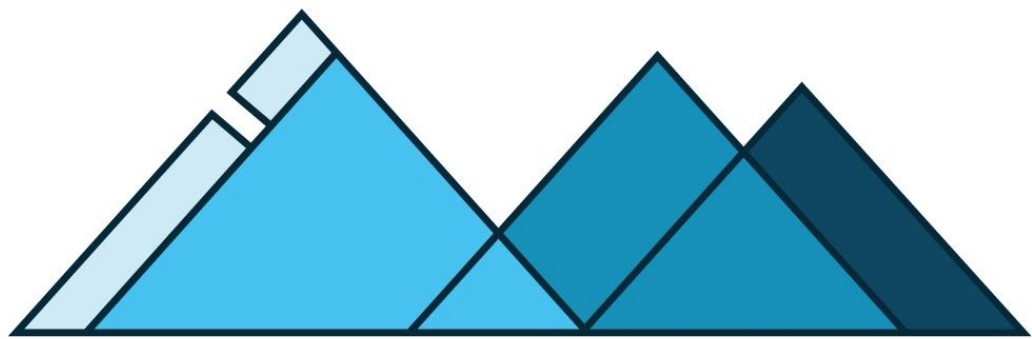


Central Oregon Avalanche Center
2019-2020 Annual Report



CENTRAL OREGON
AVALANCHE CENTER

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A personal note from your Board of Directors:

The COAC Board of Directors would like to thank the Central Oregon community, as well as it's members in other parts of the state, for their generous and continuing support. As a grassroots, user-funded organization, COAC relies almost completely on financial contributions from the membership program and event participation. The Board acknowledges the financial generosity of the community and hope that users find value in the final product and will continue to support us. We also want to acknowledge everyone that provided a public observation to the site this season...our professional observers depend on and appreciate the information you provide; the additional data points assist them in writing the bi-weekly advisories.

Additionally, the following individuals gave an incredible amount of time and energy to support our mission and we, the Board, would like to thank them for their hard work and dedication to the COAC mission and local backcountry community. The COAC Board could not function without these talented individuals who tirelessly give themselves to the mission:

Zoe Roy: Development Director

Aaron Hartz: Forecaster, Board Member and Professional Observer

Gabriel Coler: Forecaster and Professional Observer

Jonas Tarlen: Professional Observer

Phil Bowker: Professional Observer

Bruce Moffatt: Mid-Willamette Valley COAC Representative

COAC also utilized a handful of back-up professional observers this year and we would like to thank them for their contributions:

Geoff Lodge, Pete Keane, Clif Agocs, Elliot Reed, Brian Bollwitt, Nick Rasmussen, Chris Wright and Allison Miles

Additionally, the following local businesses and their employees have provided long-standing and continuing support with monetary donations, event hosting, and always being available for doing the little things that keep an organization afloat:



With that, we give you the 2019-2020 COAC Annual Report. Thanks again for allowing us to be a part of your backcountry experience.

Respectfully,

Trevor Miller, Jon Tapper, Allison Miles, Aaron Hartz, Caroline Ponzini, Kevin Grove and Adam Stroup

Season Highlights

The Central Oregon Avalanche Center has a number of highlights this season:

- We continued our relationship with Teton Gravity Research and the annual season kick-off film event. This year's film was Winterland and thanks to everyone that purchased tickets in support.
- We were invited by the Immersion Brewing Company to host our free Know Before You Go community avalanche introductory presentations in their new space, The Barrel Room.
- Upgraded the Moon Mountain weather station from 3G to 4G. Additionally the data is now available on Mesowest.
- Newly selected as the Powderhound raffle proceeds recipient along with Deschutes County Search & Rescue.
- We continued a relationship with the Dirksen Derby and were once again grateful recipients of a portion of the proceeds.
- Contracted a digital marketing professional to strengthen social platform marketing and reach.
- Received a \$5000 matching grant from NewSun Energy, which we are extremely grateful for.
- Purchased a new web platform from the National Avalanche Center that has been piloted by the Sawtooth Avalanche Center to ensure COAC has similar content and feel to the other avalanche centers in the country. Look for this upgraded platform next season.
- Hosted the second annual Bend Snow and Avalanche Workshop (BendSAW) at Central Oregon Community College. This has become our most popular event and we're hoping to capitalize on that success. Covid-19 may force us to consider alternative ways to keep this one going. Stay tuned for next season's workshop.
- Participated in the Hoodoo Backcountry Festival; we thank them for their hard work and continued relationship.
- Hosted the 3rd Annual Fresh Tracks fundraiser at 10 Barrel Brewing in Bend, OR. The event is our way of thanking members for joining our organization. Also a big thanks to Jonas Tarlen and his band Innovative Sound Therapy for Trees for headlining the event.
- Hosted Vertfest at Mt Bachelor, which has become one of the largest and most popular ski mountaineering races in the NW.

