

## Lower Hudson PRISM Strategic Goals and Objectives

**Goal 1, Capacity Building:** *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.

*“Capacity Building” 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. Foster strong academic relationships.

**Goal 2, Conservation Targets:** *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.

*“Conservation Targets” Objectives:*

- A. Identify candidate Priority Conservation Areas (PCA) / Invasive Species Prevention Zones (ISPZ).
- B. Identify sites where rare, endangered, or special concern species would benefit by invasive species management.
- C. Support management projects which protect rare and endangered species populations.

**Goal 3, Strategic Management:** *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, creating an early detection monitoring network, increasing rapid response capacity, and strategically engaging in eradication/control efforts.

*“Strategic Management” Objectives:*

- A. Continue to build **early detection** capacity (terrestrial and aquatic).
- B. Continue to refine **survey** program(s) to fill data gaps and detect new introductions.
- C. Develop 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.

**Goal 4, Education and Outreach:** *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).

*“Education and Outreach” Objectives:*

- A. Conduct tailored education and outreach messaging that is consistent with the specific target audiences.
- B. Disseminate educational materials for high priority, early detection species (esp. spotted lanternfly (SLF), beech leaf disease (BLD)) including seasonal, timed alerts.
- C. Plan, prepare for, and participate in NY’s Invasive Species Awareness Week.
- D. Incorporate diversity, equity and inclusion aspects into our messaging and materials.
- E. Measure the impact or behavior change resulting from our education and outreach efforts.

**Goal 5, Mitigate Pathways of Invasion – LH 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.

*“Mitigate Pathways of Invasion” Objectives:*

- A. Identify top priority pathways for the Lower Hudson.
- B. Mitigate the spread of aquatic invasive species by boaters.
- C. Monitor for and work to prevent spread of high priority regional forest pests.
- D. Mitigate pathway associated with movement of heavy equipment.
- E. Mitigate pathway of spread from commercial sales.
- F. Mitigate the spread of invasive species by hikers.

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**Goal 6, Information Exchange:** *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.

*“Information Exchange” Objectives:*

- A. Continue to increase information available on our website.
- B. Increase use of social media to disseminate information.
- C. Share more information between partners on experiences managing invasive species.
- D. Evaluate the feasibility of holding a Lower Hudson PRISM Summit in Fall.