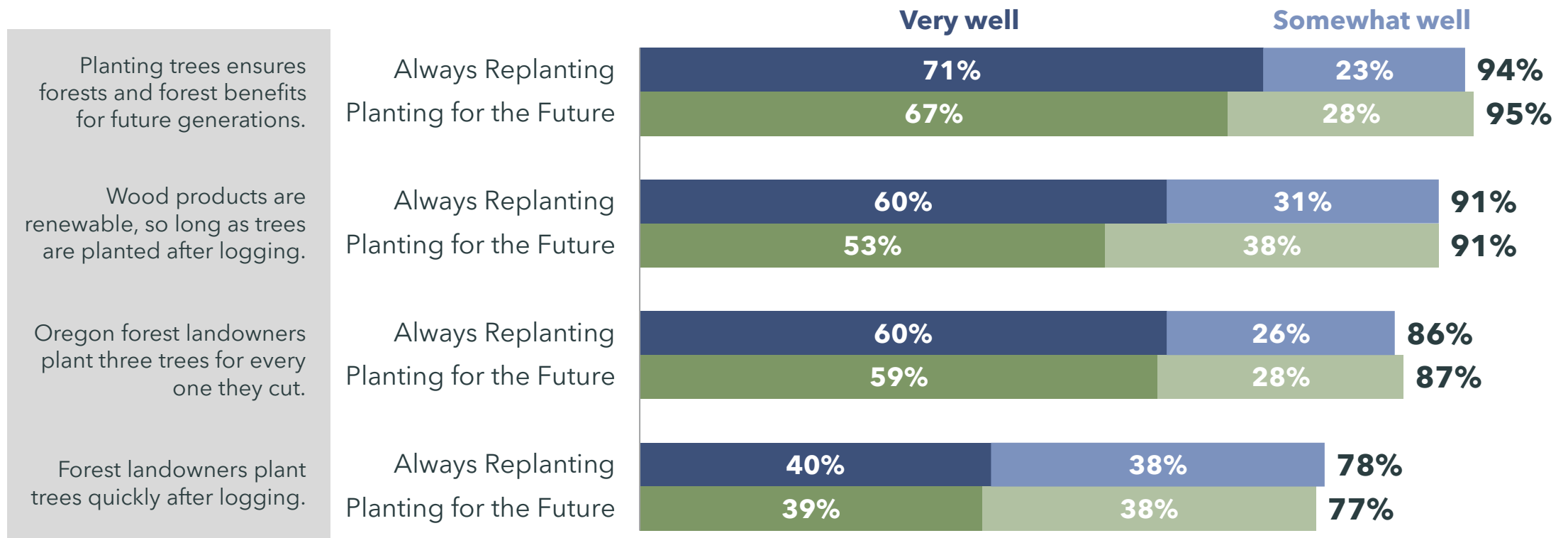
Approximately a quarter of Oregonians recall seeing either *Always Replanting* or *Planting for the Future*.

Have you seen this video before today?



Majorities indicate each video successfully conveys the key themes about replanting.

How well did the video convey to you each of the following ideas:



The messages in *Always Replanting* resonate most strongly with those over 55 and least with those 24 and under.

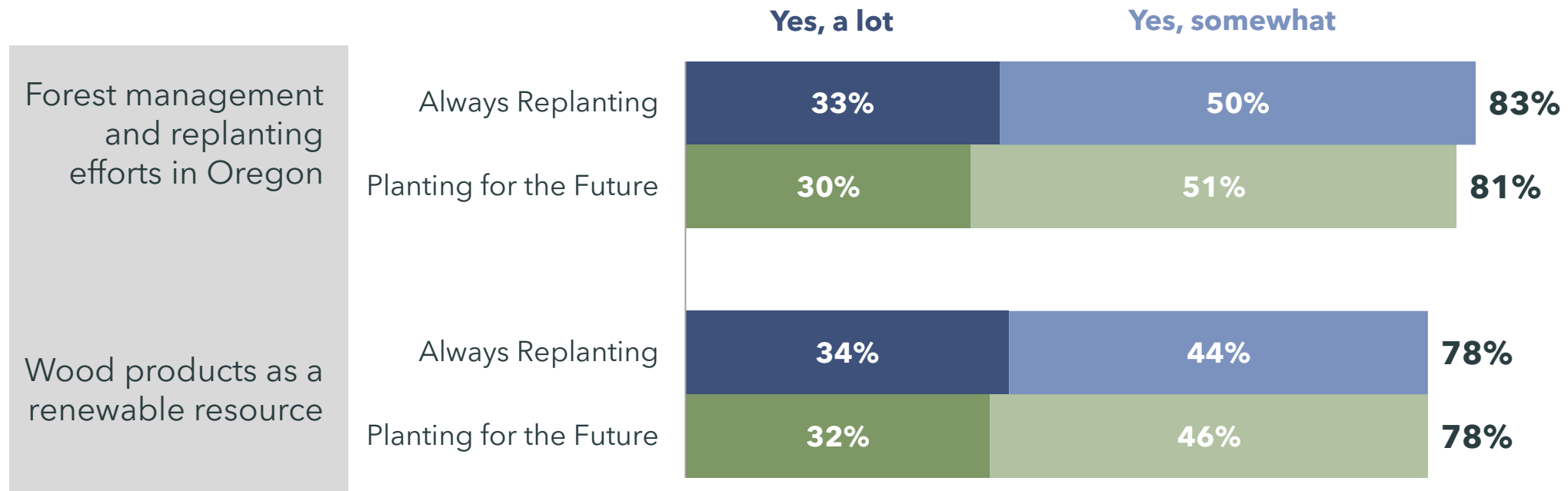
How well did *Always Replanting* convey to you each of the following ideas:



Showing % **Very/Somewhat**

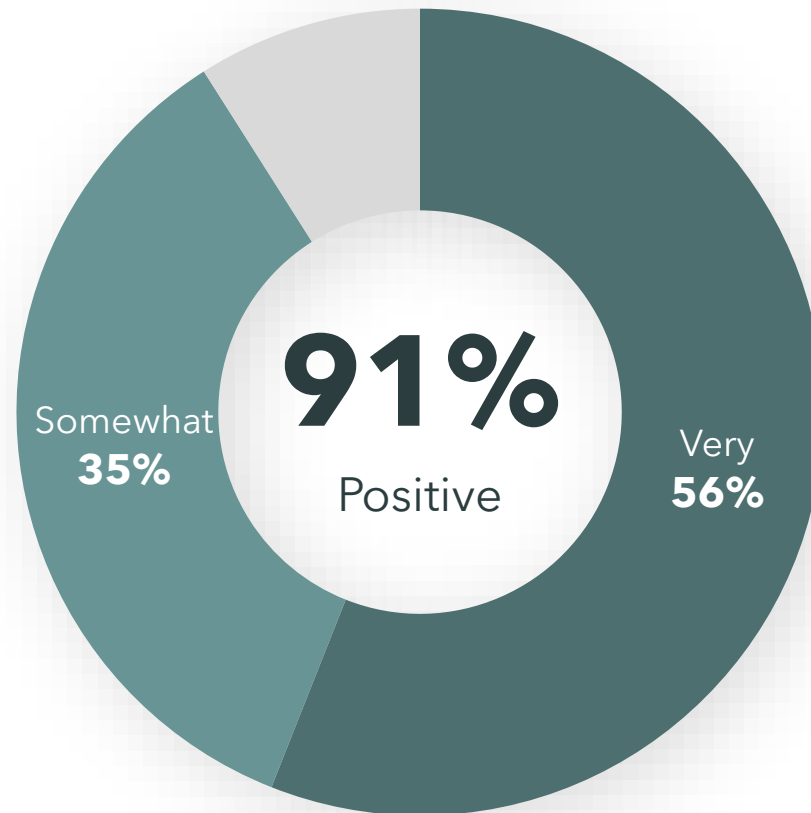
Both videos increased understanding of forest management efforts and wood products as renewable resources similarly.

Would you say that this video has increased your understanding of:



Oregonians respond positively to the “PLANTED IN 2024” signs.

How do the “PLANTED IN 2024” signs make you feel about forest management?

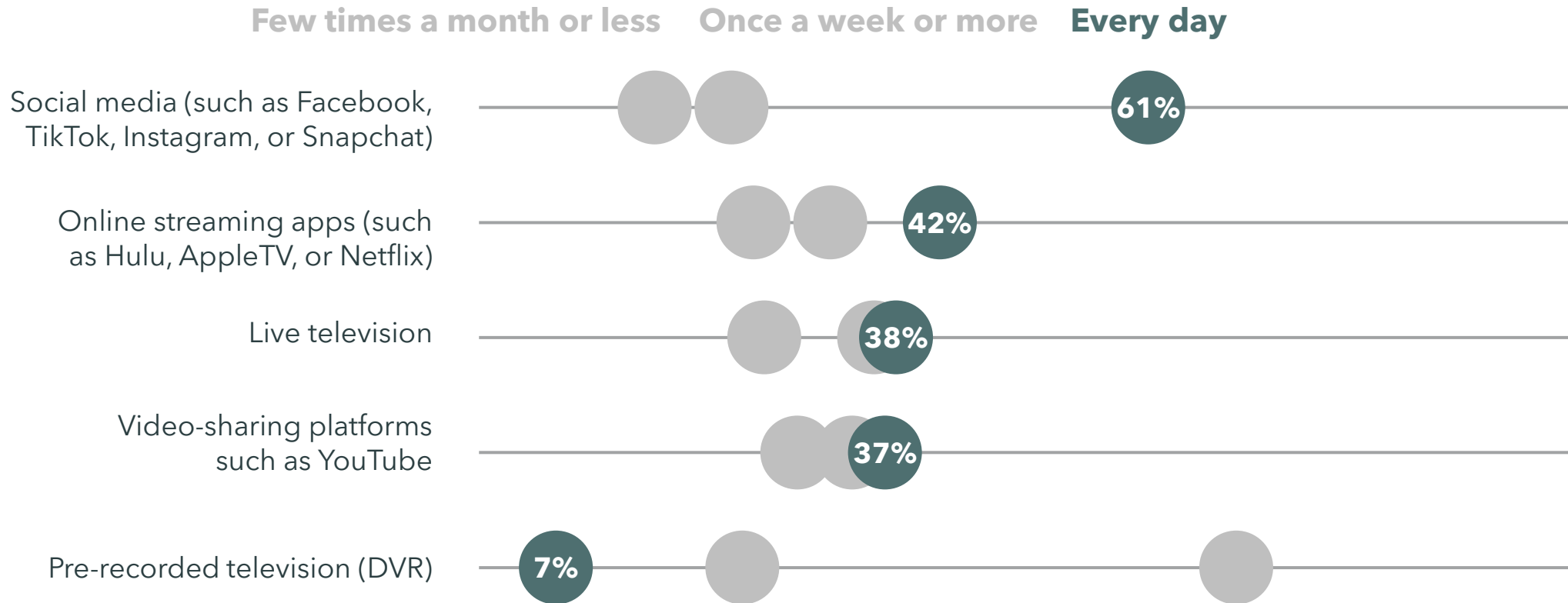


Media Use

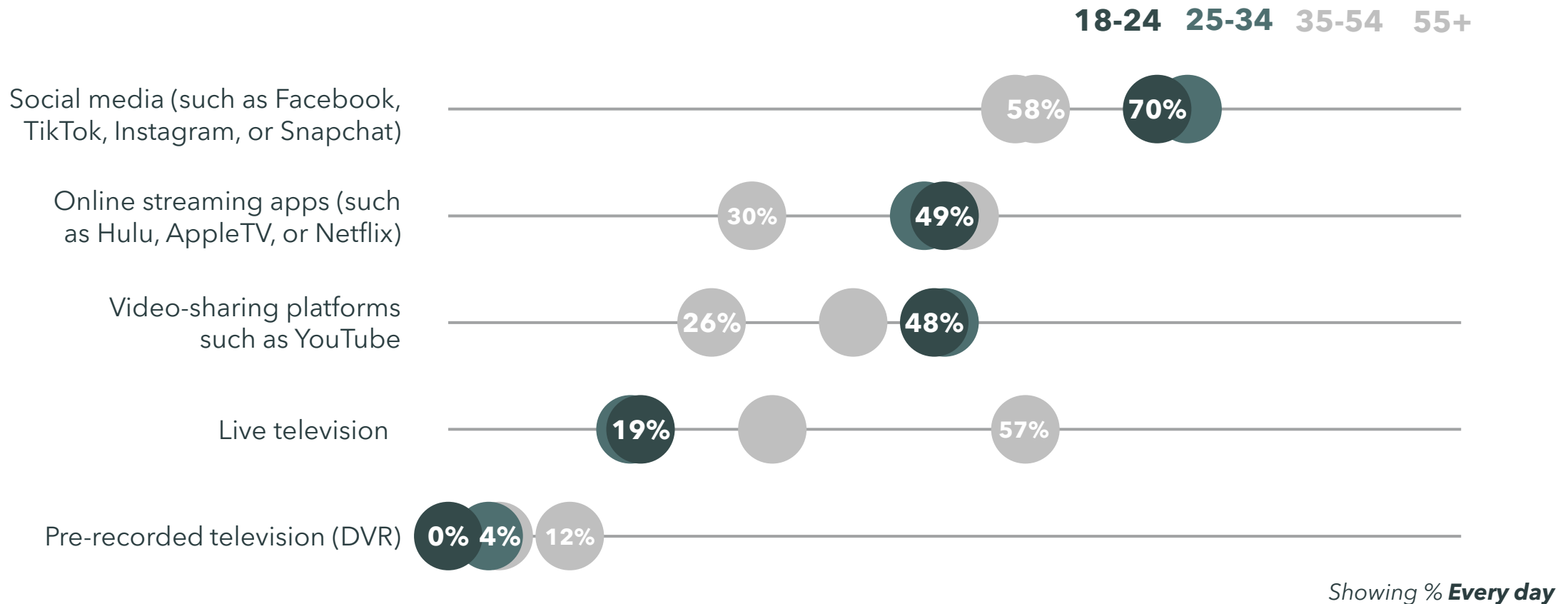


Most Oregonians use social media daily, while about two in five use streaming apps, video-sharing apps, and watch live TV every day.