Snowpack/Weather/Observations

This was our 3rd season of issuing bi-weekly snowpack advisories to the public via our Professional Observer team of 4 individuals and a pool of alternates. Snowpack advisories were issued on Tuesdays and Fridays and are typically active for 48 hours. The Pro Observers were contracted to post one write-up per week from December through the end of the operating season (the end of April in a normal year). Local backcountry users are also able to post observations to the website. Community engagement with the avalanche center has been strong and the avalanche center greatly benefits from the flow of information. COAC also began using the international InfoEx snow data platform. InfoEx allowed our Pro Observers to share snowpack information with other local snowpack experts who operate in avalanche terrain, thereby increasing the range and amount of snowpack information available to all parties.

In addition to Central Oregon's typical storm slab and windslab problems, we had several persistent weak layers that stayed active for varying amounts of time, but were usually out of play after a few weeks. Persistent weak layers in our area highlights the need for all users to stay vigilant. Throughout

the course of the season, there were some reported close calls with avalanches in steep terrain resulting in big rides but only minor injuries.

2019-2020 COAC Snowpack Observation Summary - Dec 1 TO Mar 31 (shortened season due to COVID-19):

Pro Observations: 67

Public Observations: 50

Bi-Weekly Avalanche Advisory: 39

Mission/Board Members

The Central Oregon Avalanche Center (COAC), an Oregon 501c3 non-profit, was founded in 2009 Trevor Miller and Jon Tapper as a result of an identified need to promote increased avalanche awareness and bolster local forecasting opportunities in the Central Oregon region. Our present focus is to organize and support avalanche educational opportunities and provide information about snow conditions in the Central Oregon area.

The Central Oregon region addressed by COAC encompasses the Cascade Range from south of Mt. Hood to Klamath Falls/Pelican Butte, and is centered on the Three Sisters Wilderness. At this time, the majority of observations and advisories are focused on the Three Sisters Wilderness area since this is our primary use zone. Coverage has slowly been expanding to cover the Paulina Lake area, Mt Bailey, Santiam Pass and Mt Jefferson zones.

COAC is run by a volunteer Board of Directors. The COAC Board seats run on a 2-year term, with a possible total of 10 board member positions.

Current members and terms are as follows:

Name	Term Start Date	Term End Date	Title
Trevor Miller	April 1 st , 2018	April 1 st 2020	President/Founder
Aaron Hartz	April 1 st 2018	April 1 st 2020	Director
Adam Stroup	April 1 st 2018	April 1 st 2020	Secretary
Caroline Ponzini	April 1 st 2018	April 1 st 2020	Treasurer
Jon Tapper	April 1 st 2019	April 1 st 2021	Vice President/Founder
Kevin Grove	April 1 st 2019	April 1 st 2021	Director
Allison Miles	April 1 st 2019	April 1 st 2021	Director

Services Summary

COAC is currently providing the following services to the backcountry community:

- Free community avalanche education events, such as Know Before You Go Program, and providing an additional advertising platform for education providers via our website. KBYG events are held on a monthly basis at Immersion Brewing in The Barrel Room and we are grateful for their support. It's a great space for our presentations and the beer's good too!
- Web-based distribution of relevant mountain snow and weather data via the COAC Pro Observer Network. Additionally, the Pro Observer Plus group provides two avalanche advisories every week.
- Physical "Are You Beeping?" signage at high-use backcountry entry points. New this season are signs at Kapka Sno-Park courtesy of Ben Hansen and SledFilm. Two locations are slated for new signs in northern Klamath county and will be installed by the Walker Rim Riders riding area near Crescent Lake. Negotiations with the Crescent Ranger District regarding sign location are on-going.
- Coordination with entities such as National Weather Service, U.S. Forest Service, National Avalanche Center and other professional avalanche organizations to identify potential future partnerships, coverage gaps and equipment needed to bolster and improve forecasting.
- Provide funding to support the Pro Observer Network, maintain the COAC website, and assist in the purchase of equipment identified as the best benefit to the general public (i.e. backcountry weather stations, signage).
- Community events that promote backcountry travel, safety, and gear and raise funds for COAC identified needs.

