

Lower Hudson PRISM 2018 Action Plan

Capacity Building - Goal 1: *The Lower Hudson PRISM has a robust public identity, strong internal structure and a sustainable resource base to continue its mission.*

The strategies for achieving this goal should include coordinating partners, volunteer recruitment and training, and public and local government engagement.

2018 Objectives

- A. Increase our public visibility to have the LHPRISM be known as the go-to place for regional invasive species information
- B. Maintain our strong internal structure by growing our active membership, sustaining membership and enabling partners to be more fully engaged
- C. Continue to work on developing a sustainable resource base

Action Plan

- A. Increase our public visibility to have the LHPRISM be known as the go-to place for regional invasive species information

(See also Information Exchange goal for related actions)

- 1. Write and issue press releases for activities the PRISM undertakes and publicizing funded projects with focused efforts for specific events.

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Send out monthly request to partners for upcoming events		Monthly
Writing Press releases	Janis Butler	As needed
Build up expert list for fact checking	Linda Rohleder	January
Build and amend list of regional media contacts	Janis Butler	

- 2. Create content to increase the LHPRISM's credibility.

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Identify group to work on creating content	Eric Stone Glenn Sungela Joyce Tomaselli	January
Write articles to publish in newsletters &/or newspapers	Nicole Wooten (1-2 articles)	January
Record videos to make available via our web site/social media		

- B. Maintain our strong internal structure by growing our active membership, sustaining membership and enabling partners to be more fully engaged

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1. Conduct another partner survey to help determine where the LHPRISM or its partners lack capacity to meet PRISM objectives
 - a. Include some questions on partner survey about satisfaction with partner agreement
 - b. Ask for networking opportunity topics people want to talk about. May be some structure to the networking.
 - c. Find out what training might be useful to offer, etc.

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Draft survey questions	Eric Stone Carrie Sears Glenn Sungela Tate Bushell Taro letaka	January
Send out survey	Linda Rohleder	End January
Report on survey results		March
Plan actions based on survey results		March/April

2. Focus on engaging new partners from under-represented areas (e.g. aquatics, academic institutions, foresters)

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Identify prospects	Katie Terlizzi Christopher Gow	
Assign partners to contact prospects		
Invite prospects to attend March mtg		

3. Develop and maintain resources for Partners

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Maintain Partner handbook	Christopher Gow	
Maintain and make available Partner contact list	Christopher Gow	
Work on Partner portal area of web site for distribution and sharing of resources for partners	Christopher Gow	

4. Make meetings more valuable to attendees

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Schedule partner presentations for January & March mtg	Linda Rohleder	
Have a talk at March mtg focused on a topic aimed at potential partners	Linda Rohleder	
Continue to schedule adequate	Linda Rohleder	

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time for networking. Allow more opportunity for partners to share what they're doing especially informally		
Continue to have an outdoor component to meetings, when appropriate	Linda Rohleder	
Continue to rotate meeting locations	Linda Rohleder	

C. Work to ensure that the LHPRISM has a sustainable resource base and partners have the capacity to address invasive species issues.

1. Provide support for dealing with mile-a-minute infestations through the USDA Mile-a-minute biocontrol program.

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Renew mile-a-minute program with USDA	Linda Rohleder	March
Hire mile-a-minute intern	Linda Rohleder	June

2. Develop project proposal and selection process for control projects to be taken on by the LHPRISM seasonal crew to allow partners to share the capacity of the crew

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Pilot the project selection process for 2018 season	Mike Young	January
Refine process for 2019	Mike Young	November

3. Continue to fund contracted projects via our request for proposal (RFP) process.

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Issue RFP	Linda Rohleder	January
Select projects	LHPRISM Steering Comm	February./ March

4. Seek out funding for specific projects such as additional boat stewards, forest pest projects, boot-brush stations.

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Seek funding for additional boat stewards	Samantha Epstein	

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Conservation Targets - Goal 2: *The Lower Hudson PRISM protects the rich, native biodiversity of the Lower Hudson Valley by focusing on priority targets for conservation.*

The strategies for achieving this goal should involve coordinating partners, managing invasive species strategically, assessment and monitoring network, and public and local government engagement.

