

**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 stakeholder engagement.

**2024 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. Increase partner's capabilities to conduct invasive species management.
- D. Finalize and publish LH-PRISM 5-year Strategic Plan

**2024 Actions:**

1.A.1. Highlight partner and staff-led projects, including success stories, across multiple LH PRISM digital communications channels (e.g., LH PRISM YouTube, Stewardship newsletter, Instagram and website) and in Annual Report

1.A.2. Continue to collaborate and communicate with other PRISMs, NYNHP, NYISRI, ISAC and ISCS for regional and statewide initiatives; provide updates during state calls and quarterly leaders meetings

1.A.4. Finalize PRISM logo matching statewide PRISM theme; promote logo as appropriate

1.A.5. Initiate and complete migration of website and platform; website should serve function as primary landing spot for invasive species information relevant for our region (see Goal 6 for more details)

1.B.1. Distribute revised new partner welcome packet to all new partners that have joined since 2023; packet will include updated partnership agreement, updated partner contact list, new logo and finalized strategic plan

1.B.2. Continue to make meetings valuable for attendees utilizing LH PRISM Partner Meeting Working Group as liaison for rest of partners; provide meeting minutes to partners and ISCS

1.B.3. Create message template highlighting what the PRISM is and the benefits of becoming a partner to help with recruiting new partners;

- Focus more recruiting efforts in underrepresented communities and municipalities and businesses

1.B.4 Review and update LH PRISM Governance Policies and Bylaws with new 2024 steering committee

1.B.5 Encourage collaboration and coordination of partners through working groups

1.C.1. Help promote volunteer workdays through LH PRISM website and newsletter

1.C.2. Enhance partner organizations' knowledge and awareness about Tier 1, Tier 2, and Tier 3 species and prioritization and mapping tools

## Lower Hudson PRISM 2024 Action Plan

1.C.3. Share additional financial resources for invasive species work; share grant opportunities with our partners

1.D.1 Meet with Strategic Planning Committee to review survey results and results of December 2023's in person Strategic Planning-focused workshop

1.D.2. Draft Strategic Plan outline and objectives by mid-February 2024

1.D.3. Draft made available for committee comment by end of February and to ISCS by mid-March

1.D.4. Final strategic plan published on website and distributed to partners and shareholders by end of March

**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 include coordinating data access and sharing of appropriate best management practices when working in sensitive and protected areas or in the vicinity of R/T/E species.

**2024 Objectives:**

- A. Identify sites where rare, endangered, or special concern species would benefit from invasive species management.
- B. Support management projects that protect rare and endangered species populations.

**2024 Actions:**

2.A.1 Review New York Natural Heritage Program data on R/T/E species and significant natural communities at proposed Invasives Strike Force Crew sites; create modified management plans as required

2.A.2 Integrate new R/T/E-invasives intersection tool from iMapInvasives into invasive species survey and management efforts where R/T/E species overlap; identify projects for future management where invasives are encroaching on high priority conservation targets.

2.A.3 Reconvene Native Species Protection Working Group that will compile and create resource repository for best management practices for invasive species removal in habitats associated with key conservation targets.

2.B.1. Continue to give sufficient weight to projects that will benefit conservation targets in the Invasives Strike Force and LH PRISM Subcontract RFP proposal selection ranking processes.

2.B.2. Support the preservation of American beech by investigating emerging management responses and promising restoration practices to address the threats associated with beech leaf disease (BLD).

- Continue to convene meetings of Beech Leaf Disease Coalition and engage partners to participate

2.B.3. Conduct invasive species management projects that protect R/T/E, or special concern species or habitats

2.B.4. Provide support and guidance for projects that may require active restoration and post-treatment monitoring following invasive species work in priority conservation areas

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

The strategies for achieving this goal should include managing invasive species according to prioritization modeling, establishing early detection monitoring networks, supporting rapid response capacity, and organizing eradication/control efforts.

**2024 Objectives:**

- A. Continue to build **early detection** capacity
- B. Continue to build and refine **survey** program(s) to fill data gaps and detect new introductions.
- C. Review and refine metrics to track our progress building early detection capacity and survey programs and achieving the goals set for those programs.
- D. Refine our **prioritization** of species and projects.
- E. Conduct **management** projects according to our prioritization guidelines.
- F. Monitor **recovery** of sites where invasive species are managed.
- G. **Test methods** for best management practices.