Website – www.coavalanche.org

Site visits and use increased substantially between the 2013-2014 and the 2014-2015 seasons, dipped in 2015-2016, increased in 2016-2017, increased in 2018-2019 and slightly decreased in 2019-2020. COAC believes that the amount of snow that falls in Central Oregon directly impacts overall visits to the website, and that an average or above-average snowfall year will increase the numbers significantly. Additionally, large weather events tend to drive traffic to the website. Traffic data is calculated from September 1st 2019-May 1st, 2020. The website gets minimal site traffic in the offseason (May-August). Additionally, a decrease in traffic this season is attributed to COVID-19.

Users view on average at least three pages on the site and spend 1.2 minutes per page view when on the site. Additionally, users average around 3 sessions. A session is essentially a user interacting with the site. If there is 30 minutes of inactivity from a specific user, the session expires. Users are returning to the site at least 3 times per day.

The top five pages views are as follows:

1. Homepage: This is the primary location of main sponsor logos and gets the most significant traffic. The homepage received over 38% of all page views.
2. Observations
3. Avalanche Advisories (Weekly Summary)
4. Map: Includes the weather station and 3 most recent observations.
5. Education

Users primarily accessed the website in 2019-2020 with the following devices:

1. Desktop: 57.53%
2. Mobile 40.18%
3. Tablet: 2.28%

Website analytics for the COAC website:

Year	Total Visits (Sessions)	Total Unique Visitors	Page Views	Pages/Visit	Average Session Duration
2017-2018	25,628 visits (18% decrease over prior year)	8,246 unique visitors (16% decrease over prior year)	77,741 page views (11% decrease over prior year)	Average of 3.03 pages per visit	NA
2018-2019	40,995 visits (37% increase over prior year)	11,030 visitors (25% increase over prior year)	97,980 page views (20% increase over prior year)	Average of 3.21 pages per visit	2 min 44 seconds
2019-2020	39,085 visits (4.5% decrease over prior year)	15,759 (30% increase over prior year)	121,349 (19% increase over prior year)	Average of 3.14 pages per visit	2 min 39 seconds

Social and Traditional Media Exposure

COAC social media presence continues to grow significantly. This growth is organic and is not a result of paid promotions.

INSTAGRAM: The COAC Instagram page (<https://www.instagram.com/coavy/>) currently has 3252 followers (27% increase) and made 70 posts during the 2019-2020 season.

FACEBOOK: The COAC Facebook page (<https://www.instagram.com/coavy/>) has 2388 page likes (13% increase).

TWITTER: The COAC Twitter account (<https://twitter.com/coavy>) has 184 followers (22% increase).

MAILING LIST: COAC collects emails at events as well as via its website. The mailing list grew to 1357 subscribers (17% increase) during the 2019-2020 season. Thirteen email campaigns were sent for the 2019-2020 season and open rates averaged 28%.

TV/RADIO/NEWSPAPER: COAC staff conducted several interviews throughout the season with television and print outlets. COAC was featured on KTVZ TV, KTVZ.com, MyWindow, The Bend Bulletin newspaper,

The Source newspaper. Most of these interviews focused on avalanche awareness and education opportunities in Central Oregon.

Education

COAC presented eleven “Know Before You Go” avalanche awareness classes during the 2019-2020 season, five in Bend, three in Salem, one in Eugene, one in Monmouth and one at Warner Canyon Ski Area.



The target audience for these clinics was either motorized or non-motorized winter backcountry enthusiasts. Attendee experience with backcountry travel and avalanche education spanned the spectrum from novice to Avy Level 2-3.

