

Lower Hudson PRISM 2016 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.

2016 Objectives

- A. Grow our active membership
- B. Sustain membership and enable partners to be more fully engaged
- C. Increase our public visibility to have the LHPRISM be known as the go-to place for regional invasive species information
- D. Create metrics collection mechanism for partners to facilitate collection of information to enable advertising our accomplishments

Action Plan

- A. Grow our active membership
 - 1. Develop partner recruiting materials

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report		
Identify content	Steering Committee	
Write up content	Karalyn Lamb Joyce Tomaselli	
Have graphics designer layout brochure	Kali Bird	
Have brochure printed	Linda Rohleder	
Distribute brochures to Partners	Linda Rohleder	

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

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report	Helen Forgione	
Identify prospects	Jessica Schuler Joyce Tomaselli	
Assign partners to contact prospects	Jessica Schuler	

- B. Sustain membership and enable partners to be more fully engaged
 - 3. Develop Partner Handbook of Resources for Partners

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report	Tim Wenskus	
Develop outline of what information should be included		
Update Partner contact list	Linda Rohleder	
Collect Partner yearbook	Joyce Tomaselli	

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information		
Collect info on shared meeting rooms		
Format information for both print and web versions		
Post information on web in Partner-only area	PRISM Assistant	
Print hard-copies for Partners	Linda Rohleder	
Distribute print version to Partners	Linda Rohleder	

4. Make meetings more valuable to attendees

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report	Tim Wenskus	
Survey partners	Kali Bird	

5. Continue to offer training to partners to increase their skills and IS knowledge

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report	Kristen MacFarlane	

C. 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)

6. Write and issue press releases for activities the PRISM undertakes and publicizing funded projects

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report	Carrie Sears	
Writing Press releases	Janis Butler	

7. Encourage Partners to use PRISM logo & link to web site/Facebook

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report		
Make version of logo with the word "Partner"	Linda Rohleder	
Make tagline under logo explaining quickly what we are <ul style="list-style-type: none"> • Brainstorm taglines at mtg • Vote to select tagline 		

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Track partner use of Logo and links to us on their websites		
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8. Increase value of Facebook page (moved under Information Exchange goal)

9. Enhance Web site (moved under Information Exchange goal)

E. Create metrics collection mechanism for partners to facilitate collection of information to support advertising our accomplishments

10.

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report	Matt Decker	
Design form	Linda Rohleder	
Construct web form	Walt Daniels	

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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.

2016 Objectives

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

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report	Hillary Siener	
Draft a list of potential projects	Erik Kiviat Sarah Hoskinson	December 2015
Circulate and provide an opportunity for members to give feedback on potential projects	Sarah Hoskinson	
Draft scopes of work for RFPs	Sarah Hoskinson Tate Bushell	January

- B. Begin to identify candidate Invasive Species Prevention Zones

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report	Hillary Siener	
Further refine LH PRISM ISPZ definition	Jonathan Rosenthal Erik Kiviat John Mickelson Sarah Hoskinson	January
Review with PRISM partners	All	
Partners vote	All	
Identify expectations for management of ISPZs	Krista Munger Hillary Siener Tate Bushell	
Identify candidate locations based on best available data	Matt Aiello-Lammens	
Solicit nominations for ISPZs from partners and non-partners based on definition	All	

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C. Further elaborate our methods for Prioritizing IS Management Projects with respect to conservation targets

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report	Hillary Siener	
Refine conservation targets definition	John Mickelson	
Draft proposal	Jonathan Rosenthal Erik Kiviat	Early October 2015
Review with PRISM partners	All	
Partners vote	All	November 2015

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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.

2016 Objectives

- A. Develop a protocol for rapid response to a new introduction
- B. Adopt focal invasive species list(s)
- C. Use Highly probable areas (HPA) information to target surveys for early detection species
- D. Continue to build BlockBuster survey program to fill data gaps and detect new introductions
- E. Conduct management projects according to our prioritization guidelines

Action Plan

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

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report	Annie Christian-Reuter	November
Working group formed	Tom Lewis Meredith Taylor Kristen MacFarlane	
Draft protocol	Meredith Taylor	
Review by work group		
Present at PRISM meeting	Meredith Taylor	
Vote to approve	All	

- B. Adopt focal invasive species list(s)