How often do you do you engage in the following media platforms and services:



Those under the age of 34 are more likely to use social media, online streaming apps, and video sharing platform everyday than those 35 and older.



Next steps

- Continue public education campaigns to support and bolster public awareness of forest issues.
 - Oregonians' knowledge of Oregon's forest practices and regulations has continued to decrease over the years, especially among younger people. Actively engaging with less knowledgeable groups will increase general knowledge as well as awareness about OFRI.
 - The ads are effective—people say the ads convey core messages well and those who have seen them are more likely to believe protections are stronger now than they were 15 years ago.
- One in ten Oregonians mention concerns about deforestation; continue tracking this topic and consider exploring further in the future.
- In the next round of creative development, consider developing ads designed to resonate with key demographics.
 - Oregonians who are less aware of forest-related issues include younger Oregonians, people of color, and those with a high school education or less.



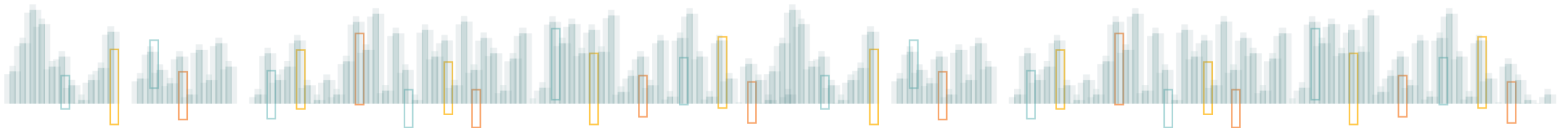


Michelle Neiss

mneiss@dhmresearch.com

Kara Krnacik

kkrnacik@dhmresearch.com

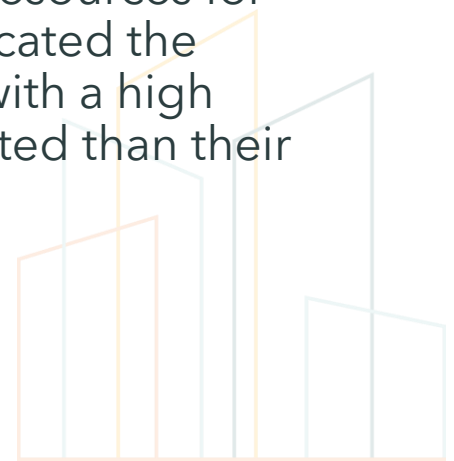


Appendix



Key takeaways

- A majority of Oregonians feel positively about the management of Oregon's forests, both generally and from a sustainability perspective. However, long-term forest management, particularly regarding wildfire prevention (39%), is a top concern.
- OFRI's mission remains crucial. Despite positive sentiments, knowledge of Oregon's forest protection laws is decreasing, especially among younger generations and those who have lived in Oregon for less than 10 years. Decreasing knowledge of forest management among these two populations will continue to drag down knowledge within the overall population in the long term.
- Both ads were well-received and effectively conveyed their intended messages. The videos increased understanding of forest management and wood products as renewable resources for nearly 8 in 10 Oregonians. A majority from all age groups agree both ads communicated the messages well. Video messaging resonated highest with older Oregonians. Those with a high school education or less are less likely to agree that the ideas were well communicated than their more educated counterparts, but a majority still find the videos informative.



Key takeaways

- Considering the overall positive perceptions of both videos, the main challenge for OFRI's education campaign is capturing and retaining people's attention amidst the vast amount of daily content. About a quarter of Oregonians saw the videos in recent months, with those under 25 and people of color being the least likely to have seen them. Interestingly, OFRI has the highest brand recognition among 18-24 year olds (38%) compared to the total population (28%), indicating that there are opportunities for further education within this demographic—they just need to be better connected with the information.
- The distribution of where people saw the ads is similar to 2023, with most people seeing them on TV (78%), followed by YouTube (46%), online streaming services (35%), and social media (35%). When it comes to daily practices, Oregonians use social media the most (61%), followed by online streaming services (42%), live TV (38%), and video-sharing platforms (37%). Additionally, 18-24-year-olds and people of color are more likely to use social media, online streaming services, and video-sharing platforms daily than the average Oregonian, suggesting that ads on these platforms are more effective for reaching these key demographics.



Oregonians over 24, Willamette Valley residents, men, and those who attend college are more likely to agree that private forests are being managed sustainably.

Do you agree or disagree that, today, Oregon's private forests are being managed sustainably for future generations?

Showing % **Total Agree**

AGE



COUNTY



GENDER



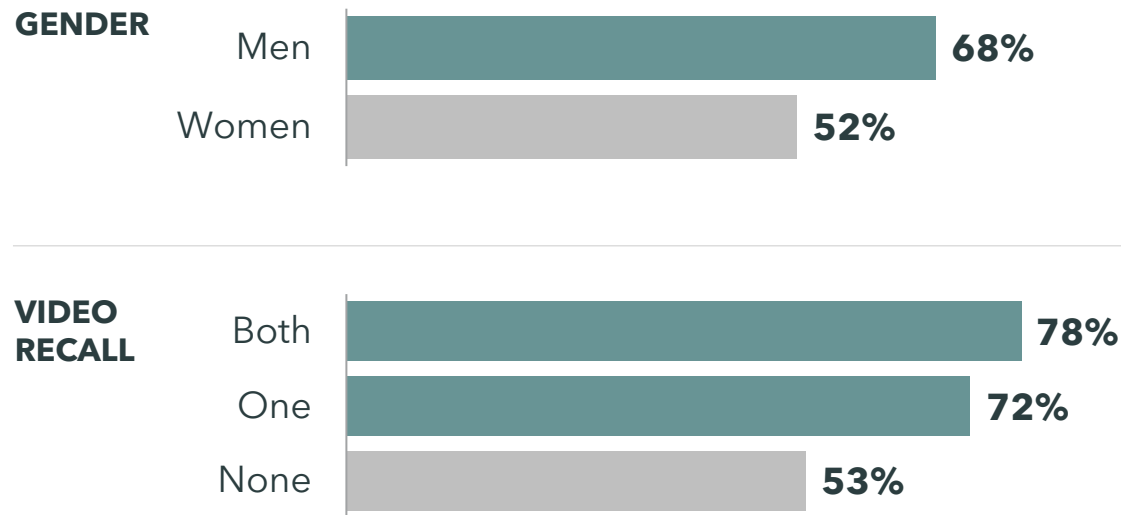
EDUCATION



Men and those who viewed at least one educational video are more likely to say streams and wildlife habitats are better protected now. Those aged 35-54 are less likely to agree.

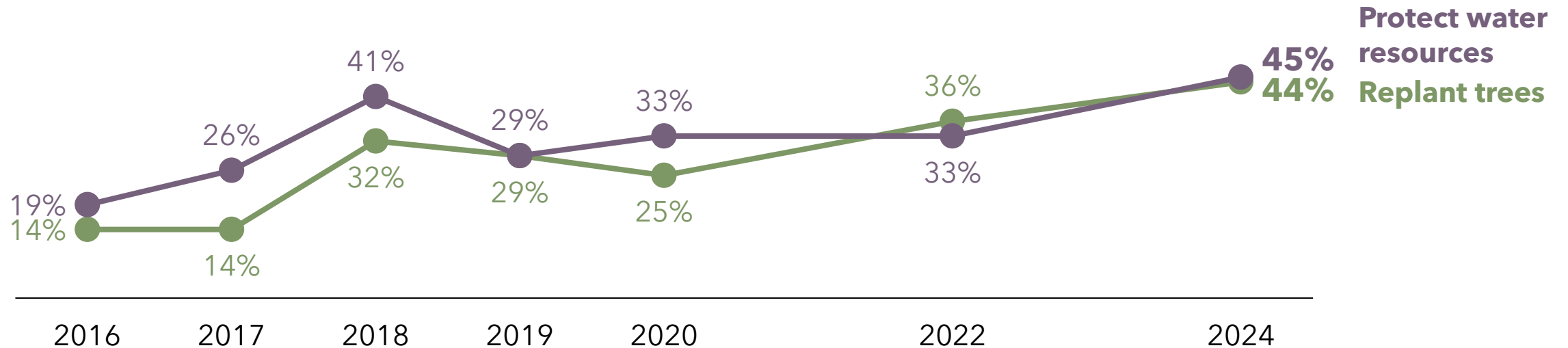
How would you rate the protection of Oregon's forest streams and wildlife habitat on private forestland now as compared to 15 years ago?

Showing % **Total better**



Uncertainty about laws on replanting and protecting water resources continues to increase.

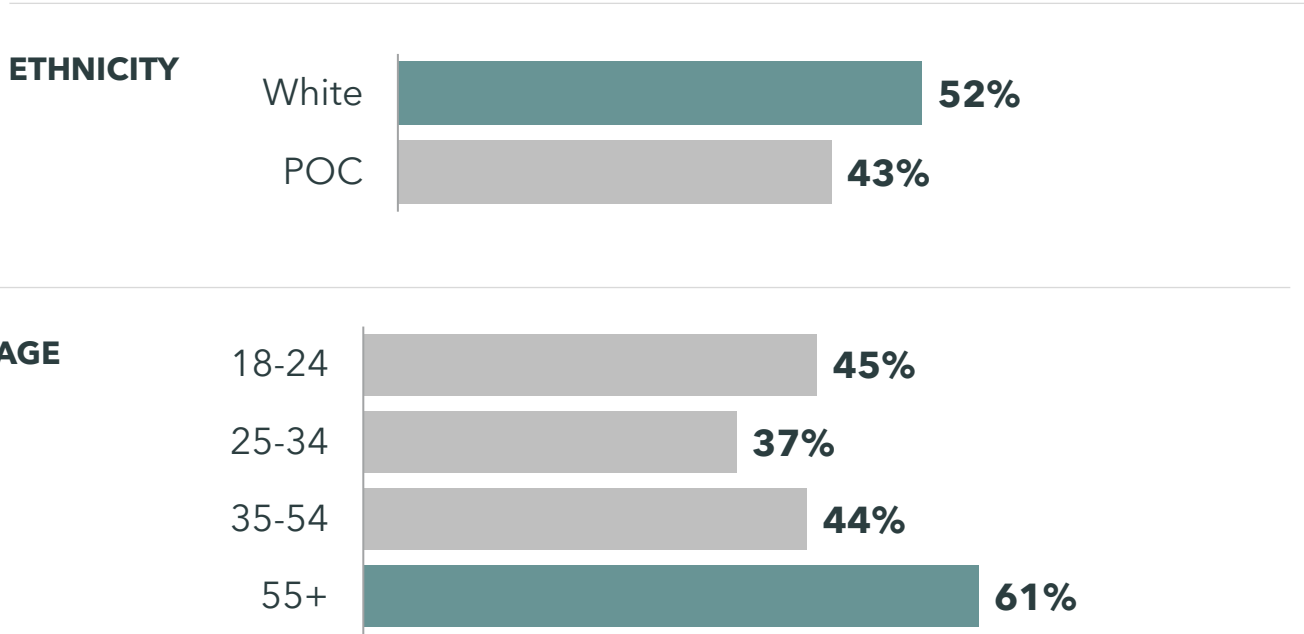
Percentage of "Don't know" responses



White Oregonians and those over the age of 55 are more likely to be aware of water protection laws than their counterparts.

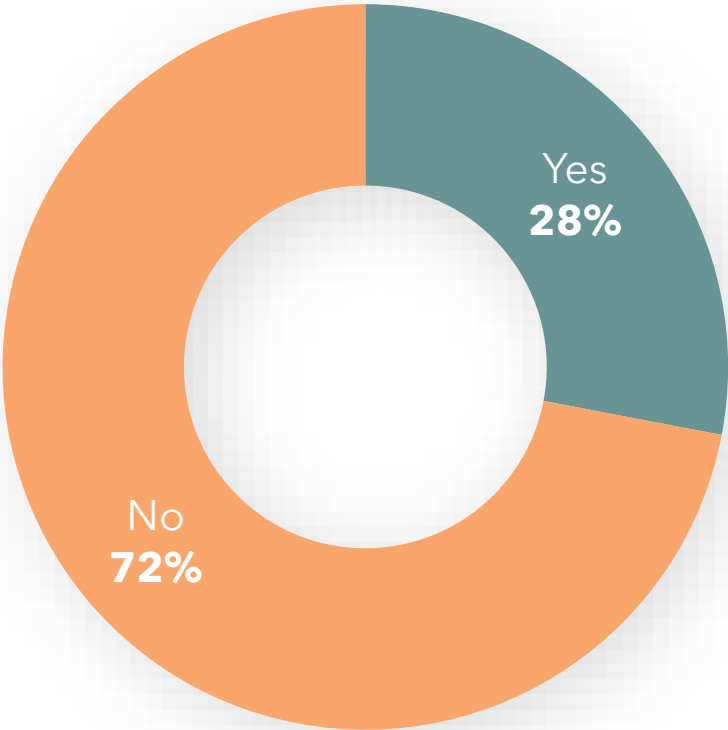
In Oregon, are landowners legally required to leave trees along streams, rivers and lakes to protect water resources when logging?

Showing % **Yes**



Approximately three-quarters of Oregonians are unfamiliar with the Oregon Forest Resources Institute.

Prior to today, had you heard of the Oregon Forest Resources Institute?



Men, Oregonians under the age of 25, and those who recall seeing both educational videos are the most likely to have heard of OFRI.

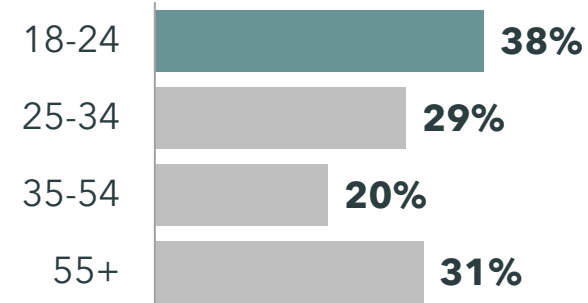
Prior to today, had you heard of the Oregon Forest Resources Institute?

