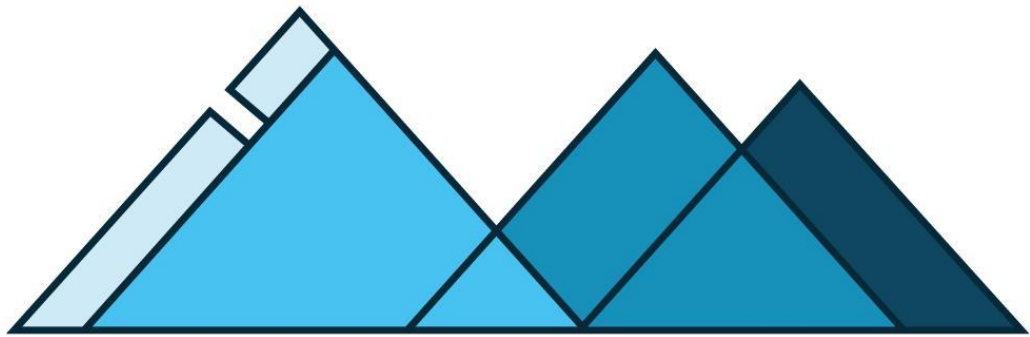


Central Oregon Avalanche Center
2020-2021 Annual Report



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 its 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 Covid -19 situation had a significant impact on the organization and the execution of its fundraising activities. The Central Oregon community was very generous this past year with donations which enabled the organization to continue providing the services that the backcountry community depends on.

As a side note, the board seriously debated this past year whether or not to offer forecasting services prior to the start of the season. As you will recall, the center routinely only offered two snowpack summaries a week and no forecasting combined with four professional observations each week during the winter season.

Despite the financial risk, and with minimal expectations of being able to afford the upgrade, the board decided to proceed with the new weekend forecasting model as we all generally felt that the large number of users in the backcountry would benefit. We believe we made the right decision.

We would also like to recognize the various individuals who keep the organization running and want to communicate how grateful we are for their service to the community as well as the organization.

Zoë Roy: Development Director

Zoë has been the Development Director for the organization for the past five years. She is responsible for all event planning and execution, sponsorship, and fundraising for COAC.

Aaron Hartz: Forecaster, Professional Observer and Board Member

Aaron is a professional ski and rock guide for Oregon Ski guides and has been involved with COAC since 2013. He provides forecasting services to the organization.

Gabriel Coler: Forecaster and Professional Observer

Gabe is a professional ski and rock guide for Oregon Ski Guides and provides forecasting services for COAC. Gabe has been involved with the organization in a professional capacity since 2014.

Jonas Tarlen: Professional Observer

Jonas is the co-owner along with his wife Anna of Three Sisters Backcountry based in Sisters Oregon. He has been involved with COAC since nearly the beginning of the organization in 2009.

Phil Bowker: Professional Observer, Professional Ski Patrol Mt Bachelor Ski Area

Phil has been involved with COAC since 2017.

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, Elliot Reed, and Allison Hartz.

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



We would also like to recognize New Sun Energy and Visit Bend for their significant contributions to the organization. We are extremely thankful for their continuing support.



Thanks again for allowing us to be a part of your backcountry experience.

Respectfully,

Trevor Miller, Jon Tapper, Aaron Hartz, Kevin Grove and Adam Stroup

Season Highlights

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

- Introduced the hybrid forecasting model which included avalanche forecasting for the first time in Central Oregon on a Friday through Monday basis.
- Implemented the National Avalanche Centers shared web platform in support of the hybrid forecasting model.
- Hosted the third annual Bend Snow and Avalanche Workshop (BendSAW) virtually, thanks to COVID-19.
- Combined the 4th Annual Fresh Tracks fundraiser with Vertfest and hosted virtually for a week.