The primary focus at the Know Before You Go presentation was to introduce attendees to what avalanches are, the dangers associated with avalanches, basics in avoiding avalanches, and an overview of avalanche rescue. The secondary focus was to inform those attending as to what COAC is about and how COAC can assist them with finding additional avalanche education opportunities, avalanche advisories, and web-based avalanche information products. It was also stressed that the success of COAC is dependent on community involvement and financial support.

To the casual observer, these clinics may appear to not have much of an impact, as they are short in duration and only provide a basic overview of avalanche safety and the avalanche center. But these avalanche awareness clinics are a vital part of the avalanche safety loop. Clinics provide the foundation to attendees who may have never considered hazards associated with avalanches, where and how to obtain avalanche-related information, and perhaps advancing their avalanche safety skills by taking a more in-depth avalanche course. These clinics are critical to improving avalanche safety in our region and for our family and friends.

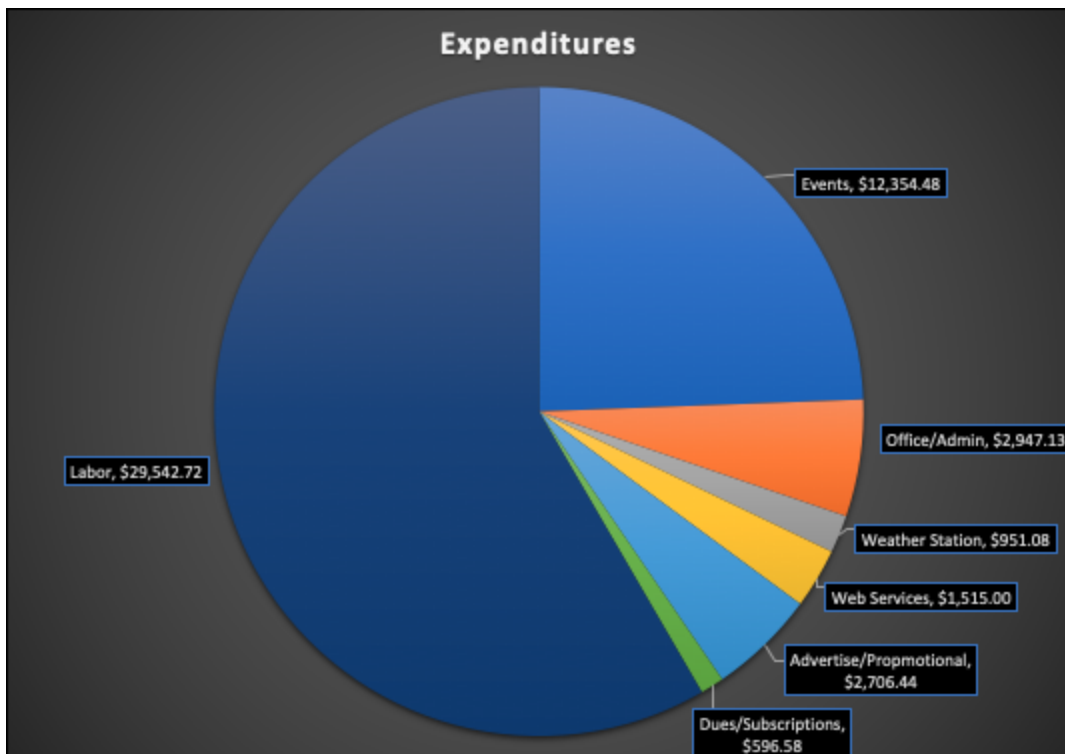
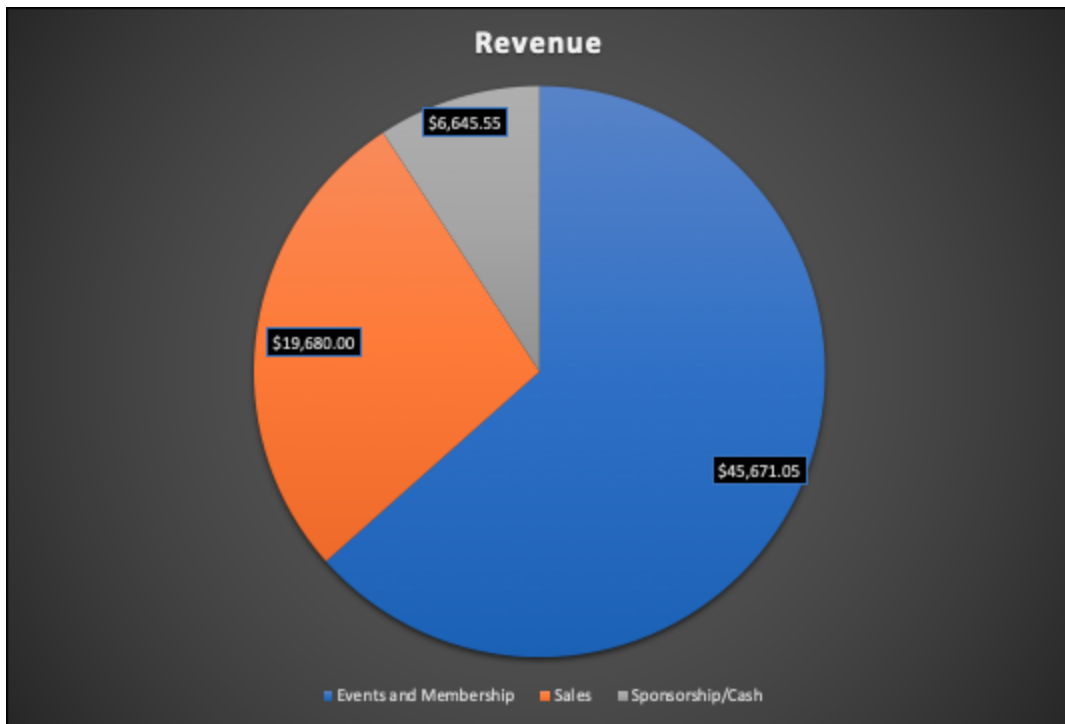
Date	Class	Location	Sponsor	City
11/19/2019	Know Before You Go	Immersion Brewing	SheJumps/COAC	Bend, OR
12/3/2019	Know Before You Go	Immersion Brewing	COAC	Salem, OR
1/7/2020	Know Before You Go	Immersion Brewing	COAC	Bend, OR
1/8/2020	Know Before You Go	Salem Summit	Oregon Nordic Club	Salem, OR
1/14/2020	Know Before You Go	Pringle Hall	Oregon Nordic Ski Club	Salem, OR
1/15/2020	Know Before You Go	Berg's Ski Shop	COAC	Eugene, OR
1/23/2020	Know Before You Go	Peter Courtney Health & Wellness Center	Western Oregon University	Monmouth, OR
2/4/2020	Know Before You Go	Immersion Brewing	COAC	Bend, OR
2/19/2020	Know Before You Go	Pietro's Pizza	Mt. Jefferson Snowmobile Club	Salem, OR
2/21/2020	Know Before You Go	Warner Canyon Ski Area	COAC	Lake County, OR
3/3/2020	Know Before You Go	Immersion Brewing	COAC	Bend, OR