Showing % **Yes**

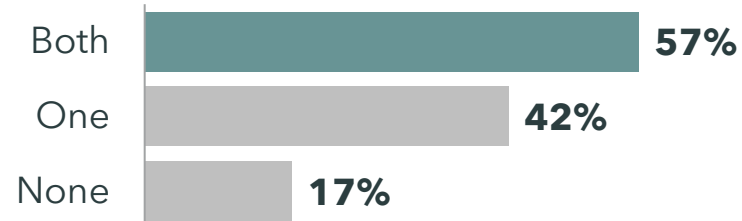
GENDER



AGE



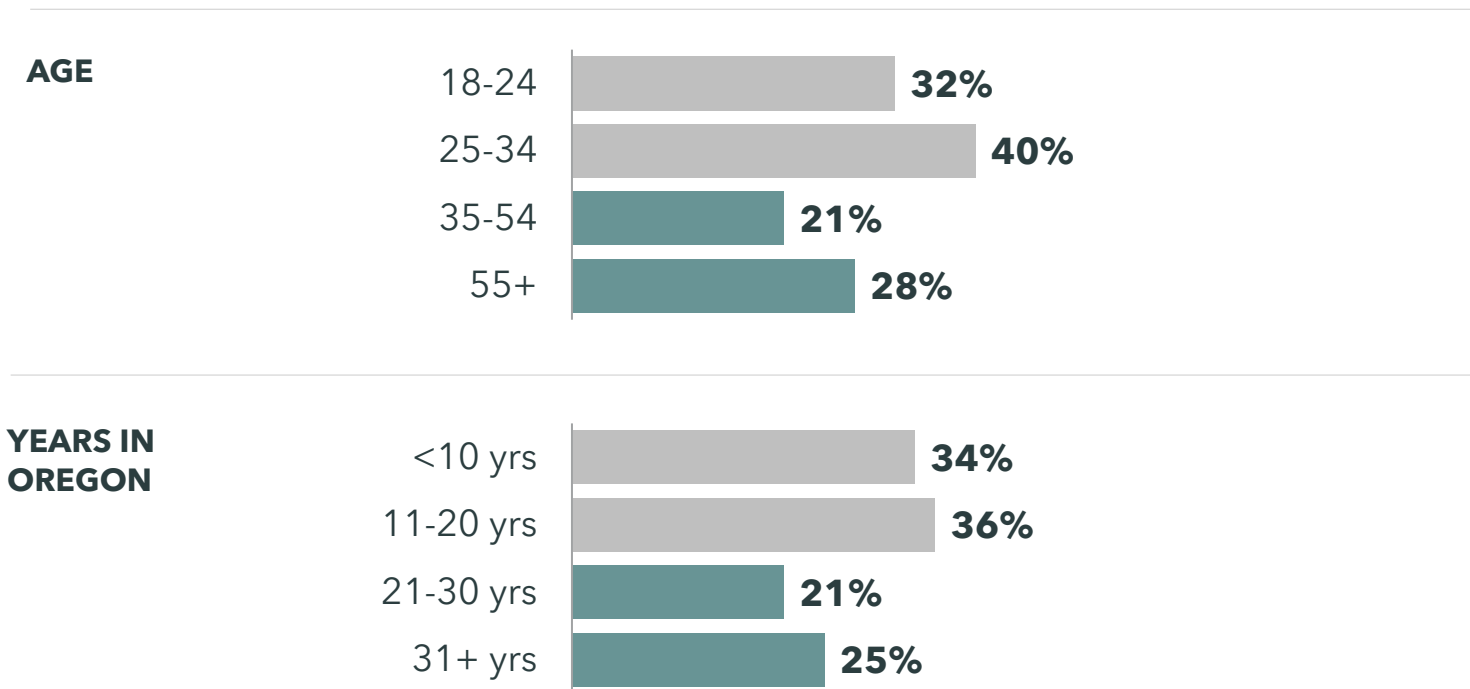
VIDEO RECALL



Recall of educational ads is lowest among older populations—including those who have lived in the state over 20 years.

In the past few months, do you recall seeing or hearing one or more 30-second video, the length of a typical ad, about Oregon's forests?

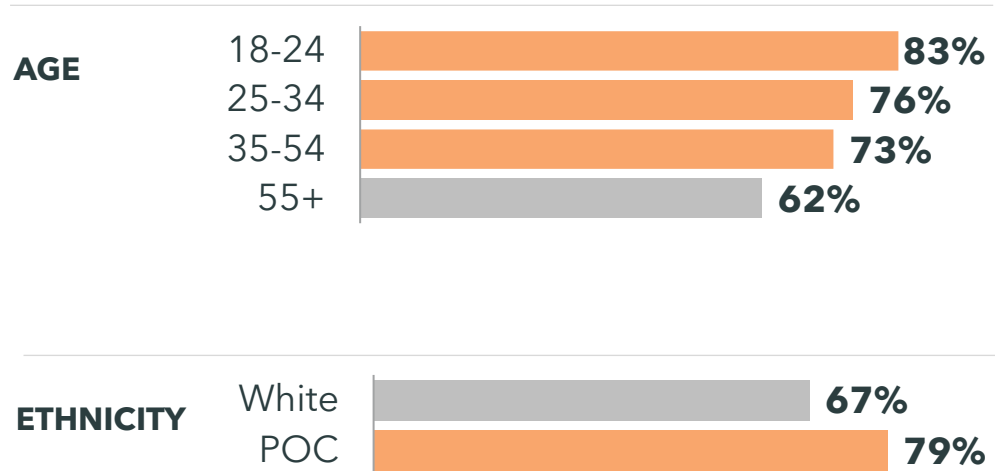
Showing % **Yes**



Oregonians aged 18 to 24 and people of color are the least likely to have seen either video.

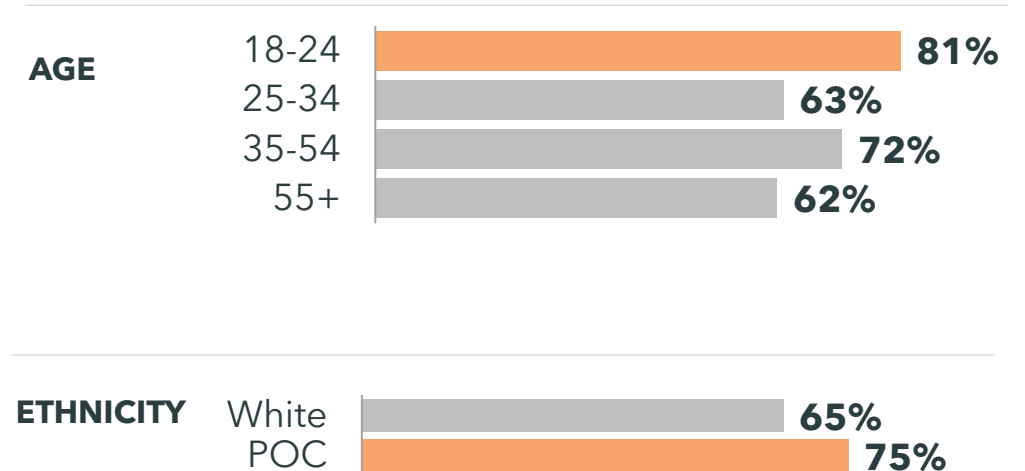
Have you seen this video **[Always Replanting]** before today?

Showing % **No**



Have you seen this video **[Planting for the Future]** before today?

Showing % **No**



Oregonians with a high school degree or less were the least likely to say that the ideas in the *Always Replanting* video were conveyed well.

How well did *Always Replanting* convey to you each of the following ideas:



Showing % **Very/Somewhat**

Additionally, Oregonians with a high school degree or less were the least likely to say that the ideas in the *Planting for the Future* video were conveyed well.

How well did *Planting for the Future* convey to you each of the following ideas:



Showing % **Very/Somewhat**

The ads are most effective for Oregonians with at least some college education.

Would you say that this video has increased your understanding of forest management and replanting efforts in Oregon?

Do you feel that this video increased your understanding of wood products as a renewable resource?

Showing % Yes

Always Replanting

Always Replanting

EDUCATION



EDUCATION

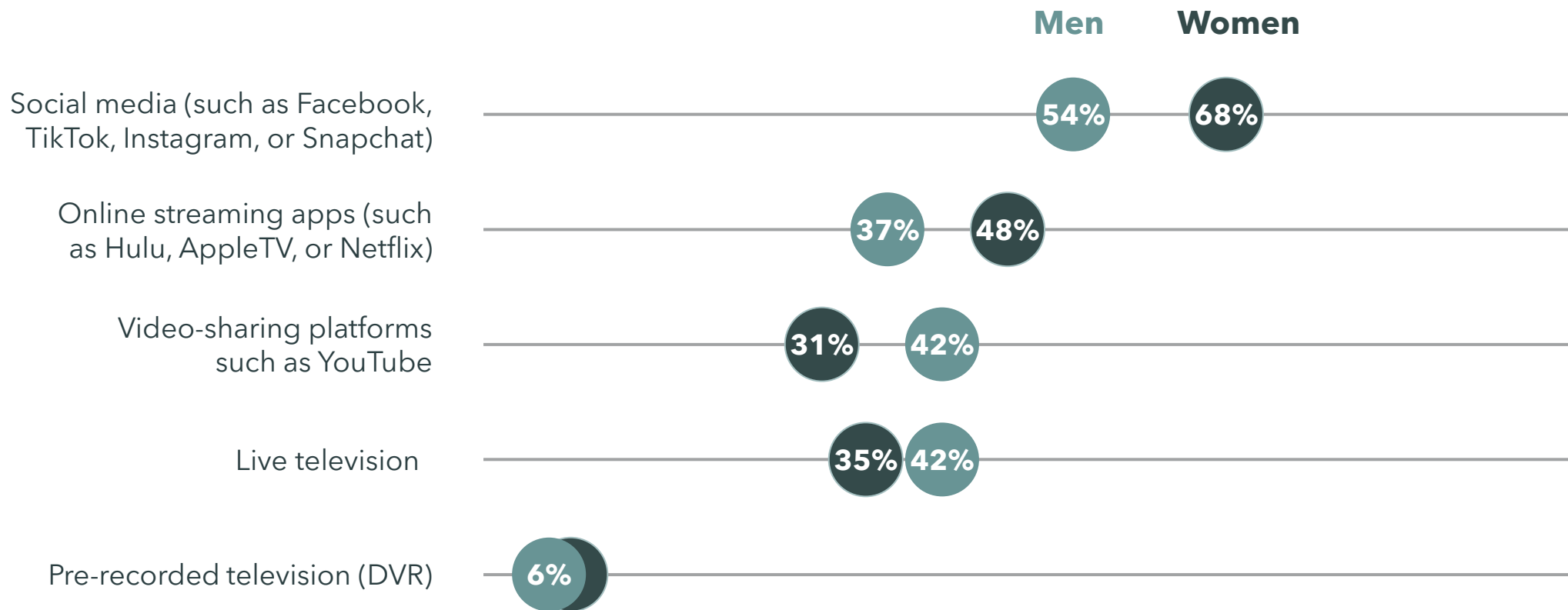


Planting for the Future

EDUCATION

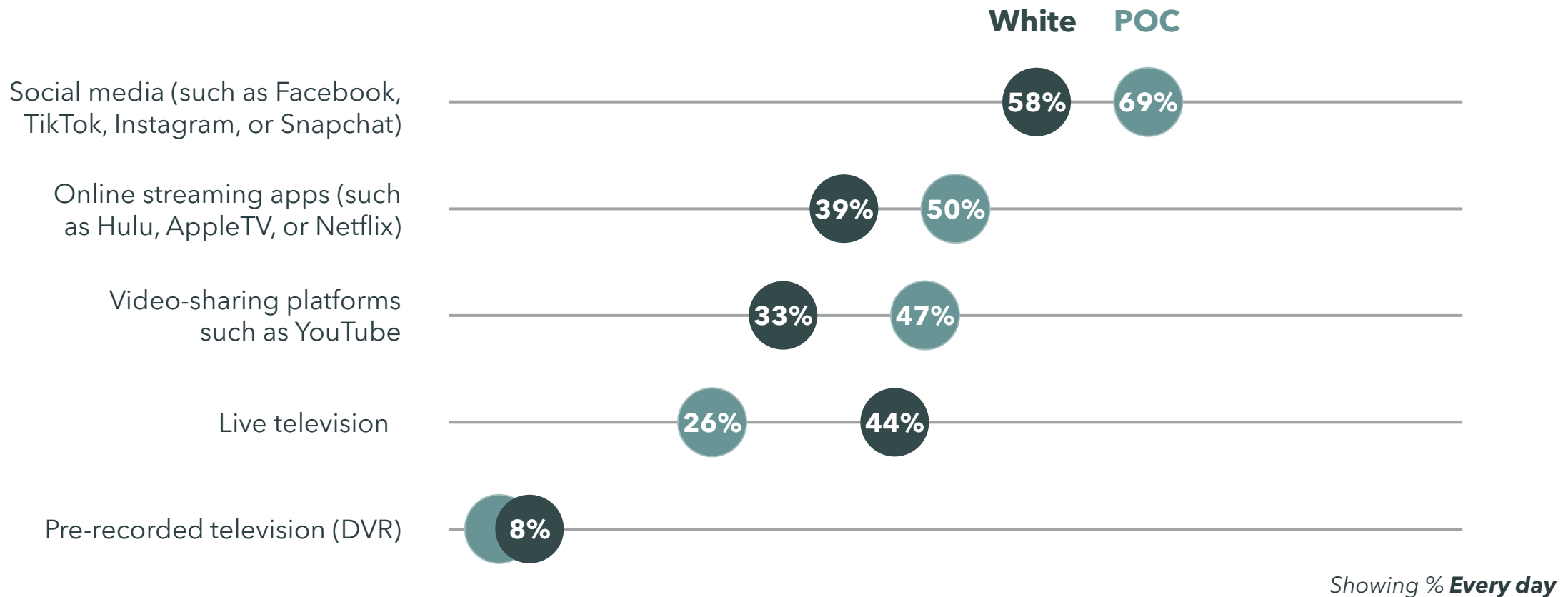


Women are more likely to use social media and streaming apps, while men are more likely to use video sharing platforms and watch live TV.



Showing % **Every day**

People of color are also more likely to use social media, online streaming apps, and video sharing platforms everyday than white people.