Forecasting/Snowpack/Weather/Observations

This was our 1st season avalanche forecasting to the public. Aaron Hartz and Gabriel Coler performed the forecasting duties while Phil Bowker and Jonas Tarlen continued to provide professional observer observations to the website.

Forecasts were issued everyday starting on Friday prior to the weekends and ending on Monday. Each forecast was active for 24 hours until the next forecast was issued.

Local backcountry users also continue to provide observations via the website. Community engagement with the avalanche center has been strong and the avalanche center greatly benefits from the flow of information. The community snowpack observations are a key piece of information our snow professionals use when trying to understand local conditions. Forecaster/Observers also continued to use InfoEx, which allows forecasters/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.

This season's storm cycles produced the 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 but no fatalities or major injuries.

Mission/Board Members

The Central Oregon Avalanche Center (COAC), an Oregon 501c3 non-profit, was founded in 2009 by 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.

There has been an increased number of observations submitted from the community in areas outside the Three Sisters Wilderness which indicates to the board that a wider coverage range is needed.

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.

Board members are as follows:

Name	Term Start Date	Term End Date	Title
Trevor Miller	April 1 st , 2020	April 1 st 2022	President/Founder
Aaron Hartz	April 1 st 2020	April 1 st 2022	Director
Adam Stroup	April 1 st 2020	April 1 st 2022	Secretary
Jon Tapper*	April 1 st 2019	April 1 st 2021	Vice President/Founder
Kevin Grove*	April 1 st 2019	April 1 st 2021	Director

*Term expired, currently operating as executive advisors with voting privilege until new members are onboarded

Services Summary

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

- Fund forecast operations for the avalanche center with 3 staff personnel during the season.
- Free community avalanche education events, such as Know Before You Go Program, and providing an additional advertising platform for education providers via our website.
- Web-based distribution of relevant mountain snow and weather data via the COAC Pro Observer Network.
- 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 2019/20 and 2020/21 seasons, influenced by continued population growth in the Central Oregon area and the COVID-19 pandemic on outdoor recreation in general. Traffic data is calculated from Sept 1, 2020-Jul 1st, 2021. The website gets minimal site traffic in the offseason (July-August).

The below table provides user interactions over the last 3 operating seasons.

Website analytics for the COAC website:

Year	Total Visits (Sessions)	Total Unique Visitors	Page Views	Pages/Visit	Average Session Duration
2018-2019	40,995 visits (37% increase over prior year)	11,030 visits (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	40,857 visits (No Change)	16,538 (30% increase over prior year)	125,003 (22% increase over prior year)	Average of 3.06 pages per visit	2 min 38 seconds
2020-2021	79,809 (95% increase over prior year)	31,899 (93% increase over prior year)	281,920 (125% increase prior over prior year)	Average of 3.53 pages per visit	2 min 19 seconds

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 remains to act as the primary entry point for users into the platform.
2. Avalanche Forecasts
3. Observation Page
4. Education
5. Map: Includes the weather station and 3 most recent observations.

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 (47% increase) and made 64 posts during the 2020-2021 season.

FACEBOOK: The COAC Facebook page (<https://www.instagram.com/coavy/>) has 2885 page likes (21% increase).

TWITTER: The COAC Twitter account (<https://twitter.com/coavy>) has 199 followers (8% increase).

MAILING LIST: COAC collects emails at events as well as via its website. The mailing list grew to 1660 subscribers (22% increase) during the 2020-2021 season. Nine email campaigns were sent for the 2020-2021 season and open rates averaged 29%.

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 four “Know Before You Go” avalanche awareness classes during the 2020-2021 season, all virtual.

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.