2018 Objectives

- A. Identify projects where IS management is likely to benefit SGCN species and other regionally rare species or species of concern or significant communities.
- B. Begin to identify candidate Invasive Species Prevention Zones
- C. Further elaborate our methods for Prioritizing IS management projects with respect to conservation targets

Action Plan

- A. Identify projects where IS management is likely to benefit SGCN species and other regionally rare species or species of concern or significant communities

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Draft a list of potential projects (including soliciting projects from partners)		

- B. Begin to identify candidate Invasive Species Prevention Zones

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Review refined LH PRISM ISPZ definition w/ PRISM partners	Tate Bushell Jonathan Rosenthal Tom Lewis Krista Munger Nicole Wooton Budd Veverka	January
Partners vote	All	January
Identify expectations for management of ISPZs	Tate Bushell	
Identify candidate locations based on best available data	Tate Bushell	March
Solicit nominations for ISPZs from partners and non-partners based on definition	Tate Bushell	March

- C. Further elaborate our methods for prioritizing IS management projects with respect to conservation targets (incl. ISPZ)

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Draft proposal on what our methods for prioritizing would	Tate Bushell & working group	August

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be		
Review with PRISM partners	Tate Bushell	September
Partners vote	All	September mtg

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Strategic Management - Goal 3: *The Lower Hudson PRISM supports and optimizes regional conservation through strategic invasive species management.*

The strategies for achieving this goal should include managing invasive species strategically, early detection monitoring network, rapid response capacity, and eradication/control efforts.

2018 Objectives

- A. Develop a protocol for rapid response to a new introduction
- B. Continue to build early detection capacity (terrestrial and aquatic)
- C. Continue to build and refine BlockBuster survey program to fill data gaps and detect new introductions
- D. Continue to work on Lower Hudson PRISM species Tier categorizations to support prioritization efforts
- E. Conduct management projects according to our prioritization guidelines
- F. Promote restoration of sites where invasive species are managed

Action Plan

- A. Develop a protocol for rapid response to a new introduction

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Document strategies for Tier 1 species if discovered including reference to the state-wide rapid response framework (i.e, survey, voucher specimen, voucher repository)	Mike Young Linda Rohleder	
Document aquatic species rapid response process	Samantha Epstein Meredith Taylor	
Document forest pest species rapid response process	Jonathan Rosenthal Meredith Taylor	
Implement an alert system using social media for new sightings of Tier 1 (Tier 2?) species	Eric Stone	

- B. Continue to build early detection capacity (terrestrial and aquatic)

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Have clear survey strategies for Tier 2 (and Tier 1?)		
<i>(See also Goal 4 Objective F)</i>		

- C. Continue to build and refine BlockBuster survey program to fill data gaps and detect new introductions

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Refine BlockBuster survey	Eric Stone	

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volunteer program and continue to build our volunteer corps (Determine how to target survey efforts using risk of spread and HPA layers)	Mike Young Christopher Gow Matt Aiello-Lammens Meredith Taylor Mary Rice Meghan Johnson Jen Lerner Joyce Tomaselli (working group)	
Evaluate whether Blockbuster program is serving, or can be expanded to serve, as early detection	Working group Meredith Taylor	
If not, institute alternative programs for early detection. e.g. targeted HPA surveys, use of ED/RR crew		

D. Continue to work on Lower Hudson PRISM species Tier categorizations to support prioritization efforts

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Forest Pests	Linda Rohleder and Working group Jonathan Rosenthal	
Aquatic Species	Linda Rohleder and working group Samantha Epstein Lindsay Yoder	

E. Prioritize Management efforts

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Develop a rubric for ranking potential control projects	Mike Young and working group	Dec
Document strategies for each Tier 2 and Tier 3 species on the Lower Hudson list	Mike Young	
Participate in state-wide prioritization planning efforts	Linda Rohleder	

F. Conduct management projects according to our prioritization guidelines

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Conduct priority management projects	ISF Crew, State Parks Crew, Trillium ISM	
Work on standardizing data	Budd Veverka	

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collection for management efforts	Krista Munger	
Continue to develop and document Best Management Practices		