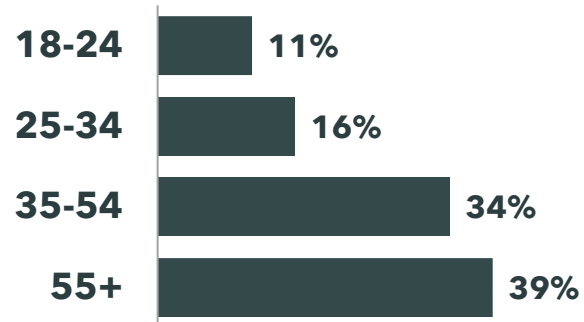


Demographics

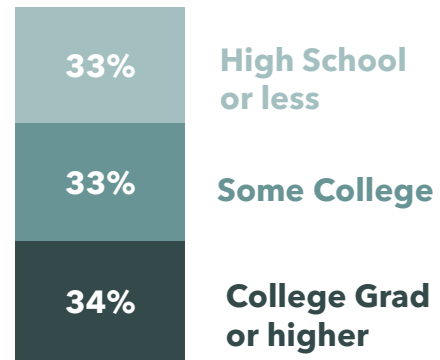


Demographic Snapshot

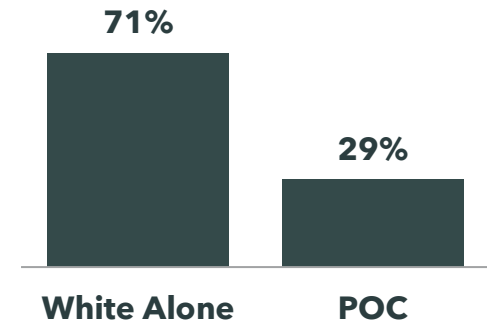
AGE



EDUCATION

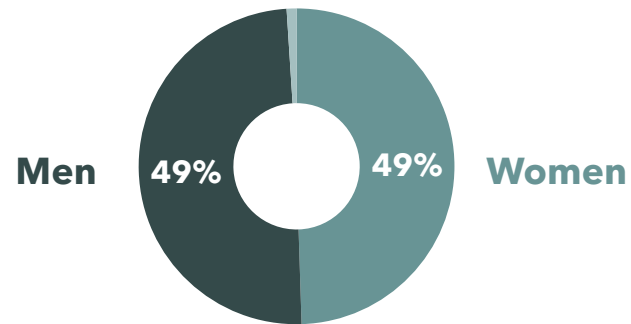


RACE / ETHNICITY

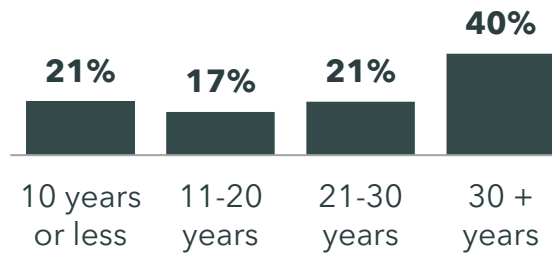


**Note: POC definition & individual category %s in notes*

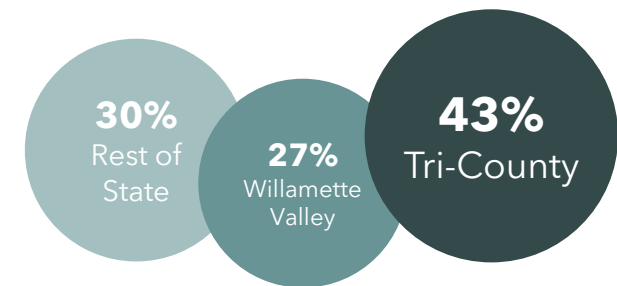
GENDER



YEARS IN OREGON



AREA





Educational Media Campaign SPRING 2024 REPORTING

June 17, 2024



Oregon Forest
Resources Institute

Campaign Goals

- Educate Oregonians about the long-term benefits of forest management, focusing on reforestation and how replanting ensures renewable wood products
- Continue building awareness and positive reputation for OFRI and Oregon's forest practices
- Test the effectiveness of the Fall '24 spots "Always Replanting" and "Planting for the Future"
- Lead users to learn more at OregonForestLaws.org

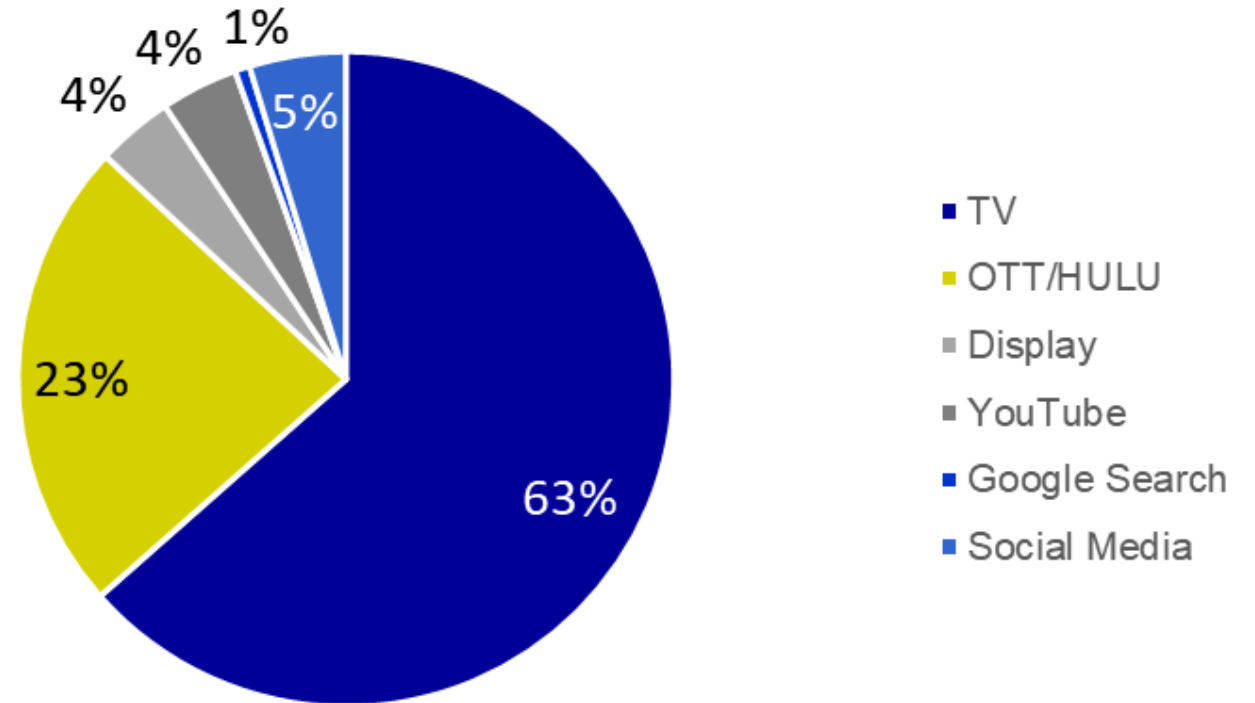
Delivery

- Campaign Dates: March 11 – June 2, 2024
- Audience Targeted: Adults 18+, Oregon statewide
- Reached maximum market penetration in all Oregon DMAs; Achieved an overall 98% reach w/ 36x frequency
- TV was used to cast a wide net while OTT was more heavily allocated to reach the 18-34 demo
- Campaign delivered more than 44 million impressions over a 12-week period
- The OTT campaign delivered over \$41,650 in added value impressions

Budget Allocation

| | |
|---------------|------------------|
| TV | \$399,991 |
| OTT/Hulu | \$147,600 |
| Display | \$23,824 |
| YouTube | \$24,018 |
| Google Search | \$4,597 |
| Social Media | \$30,000 |
| TOTAL: | \$630,030 |

(63% Traditional; 37% Digital)



Campaign Performance

Broadcast TV

TV remains the highest reach vehicle with the highest time spent across all media, therefore garnering the largest portion of the budget. The campaign provided a massive reach and frequency.

Because the majority of this schedule ran in a political window we were not able to garner as much added value as we typically would. Recommend requesting added value over the summer before the start of the fall political campaign.

| Market | Cost | Number of Spots | Impressions | CPM | Reach | Freq |
|-----------------------|------------------|-----------------|-------------------|----------------|--------------|-------------|
| PORTLAND | \$278,970 | 3,588 | 13,543,181 | \$20.60 | 99.7% | 39.4 |
| EUGENE | \$56,349 | 3,091 | 4,044,744 | \$14.72 | 99.6% | 54.7 |
| BEND/REDMOND | \$21,752 | 1,361 | 879,742 | \$17.18 | 99.4% | 26.9 |
| MEDFORD/KLAMATH FALLS | \$39,389 | 2,466 | 2,960,986 | \$11.71 | 99.6% | 52.6 |
| PENDLETON/HERMISTON | \$3,531 | 3,938 | 31,062 | \$116.00 | 90.6% | 11.0 |
| | | | | | | |
| TOTAL: | \$399,991 | 14,444 | 21,459,715 | \$18.64 | 97.8% | 36.9 |

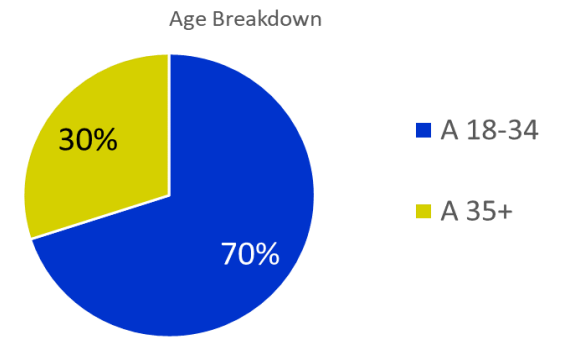
Campaign Performance

Streaming/OTT TV

Connected TV was used to reach cord cutters and younger demos that don't watch traditional TV. Impressions were delivered across the state relative to percentage of the population. OTT is purchased on impressions and the campaign over-delivered by **3,914,518** with a value of \$41,650.

Included some non-set top viewing platforms (laptop, mobile, tablet) which results in a lower VTR. However, they have a much lower CPM and it expands the audience seeing the ads. Hulu ads are non-skippable.

| Medium | Impression Goal | Delivered Impressions | Difference | View Through Rate | Amount Spent | CPM |
|-------------------------|------------------|-----------------------|------------------|-------------------|---------------------|----------------|
| OTT (Various Platforms) | 5,091,861 | 11,975,383 | 6,883,522 | 75.6% | \$97,600.00 | \$7.58 |
| HULU | 1,855,449 | 1,886,445 | 30,996 | 100.0% | \$50,000.00 | \$26.50 |
| | | | | | | |
| TOTALS | 6,947,310 | 13,861,828 | 3,914,518 | 83.7% | \$147,600.00 | \$10.64 |



**Combination of Hulu (the top streaming platform), Roku, Amazon Fire, Tizden, Apple TV, etc.*

Campaign Performance

YouTube

The longer :30 skippable videos had the highest number of impressions and clicks. Shorter form videos that are non-skippable in lengths less than :15 have a higher CPC than skippable videos, which explains why the :06 and :15 videos had an overall lower impressions share and number of clicks. This year had a higher number of clicks than last year’s Spring campaign, despite a higher CMP in 2024.

| AD | IMPRESSIONS | AVE CPM | VIEW RATE | AVE WATCH TIME/IMP | CLICKS | CTR | AVG. CPC | AMOUNT SPENT |
|---|------------------|---------------|---------------|--------------------|--------------|--------------|----------------|--------------------|
| Planting for the Future :06 Non-skippable | 303,808 | \$6.59 | N/A | N/A | 30 | 0.01% | \$66.75 | \$2,002.40 |
| Planting for the Future :06 ALT Non-skippable | 331,585 | \$6.04 | N/A | N/A | 28 | 0.01% | \$71.51 | \$2,002.29 |
| Planting for the Future :15 Non-skippable | 428,093 | \$9.35 | N/A | N/A | 46 | 0.01% | \$87.00 | \$4,001.97 |
| Planting for the Future :30 Skippable | 1,150,510 | \$3.48 | 27.65% | 14.5 sec | 955 | 0.08% | \$4.19 | \$4,003.52 |
| Always Replanting :06 Non-Skippable | 558,972 | \$7.16 | N/A | N/A | 38 | 0.01% | \$105.32 | \$4,002.07 |
| Always Replanting :15 Non-Skippable | 431,443 | \$9.28 | N/A | N/A | 42 | 0.01% | \$95.29 | \$4,002.38 |
| Always Replanting :30 Skippable | 1,157,148 | \$3.46 | 27.55% | 14.6 sec | 899 | 0.08% | \$4.45 | \$4,003.22 |
| Totals | 4,361,559 | \$5.51 | 27.60% | N/A | 2,038 | 0.05% | \$11.79 | \$24,017.85 |
| Spring 2023 Totals: | 4,544,222 | \$4.41 | 38.36% | 12.6 sec | 684 | 0.02% | \$29.34 | \$20,070.87 |
| Benchmark Averages*: | N/A | \$3.53 | 35.40% | N/A | N/A | 0.56% | \$0.49 | N/A |

Campaign Performance

Google Display

This year we removed the 320x50 ad sizes, and repurposed and refreshed the display ad creatives from the last Fall campaign. The 300x600 'Signs' and 'Replanting' ads received the most clicks and highest CTR, while the 728x90 'Signs' and 'Replanting' ads received the highest number of impressions.

This year's Spring campaign had a much higher CTR than the previous year, as well as exceeded education industry benchmark averages in 2024.

| CAMPAIGN | CLICKS | IMPRESSIONS | CTR | AVG. CPC | COST |
|--------------------------------|---------------|------------------|--------------|---------------|--------------------|
| OFRI 300x250 Planning Planting | 3,250 | 234,274 | 1.39% | \$0.61 | \$1,995.05 |
| OFRI 300x250 Replanting | 3,039 | 230,383 | 1.32% | \$0.65 | \$1,982.52 |
| OFRI 300x250 Signs | 3,729 | 264,196 | 3.28% | \$0.45 | \$3,981.42 |
| OFRI 320x600 Planning Planting | 3,442 | 131,281 | 2.62% | \$1.15 | \$3,968.08 |
| OFRI 320x600 Replanting | 7,535 | 222,625 | 3.38% | \$0.53 | \$2,966.73 |
| OFRI 300x600 Signs | 8,787 | 260,061 | 3.38% | \$0.45 | \$3,981.42 |
| OFRI 728x90 Planning Planting | 3,307 | 704,359 | 0.47% | \$0.60 | \$1,974.74 |
| OFRI 728x90 Replanting | 4,955 | 1,1071,995 | 0.46% | \$0.40 | \$2,004.50 |
| OFRI 728x90 Signs | 4,038 | 1,029,544 | 0.39% | \$0.48 | \$1,955.76 |
| TOTALS | 42,082 | 4,148,718 | 1.01% | \$0.57 | \$23,824.37 |
| Spring '23 Totals: | 36,173 | 12,180,934 | 0.30% | \$0.69 | \$25,030.62 |
| Benchmark Averages*: | N/A | N/A | 0.53% | \$0.47 | N/A |

*Source: [Word Stream](#) Education

Campaign Performance


Google Search

The search campaign ran 6 ad groups each with their own set of keywords.