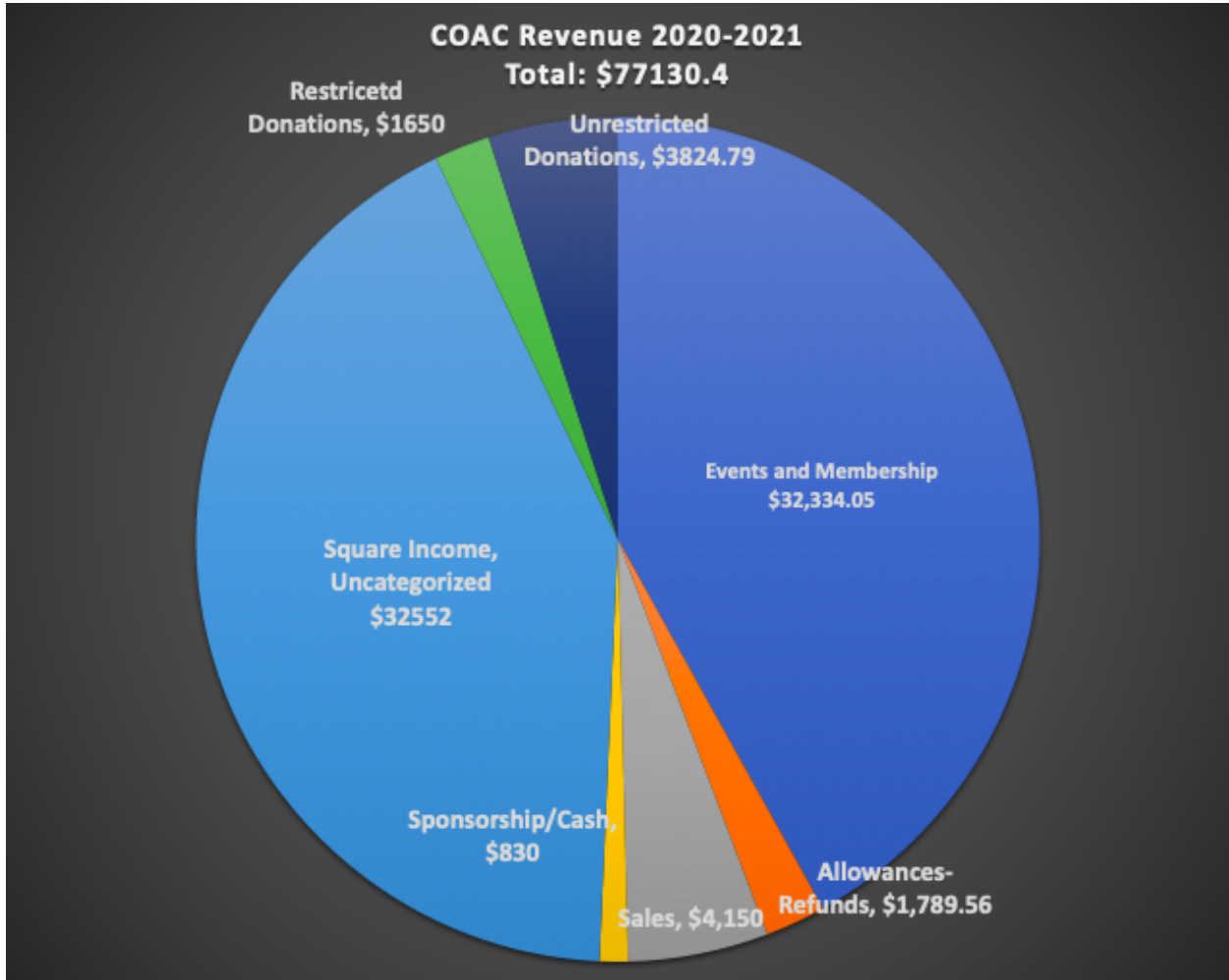
Weather Station

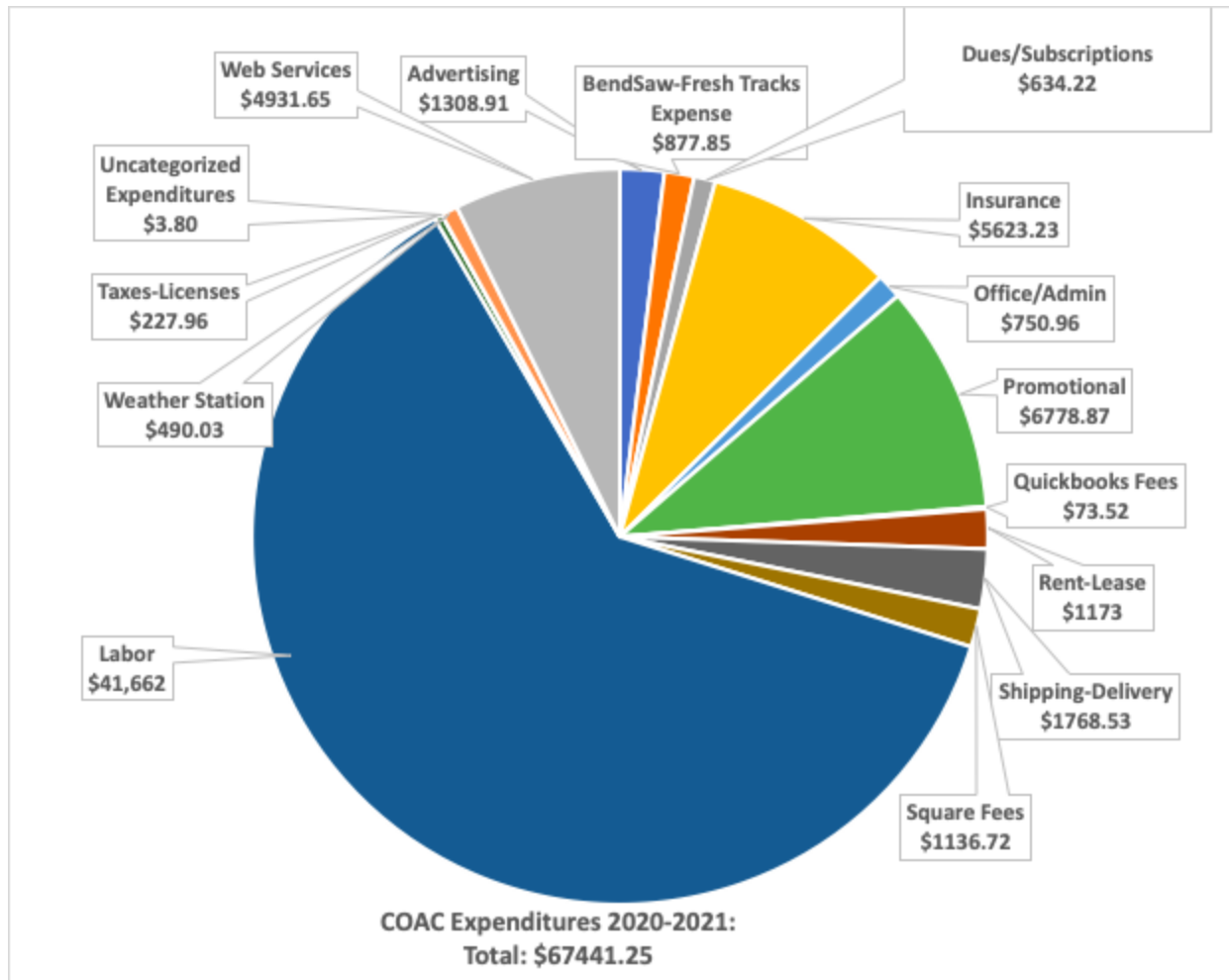
The weather station continues to provide valuable data for our community of users. The data feed continues to update hourly on the Mesowest network. It is free to access by clicking on the weather station link on the COAC homepage.

Additionally, COAC has started the process and discussions around placing a weather station on Paulina Peak.

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. We were surprised and humbled by the amazing support received this past season despite the challenges of the COVID-19 situation. (Thank you for keeping the center going!)