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report	Kristen MacFarlane	
Update and revise	Linda Rohleder Daniel Atha Andy Thompson John Michelson Tom Lewis Chris Mangels Tait Johansson Tim Wenskus Tierney Rosenstock	January
Determine emerging		
Determine focal species		
Present to members		January/March

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C. Use Highly probable areas (HPA) information to target surveys for early detection species

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report		
Come up with proposal	John Mickelson	

D. Continue to build BlockBuster survey and include focus on detection of new introductions

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report		
Identify target blocks	Linda Rohleder Jonathan Rosenthal Kali Bird Nava Tabak Meredith Taylor John Mickelson	February
Refine survey protocol		February
Refine data reporting procedure		February/March
Develop Recruiting method		
Recruit participants		

E. Conduct management projects according to our prioritization guidelines

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report		
Conduct management projects	NYS Parks team NYNJTC team + others	

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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).

2016 Objectives

- A. Hold an Education and Outreach workshop to consider and plan 2016 activities related toward but not limited to the following areas:
 - a. New efforts to boost our involvement in NY's Invasive Species Awareness Week.
 - b. Identify materials needed to teach about the PRISMs focal species.
 - c. Get more professionals trained on emerging species (early detection).
 - d. Offer training to the average person on removal techniques.
 - e. Issue seasonal, timed alerts (e.g. lesser celandine) for early detection species (and underreported?).
 - f. Prepare templates for outreach materials for use with early detection species (e.g. mailings, door hangers, factsheets).
 - g. Other education/outreach efforts identified at the workshop that have partner commitment to occur in 2016.
- B. Continue current LH PRISM activities related to NY's Invasive Species Awareness Week.
- C. Offer training to support 2016 BlockBuster surveys.

Action Plan

- A. Hold an Education and Outreach workshop in January for idea exchange, identifying education and outreach targets and gaps and the creation of action steps

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report		
Develop an agenda	Kali Bird Annie Christian-Reuter	
Select venue	Linda	Done
Create file sharing resource	(Jen Stengle will help)	
Share our educational resources via file sharing		

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b. Identify available educational resources and holes

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report		
Identify categories	Working group: Hilary Siener Debbie Lester Karalyn Lamb Erik Kiviat Joyce Tomaselli	Done
Review Submissions and sort	Working group	Done
Identify holes		
Fill in holes – search for other existing information	Working group	Before March 31 meeting
Assign categories/tags to each resource	Working group and LHPRISM assistant	
Identify subject matter experts to author, review and publish materials to fill holes	Working group	

c. Get more professionals trained on emerging species (early detection).

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report		
Identify target audiences, identify people to identify the species list		
Identify species lists for target audiences		
Identify and create training materials/modules (webinars)		
Identify existing trainers and collaborators for additional expertise		
Identify and schedule events		
Develop a mechanism for reporting IS including photos and/or samples		
Track trainings offered		

d. Offer training to the average person on removal techniques

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report		
Create a working group	Annie Christian-Reuter, Liz Garret, Ann Barry, Suzanne Clary, Daniel	

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	Bissett, Tonia S.	
Identify stakeholder categories with which PRISM members regularly interact	Working group	February 15
CCE Rockland develops a management presentation	Annie C. Reuter	March 15
Partners will hold 5 removal trainings starting in spring 2016	PRISM partners Linda Rohleder	Spring
CCE Rockland shares presentation and program description with other partners for their use	Annie C. Reuter	Spring
5 PRISM partners provide management presentations in the region	PRISM partners CCE Rockland office	Spring to Fall
5 management presentations during Invasive Species Awareness week	PRISM partners	July
15 Management presentations over the course of the year	PRISM partners	Spring to Fall
Record webinar; provide to list serve?	?	July
Develop and provide LH PRISM program evaluation form	Linda Rohleder	Spring

e - f. Issue seasonal, timed alerts (e.g. lesser celandine) for early detection species (and underreported?). Prepare templates for outreach materials for use with early detection species (e.g. mailings, door hangers, factsheets).