‘Oregon Forestry’ garnered the most impressions, had the highest CTR, and received the most phone calls. The CTRs have been high across all ad groups. Overall, this year’s campaign had a higher CTR than last Spring, and a higher CTR than education industry benchmark averages.

One iteration of the Oregon Forestry ad:


Sponsored

 oregonforests.org
www.oregonforests.org/

Forestry for the Future - Responsible Forest Management

Learn more about the environmental benefits of sustainable forest management. OFRI encourages responsible forest management through sustainable forestry practices.

[Contact Us](#) · [Facts & Figures](#) · [FAQs](#) · [About OFRI](#)



| AD GROUP | CLICKS | IMPRESSIONS | PHONE CALLS | CTR | IMPR. (TOP) % | IMPR. (ABSOLUTE TOP) % | COST |
|-----------------------------|------------|---------------|-------------|--------------|---------------|------------------------|-------------------|
| Oregon Forestry | 599 | 5,290 | 136 | 11.32% | 81.43% | 63.29% | \$2,747.16 |
| Forest Laws | 169 | 1,463 | 50 | 11.55% | 83.47% | 70.62% | \$1,051.56 |
| Reforestation | 69 | 790 | 8 | 8.73% | 57.66% | 31.75% | \$225.36 |
| Harvest Methods | 82 | 1,827 | 19 | 4.49% | 56.71% | 40.49% | \$357.41 |
| Water Quality | 41 | 604 | 9 | 6.79% | 73.32% | 54.88% | \$212.05 |
| Carbon | 3 | 71 | 0 | 4.23% | 64.44% | 24.44% | \$3.73 |
| TOTALS | 963 | 10,045 | 222 | 9.59% | 76.55% | 58.65% | \$4,597.27 |
| Spring '23 Totals: | 1,709 | 22,412 | 298 | 7.63% | 78.95% | 58.35% | \$6,078.47 |
| Benchmark Averages*: | n/a | n/a | n/a | 3.78% | n/a | n/a | n/a |

*Source: [Word Stream](#) Education

Campaign Performance

Facebook & Instagram

This year we focused on running fewer creatives to boost overall impressions and reach despite a smaller budget. Our strategy worked well and the overall impressions, reach, and clicks far surpassed last year's Spring campaign. Costs are higher in 2024 to advertise on Meta, however it is still the most effective platform to get a large share of reach and impressions for awareness campaigns, especially on a limited budget.

| AD | IMPRESSIONS | PEOPLE REACHED | POST ENGAGEMENT | THRUPLAYS (100%) | CLICKS (ALL) | CTR | CPC | COST |
|--|-------------------|------------------|------------------|------------------|---------------|--------------|---------------|-----------------|
| Planting for the Future :06 (Square) | 1,351,015 | 580,605 | 115,254 | 39,734 | 2,442 | 0.18% | \$1.15 | \$2,815.09 |
| Planting for the Future :06 (Wide) | 1,036,356 | 488,741 | 89,129 | 28,675 | 1,570 | 0.15% | \$1.39 | \$2,184.91 |
| Planting for the Future :15 | 3,518,249 | 1,030,195 | 311,721 | 27,706 | 6,636 | 0.19% | \$1.13 | \$7,500.00 |
| Planting for the Future :06 Alt (Wide) | 1,000,208 | 514,081 | 138,490 | 47,807 | 3,011 | 0.30% | \$0.65 | \$1,954.82 |
| Planting for the Future :06 Alt (Square) | 1,527,170 | 655,325 | 186,646 | 64,548 | 5,097 | 0.33% | \$0.60 | \$3,045.18 |
| Always Replanting :06 | 2,374,099 | 774,241 | 225,141 | 72,471 | 4,057 | 0.17% | \$0.94 | \$5,000 |
| Always Replanting :15 | 3,478,369 | 1,007,407 | 427,247 | 33,127 | 7,959 | 0.23% | \$1.23 | \$7,500.00 |
| TOTALS | 14,285,466 | 1,494,473 | 1,493,628 | 314,068 | 30,772 | 0.22% | \$0.97 | \$30,000 |
| Spring '23 Totals: | 5,571,222 | 679,710 | 2,730,638 | 2,010,458 | 22,649 | 0.41% | \$1.77 | \$40,000 |
| FB Benchmark Averages*: | n/a | n/a | n/a | n/a | n/a | 0.55% | \$2.11 | n/a |



FY 2024-2025

Media Planning Strategy

July 2024



Oregon Forest
Resources Institute

Campaign Goals

- Educate Oregonians about the long-term benefits of forest management, focusing on reforestation and how replanting ensures renewable wood products.
- Continue building awareness and positive reputation for OFRI and Oregon's forestry laws
- Test the effectiveness of the renewed Fall '24 spots "Planting for the Future" and "Always Replanting"
- Lead users to learn more at OregonForests.org

Updates

- Proposed \$600K Media Budget for FY24-25
- Presentation recommendations for orienting new board members and as a refresher for more tenured ones.

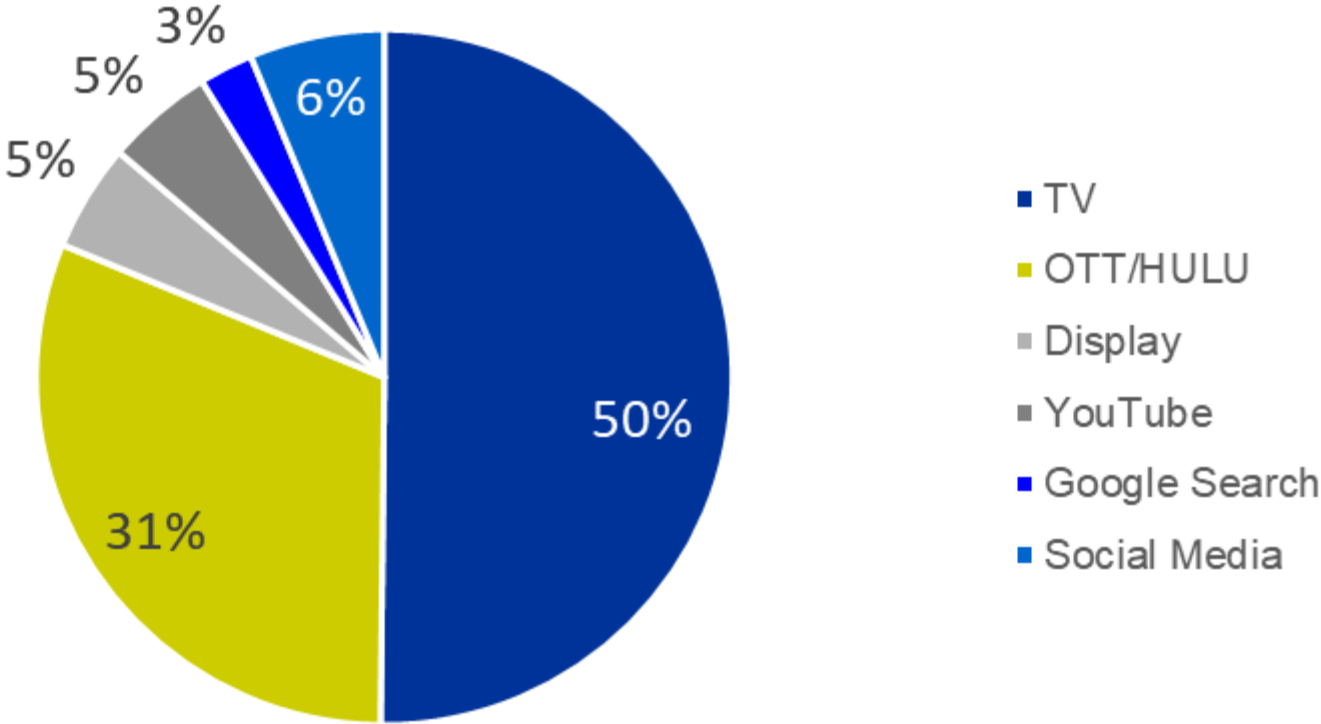
- **With a reduced budget, does a split campaign still make sense?**
 - Even with a reduced budget we still recommend splitting the campaign into a heavier Spring campaign, followed by a smaller push in the Fall. The goal of this campaign is awareness and education. By spending the entire budget in one stretch we achieve high market penetration and frequency, but we risk losing momentum by going dark for nine months. \$600k is a substantial budget which, if allocated thoughtfully, can still be bifurcated into two campaigns.
- **Does the media mix change as we reduce budget?**
 - Yes, with a smaller budget we need to be strategic about how we allocate funding. TV has historically had the highest share of the budget and that will still be the case but by a much smaller margin. Having multiple touchpoints increases frequency, audience engagement, brand reach and visibility, so in order to stretch a smaller budget, we need to rely more heavily on platforms that can deliver higher impression volume at a lower cost.

23-24 Budget

Budget Allocation

| | |
|---------------|------------------|
| TV | \$399,991 |
| OTT/Hulu | \$247,600 |
| Display | \$39,735 |
| YouTube | \$39,948 |
| Google Search | \$20,000 |
| Social Media | \$50,000 |
| TOTAL: | \$797,274 |

(50% Traditional; 50% Digital)

