Lower Hudson Partnership for Regional Invasive Species Management LHPRISM)
Contract Number 22-009:
Educational Outreach and Surveying for Spotted Lanternfly in Rockland County

Final Report, January 16, 2023

Cornell Cooperative Extension Rockland County (CCERC) led a project to help survey and provide educational outreach to the Rockland Community regarding Spotted Lanternfly and its presence in the area, informing the people of Rockland County about the invasive pest spotted lanternfly and its deleterious effect on agriculture and forest industries. CCE Rockland conveyed to the public the quality-of-life impacts SLF could create if the infestations are to proliferate. CCE Rockland committed to educating the public about known infestations in the county and the potential impact and engaged them in helping to identify SLF and its primary host plant Tree of Heaven *Ailanthus altissima.* As SLF most likely progressed to a Tier 2 species in the region, CCE Rockland incorporated control and non- chemical mitigation practices into our educational messaging. CCERC was able to reach a wide variety of audiences to solicit their assistance in this urgent citizen science project. CCE Rockland also continued to train the public and environmental organizations on how to survey for SLF and *Ailanthus altissima.* Through these efforts CCERC was hopefully able to slow the spread of Spotted into other parts of New York state.

- In March CCERC delivered an educational workshop to 18 youth participating in the Youth for Climate Action program. The workshop was followed by a site visit to a known infestation site to identify and remove egg masses.
- CCERC attended informational sessions with NYSIPM and NYS Department Agriculture and Markets to learn of the latest SLF information and share the scope of work that they would be participating in over the season.
- In May CCERC delivered a presentation on SLF, Tree of Heaven and iMap Invasive to 21 Rockland Conservation Service Corps (RCSC) members followed by a field session to identify ToH.
- In June two members of RCSC Victoria McFadden and Patrick Fitzgerald began an internship with CCERC to conduct SLF trap monitoring, surveying and provide education outreach to the Rockland community.

- During Patrick and Victoria's internships, they attended 10 farmer's markets where they provided educational information and materials on SLF and Tree of Heaven to over 500 direct contacts.
- Patrick and Victoria maintained and monitored the SLF traps at the Orangeburg and Sloatsburg infestation sites and shared their data recordings with LHPRISM. They reported over 2,000 SLF caught and killed.
- Patrick and Victoria surveyed public sites for SLF and TOH throughout the County covering over 15 km (about 10 mi).
- CCERC developed social media postings and updated flyers. Their social media postings on Facebook reached 107,000 people with 1,406 comments and 808 shares by mid-August.
- NYS Department of Agriculture and Markets informational materials were distributed to 16 Rockland County Libraries and several local businesses in the areas surrounding the infestation sites.
- CCERC trained Master Gardener Volunteers on SLF inquiries coming into the CCERC Horticulture Diagnostic Lab.
- In September CCERC delivered an educational workshop to 19 Master Gardener Volunteer in Training participants followed by a site visit to an infestation site.
- In October CCERC reached over 150 Rockland County residents at their Sustainability Walk at Congers Lake
- CCER developed a video on low-cost home traps that can be used to help mitigate SLF infestations.

Awareness of Spotted Lanternfly grew tremendously over the season and CCERC continued to provide guidance and information to the Rockland County community. Though the SLF population continued to grow in Rockland County the efforts of Cornell Cooperative Extension Rockland helped to inform the public and hopefully help slow the spread of the infestations.

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