G. Promote restoration/mitigation at sites where invasive species are managed

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Begin collecting vegetative community data at sites that control work takes place in so that recovery can be documented/monitored.	Krista Munger Mike Young (ISF Crew) Taro letaka	
Offer training on restoring areas with native species	Krista Munger Mike Young Taro letaka	

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Education and Outreach - Goal 4: *The Lower Hudson PRISM reaches out to new audiences and delivers education that communicates the positive impacts of invasive species management on ecosystems. The Lower Hudson PRISM offers clear steps for action on personal and community levels.*

The strategies for achieving this goal should include coordinating the PRISM education and outreach message, public education and outreach, (noting early detection and rapid response outreach message), volunteer training, local government engagement and reporting (incorporated throughout).

2018 Objectives

- A. Conduct outreach and education for target audiences (specify target audiences for 2018).
- B. Disseminate educational materials for forest pests (e.g. SPB, EAB, HWA, oak wilt).
- C. Work to coordinate with and promote other existing agency and citizen science projects (e.g. Project Woodpecker, ALB swimming pool survey, CAPs)
- D. Plan, prepare for and participate in NY's Invasive Species Awareness Week
- E. Continue to develop invasives phenological calendar and issue seasonal, timed alerts (e.g. lesser celandine) for underreported and early detection species
- F. Support early detection / rapid response efforts with outreach materials
- G. Make existing education and outreach resources available on web site

Action Plan

- A. Conduct outreach and education for target audiences (Target audiences: DOT/Highway/Municipal, Arborist/Forester, Home Gardeners)

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Work with Municipal planners, DOT, Highway to ensure they understand invasive species which impact them and what they can do	Jen Lerner Julie Ruben Joyce Tomaselli Christopher Gow Lauri Taylor	
Ed & outreach to parks depts	Glenn Sungela	
Work with arborists and foresters, NYFOA to provide invasive species education and involve them in early detection efforts	Jen Lerner Joyce Tomaselli Lauri Taylor	
Continue to offer training on best management practices for home gardeners	Joyce Tomaselli	
Create informative YouTube videos about species ID and BMPs		

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Provide training on aquatic invasives to lake associations, marinas, yacht clubs and other local groups	Samantha Epstein	
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B. Disseminate educational materials for forest pests (e.g. SPB, EAB, HWA, oak wilt).

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Spring Oak Wilt awareness: teach homeowners when to prune and how to treat wounded trees	Nicole Wooten (via publications)	
Distribute educational materials on spotted lantern fly	Jen Lerner	
Pilot a dead tree warning signs awareness effort: Signs posted on infected trees/stumps educating the public on why it happened.		
Promote implementation of constructive responses to important forest pests	Jonathan Rosenthal	

C. Work to coordinate with and promote other existing agency and citizen science projects (e.g. Project Woodpecker, ALB swimming pool survey, CAPs)

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Recruit volunteers for Water Chestnut Chasers state-wide program	Samantha Epstein	
Promote ALB Swimming pool survey	Lauri Taylor	

D. Plan, prepare for and participate in NY's Invasive Species Awareness Week

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Have a spring awareness push	Hillary Siener	
Plan and conduct events during ISAW	All	
Support ISAW events through program promotion via the website and social media	Eric Stone	

E. Continue to develop invasives phenological calendar and issue seasonal, timed alerts (e.g. lesser celandine) for underreported and early detection species

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<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Continue to gather relevant data on IS phenology and organize in web-accessible format	Eric Stone Clara Holmes	
Create photo database	Linda Rohleder	
Encourage season long monitoring of plants at different stages	Suzanne Nolan – C. incisa Christina Andruk – C. incisa Clara Holmes	

F. Support early detection / rapid response efforts with outreach materials

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Develop training/educational materials/programs to teach people about how to identify Tier 1 and tier 2 species and record them (imap, voucher)	Eric Stone	
Conduct training on Tier 1/Tier 2 species	Eric Stone Krista Munger	
Issue timed alerts	Eric Stone	

G. Ensure participating partners have access to existing IS Educational resources

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Make existing education and outreach resources available on web site		

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Mitigate Pathways of Invasion - Goal 5: *PRISM has a coordinated program to prevent species introduction by focusing on pathways.*

The strategies for achieving this goal should involve public and local government engagement/coordinating partners, education and outreach, and managing priority species strategically.