Weather Station

The weather station continues to provide valuable data for our community of users. In December 2019, COAC replaced the old 3G cell modem with new 4G hardware. This was necessary as our service provider was phasing out the 3G network. The upgrade was beneficial because the new modem uses less power, meaning that the weather station was able to maintain power throughout the entire winter. The data feed now updates hourly on the Mesowest network. It is free to access by clicking on the weather station link on the COAC homepage.

Revenue and Expenditures

A summary of revenue and expenditures is provided below and on the next page.



COAC continues to rely heavily on local community support for its funding and operations. COAC is one of the few avalanche centers in the country that operates on this private model. Hatcher Pass, Wallowa,

Crested Butte, Missoula and Kachina Peaks also use this type of funding model. We currently receive no financial support from public entities such as the USFS or “Friends Of” groups which is common in other jurisdictions.

Memberships

COAC continues fostering community engagement through the membership drive. 182 memberships were sold throughout the year, raising approximately \$10,000. Each individual received a tax-donation acknowledgement letter as well as a unique 2020 member sticker along with a hat or t-shirt depending on the level of membership purchased.

Event Highlights

TGR:

Continuing a partnership that began in 2009, COAC was again able to leverage a relationship with Teton Gravity Research to host two showings of their film “Winterland” at the Tower Theater on September 28th.

Movie Nights:

Pine Mountain Sports generously made COAC the recipient of raffle proceeds from their annual Powderhound Movie Night. COAC was awarded \$6,500. This is a huge benefit to COAC and we are very appreciative of the support.

Bend Snow & Avalanche Workshop:

The second annual BendSAW took place on November 9th, 2019. It was held again on the Central Oregon Community College campus and sold out all 250 tickets. It has become one of COAC’s most consistent fundraisers and grossed \$11,160. We are looking into new and bigger venue options or possibly a mobile version due to the current COVID-19 situation, for the 3rd annual BendSAW in the fall of 2020.

Fresh Tracks:

The 3rd annual Fresh Tracks Fundraiser took place at 10 Barrel Brewing on February 1st, 2020. 10 Barrel generously provided their event space, food and drinks at a reduced cost and approximately 175 people attended to mingle with fellow backcountry enthusiasts, bid on silent auction items, enjoy music provided by COAC Pro Observer Jonas Tarlan’s band and immortalize the night with a photo booth sponsored by Mountain Supply. COAC raised \$6,270, acquired 90 new or renewed members, and considered it a very successful third fundraiser of its kind. The fourth annual Fresh Tracks is scheduled for winter 2021.

VertFest:

For the eighth year in a row, COAC partnered with Mt. Bachelor to host Vertfest on February 29, 2020. Vertfest was originally a four stop mountain festival dedicated to raising the level of snow safety education and stoke for backcountry enthusiasts, and supporting the efforts of avalanche centers everywhere. Currently it’s hosted at Mt Bachelor and Alpentel Ski area on Snoqualmie Pass. Vertfest has become one of the largest ski mountaineering races in the Pacific Northwest and continues to be one of our more popular events. Thank you for supporting it!



Photo Credit goes to COAC's own Jon Tapper



Photo Credit Jon Tapper



Photo Credit Jon Tapper

We are grateful to title sponsor NewSun Energy, main sponsors Black Diamond and Hydro Flask, and the numerous Supporting Sponsors.

Registration at Vertfest increased (130 racers in 2020 vs. 103 in 2019). Racers received awesome swag with gear from Hydro Flask, Rhino Skin Solutions and Copa Bev Co. The clinics offered by Oregon Ski Guides (Introduction to Backcountry Skiing/Snowboarding and Companion Rescue) were well attended and generated a lot of enthusiasm. The Vendor Village was located at the base of Red Chair and was a huge success, with a dozen vendor tents, a fire pit, the Mt Bachelor food truck, Humm Kombucha samples, and ski and snowboard demos provided by Black Diamond, Crow's Feet Commons, Mountain Supply and DynaFit. Product donations totaled over \$3000. Between racer registration and sponsor support, the total funds raised by the 2020 Vertfest were approximately \$5000 (a decrease from the prior year's \$6800).

Sponsors

Since its inception, COAC has seen phenomenal product support from outdoor recreation and local companies for its raffles and prizes. COAC would like to acknowledge the product and cash donations of the following companies over the past year:

Hydro Flask | Outdoor Research | Picky Bars | Black Diamond | UBS | Spark R&D | Mt. Bachelor | Cheetah Factory Racing | Patagonia | Snoplanks | Ortovox | Voile | Giant Loop | Patagonia | Oregon Ski Guides | Three Sisters Backcountry | Pine Mountain Sports | Crow's Feet Commons | Mountain Supply of Oregon | Sunnyside Sports | Skjersaa's | New York City Sub Shop | 10 Barrel | Teton Gravity Research | The Ski Journal | Frequency – The Snowboarder's Journal | BCA | Pizza Mondo | Kebaba | Strictly Organic | Ruffwear | Blackstrap | BendBroadband | Patagonia of Bend | Progressive Screen Printing | BendBroadBand | Skjersaa Group | New Sun Energy | Wild

