

## Lower Hudson PRISM 2017 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.

### 2017 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
- E. Secure and increase funding

### Action Plan

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

Tasks	Assigned to	Due Date
Check on progress & report		
Finalize the drafted brochure	LHPRISM Steering Cmt	
Have graphics designer layout brochure, if possible		
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, foresters)

Tasks	Assigned to	Due Date
Check on progress & report		
Identify prospects	Hilary Siener Meredith Taylor	
Assign partners to contact prospects	Hilary Siener Meredith Taylor	
Invite prospects to attend March mtg		

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

Tasks	Assigned to	Due Date
Check on progress & report		
Maintain Partner contact list	Linda Rohleder	On-going
Maintain Partner yearbook information	Joyce Tomaselli (?)	On-going

## Lower Hudson PRISM 2017 Action Plan

Format information for web versions	PRISM Assistant	March
Post information on web in Partner-only area	PRISM Assistant	March

### 4. Make meetings more valuable to attendees

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report		
Schedule partner presentations for January & March mtg	Linda Rohleder	
Have a talk at March mtg focused on a topic aimed at potential partners		
Continue to schedule adequate time for networking	Linda Rohleder	
Try to work in outdoor component to meetings, when appropriate	Linda Rohleder	
Continue to rotate meeting locations	Linda Rohleder	

### 5. Have a remote participation option for July meeting

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

### 6. 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		

### 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)

### 7. 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	
Send out monthly request to partners for upcoming events	Carrie Sears	Monthly
Writing Press releases	Janis Butler	As needed

## Lower Hudson PRISM 2017 Action Plan

Review and publish process for issuing press releases	Publicity team	January
Build up expert list for fact checking	Linda Rohleder	January
Build and amend list of regional media contacts	Janis Butler	

### 8. Encourage Partners to use LHPRISM logo & link to web site/Facebook

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report		
Make logo with LH PRISM spelled out	Linda Rohleder	
Track partner use of Logo and links to us on their websites		

### 9. Increase value of Facebook page (moved under Information Exchange goal)

### 10. Enhance Web site (moved under Information Exchange goal)

## D. Create on-line metrics collection mechanism for partners to facilitate collection of information about recent events, meetings, workdays to support advertising our accomplishments

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report		
Design the application	Linda Rohleder	
Construct web interface		

## E. Secure and increase funding for LHPRISM 2018 and beyond

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report		
Pursue corporate sponsorship for Invasives Strike Force crew	NY-NJ Trail Conference	
Develop relationships with academic institutions		
Invite a professional to train partners on grant writing		

## Lower Hudson PRISM 2017 Action Plan

**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.

### 2017 Objectives

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

Tasks	Assigned to	Due Date
Check on progress & report		
Draft a list of potential projects (including soliciting projects from partners)		October
Draft scopes of work for 2018 RFP		December

- B. Begin to identify candidate Invasive Species Prevention Zones

Tasks	Assigned to	Due Date
Check on progress & report	Tate Bushell	
Review refined LH PRISM ISPZ definition w/ PRISM partners	Tate Bushell Tom Lewis Eric Roberts Jonathan Rosenthal	January
Partners vote	All	January
Identify expectations for management of ISPZs	Tate Bushell Jonathan Rosenthal	
Identify candidate locations based on best available data	Tate Bushell Jonathan Rosenthal	March
Solicit nominations for ISPZs from partners and non-partners based on definition	Tate Bushell Jonathan Rosenthal	March

- C. Further elaborate our methods for Prioritizing IS Management Projects with respect to conservation targets (incl. ISPZ)

Tasks	Assigned to	Due Date
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## Lower Hudson PRISM 2017 Action Plan

Check on progress & report		
Draft proposal on what our methods for prioritizing would be		August
Review with PRISM partners		September
Partners vote	All	September mtg

## Lower Hudson PRISM 2017 Action Plan

**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.

### 2017 Objectives

- A. Develop a protocol for rapid response to a new introduction
- B. Use Risk of Spread and/or Highly probable areas (HPA) information to target surveys for early detection species (terrestrial and aquatic)
- C. Continue to build and refine BlockBuster survey program to fill data gaps and detect new introductions
- D. Analyze and disseminate BlockBuster data
- E. Conduct management projects according to our prioritization guidelines
- F. Promote restoration of sites where invasive species are managed
- G. Develop a focal list of forest pests and identify widespread/emerging/threat species for the Lower Hudson.

### 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	Matt Aiello-Lammens	
Working group formed	Tom Lewis Chris Doyle	
Draft protocol based on NYS Rapid Response protocol		
Outline communication plan		
Review by work group		
Present at PRISM meeting		
Vote to approve		

- B. Use Risk of Spread and/or Highly probable areas (HPA) information to target surveys for early detection species (terrestrial and aquatic)

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report		
Terrestrial	Linda Rohleder	
Aquatic	Samantha Epstein	

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

## Lower Hudson PRISM 2017 Action Plan

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report		
Identify target blocks	Radka Wildova	February
Look at feedback and results from 2016 and tweak protocol/training as needed		April
Refine data reporting procedure		February/March
Enhance BlockBuster surveyor maps	Matt Aiello-Lammens	
Recruit participants	Krista Munger Taro Ietaka Jessica Schuler	
Conduct training	Krista Munger Taro Ietaka Jessica Schuler	

### D. Analyze and disseminate BlockBuster data

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

### E. Conduct management projects according to our prioritization guidelines

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report		
Review and prioritize proposed projects		March
Conduct management projects	NYS Parks team NYNJTC team + others	April - September

### F. Encourage restoration of sites where invasive species are managed

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report	Jessica Schuler	
Solicit Examples of Restoration in the PRISM	Carol Cappobianco Taro Ietaka	

