

INCREASING SOUTHEASTERN U.S. WILDLAND FIRE RESILIENCY THROUGH THE COHESIVE STRATEGY STORYMAP



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**Southern Regional
Extension Forestry**





Southeastern U.S. Fire History



Credit: Remington, *Grass Fire*

Southeastern U.S. Fire History



longleaf pine ecosystem-
a fire-dependent ecosystem

Credit: The Wildlife Society

Southeastern U.S. Fire History



prescribed fire

Improves wildlife habitat
Supports forest/ range regeneration
Reduces wildfire severity

Credit: The Nature Conservancy

Southeastern U.S. Fire History

1898 Great Fire

North & South Carolina

14 lives lost

3 million acres burned

1998 Volusia Complex Fire

Florida

111,000+ acres burned

2006 E. Amarillo Complex

Texas

900,000+ acres burned

2007 Big Turnaround Fire

Georgia

388,000+ acres burned

2016 Chimney Tops 2 Fire

Tennessee

14 lives lost

17,000+ acres burned

2017 Rhea Fire

Oklahoma

286,000+ acres burned

Data: National Interagency Fire Center

Southeastern U.S. Fire History



2018 East Point Fire
Florida

Southeastern Wildfire History

Smoke from 2016 Appalachian fires, Atlanta, Georgia



An aerial photograph of a suburban neighborhood with numerous houses and green lawns, surrounded by dense green trees. The image is framed by a thick orange border.

Southeastern U.S. Wildfire Challenges

Natural area fuel accumulation

Drought and high temperatures

Human-initiated wildfires

People living in or near natural areas

***Approximately 4.5 million US homes:
high or extreme risk of wildfires***

Data: Verisk Analytics

National Cohesive Wildland Fire Management Strategy (Cohesive Fire Strategy)



It is not a matter of if another wildfire will occur, it is a matter of when it will occur. Will we be prepared when that time comes?

Comprehensive approach to addressing US wildland fire challenges. "All hands, all lands" approach.

Three National Goals:

- Promote fire-adapted communities
- Develop fire-resilient ecosystems
- Create a safe and effective fire response

Southeast Cohesive Fire Strategy



- Success Stories
- Website
- Resources
- News/ events
- Webinars
- Outreach



www.southernwildfire.net

Reaching the Public: ArcGIS Story Map

What is a Story Map?

- Way to inform, engage, and inspire people with any story you want to tell that involves maps, places, locations, or geography.
- Web applications that let authors combine maps with narrative text, striking images, and multimedia.
- Designed to be attractive and usable by anyone.
- Great for education and outreach, including general public or specific audience.

<https://storymaps.arcgis.com>

ArcGIS Story Map: <https://storymaps.arcgis.com>

Uses of Story Maps:

Annual
Reports

Introductions

Marketing
Events

Teaching


Newsletters

Public
Relations

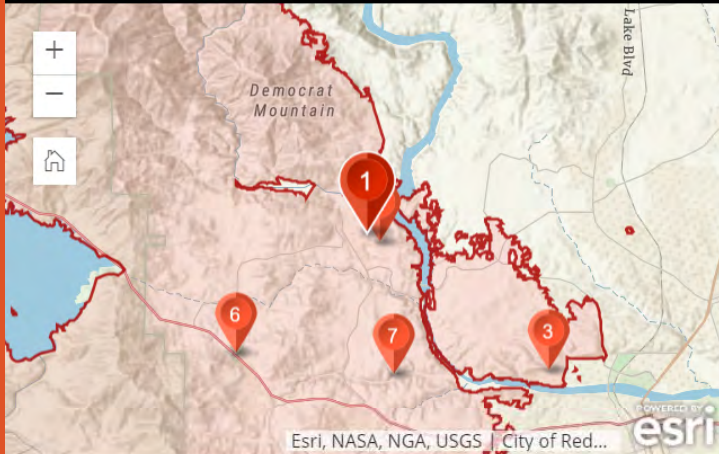
Story Maps support effective digital storytelling,
emphasizing:

Target audience, capturing attention, user-friendly
maps, simplicity, impactful templates

<https://storymaps.arcgis.com>

 Carr Fire Imagery

A Story Map





Map Tour Template



1 Keswick, east of Iron Mountain Rd

This app features 360-degree imagery courtesy of Hangar Technology. You can click and drag each image to pan around the map.