**2024 Actions:**

- 3.A.1. Continue to include early detection species in our Invasives Strike Force Survey program
- 3.A.2. Create and distribute species spotlight materials for identifying Tier 2 species when possible; additionally organize and advertise YouTube video library of existing Tier 2 species.
- 3.A.3. Encourage partners to set up iMapInvasives alerts for Tier 2 species.
- 3.A.4 Encourage partners to complete Tier 2 species management on lands they manage
  
- 3.B.1. Review and revise target species list for Invasives Strike Force survey program levels
- 3.B.2. Incorporate elm zigzag sawfly into citizen science and partner survey efforts
- 3.B.3. Continue to include forest pests and pathogens (e.g., spotted lanternfly, beech leaf disease and hemlock woolly adelgid) in ISF survey efforts.
- 3.B.4. Continue to encourage data collection using both iNaturalist and iMapInvasives and submit observations in timely manner
- 3.B.5. Help with recruiting expert confirmers to review iMapInvasives entries
- 3.B.6. Conduct invasive species surveys to fill data gaps, incorporating the goals/needs of regional and state-wide working groups and partner management crews
  
- 3.C.1 Develop metrics to use so that we can track our progress building early detection capacity and survey programs and achieving the goals set for those programs.
  - Report ISF survey results - number of volunteers, number of observations
- 3.C.2. Investigate ways community science data can help support academic research and priorities of NYISRI

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- 3.D.1. Review and update, as necessary, Lower Hudson PRISM species Tier categorizations for Terrestrial plants.
- 3.D.2 Encourage partners to help with Lower Hudson PRISM species Tier categorizations for Aquatics.
- 3.D.3. Review and update, as necessary, Lower Hudson PRISM species Tier categorizations for Forest pests.
- 3.D.4. Review and update management project ranking criteria and use it to select management projects
- 3.D.5. Serve on advisory group to provide guidance and feedback on updating Terrestrial Spatial Prioritization Tool with iMapInvasives
  
- 3.E.1. Conduct projects to treat populations of select Tier 2 species.
- 3.E.2. Conduct projects to limit the spread of Tier 3 species focused on boundary populations.
- 3.E.3. Conduct projects to locally suppress Tier 4 species for volunteer engagement.
- 3.E.4. Conduct projects that suppress invasives species that are encroaching on conservation targets, cultural resources, and/or historical resources.
- 3.E.5. Consolidate lessons learned and best management practice strategies employed for SLF; tailor education and outreach and management advice towards different interests (e.g., homeowner, protection of agricultural and economic resources, land manager and municipalities).
- 3.E.6. Integrate deer fencing and herbivory control measures into management plans as appropriate
- 3.E.7. Incorporate active restoration at invasives management sites where native growth can aid in the suppression of invasive species regrowth
- 3.E.8. Incorporate climate change considerations and climate resilient plants into management and restoration initiatives
  
- 3.F.1. Identify partners and volunteers who can assist others with vegetation assessment surveys following treatment
- 3.F.2. Utilize LH PRISM Forest Pest, Native Species Protection Working Groups and BLD Coalition to consolidate resources and determine potential management sites that will be candidates for either active or passive restoration.
- 3.F.3. Offer partner site visits to restoration areas to share experiences and knowledge.
- 3.F.4. Identify intact hemlock stands as priority areas for potential biocontrol; utilize Forest Pest Working Group to help promote survey needs
- 3.F.5. Continue to prioritize long-term ISF Crew projects to see projects through to completion including post-treatment monitoring
  
- 3.G.1. Encourage partners to test new and innovative control methods on species where known best management practices have not been completely effective
- 3.G.2. Assess management tactic efficacy on recurring ISF projects, research alternative methods if previous management was unsuccessful, and request research if alternative methods are not available
- 3.G.3. Research non-glyphosate alternatives for invasive species treatments.

3.G.4. Incorporate adaptive management strategies into management plans when working in protected conservation areas or in proximity to R/T/E species as required; continue communication and guidance from appropriate state biologists and research community with guidance from Native Species Protection Working Group

**Education and Outreach - Goal 4:** The Lower Hudson PRISM reaches out to new audiences and delivers education that communicates the threats that invasive species pose to native habitats, identification and ecology of invasive species, and 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 a cohesive PRISM education and outreach message with emphasis on early detection and rapid response, volunteer training, local government and partner engagement and reporting (incorporated throughout).

**2024 Objectives:**

- A. Conduct tailored education and outreach messaging that is consistent with the specific target audiences.
- B. Organize and disseminate educational materials for high priority, early detection species (esp. Tier 2 species, spotted lanternfly (SLF), beech leaf disease (BLD), hemlock woolly adelgid) including seasonal, timed alerts.
- C. Plan, prepare for, and participate in NY's Invasive Species Awareness Week and other regular invasive species conferences (e.g., annual Cornell in-service).
- D. Measure the impact or behavior change resulting from our education and outreach efforts.

**2024 Actions:**

4.A.1. Conduct outreach and education to youth with awareness messaging at tabling events, use of mobile apps and recruitment to volunteer programs.

4.A.2. Conduct outreach and education for municipal, transportation and utility sectors with message encouraging detection and ways to mitigate spread.