COAC is one of the few avalanche centers in the country that operates on a 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 \$21,120. 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.

The membership program continues to be one of our better fundraisers for the organization and the best part is that the money comes from the community of users that rely on COAC for their backcountry information. Thanks to all who purchased memberships.

Event Highlights

Bend Snow & Avalanche Workshop:

The third annual BendSAW took place on November 14th, 2020. Thanks to COVID, the event was held virtually. Seven avalanche professionals provided exciting content and presentations to our community. This is quickly becoming one of our most popular events and we are hoping to be able to host it in person at the start of the 2021 season. We had 215 attendees and raised \$6000 for the organization.

Fresh Tracks:

The 4th annual Fresh Tracks fundraiser was held virtually this season as a silent auction. It was hosted on 32auctions.com and was online for one week. The event coincided with Vertfest. We had 43 auction items and raised \$5823.69.

Vertfest:

The 9th annual Vertfest was hosted virtually this year (anyone tired of COVID yet?) and spanned nine days. There were 179 participants, both local and out of state, and all received a Hydroflask engraved with the COAC logo. It was great to see the turnout for our signature event despite all the restrictions surrounding COVID. We are hoping to be back in person in some form at Mt Bachelor in 2022! Vertfest raised approximately \$2260 for the organization.

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 | 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

Organizational Goals

- Continue to explore the installation of a weather station on Paulina Peak.
- Continue to assess the viability of a 7 day a week forecasting center.
- Extend outreach to the motorized recreation community by providing additional web content that impacts this important user group.
- Extend coverage area of the center outside the Three Sisters Wilderness Area.

- Build specific fundraising support for an additional motorized pro-observer.
- Continue pursuing partnership with the USFS Deschutes National Forest.
- Upgrade web platform.
- Explore the idea of hiring a bookkeeper and possibly an Executive Director.