Use the arrows to the right to scroll between all locations. Scroll vertically on mobile to see all locations.

Aerial photos were collected as part of a multi agency collaboration. Licensed UAV pilots from Menlo Park

Cohesive Fire Strategy Story Map

Primary target audience: Public

Capturing attention: Images, statistics, simple interactive maps

Succinctly communicate:

- Current wildland fire challenges, risks & solutions
- Importance of fire-dependent ecosystems & prescribed fire
- Showcase southeastern successes in wildland fire activity

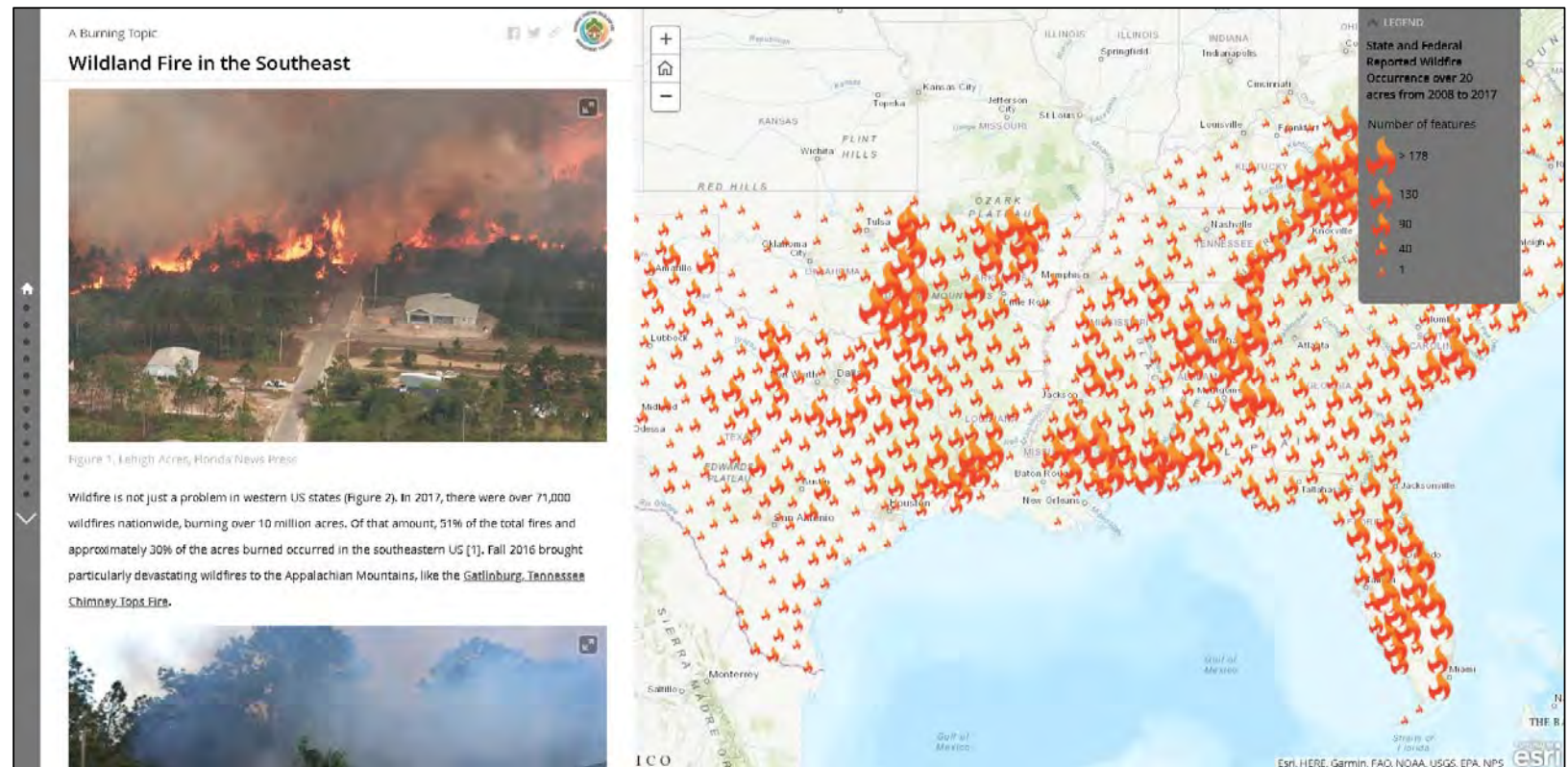
Avoid jargon, use simple language

Appropriate Template: Map Journal Template

Cohesive Fire Strategy Storymap

Components:

- **Part 1**
narrative:
SE wildfire
challenges
- **Interactive**
map:
wildfires
(2008-2017)



Cohesive Fire Strategy Story Map

Components:

- **Part 2 narrative:**
Cohesive Fire Strategy as solution to challenges
- Link to website

The image shows a side-by-side comparison of two web resources. On the left is a page from the 'Wildland Fire in the Southeast' website, titled 'National Cohesive Wildland Fire Management Strategy'. It includes text about wildfire preparedness in the southeast and lists three primary goals: developing fire-adapted human communities, restoring and maintaining landscapes, and safely responding to fire. On the right is a screenshot of the 'Cohesive Fire Strategy Story Map' website. The header features the title 'WILDLAND FIRE IN THE SOUTHEAST' and a navigation menu with links like 'About', 'Success Stories', 'News', 'Partners', 'Get Involved', and 'Contact'. A large banner asks 'DO YOU KNOW YOUR WILDFIRE RISK?' and promotes the 'SouthWRAP' tool. Below this, a 'Welcome to the Southeastern Cohesive Fire Strategy Website' section explains the importance of fire in the landscape and the need for collaboration. A 'STAY CONNECTED' sidebar on the right shows social media links and a timeline. The footer includes logos for the U.S. Forest Service and Southern Regional Extension Forestry, along with a copyright notice for 2016.

A Burning Topic
Wildland Fire in the Southeast

National Cohesive Wildland Fire Management Strategy

Wildfires will always occur in the southeast. The key is being prepared for them. Fortunately, southeastern leaders and stakeholders (fire, forestry and natural resource managers, policy makers, private landowners, and scientists) worked together to develop guidelines the region can follow to better prepare for wildfire. The National Cohesive Wildland Fire Management Strategy (Cohesive Strategy) is the culmination of these guidelines.

The vision of the Cohesive Strategy is to:

Safely and effectively extinguish fire when needed; use fire where allowable; manage our natural resources; and, as a nation, live with fire.

Though a national effort, the Cohesive Strategy provides southeastern-specific guidelines to safely and effectively live with fire through 3 primary goals:

- **Develop Fire Adapted Human Communities** - Creating and maintaining human populations and infrastructure that withstands wildfire without loss of life or property
- **Restore and Maintain Landscapes** - Creating and maintaining landscapes that are resilient to fire-related disturbances
- **Safely and Effectively Respond to Fire** - Developing and implementing safe, effective and efficient risk-based wildfire management decisions

The primary aim of the Cohesive Strategy Storymap is to communicate ways the public can "live better with fire" through the 3 Cohesive Strategy goals and showcase efforts already underway in the southeastern US achieving this.

Cohesive Strategy Goal
Fire Adapted Communities

WILDLAND FIRE IN THE SOUTHEAST

About Success Stories News Partners Get Involved Contact

DO YOU KNOW YOUR WILDFIRE RISK?

Click below to evaluate your wildfire risk using the Southern Wildfire Risk Assessment online mapping tool (SouthWRAP). This tool can be used to prioritize tactical efforts and mitigation treatments, plan community activities, and much more.

SouthWRAP

Welcome to the Southeastern Cohesive Fire Strategy Website

Fire plays an essential role in the southeastern landscape. Managed carefully, wildland fire increases the health of fire-dependent habitats such as longleaf and shortleaf pine ecosystems, is required for some plants to reproduce, and may decrease wildfire severity. Fire, however, can also be a destructive force on the landscape, threatening lives, property, and the natural environment. The Southeastern U.S. is one of the fastest growing areas in the country. This growth, notably along the Wildland Urban Interface (WUI), can create complex wildland fire management challenges. Addressing these challenges requires broad collaboration and innovative solutions from diverse stakeholders. The National Cohesive Wildland Fire Management Strategy (Cohesive Fire Strategy) seeks to address these complex challenges.

The goal of this website site is to provide an online resource for southeastern Cohesive Fire Strategy information and news and to provide tools and resources to professionals and the public that can increase landscape resiliency, protect communities and ensure a safe, effective and risk-based fire response.