2018 Objectives

- A. Review pathways of introduction in the Lower Hudson.
- B. Advocate for listing additional prohibited/regulated species in Part 575
- C. Expand watercraft inspection steward program to mitigate the spread of aquatic invasive species by boaters
- D. Gather data to determine the effectiveness of bootbrush stations at trailheads to educate about and mitigate the spread of invasive species along trails
- E. Support the “don’t move firewood” program and TreeSmart trade to mitigate the spread of forest pests
- F. Participate in regional forest pest monitoring efforts (e.g. southern pine beetle)
- G. Collect and make available BMPs on cleaning equipment (e.g. ROW, forestry, construction, landscaping)
- H. Continue working with nurseries to discourage sale of non-listed invasive plants and encourage sale of native alternatives

Action Plan

- A. Review pathways of introduction in the Lower Hudson.

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Review our pathways and audiences spreadsheet and update it	Matt Aiello-Lammens	Feb/Mar
For areas lacking information, develop information to inform our prioritization of pathways	Matt Aiello-Lammens	Mar/Apr
Prioritize pathways		

- B. Advocate for listing additional prohibited/regulated species in Part 575

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Form working group		
Provide list of species that need to be ranked to NYSDEC	Linda Rohleder	January
Select a small set of species to advocate for listing (must be ranked species)	Daniel Atha Tait Johansson	
Write up arguments for selected species	Daniel Atha Tait Johansson	

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- C. Expand watercraft inspection steward program to mitigate the spread of aquatic invasive species by boaters

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Review watercraft steward inspection program (e.g. are we at the right launches, percent of effort)	Samantha Epstein	
Station stewards at 6 launches in 2018	Samantha Epstein	
Prioritize potential new launches for watercraft stewards in 2019	Samantha Epstein	

- D. Gather data to determine the effectiveness of bootbrush stations at trailheads to educate about and mitigate the spread of invasive species along trails

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
	Budd Veverka	

- E. Support the “don’t move firewood” program and TreeSmart trade to mitigate the spread of forest pests

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
	Jonathan Rosenthal	

- F. Participate in regional forest pest early detection efforts (e.g. southern pine beetle)

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Recruit, train and organize volunteers for spotted lantern fly detection	Eric Stone Tom Lewis	April
Recruit, train and organize volunteers for SPB detection	Eric Stone Tom Lewis	May

- G. Collect and make available BMPs for education/outreach use on cleaning equipment (e.g. ROW, forestry – including private industry loggers, construction, landscaping, agricultural)

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
	Meredith Taylor	

- H. Work with nurseries to discourage sale of invasive plants (including non-listed plants) and encourage sale of native alternatives

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
	Christopher Gow	

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Information Exchange - Goal 6: *The establishment of an information exchange allows Lower Hudson PRISM partners and other professionals to strategically manage and integrate information relevant to the management of invasive species and offer that information to any person, group, agency (partner and non-partner alike).*

The strategies for achieving this goal should involve coordinating partners and education and outreach.

2018 Objectives

- A. Continue work on our website improving usability and design
- B. Make information avenues available (e.g. Speakers Bureau, hotlines, species information)
- C. Continue gathering information and progressing with development of Best Management Practices (BMPs)
- D. Increase use of social media to disseminate information
- E. Share more information between partners on experiences managing invasive species.

Action Plan

- A. Continue work on our website improving usability and design

1. Development of content

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Share resources (on website) in a format partners can customize		
Set up photo library (Flickr account?) for partner use	Clara Holmes Volunteers managed by Eric Stone	
Make information avenues (e.g. Speakers Bureau, hotlines, species information) available to the public		

2. Improve design and look-and-feel

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>

- A. Continue gathering information and progressing with development of Best Management Practices (BMPs)

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Gather information available on the internet	Volunteers managed by Eric Stone	

- B. Increase use of social media to disseminate information

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>

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Increase value of Facebook page with frequent relevant posts	Eric Stone	
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C. Share more information between partners on experiences managing invasive species.

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Have 1-2 partner case studies at every meeting	Linda Rohleder	