2020-2021 Members

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

Aaron Boone	Brigid Kennaday	David Butler	Jamie Dawson	Logan Olsen	Oliver Rye	Sean Becket
Aaron Wilson	Bryce Kellogg	David Hackett	Jamie Vogel	Luke Wolfe	Olivia Darwin	Sean Bissell
Adam Drummer	Caitlin Reed	David Hall	Jane Ward	Lynn Green	Oskar Zehren	Sean Chiasson
Adam McKibben	Cam Turner	David Reuss	Jarred Baker	Mackenzie Stabler	Patrick Cougill	Shane Roy
Adam Richards	Carmen LaMacchia	David Smullin	Jason Albert	Marc Jeannotte	Patrick Orr	Shawn Clark Shenandoah Sampson
Adam Steffen	Carolyn Husmann/Deb Stein	David Weil	Jay Dichery	Maria Madden	Paul LaCava	
Aidan Whitelaw	Carrie Tomlinson	Deena Gomber	JB Nye	Mark Curry	Penn Meringolo	Skimo Co
Alan Ptak	Cassidy Quistorff	Derek Cardinale	JC Tehan	Mark Gonsky	Pete Alport	Stephanie Tuner
Alec Lawrence Entress	Chad Buelow	Devon Powell	Jereme Monteau	Mark Goodman	Pete Caligiuri	Stephen Stockdale
Alex Taran	Chad Davison	Dirksen Derby	Jess Bartush	Mark Simila	Peter LoVerso	Suzanne McCormick
Alexander Macdonald	Charles Brighton	Don Hutchison	Jessica Beauchemin	mark Stapleton	Phil Schoesler	Syver Pearson
Alissa Hettinga	Charlotte Dadabay	Doug Benedon	Jessie Schafer	Mary Carroll	Philip Gordon	Tamara Donnelly
Amber Langley	Cheney Chatwin	Doug Dryden	Jim Greenleaf	Mason Lacy	Radley Clothier	Tennyson Jones
Andrew Glenn	Chris Luzier	Dustin Gurley	Jodine Jeffers	Matt Cline	Rainer Rothbacher	Tess Phillippi Thomas G. Mossinger
Andrew Henderson	Chrissy Gaul	Dylan Teichroeb	Joe Madden	Matt Crawford	Riley Lundquist	
Andrew Jones	Christopher Bailey	Eli Zatz	Joe Smith	Matt Fox	Robert Pfister	Thomas Wilson
Andrew Laakmann	Christopher Reimann	Elise Kukulka	John & Nancy Sorlie	Matt Lieto	Robert Zehren	Thomas Yeoman
Andrew Laakmann	Christopher Rhoads	Elliott Reed	John Sterling	Matt Morenzoni	Randin King	Thomas Zajac
Andy Benish	Chuck Norton	Emily Wendel	Josh Dirksen	Matthew P Clausen	Rebecca Bar	Tim Green
Angelina swanson	Claire Cereghino	Eric Freckman	Josh Edwards	Matthew Sievert	Rebecca Hynes	Timothy deRosa
Anita Wilkins	Claire Christensen	Erik Ling	Josiah Esper	Max Nye	Reese Shepard	Tina Pavelic
Annie Fast	Clarence Greff	Erik Maass	Josie Norris	Maya Holzman	Ren Walkenhorst	Todd DeBonis
Anthony Biolatto	Clay Fox	Ethan Broder	Julie Donnelly	Megan MacNeill-Yeoman	Renee Patrick	Todd Hoffman
Austin Gillem	Cobin Soelberg	Evan Ludmer	Julie Nist	Meghan O'Malley	Richard Bartkowiak	Troy Johnston
Austin Gillem	Cody Gillenwater	Franco Fogoliato	Jym Bridger	Michael Preising	Riley Lundquist	Tyler Drace
Austin Kingsly	Cody Negrete	Frank Groundwater	Karen Levy	Michael Shim	Robert Pfister	Tyler Simons
Barnaby Bielskis	Cole Bramley	Gabe Christian	Kat Dougherty	Michael Staron	Robert Zehren	Ukiah Yeager-Woock
Barry Wicks	Cole Stuller	Gary Rischitelli	Kathy Farrell	Mike Harper	Ross Centers	Val Leonardo
Basim Kadhim	Corie Traylor	George Craig	Katie Hayden-Lewis	Mike Majerczyk	Russ Omizo	Valerie Niggel
Ben Brewer	Corky Luster	Giles Cranston	Katrina Langenderfer	Miles Britton	Ryan Altman	Whitney Drew
Ben Henson	Cory Eisele	Graham Zimmerman/ Bedrock Film Works LLC	Kevin Grove	Monica Welcker	Ryan Cleary	Yiorgos Makris
Ben McLeod	Cory Poulin	Grant/Katie Riggs	Kevin Hopper	Monika Acosta	Ryan Comeau	Zach Hill
Ben Suppe	Dan Serpico	Henry Daniels-Koch	Kevin Max	Nate Peterson	Ryan Servatius	
Beth Ann Orton	Dan Stern	Hilary Garrett	Kevin Porterfield	Nathan Hurley	Sam Burstein	
Bob Madden	Dan von Allmen	Ian Snyder	Koorosh Rassekh	Neil Baungard	Samuel Elcik	
Brant Wommack	Daniel Hall	Jackson Broshear	Kristin Lassala	Nicholas Boswell	Sanders Nye	
Brian Grossman	Danielle Nye	Jacob Streng	Lev Stryker Fam	Nick Jordan	Sara Pascal	
Brian Maxon	David Anderson	Jake Birchard	Liana Jones	Nickolas Birdseye	Sarah Miller	
Brian Sigler	David Baczek	James Robert Collins	Lindsey Clark	Noah Metzler	Scot Kellar	
Brian Zager	David Bennett	James Watts	Line Moisan	Nova Hogge	Scott von Eschen	