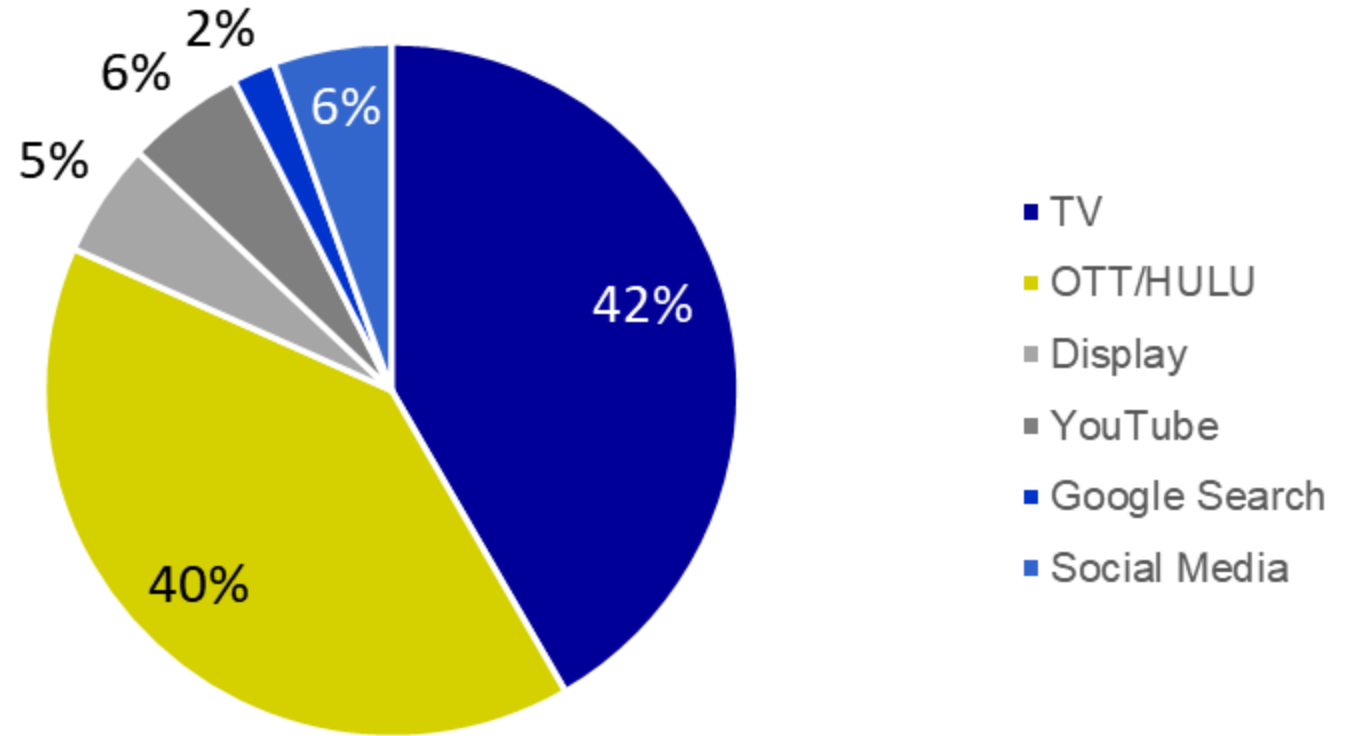


Proposed FY 24-25 Budget

Budget Allocation

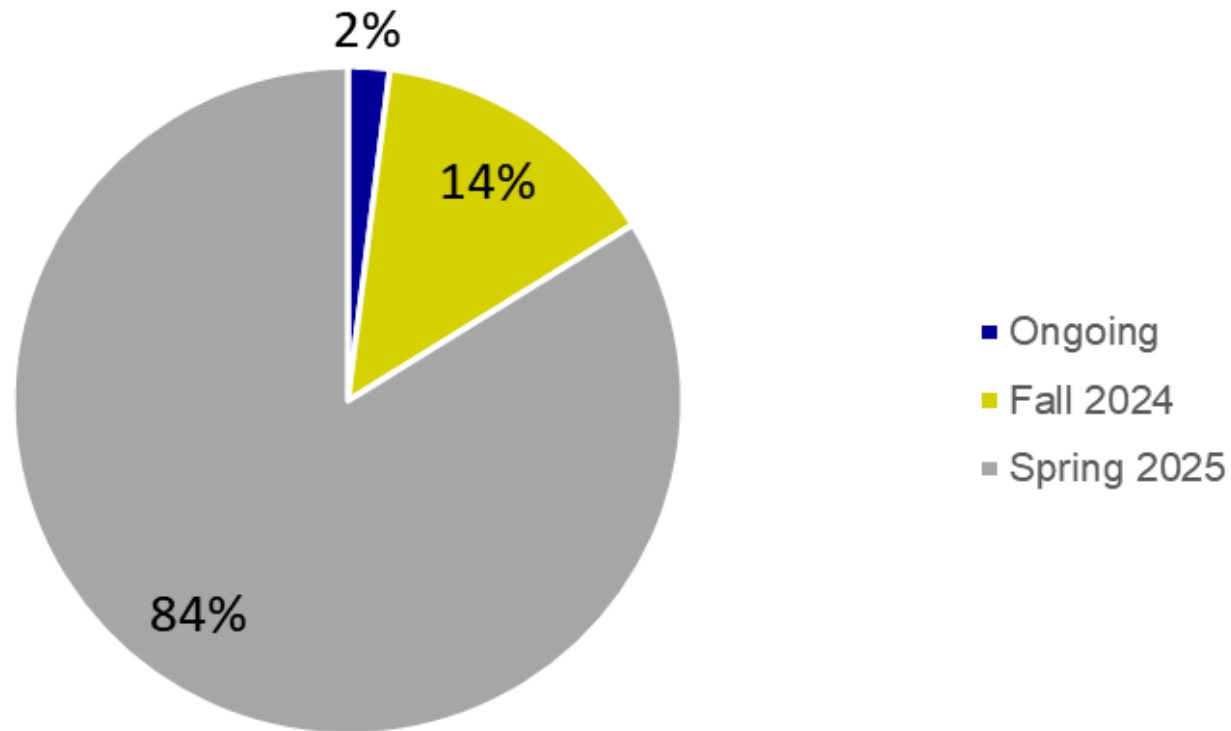
| | |
|---------------|------------------|
| TV | \$250,000 |
| OTT/Hulu | \$240,000 |
| Display | \$32,000 |
| YouTube | \$33,000 |
| Google Search | \$12,000 |
| Social Media | \$33,000 |
| TOTAL: | \$600,000 |

(42% Traditional; 59% Digital)



Proposed FY 24-25 Budget

Budget Allocation



| | | |
|---------------|----------|---------|
| Google Search | \$12,000 | Ongoing |
|---------------|----------|---------|

Fall 2024

| Medium | Budget | Campaign Length |
|---------------|-----------------|-----------------|
| OTT/CTV | \$40,000 | 8-weeks |
| YouTube | \$15,000 | 8-weeks |
| Social | \$15,000 | 8-weeks |
| Display | \$15,000 | 8-weeks |
| TOTAL: | \$85,000 | |

Spring 2025

| Medium | Budget | Campaign Length |
|---------------|------------------|-----------------|
| TV | \$250,000 | 12-weeks |
| OTT/CTV | \$200,000 | 12-weeks |
| YouTube | \$18,000 | 12-weeks |
| Social | \$17,000 | 12-weeks |
| Display | \$18,000 | 12-weeks |
| TOTAL: | \$503,000 | |

■ What is the changing media market telling us about the media mix we are using?

- We continually track trends that tell us how media consumption is shifting. This informs decision making about the media mix. The largest ongoing shift is the move away from broadcast TV/cable to streaming platforms. Currently 53% of the US population are cord cutters*. That trend is going to continue, making media consumption increasingly fragmented. To reach audiences at scale, advertisers must take into account the variety of viewing experiences available and allocate funding accordingly.
- The Fall political window is from 9/5-11/5. We will avoid TV during this time. Due to the vast inventory available for digital placements it should not be heavily impacted by increased advertisers in the marketplace. We place OTT/CTV at a set CPM. High demand could impact how much over-delivery we can expect to see, but our guaranteed impressions should be unaffected.

■ Does the media mix change as we adjust the target audience?

- Yes, different platforms have appeal to different demographics. For example, younger demos are less likely to watch traditional TV/Cable than audiences 50+. One of the benefits of digital channels is the ability to segment audience delivery based on 1st and 3rd party data. It's worth noting that demographic information is getting harder to verify due to mobile app privacy protections that have been implemented over the years.

- **Is there a stronger need for shorter creative in the digital space?**
 - Currently, general trends are seeing the :30 sec videos on YouTube outperforming the shorter :15 & :06 sec videos, but the average cost-per-clicks are higher for short form. The current trend is likely due to competition for short form slots on YouTube. On Facebook, the :15-second videos are outpacing the shorter :06-second videos. This is most likely due to the changing algorithm and Meta's preference to promote Reels, which are typically long-form videos of :15 - :30 seconds. We recommend prioritizing the longer form videos for social media platforms and adding videos in vertical format to run across reels. The short form videos (:06 sec) could still be utilized in responsive display ads.

- **Are there fundamental differences in how we approach this campaign compared to 2-3 years ago?**
 - The biggest fundamental change to the 2024-2025 media buy will be relying more heavily on digital channels (as a percentage of the budget) to accommodate the decreased spend. A more limited budget will affect the overall impression delivery. We will need to be strategic about utilizing platforms that will still deliver high impression levels to minimize the fall off in delivery.
 - Limiting or eliminating under-performing creative assets is also recommended.
 - Meta - Run only the :15 sec, and :06 sec Alt (Wide and Square) and optimize across Reels/Stories
 - Google - Eliminate 300x600 and 300x250 fixed display ads and replace with responsive display ads
 - YouTube- Only run the :15 & :30 sec videos
 - Consider limiting the number of creative messages

Recommendations



PLANTED 2024

The signs of
a healthy forest
are everywhere.

Oregon continually plants
new trees – three for every
one harvested.



Oregon Forest
Resources Institute

LEARN MORE »

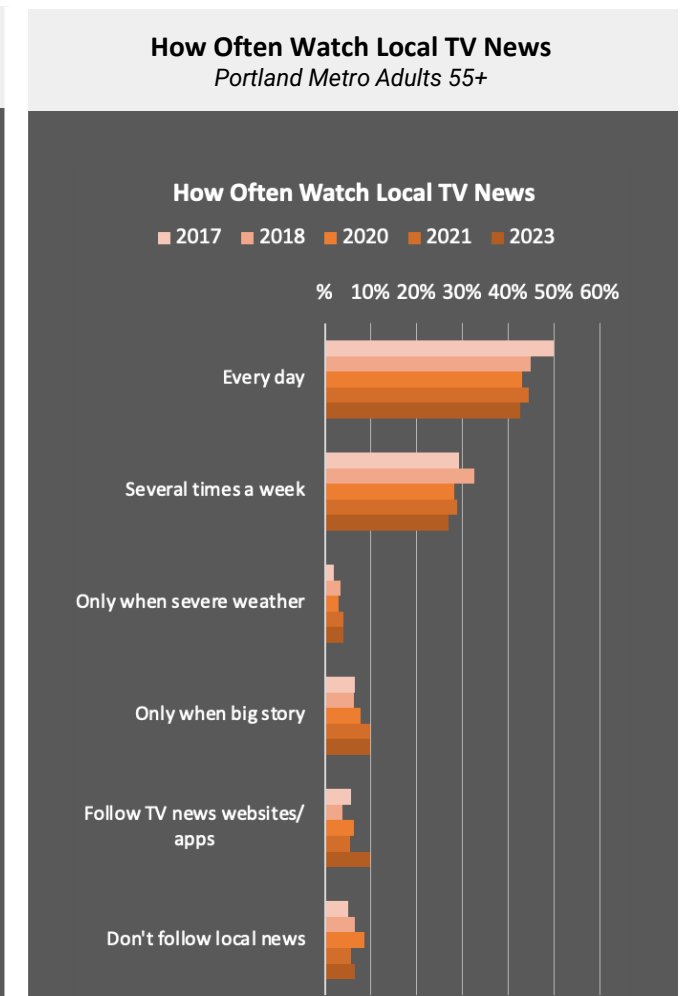
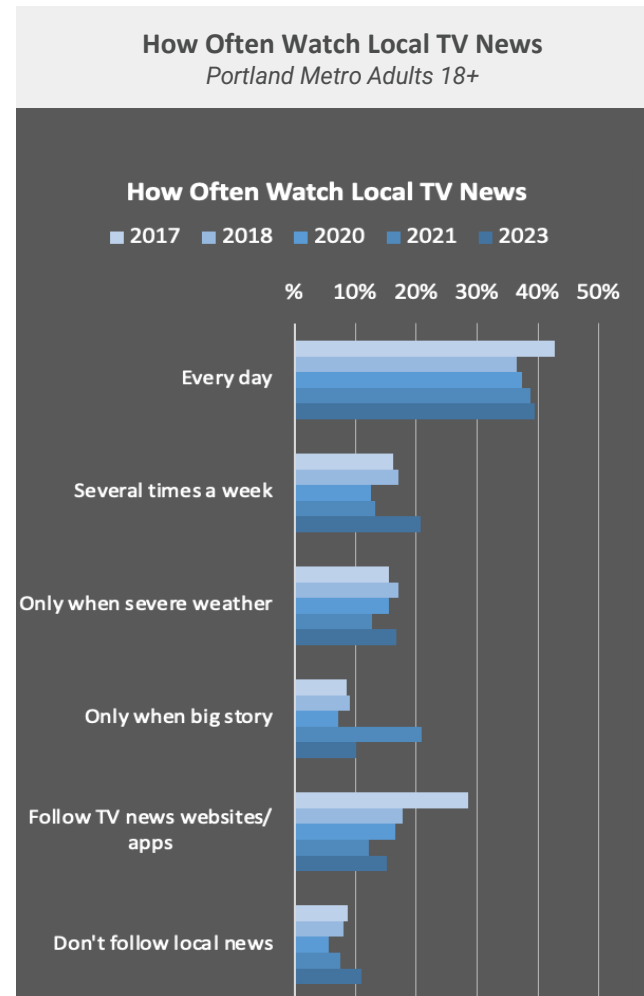


Recommendations

Broadcast TV

While streaming is slowly overtaking traditional TV, those impressions are highly fragmented across multiple platforms, therefore TV remains the single highest reach medium.

The TV campaign would focus on programming with high ratings/impressions across the 55+ demo, focusing on news programming and sports, which continue to garner high viewership numbers.



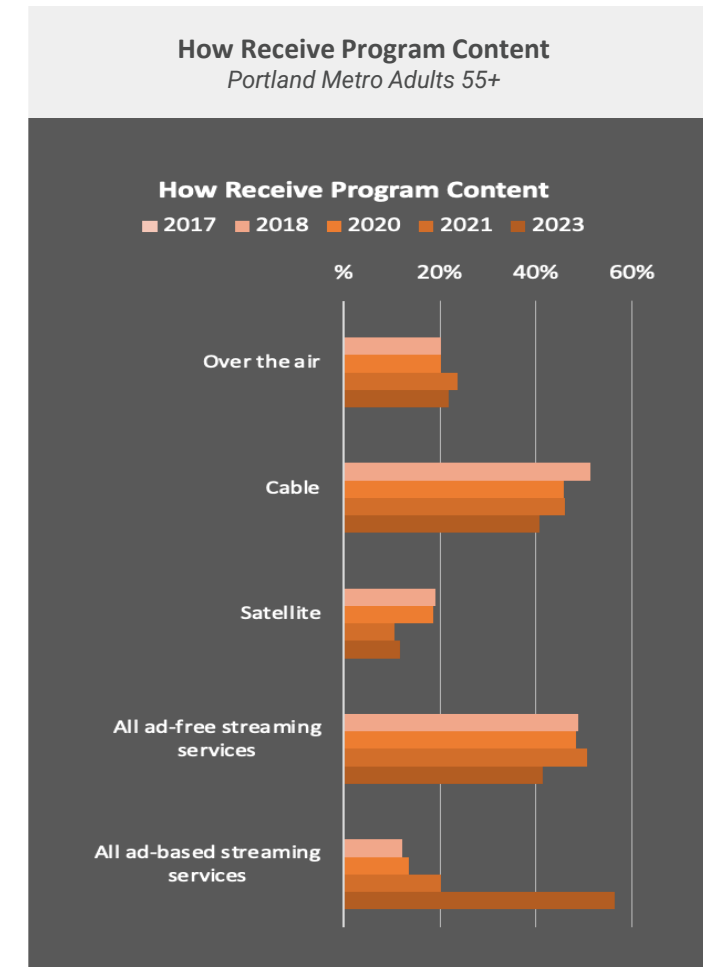
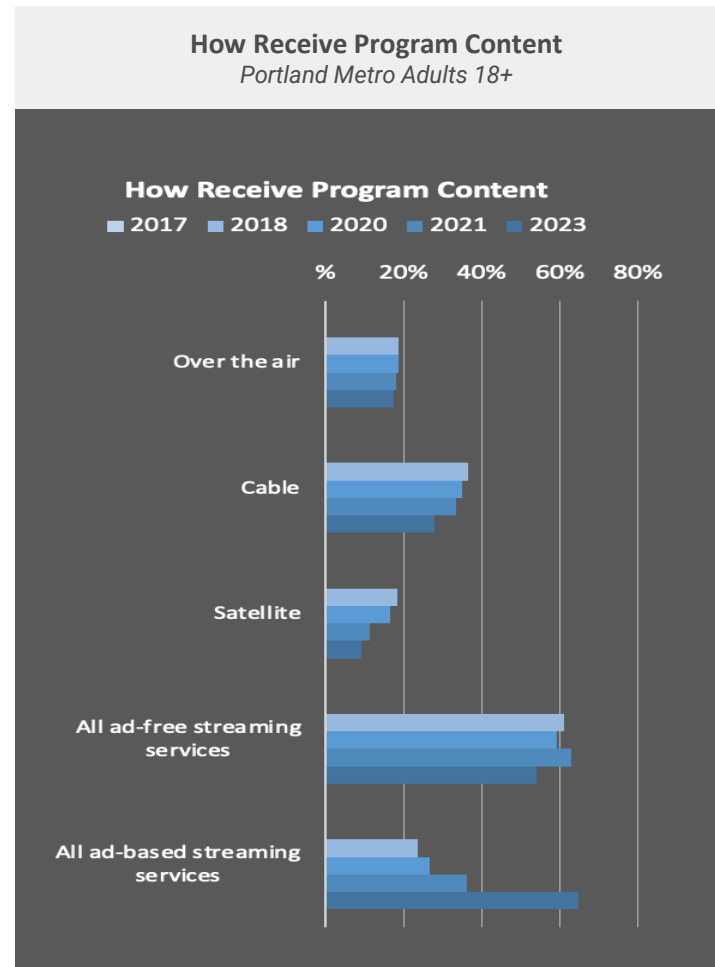
*Source: 2023 Stowell Research

Recommendations

Streaming/OTT TV

Audiences are watching video content across more screens and platforms than ever before. Streaming has become essential to reach the full universe of viewers, especially among younger demographics.