4.A.3. Conduct outreach and education to gardeners, turf and landscape professionals, arborists with message about selecting non-invasive species and early detection of pests.

- Work with horticulturists/gardeners to jointly plan education events including native and invasive species information.

4.A.4. Utilize LH PRISM AIS Working Group to identify partners and contacts for aquatic invasive species education and outreach resources

4.A.5. Promote the use of native plant alternatives by leveraging resources gathered by Native Species Protection Working Group

4.A.6. Facilitate Education, Outreach and Community Engagement Working Group and create workshops focusing on community engagement, messaging and volunteer recruitment.

4.B.1. Enhance early detection and reporting for Tier 2 and statewide priority species especially in counties with lower abundances through E/O and recruiting efforts;

4.B.2. Coordinate with Statewide Education and Outreach Working Group efforts for messaging

4.B.3. Utilize LH PRISM Forest Pest Working Group to consolidate resources and information for education and outreach and messaging purposes including communicating current research on biocontrol options to partners

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4.B.4. Post recorded workshops that emerge from LH PRISM Education, Outreach and Community Engagement Working Group

4.C.1. Host and advertise events during NY Invasive Species Awareness Week (ISAW)

4.C.2. Have LH PRISM staff representation at regional or statewide invasive species conferences through planning, presentations contributed posters or workshops, as appropriate (e.g., Cornell In-Service)

4.D.1. Provide evaluation guidelines and ideas for partners for different types of events or campaigns.

4.D.2. Utilize Trail Conference Trail Steward Program and/or Statewide Education and Outreach Working Group to help develop and pilot behavioral change evaluations



**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.

**2024 Objectives**

- A. Monitor for and work to prevent spread of high priority regional forest pests and pathogens
- B. Mitigate pathways associated with movement of heavy equipment.
- C. Mitigate pathway of spread from commercial sales.
- D. Mitigate the spread of invasive species by hikers.

**2024 Actions:**

5.A.1. Assist with inspections and monitoring for spotted lanternfly, working in collaboration with park partners, Conservation Dogs Program, NYS Department of Agriculture and Markets and USDA;

- Promote ISF trail survey program for community surveys for SLF and help organize trapping and reporting of partner organizations in early detection counties

5.A.2. Provide education and encouragement to avoid transporting regulated pests and plants

5.A.3. Raise awareness of SLF, BLD, oak wilt, elm zigzag sawfly and HWA with professionals.

5.A.4. Raise awareness of SLF and BLD with general public.

5.B.1. Gather literature, guidelines and programs regarding cleaning equipment that have been developed or used in other PRISMs or organizations.

5.B.2. Promote the use of clean equipment best management practices through PlayCleanGo and WorkCleanGo.

5.C.1. Support listing additional species in Part 575 and remain involved in update process when public comment period begins.

5.C.2. Encourage partners to engage in outreach to nurseries to discourage the sale of invasive plants and encourage native alternatives.

5.C.3. Continue to educate gardeners and the general public on the impacts of invasive species and encourage native alternatives.

5.C.4. Educate curators of public gardens on the need to mitigate invasive plantings.

5.D.1. Share boot brush construction plans to encourage creation and installation of stations at trailheads.

5.D.2. Leverage Trail Conference's Trail Steward program to promote and synergize use of Play, Clean, Go and Leave No Trace messaging at popular trailheads in LH PRISM region

**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).*

**2024 Objectives**

- A. Research and contract with website redesign company and transition from current expiring website platform (with guidance from steering committee and ISCS)
- B. Increase use of social media to disseminate information.
- C. Share more information between partners on experiences managing invasive species.

**2024 Actions:**

6.A.1. Research, identify and contract with website redesign company to guide website development and migration

6.A.2. Prepare current website for migration by reviewing primary landing pages, taking down outdated resources

6.A.3. Work with subcontract website design company to migrate over relevant resources to new site

6.A.4. Launch new site to public by end of 2024

6.B.1. LH PRISM Education and Outreach Coordinator will be main contact for posting and sharing Partner posts on LH PRISM Instagram, Facebook and YouTube accounts.

6.B.2. Encourage Partners to follow other's accounts and share other Partner's posts.

6.B.3. Encourage Partners to sign-up for providing content for at least one post. Send content to [invasives@nynjtc.org](mailto:invasives@nynjtc.org) or tag @Lower Hudson PRISM.

6.B.4. Maintain and grow Instagram account following.

6.B.6. Create videos/content to increase public awareness on topics ranging from species ID to prevention techniques

6.B.7. Continue to use Stewardship newsletter to share upcoming invasive species-related partner events, news and notes.

6.C.1. Leverage Native Species Protection Group to facilitate sharing of management experiences .

6.C.2. Begin sharing information on restoration results at partner meetings.

6.C.3 Highlight LH PRISM subcontract work through storytelling of management successes