SEARCH

STAY CONNECTED

Cohesive...
Like Page

Timeline Messages

Cohesive Wildland Fire Management Strategy

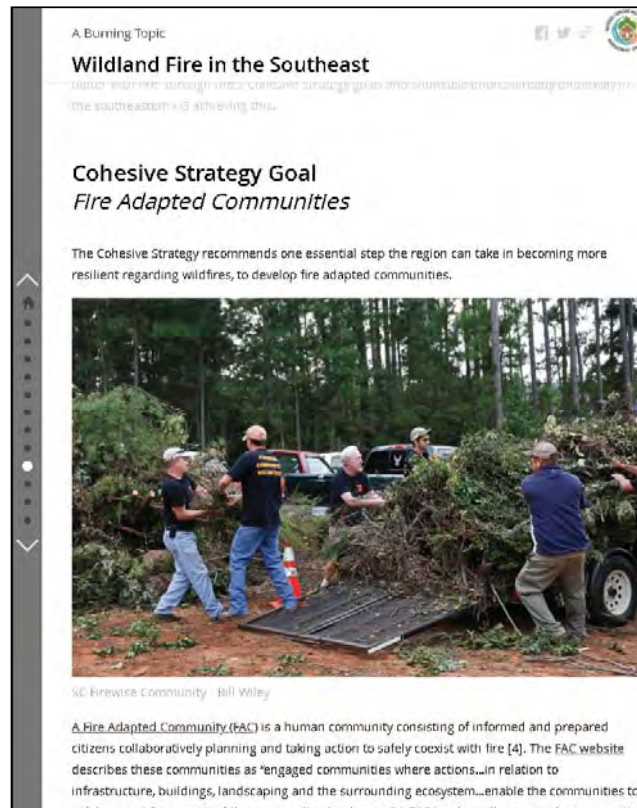
HOME | CONTACT | LOGIN

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Cohesive Fire Strategy Story Map

Components:

- **Part 3 narrative:** fire-adapted communities goal
- **Interactive maps**



Wildland Fire in the Southeast

How to Become a Fire Adapted Community

Becoming a fire adapted community is a process, with no endpoint or specific program to follow or certification to obtain. Instead, each FAC develops their own direction depending on local factors and conditions, such as government and community interests, land use, climate, and the natural environment. Within the FAC framework, however, the following resources and programs are recommended to develop and sustain a FAC:

- **FAC Learning Network.** [Image 13] The Fire Adapted Communities Learning Network is a national network of people working to build wildfire resilience capacity in fire-prone communities. Learn more about the FAC Learning Network through their Field Guide