Demo targeting will be segmented to more heavily target the younger age groups who can't be reached with traditional TV. Currently we are allocating 70% of the impression share to Adults 18-34; 30% to Adults 35-54.



*Source: 2023 Stowell Research

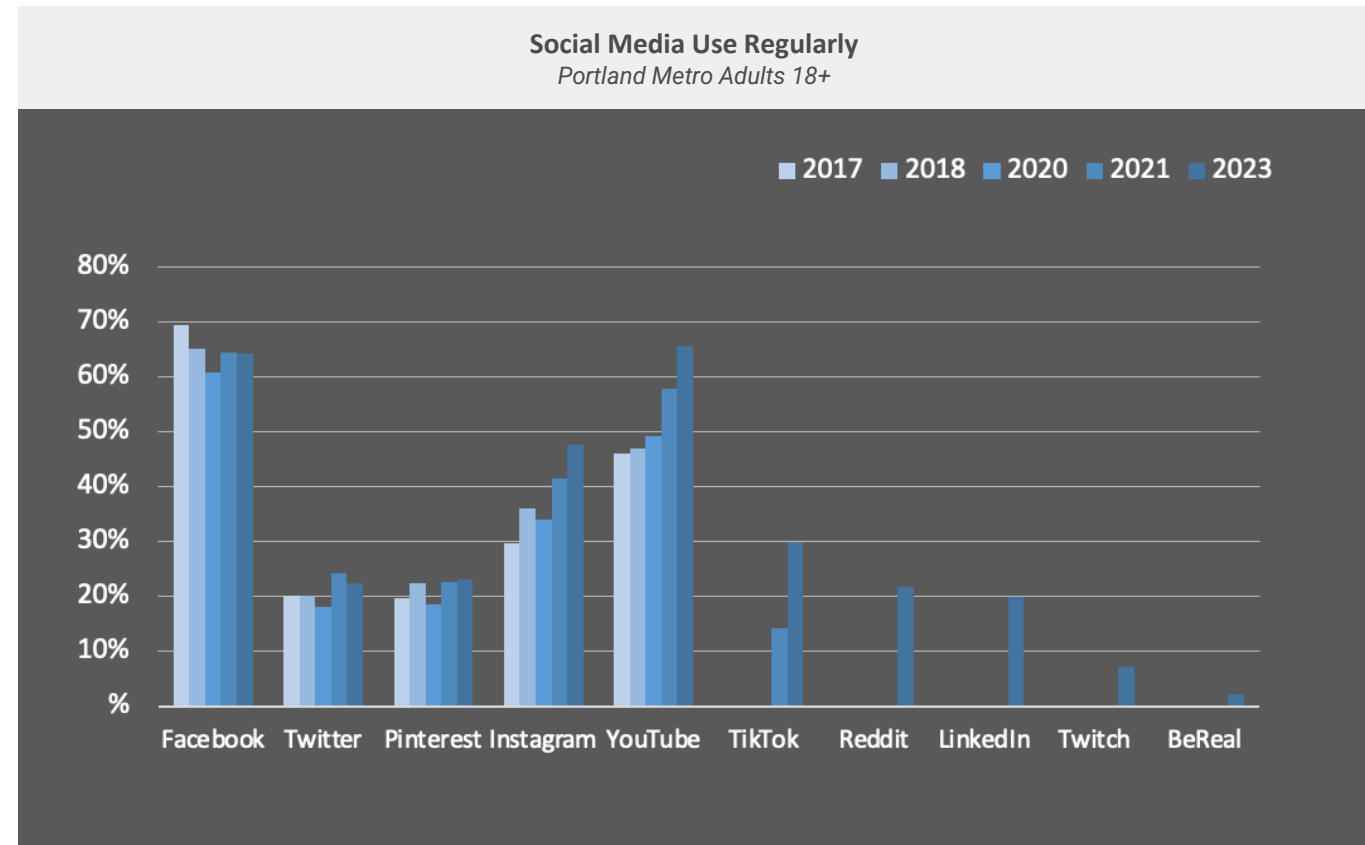
Recommendations

YouTube

Reporting from the Spring '24 YouTube campaigns showed that the long-form videos are more effective in gathering greater share of impressions and clicks, despite being skippable.

We would recommend for future campaigns to continue with the :15 sec non-skippable and :30 sec skippable campaigns, and moving the :06 sec videos ads to be a part of a responsive display campaign.

Advertising across YouTube is effective in reaching a younger and wider audience.



*Source: 2023 Stowell Research

Recommendations

Facebook & Instagram

Meta continues to be the most cost effective way to reach users on a small budget. We recommend focusing on the :15 sec videos, and running only one of the :06 sec videos (ALT Wide & Square) based on cost per impressions and CTR results. We also recommend including vertically formatted videos to display across Reels and Stories.

| Ad set | Schedule | Budget | Amount spent | Impressions | Reach | Frequency | Post engagements | Clicks (all) | CTR (all) |
|--|--|------------------------|-----------------------------------|----------------------------|---|--------------------------------------|---------------------------|------------------------|---------------------------------|
| Always Replanting :06 | Mar 11, 2024 – Jun 2, 20... 84 days | \$5,000.00 Lifetime | \$3,729.97 | 1,830,672 | 691,138 | 2.65 | 181,656 | 3,150 | 0.17% |
| Planting for the Future 06 ALT - Wide & Square | Mar 11, 2024 – Jun 2, 20... 84 days | \$5,000.00 Lifetime | \$3,732.52 | 1,952,062 | 748,659 | 2.61 | 267,892 | 6,442 | 0.33% |
| Planting for the Future :06 - Wide & Square | Mar 11, 2024 – Jun 2, 20... 84 days | \$5,000.00 Lifetime | \$3,728.72 | 1,839,904 | 680,273 | 2.70 | 163,318 | 3,120 | 0.17% |
| Planting for the Future :15 | Mar 11, 2024 – Jun 2, 20... 84 days | \$7,500.00 Lifetime | \$5,601.04 | 2,703,024 | 920,360 | 2.94 | 239,941 | 4,963 | 0.18% |
| Always Replanting :15 | Mar 11, 2024 – Jun 2, 20... 84 days | \$7,500.00 Lifetime | \$5,596.72 | 2,667,999 | 896,908 | 2.97 | 334,211 | 6,048 | 0.23% |
| Results from 5 ad sets | | | \$22,388.97 Total spent | 10,993,661 Total | 1,341,241 Accounts Center ac... | 8.20 Per Accounts Cente... | 1,187,018 Total | 23,723 Total | 0.22% Per Impressions |

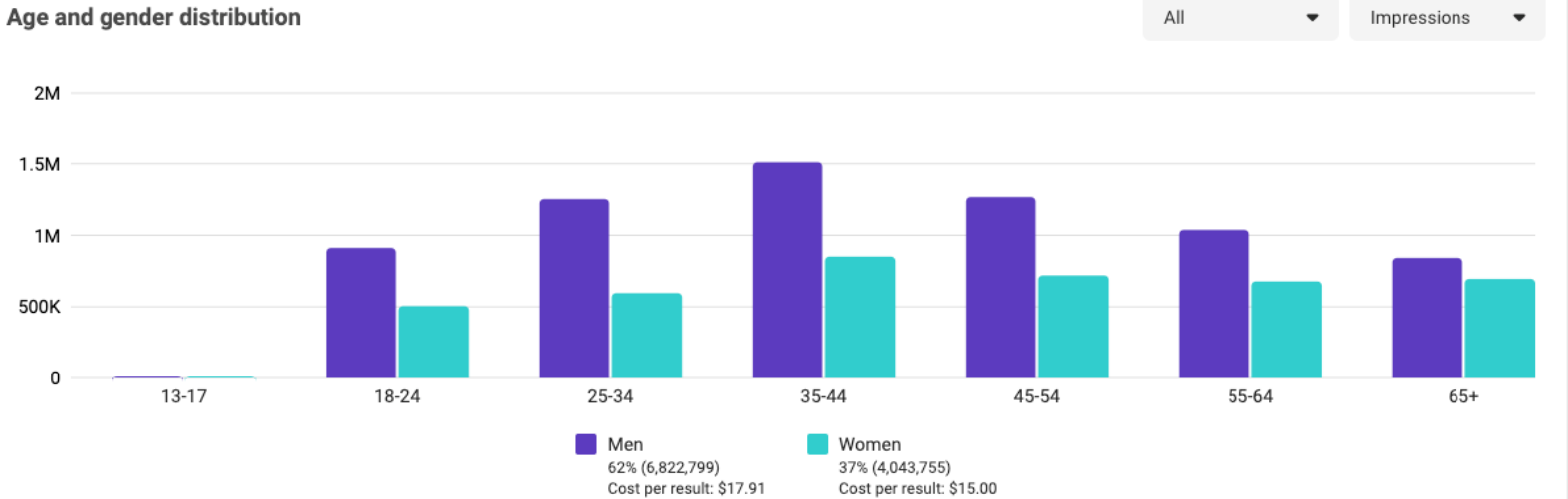
Facebook & Instagram

The videos across Meta skew heavily toward Male demographics aged 35-44.

This may be due to high competition in [advertising](#) to women on Meta, and gender [bias](#) in the [algorithm](#).

We recommend separating the Fall campaigns based on gender to help even out the spread.

Age and gender distribution



Recommendations

Google Display

We recommend utilizing a Responsive Display campaign for Fall. They are the most cost-effective and efficient way to gain a higher number of impressions with a limited budget.

We would include the available shorter :06 sec video options as a variation for the responsive ad, and continue with only the fixed 728x90 since they continue to out-perform the other ad sizes.

| | | | | | | | |
|---|---------|---------|---------------|------------------|--------------|---------------|--------------------|
| OFRI-002 'Planning' 300x600 Display (Spring 24) | Enabled | Display | 2,908 | 114,925 | 2.53% | \$1.06 | \$3,088.73 |
| OFRI-002 'Planning' 728x90 Display (Spring 24) | Enabled | Display | 2,511 | 496,660 | 0.51% | \$0.60 | \$1,512.20 |
| OFRI-002 'Replanting' 300x250 Display (Spring 24) | Enabled | Display | 2,442 | 165,923 | 1.47% | \$0.63 | \$1,527.09 |
| OFRI-002 'Replanting' 300x600 Display (Spring 24) | Enabled | Display | 6,299 | 186,889 | 3.37% | \$0.49 | \$3,068.57 |
| OFRI-002 'Replanting' 728x90 Display (Spring 24) | Enabled | Display | 3,812 | 816,163 | 0.47% | \$0.40 | \$1,530.55 |
| OFRI-002 'Signs' 300x250 Display (Spring 24) | Enabled | Display | 2,925 | 186,957 | 1.56% | \$0.53 | \$1,538.39 |
| OFRI-002 'Signs' 300x600 Display (Spring 24) | Enabled | Display | 7,176 | 209,587 | 3.42% | \$0.43 | \$3,079.16 |
| OFRI-002 'Signs' 728x90 Display (Spring 24) | Enabled | Display | 3,337 | 850,176 | 0.39% | \$0.46 | \$1,529.40 |
| Total | | | 33,964 | 3,197,833 | 1.06% | \$0.54 | \$18,422.74 |

2025 Oregon Forest Sector Economic Analysis

Background, Objective and Statement of Work

The goal of this project is to quantify the economic contribution of Oregon's forest sector. Specifically, the project will support efforts to grow the sector and communicate the sector's importance in Oregon to decision-makers.

The Oregon forest sector is one of the largest traded sectors in the Oregon economy. It is also one of the largest state-level forest sectors in the United States. Credible, quantifiable information is needed to understand and communicate the importance of the sector and to develop recommendations to grow the sector.

In the past, OFRI contracted with University of Idaho (UI) and Oregon State University (OSU) to work collaboratively to gather, develop and analyze the appropriate forest sector data to achieve the project purpose of assisting the forest sector in communication efforts and support state efforts to grow the sector.

UI and OSU would enter into separate agreements with OFRI to provide data and analysis of the economic contribution of Oregon's forest sector using the latest available information. Cooperators will work together to conduct the necessary analysis to characterize associated economic activity and production of the forest products industry.

UI and OSU would work with the USDA Forest Service (USFS) to obtain forestland ownership and timber supply data. Cooperators will work with the Oregon Employment Department and Oregon Department of Forestry to obtain forest sector employment data. This data will be used to calculate the economic contribution of the Oregon forest products sector. Using these results and data, an analysis will be conducted to assess the near-term developments in the forest sector and to characterize the economic effects of the projected changes in the sector's capital investments, in workforce availability, in demand for new wood products, and the impact of intensifying threats such as wildfires, pests and diseases.