Oregon Foods | Free Range Equipment | Petzl | Wildish | Ruffwear | Bunk & Brew | Rebound
Physical Therapy | Tailgate Industries | NW Alpine | Dirksen Derby | Pro Caliber Motorsports |
Central Oregon Adventures | Black Diamond | Trew | Bend Rock Gym | North Drinkware | Cairn |
Hoodoo | AquaGlide | The North Face | Jones Snowboards | DynaFit | Osprey | Rumble | Ben &
Jerry's Bend | Rhino Skin Solutions | New Sun Energy | Mt Bachelor | Immersion Brewing

Next Season Goals

- COAC is currently a Type 2 avalanche center and is exploring the possibility of becoming a Type 1.5 (not defined yet by NAC) and what is required for this to happen. Being a Type 1.5 is being explored between COAC and the National Avalanche Center as a way to provide more information to the backcountry community.
- Extend outreach to the motorized recreation community by providing additional web content that impacts this important user group.
- Extend coverage area of center outside the Three Sisters Wilderness Area.
- Upgrade “Are you Beeping Signs” at Dutchman Flat.
- Build specific fundraising support for an additional motorized pro-observer.
- Continue pursuing partnership with the USFS Bend Fort Rock Ranger District.

2019/2020 Members

Thank you to all who purchased memberships this season. Your support is critical to the continued functioning of the Central Oregon Avalanche Center.

Ben Henson	Patrick Fowler	Russ Omizo	Dane Anderson
Reese & Helen Shephard	Carrie Tomlinson	Adam Adamski	Robert Hairston-Porter
Daniel Hall	Shane Roy	Seth McGovern	William Halligan
Troy Johnston	Greg Cooperrider	Aaron Ogorzalek	Roric Brown
Michelle Dobson	Hal Wershaw	Ryan Sneak	Karen Daniels
Mo Johnston	Patrick Kailey	Josh Dirksen	Ralph Tolli
Monica Welcker	Adam Zagorsky	Dirksen Derby LLC	Rainer Rothbacher
Ethan Broder	Graham Zimmerman	Joanne Keen	Richard Scott Nelson
Brad Frenette	Cliff Agocs	Benjamin Suppe	Tyler Swanson
Randall Smith	Sean Chiasson	James Greenleaf	Jessica Callinan
Corey Schott	Dave Rasmussen	Douglas Downs	Milsia Makris
Daniel Stern	Frank Pride	Tina Pavelic	Jake Stephens
Raymond Velez	Daniel Yeager	Nancy Gurley	Brian Barry
Drew Smith	Jason Sniden	Timothy Fox	Don Hutchison
Trygve Bjornstad	Neil Geisler	Ryan Altman	Cody Gillenwater
Brady Sherwood	Wayne Ball	David Anderson	Carol Carson
Jamie Dawson	John Stewart	Kevin Hopper	Dustin Gurley
RJ Hannah	Bryce Kellogg	Tosch Roy	Cammon Turner
Ellen Hassett	Corey Green	Maya Holzman	Lisa Smolenska
Dustin Flath	John Vipiana	Abby Becker	Ben Straughan
Seth Reynolds-Mohler	Natalie Danielson	Jana Mines	Lindsay Urguhart
Benjamin Suppe	Charlotte Dadabay	Gillian Salton	Jake Smith
Chris Jones	Michael Senseman	Jonathan Moore	Curtis Horner
Bobby Kallam	Wesley Steen	Daniel Minter	Elise Kukulka
Randin King	Ty Ball	Oliver Rye	William Robison
Bob Kuehn	Anna Browning	Pete Caligiuri	Christa Nash-Weber
Yiorgos Makris	Mike Schmeiske	Shawn Clark	Rebecca Hynes
Patrick Cougill	Jeff Traylor	Lindsey Clark	Kara Difrancesco
Joel Hammond	Elliott Reed	Austin Fox	Marissa Hirst
Barry Wicks	Curtis Cizek	Allison Miles	Andrew Emerson
Jim Mead	Betsy Norsen	Papi Hatch	Hilary Garrett
Michael Greene	Mark Simila	Valerie Niggel	Jonathan Tapper
Leslie Ades	Tony Cosby	Mason Lacey	Claire Powell
Scot Kellar	Greg Miller	David Weil	Gregory Nieckarz
George Craig	Brian Bollwitt	Chris Luzier	Cory Poulin
Grant McFarren	Edward Kustoff	Matt Whiteley	