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report		
Recruit a working group (3-4 people)		
Identify a list of Early Detection Species		
Try to narrow down to a manageable number and structure a 2016 schedule for alerts		
Decide upon a delivery package (PDF, Poster, etc) to identified audience and how they will be reached		
Populate the templates with the		

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identified species info		
Template the end product		
Determine how the report will be carried out (iMapInvasives) or report directly to the PRISM		
Determine how PRISM will verify reports and enter data into IMap		

B. Continue current LH PRISM activities related to NY's Invasive Species Awareness Week.

1. Press

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report		
Prepare press release on your event		
Distribute press release	All	
Prepare informational articles to be distributed		
Updated website with events	PRISM Assistant	

C. Offer training to support 2016 BlockBuster surveys.

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report		
Create a working group to review, organize and refine protocols and manuals	Linda Rohleder John Mickelson	February
Refine protocol manual (simple, clear, easy)		
Identify needed target areas / species		
Identify possible survey participant targets.		
Develop training for several audiences a. Partners b. volunteers/engaged c. youth with expert leadership		
Agree to conduct training and advertise to target audiences	John Mickelson	
Identify trainers and venues working with partners		
Develop on-line resource that will show 2016 planned		

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participants and the grids they propose to survey.		
Conduct training and collect participants' proposed survey grid locations		
Update on-line map showing assigned survey grids		

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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.

2016 Objectives

- A. Increase compliance with new regulations prohibiting and regulating the sale of invasive species among living industry points of sale
- B. Continue a watercraft inspection steward program to mitigate the spread of aquatic invasive species by boaters
- C. Pilot bootbrush stations at trailheads to mitigate the spread of invasive plants along trails
- D. Support the “don’t move firewood” program to mitigate the spread of forest pests
- E. Participate in the southern pine beetle task force

Action Plan

- A. Increase compliance with new regulation (Part 575) prohibiting and regulating the sale of invasive species among living industry points of sale

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report	Matt Decker	
Reach out to Ag & Markets to determine how we can support efforts	Nate Nardi-Cyrus	
Reach out to Sea Grant	Samantha Epstein	

- B. Continue a watercraft inspection steward program to mitigate the spread of aquatic IS by boaters

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report	Anne Osborn	
Develop criteria for identifying new sites		
Poll PRISM partners for interest as stewards		
Identify 10 new potential sites		

- C. Pilot bootbrush stations at trailheads to mitigate the spread of invasive plants along trails

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report	John Thompson	
Pilot demo site (e.g. Esopus)	Nate Nardi-Cyrus	
Provide template (materials, signage, education)	Nate Nardi-Cyrus	

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Report on results		
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D. Support the “don’t move firewood” program to mitigate the spread of forest pests

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report	Tim Wenskus	
Reach out to DEC to determine how we can provide support	Nate Nardi-Cyrus Meredith Taylor	
Develop next steps	Nate Nardi-Cyrus Jonathan Rosenthal	

E. Participate in the southern pine beetle task force

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report	Tait Johansson	
Identify PRISM representative	Jonathan Rosenthal	
Report on activity at PRISM meetings		

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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.

2016 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. Enhance logo with tagline to quickly explain what we are

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>
Check on progress & report	Kristen MacFarlane	
Share resources (on website) in a format partners can customize		
Get more pictures/photos & people on the website		
<ul style="list-style-type: none"> • Make Flickr account for photo sharing 		
<ul style="list-style-type: none"> • Partners should send photos of them in the field 		

2. Improve design and look-and-feel

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report	Samantha Epstein	
Have a sub-committee meeting to discuss visual aspects, website design and interface	Jen Stengle John Mickelson Walt Daniels Kris MacFarlane	
Put a rolling list of tweets on website and Facebook	Walt Daniels	In progress
Redefine /add tabs to make them more Public friendly		

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- B. Make information avenues available (e.g. Speakers Bureau, hotlines, species information)

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report		
Working the task	Jessica Schuler	

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

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report		
Organize participants to work on BMP development	Annie Christian-Reuter	
Work on BMPs	Matt Decker Annie's group Jessica Schuler	

- D. Increase use of social media to disseminate information

3. Increase value of Facebook page

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report		
Put events on Facebook Page <ul style="list-style-type: none"> • Show past events on Facebook • Make album from past events 		
Put logo on Facebook page		Done
Identify people from partner organizations to help find Facebook post content		

4. Increase use of twitter

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report		
Twitter – anybody with a twitter account should #LHPRISM <ul style="list-style-type: none"> • Focus on re-tweeting 	Suzanne Clary	
Identify people from partner organizations to help tweet		

- E. Enhance logo with tagline to quickly explain what we are (addressed under Capacity Building goal)