The following tasks guide the analysis and identification of responsibility of the proposed cooperators:

| TASK | PROPOSED LEAD | TIMEFRAME | STATUS |
|--|--|-----------------------|--------|
| 1. Task A: Assess forestland ownership and timber supply. OSU will obtain the following resource data and analyses from ODF and USFS: | UI provides the data and OSU does the reporting | UI- Data by Feb. 2025 | |
| a. Estimate of forestland ownership by public (federal, state, and local), and private lands (industrial, family forests, and tribal). | UI/OSU | | |
| b. Characterization of timber supply by ownership, including growth and mortality, harvest rates, and residuals. | UI/OSU | | |
| c. Characterization of resource supply flow by harvest origin and manufacturing destination, including the volume of timber exports and imports to the state. | UI/OSU | | |
| | | | |
| 2. Task B: Calculate the economic contribution of the Oregon forest products sector. Idaho will obtain the following data and perform the identified analyses: | UI provides the data and OSU does the reporting | UI- Data by Nov. 2024 | |
| a. Characterize the number, type, location, and capacity of primary and secondary forest products manufacturing facilities in the state. | UI/OSU | | |
| b. Calculate the economic contribution of the forest products sector to the state's economy expressed in income and wages, direct and support employment, state and local tax contributions, state GDP, and related measures of industrial output. <ul style="list-style-type: none"> - Obtain employment estimates (OED) - Interim numbers for review and early publications (e.g., Oregon Forest Facts) - Final numbers and reporting | UI | | |
| c. Using information provided by OSU and ODF in Task A.c, estimate the flow of wood volume from harvest through | UI | | |

| TASK | PROPOSED LEAD | TIMEFRAME | STATUS |
|---|--------------------------------|-----------------------------------|--------|
| primary and secondary manufacturing activities. To the degree these data are available, employment and economic contributions will be disaggregated to the county level. (Check on OARS- for counties- can only put harvest level info out at county level not broken into landowner categories) | | | |
| d. Industrial output of the forest products industry compared to other traded sectors. | UI | | |
| | | | |
| 3. Task C: Characterize demand for forest products in Oregon. OSU, with assistance from ODF, USDA and UI, will provide the following information: | | UI- Can provide data by Feb. 2025 | |
| a. Leading capital investments in wood products manufacturing over the past decade. | OSU/ODF/UI | | |
| b. Near-term demand for forest products in Oregon expressed as housing starts and commercial construction and including emerging opportunities such as mass timber/CLT and infrastructure. | OSU/ODF/UI | | |
| c. Threats to the forest sector such as wildfire, insects, disease, mortality and workforce availability. In the case of wildfire, document over time acres burned and fire suppression costs, both public and private. d. Climate change- NW Climate Hub (Side bar within Section 5)- relationship with wildfire; drought and insect outbreaks. | OSU/ODF/UI/USFS/NW Climate Hub | | |

Report Steering Committee and Reviewers

Principal Investigators:

TBD

Steering Committee (proposed):

Jim Paul, OFRI

Courtney Griesel, SFI (OFRI BoD Rep)

Brandon Kaetzel, ODF

John Tokarczyk, ODF

Anna Maher, USFS

Anna Johnson, OED

OSU-CoF Representative

Business Oregon and/or OFIC

Sustainable Northwest

Reviewers/Contributors:

Paul Betts, OFRI BoD Chair

Gail Krumenauer, OED

Glenn Christensen, USFS

Seth Barnes, OFIC

Amanda Sullivan-Astor, AOL

Pete Sikora, Giustina Resources

Todd Nell, HECC

Harris Reibach and Craig Pope, Forestry Workforce Committee Chairs

Marcus Kaufmann, ODF/OMTC

Jessica Halofsky, NW Climate Hub

University of Montana- Bureau of Business and Economic Research

**Fiscal Year 2024-25
Forest Products Harvest Tax Projections**

| Fiscal Year 2024-25 Budget (harvest levels revised May 29, 2024) | | | | | | | | | |
|---|-------------------------|---|---------------------------------|-------------------------------|------------------------------|-------------|------------------------------|-----------------------------|--|
| Qtr | Timber Harvested | Tax Received by Dept. of Revenue | Payment Received by OFRI | Budgeted Harvest Level | Revised Harvest Level | Rate | Budgeted FPHT Revenue | Revised FPHT Revenue | Difference From Approved Budget |
| 2024q2 | January - March | April - June | August | 862,423 | 836,550 | \$ 1.12 | \$ 965,913.76 | \$ 936,936.00 | |
| 2024q3 | April - June | July - September | November | 751,806 | 729,250 | \$ 1.12 | \$ 842,022.72 | \$ 816,760.00 | |
| 2024q4 | July - September | October - December | February | 961,731 | 932,880 | \$ 1.12 | \$ 1,077,138.72 | \$ 1,044,825.60 | |
| 2025q1 | October - December | January - March | May | 764,416 | 741,480 | \$ 1.17 | \$ 894,366.72 | \$ 867,531.60 | |
| | | | | 3.340 | 3.240 | | \$ 3,779,441.92 | \$ 3,666,053.20 | \$(113,388.72) |

OFRI Budget Scenario Projections

Scenario 1

(actual /projected)

| | | |
|--------------------------------------|-------|-------|
| Assumed future harvest levels (BBF): | Q1-Q3 | 2.430 |
| | Q4 | 0.810 |
| | Total | 3.24 |

| | |
|---|------|
| Assumed annual budget growth | 3.5% |
| Assumed projected spend | 97% |
| Assumed annual interest rate on reserve | 3% |

| | <u>2022-2023</u> | <u>2023-2024</u> | <u>2024-2025</u> | <u>2025-2026</u> | <u>2026-2027</u> | <u>2027-2028</u> | <u>2028-2029</u> | <u>2029-2030</u> |
|-----------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Projected budget reduction target | -- | -- | -- | -\$570,000 | \$0 | \$0 | \$0 | \$0 |
| Annual Harvest (BBFT) | 4.036 | 3.354 | 3.240 | 3.240 | 3.240 | 3.240 | 3.240 | 3.240 |
| FPHT (per MBF) | \$1.12 | \$1.12 | \$1.17 | \$1.17 | \$1.30 | \$1.30 | \$1.30 | \$1.30 |

| | <u>2022-2023</u> | <u>2023-2024</u> | <u>2024-2025</u> | <u>2025-2026</u> | <u>2026-2027</u> | <u>2027-2028</u> | <u>2028-2029</u> | <u>2029-2030</u> |
|-------------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|------------------|------------------|------------------|
| Reserve Balance on July 1 | \$2,681,244 | \$3,351,250 | \$2,970,708 | \$1,873,170 | \$1,400,458 | \$1,001,801 | \$889,954 | \$757,554 |
| Interest/Other Income | \$118,068 | \$179,745 | \$109,121 | \$56,195 | \$42,014 | \$30,054 | \$26,699 | \$22,727 |
| FPHT Revenues | \$4,529,516 | \$3,756,445 | \$3,666,053 | \$3,790,800 | \$3,896,100 | \$4,212,000 | \$4,212,000 | \$4,212,000 |
| Subtotal | \$7,328,828 | \$7,287,440 | \$6,745,882 | \$5,720,165 | \$5,338,571 | \$5,243,855 | \$5,128,653 | \$4,992,281 |
| Budget | \$3,977,578 | \$4,316,732 | \$4,872,712 | \$4,319,708 | \$4,336,771 | \$4,353,901 | \$4,371,099 | \$4,388,365 |
| ENDING RESERVE BALANCE | \$3,351,250 | \$2,970,708 | \$1,873,170 | \$1,400,458 | \$1,001,801 | \$889,954 | \$757,554 | \$603,916 |

[Annual Budget Scenario Projections July 12 2024.xlsx]Scenario 2

Scenario 1: Reduces Public Ed. ad-buy budget by an additional \$200K in 2024-2025, and postpones any additional major reductions until FY 2025-2026 (all scenarios). Projected FPHT increase of \$0.05 for FY 2024-25, with an additional \$0.13 increase for 2026-2027.

OFRI Budget Scenario Projections

Scenario 2

(actual /projected)

| | | |
|--------------------------------------|-------|-------|
| Assumed future harvest levels (BBF): | Q1-Q3 | 2.430 |
| | Q4 | 0.810 |
| | Total | 3.24 |

| | |
|---|------|
| Assumed annual budget growth | 3.5% |
| Assumed projected spend | 97% |
| Assumed annual interest rate on reserve | 3% |

| | <u>2022-2023</u> | <u>2023-2024</u> | <u>2024-2025</u> | <u>2025-2026</u> | <u>2026-2027</u> | <u>2027-2028</u> | <u>2028-2029</u> | <u>2029-2030</u> |
|-----------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Projected budget reduction target | -- | -- | -- | -\$570,000 | \$0 | \$0 | \$0 | \$0 |
| Annual Harvest (BBFT) | 4.036 | 3.354 | 3.240 | 3.240 | 3.240 | 3.240 | 3.240 | 3.240 |
| FPHT (per MBF) | \$1.12 | \$1.12 | \$1.12 | \$1.25 | \$1.25 | \$1.32 | \$1.32 | \$1.32 |

| | <u>2022-2023</u> | <u>2023-2024</u> | <u>2024-2025</u> | <u>2025-2026</u> | <u>2026-2027</u> | <u>2027-2028</u> | <u>2028-2029</u> | <u>2029-2030</u> |
|-------------------------------|--------------------|--------------------|--------------------|--------------------|------------------|------------------|------------------|------------------|
| Reserve Balance on July 1 | \$2,681,244 | \$3,351,250 | \$2,696,691 | \$1,590,933 | \$1,053,053 | \$797,874 | \$574,609 | \$497,549 |
| Interest/Other Income | \$118,068 | \$179,745 | \$100,901 | \$47,728 | \$31,592 | \$23,936 | \$17,238 | \$14,926 |
| FPHT Revenues | \$4,529,516 | \$3,482,428 | \$3,666,053 | \$3,734,100 | \$4,050,000 | \$4,106,700 | \$4,276,800 | \$4,276,800 |
| Subtotal | \$7,328,828 | \$7,013,423 | \$6,463,645 | \$5,372,761 | \$5,134,645 | \$4,928,510 | \$4,868,648 | \$4,789,275 |
| Budget | \$3,977,578 | \$4,316,732 | \$4,872,712 | \$4,319,708 | \$4,336,771 | \$4,353,901 | \$4,371,099 | \$4,388,365 |
| ENDING RESERVE BALANCE | \$3,351,250 | \$2,696,691 | \$1,590,933 | \$1,053,053 | \$797,874 | \$574,609 | \$497,549 | \$400,911 |

[Annual Budget Scenario Projections July 12 2024.xlsx]Scenario 2

Scenario 2: Projected FPHT increase of \$0.13 in FY 2025-26, and an additional \$0.07 in 2027-2028.

OFRI Budget Scenario Projections

Scenario 3

(actual / projected)

| | | |
|--------------------------------------|-------|-------|
| Assumed future harvest levels (BBF): | Q1-Q3 | 2.430 |
| | Q4 | 0.810 |
| | Total | 3.24 |

| | |
|---|------|
| Assumed annual budget growth | 3.5% |
| Assumed projected spend | 97% |
| Assumed annual interest rate on reserve | 3% |

| | <u>2022-2023</u> | <u>2023-2024</u> | <u>2024-2025</u> | <u>2025-2026</u> | <u>2026-2027</u> | <u>2027-2028</u> | <u>2028-2029</u> | <u>2029-2030</u> |
|-----------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Projected budget reduction target | -- | -- | | -\$570,000 | \$0 | \$0 | \$0 | \$0 |
| Annual Harvest (BBFT) | 4.036 | 3.354 | 3.240 | 3.240 | 3.240 | 3.240 | 3.240 | 3.240 |
| FPHT (per MBF) | \$1.12 | \$1.12 | \$1.17 | \$1.17 | \$1.27 | \$1.27 | \$1.37 | \$1.37 |

| | <u>2022-2023</u> | <u>2023-2024</u> | <u>2024-2025</u> | <u>2025-2026</u> | <u>2026-2027</u> | <u>2027-2028</u> | <u>2028-2029</u> | <u>2029-2030</u> |
|-------------------------------|--------------------|--------------------|--------------------|--------------------|------------------|------------------|------------------|------------------|
| Reserve Balance on July 1 | \$2,681,244 | \$3,351,250 | \$2,696,691 | \$1,590,933 | \$1,109,753 | \$678,075 | \$459,316 | \$297,797 |
| Interest/Other Income | \$118,068 | \$179,745 | \$100,901 | \$47,728 | \$33,293 | \$20,342 | \$13,779 | \$8,934 |
| FPHT Revenues | \$4,529,516 | \$3,482,428 | \$3,666,053 | \$3,790,800 | \$3,871,800 | \$4,114,800 | \$4,195,800 | \$4,438,800 |
| Subtotal | \$7,328,828 | \$7,013,423 | \$6,463,645 | \$5,429,461 | \$5,014,846 | \$4,813,217 | \$4,668,896 | \$4,745,531 |
| Budget | \$3,977,578 | \$4,316,732 | \$4,872,712 | \$4,319,708 | \$4,336,771 | \$4,353,901 | \$4,371,099 | \$4,388,365 |
| ENDING RESERVE BALANCE | \$3,351,250 | \$2,696,691 | \$1,590,933 | \$1,109,753 | \$678,075 | \$459,316 | \$297,797 | \$357,167 |

[Annual Budget Scenario Projections July 12 2024.xlsx]Scenario 2

Scenario 3: Projected FPHT increase of \$0.05 in FY 2024-25, with an additional \$0.10 FPHT increase every two years thereafter.



PRESENTS THE 2024 CRITIQUE & AWARDS PROGRAM

GOLD AWARD WINNER

Publishing 4 | Annual and Special Reports

for

Finding Common Ground

to

Oregon Forest Resources Institute

Inka Bajandas

John Blanchard

President



Chanac B. Bradley

President-elect

WEBSITE ANALYTICS

Oregon Forest Resources Institute



Total average
monthly visitors
18,168



Q4, FY 2023-2024

OregonForests.org

Average monthly visitors: 16,571

Pages per visit: 1.57 Visit duration: 00:20

Top inroads:
Google search (paid), Direct URL, search (organic)

Top pages:
Replanting, Home page, tree guide

Of note:
This quarter contains the bulk of the spring
educational advertising campaign

2,159 downloads this quarter

65% mobile users

LearnForests.org

Average monthly visitors: 331

Pages per visit: 6.6 Visit duration: 01:34

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

Top referrals
URLumbrella.com, OFRI public site, arborday.com

Top pages:
Search function, Homepage, bus transportation

Of note:
End of school year

321 downloads
86% mobile users

KnowYourForest.org

Average monthly visitors: 755

Pages per visit: 2.1 Visit duration: 0:29

Top inroads:
Google, Direct URL, Bing

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

Of note:
steady traffic
40% mobile device users
134 downloads, atypical reduction

OregonForestLaws.org

Average monthly visitors: 511

Pages per visit: 4.1 Visit duration: 1:35

Top inroads:
Google search, Direct URL, spam bots

Top pages:
Home page, logging, water and fish

Of note:
53 downloads