### G. Develop a focal list of forest pests and identify widespread/emerging/threat species for the Lower Hudson.

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
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## Lower Hudson PRISM 2017 Action Plan

Check on progress & report	Hilary Siener	
Draft list	Radka Wildova	



## Lower Hudson PRISM 2017 Action Plan

**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).

### 2017 Objectives

- A. Conduct outreach and education for target audiences
- B. Gather/develop and disseminate educational materials for forest pests (e.g. SPB, EAB, HWA, oak wilt).
- C. Hold education workshops
- D. Plan, prepare for and participate in NY's Invasive Species Awareness Week
- E. Continue to develop invasives phenological calendar
- F. Issue seasonal, timed alerts (e.g. lesser celandine) for early detection species (and underreported?).
- G. Support early detection / rapid response efforts with outreach materials
- H. Make existing education and outreach resources available on web site

### Action Plan

- A. Conduct outreach and education for target audiences

Tasks	Assigned to	Due Date
Check on progress & report	Erika Boetsch (NYC DEP)	
Conduct outreach and education for municipalities	Lauri Taylor Hillary Siener George Profous	
Conduct outreach and education for agricultural and horticultural communities	Lauri Taylor Jen Stengle	

- B. Gather/develop and disseminate educational materials for forest pests (e.g. SPB, EAB, HWA, oak wilt).

Tasks	Assigned to	Due Date
Check on progress & report	Kali Bird	
Work the task	Hillary Siener George Profous Jen Stengle	

- C. Hold education workshops

Tasks	Assigned to	Due Date
Check on progress & report		

## Lower Hudson PRISM 2017 Action Plan

Hold train-the-trainer workshops (Blockbuster, BMPs, Managing IS in Home Gardens).	Krista Munger Jessica Schuler Jen Stengle Carol Capobianco	
Get more professionals trained on emerging species (early detection).	Krista Munger Jessica Schuler	
Continue to offer training to the average person on removal techniques	Lauri Taylor Krista Munger Jessica Schuler Jen Stengle	
Offer training to support 2016 BlockBuster surveys	Katie Terlizzi (?) Krista Munger Jessica Schuler	

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

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report		
Work the task	Jen Stengle Master Gardener Vols Janis Butler (publicity)	

### E. Continue to develop invasives phenological calendar

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report	Nicole Wooten	

### F. Issue seasonal, timed alerts (e.g. lesser celandine) for early detection species (and underreported?).

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report	Jen Stengle	
Issue monthly alerts	Jen Stengle	Monthly

### G. Support early detection / rapid response efforts with outreach materials

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report		
Prepare templates for outreach materials for use with early detection species (e.g. mailings, door hangers, factsheets).		

### H. Make existing education and outreach resources available on web site

## Lower Hudson PRISM 2017 Action Plan

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report		
Finalize tags		

## Lower Hudson PRISM 2017 Action Plan

**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.

### 2017 Objectives

- A. Advocate for listing additional prohibited/regulated species in Part 575
- B. Expand watercraft inspection steward program to mitigate the spread of aquatic invasive species by boaters
- C. Increase the number of bootbrush stations at trailheads to mitigate the spread of invasive species along trails
- D. Support the “don’t move firewood” program to mitigate the spread of forest pests
- E. Participate in southern pine beetle regional efforts
- F. Collect and make available BMPs on cleaning equipment (e.g. ROW, forestry, construction, landscaping)
- G. Work with nurseries to discourage sale of non-listed invasive plants and encourage sale of native alternatives

### Action Plan

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

Tasks	Assigned to	Due Date
Check on progress & report		
Form working group	Tierney Rosenstock Jessica Schuler Tait Johanssen George Profous (help review forest pests)	

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

Tasks	Assigned to	Due Date
Check on progress & report		
Develop criteria for identifying new sites	Nate Nardi-Cyrus	
Poll PRISM partners for interest as stewards		
Identify 3 new potential sites		

- C. Increase the number of bootbrush stations at trailheads to mitigate the spread of invasive species along trails

Tasks	Assigned to	Due Date
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## Lower Hudson PRISM 2017 Action Plan

Check on progress & report	Nate Nardi-Cyrus	
Create a list of interested groups		

### 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	Nate Nardi-Cyrus	
Implement RV owners mailing program		

### E. Participate in southern pine beetle regional efforts

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report	Jonathan Rosenthal	

### F. 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>
Check on progress & report	Jessica Schuler Tierney Rosenstock	
Organize outreach		

### G. Work with nurseries to discourage sale of non-listed invasive plants and encourage sale of native alternatives

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report	Jessica Schuler Tierney Rosenstock	

## Lower Hudson PRISM 2017 Action Plan

**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.

### 2017 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. Hold a summit focused on managing invasives (including positive and negative outcomes)
- F. 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

Tasks	Assigned to	Due Date
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"><li>• Make Flickr account for photo sharing</li></ul>		
<ul style="list-style-type: none"><li>• Partners should send photos of them in the field</li></ul>		

- 2. Improve design and look-and-feel

Tasks	Assigned to	Due Date
Check on progress & report	Charlie Pane	
Track website public usage		

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

Tasks	Assigned to	Due Date
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## Lower Hudson PRISM 2017 Action Plan

Check on progress & report		

### 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	Krista Munger	

### 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	Charlie Pane	

#### 4. Increase use of twitter

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report	Charlie Pane	

### E. Hold a summit focused on managing invasives (including positive and negative outcomes)

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report		
Help plan 2017 summit	Daniel Atha Tim Wenskus	

### F. Share more information between partners on experiences managing invasive species.

<i>Tasks</i>	<i>Assigned to</i>	<i>Due Date</i>
Check on progress & report		
Have 1-2 partner case studies at every meeting		