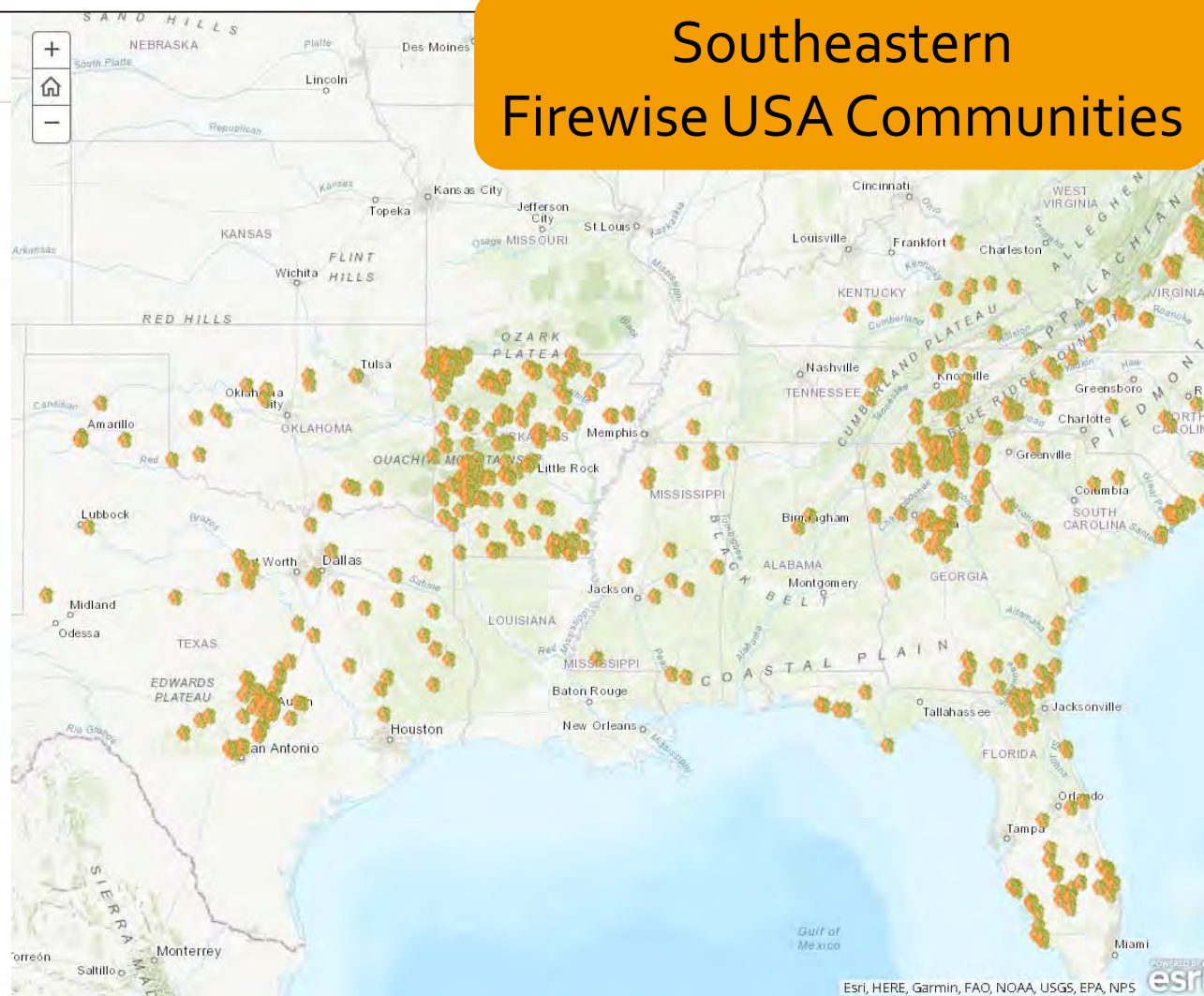


**FIRE ADAPTED
COMMUNITIES
LEARNING NETWORK**

FAC Learning Network

- **Firewise.** [Image 14] This resource provides landscape and building material recommendations that make a home safer during a wildfire. It is very helpful for homeowners to implement these Firewise recommendations, but a greater impact is made at a community-level. Get more involved in becoming Firewise by contacting your state Firewise Coordinator (AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX, VA). Firewise USA is a community recognition program that recognizes over 1,500 national Firewise USA sites. The map to the right displays all (#) southeastern Firewise USA sites. Hover over one of the icons

Southeastern Firewise USA Communities



Cohesive Fire Strategy Story Map

Components:

Part 4 narrative: promoting fire-resilient ecosystems, where we provide support for the benefits of prescribed fire use and fire-dependent ecosystems

Interactive maps:

Natural ranges of fire-adapted ecosystems

Landowner prescribed fire field days, “Learn and Burns”

Success stories of:

- Prescribed fire reducing wildfire severity
- Wildlife habitat management using prescribed fire
- Public events/ activities centered on prescribed fire

Cohesive Fire Strategy Story Map


Components:

- **Part 5 narrative:** safe and effective fire response
- **Interactive map**

A Burning Topic

Wildland Fire in the Southeast

Safe and Effective Fire Response



Firefighter in CA wildfire - Mother Nature Network

The Cohesive Strategy recommends supporting a safe and effective response to fire and this involves fire personnel who risk their lives protecting our lives, structures, and landscapes. In the southeast, the Cohesive Strategy recommends key activities that help safely and efficiently expedite wildfire response. They include some of the following:

- Training and promotion of best practices for fire personnel
- Investing in specialized fire suppression equipment
- Sharing resources (human power and equipment) "across boundaries," or between agencies
- Educating legislators and the public about the importance of prescribed fire use and other fuel reduction strategies to reduce wildfire severity

Southeastern Safe and Effective Response Success Stories



Cohesive Fire Strategy Story Map

Marketing:

- “Push Card”, or promotional card distributed to public and professional events

Lessons Learned/ Challenges:

- Getting quality spatial data- difficult
- Keeping narrative short/ deciding what is important
- Not including too many external links

Thanks for your attention.

For More Information:

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Cohesive Fire Strategy Website: www.southernwildfire.net

Facebook Page: [Cohesive Wildland Fire Management Strategy](#)

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