G1. 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.*

Priority Strategies (ranked):
1. Coordinating Partners
2. Public and Local Government Engagement
3. Volunteer Recruitment and Training
4. Funding Development

YEAR ONE (2014)		
Objectives	Actions	Outputs
Coordinating Partners **1.1** The Lower Hudson PRISM implements operations and outreach in a strategic and coordinated fashion reaching out to potential partners and increasing membership.	**1.1.1**. Produce list of potential partners from among stakeholders, industry, academia, non-profit, etc. **1.1.2**. Reach out to potential partners on list. **1.1.3**. Create survey to assess partner needs, resources, Speakers' Bureau programs and skill banks. How can the PRISM serve partners and vice versa? What are the expectations and responsibilities? The survey should be developed in coordination with all other working groups. **1.1.4.** Schedule and conduct training sessions based on partner needs, including the following: resource utilization, website, blog, Constant Contact software, Survey Monkey, etc. **1.1.5.** Develop logo, slogan, press releases and document	**1.1.2a**. Increase PRISM membership from Dec. 2013 to Dec. 2014. **1.1.3a.** The survey is circulated and completed by a majority of partners. **1.1.4a**. X training sessions are scheduled by year end. **1.1.5a**. Create logo, slogan

YEAR ONE (2014)		
Objectives	Actions	Outputs
	templates to build an identity (branding) for use by PRISM members and partners so that all education and outreach activities strengthen and add to the LH PRISM identity

1.1.6 Form Toolkit and Web Portal | **1.1.5b**. Boilerplate and document templates for press releases.

1.1.5c. Track and compile press coverage.

1.1.6a. Tool Kit document including logo, templates, boiler plate, how-to write a press release basics, partner roster, etc.is available to Partners

1.1.6b. Website contains links to handbook, toolkit, volunteer information. The portal provides current information to public; a communication portal for partners; a PRISM calendar and a link to the education outreach bookshelf and a means for signing up new partners and volunteers and registration for PRISM activities. |
| | **1.1.7**.Seek input from Partners to produce Policy Handbook to include structure of the PRISM, identified roles and responsibilities of partners, identifies press liaisons, definitions of IS, partner groups, working contracts, policy statements regarding use of herbicides, etc. | **1.1.7a**. A partner handbook exists by end of year.

1.1.7b. Conduct how-to workshop on publicity for partners at a PRISM meeting |
| **Public and local government engagement**

1.2 The PRISM and government have productive working relationships, communicate | **1.2.1**. Develop mechanism to engage public and private organizations | |

YEAR ONE (2014)		
Objectives	Actions	Outputs
effectively and meet regularly	**1.2.2**. Produce public policy statements for Policy Handbook. **1.2.3.** Produce regular reports at meetings or through Listserv to the membership regarding government issues, model 'weed' ordinances, etc. **1.2.4**. Establish/promote hot-line numbers and disseminate through local government offices, utilities.	
Volunteer Recruitment and Training **1.3.** Volunteers are recruited, trained, and managed for the long term	**1.3.1**. Coordinate with NY-NJ Trail Conference and develop a portal for volunteer recruitment and training **1.3.2**. Identify benefits to partners and volunteers **1.3.3**. Recruit new volunteers and increase number of volunteers **1.3.4**. Role of PRISM defined regarding volunteer pool **1.3.5.** List ways to recruit volunteers, such as tabling at public events (eg Farmers Mkt, street fairs, Cooperative Extensions, Earth Day festivities, Hudson Clearwater Revival) and promoting events on website, calendars and list serves. **1.3.6**. Speak to interested groups such as Garden Clubs,	**1.3.3a.** Establish Base line: How many volunteers did PRISM recruit and how many volunteer hours in Year 1

YEAR ONE (2014)		
Objectives	Actions	Outputs
	Master Gardeners, Conservation Commissions and Boards, etc. Track # speaking engagements and establish baseline for Year 1. **1.3.7**. Provide volunteer Training (online, workshops, etc…) **1.3.8**. Summarize interests & needs of volunteers and needs of regions to improve recruitment and training programs **1.3.9**. Establish protocol for tracking volunteers & hours **1.3.10**. Develop volunteer manual **1.3.11**. Volunteer appreciation	
Funding Development **1.4.** PRISM has sustainable and robust funding to execute its mission. To identify funding sources and increase funding know-how of partners	**1.4.1**. Identify funding sources, provide assistance with grant-writing and liaison with NY-NJ Trail Conference regarding distribution of funds and assist with applications. **1.4.2**. Produce policies for use of funds and reports to inform partners. **1.4.3**. Fundraising plan through social media (e.g., Text to Give, available through NY-NJ TC) **1.4.4.** Produce list of resources to help with grant writing (e.g.,	**14.1a.** RFPs and program announcements posted on Listserve.

YEAR ONE (2014)		
Objectives	Actions	Outputs
	courses or workshops).	
	1.4.5. Contribute sections to Policy handbook on procedure for internal and external clearance of funding proposals on behalf of the PRISM for quality control and legal reasons.	
	1.4.6. Promote fundraising events (e.g. "Walking today to protect nature for tomorrow", Seed sale, annual appeal, etc.	
	1.4.7. Conduct how-to workshop on funding and grant-writing for members.	
	1.4.8. Prewritten grant "Boilerplate" with organizational charts, staff bios, evaluation plans, list of previous funding, inventory of resources, etc.	
	1.4.9. Track grants written and funds awarded throughout 2014.	

G2. 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.

Priority Strategies (ranked):
1. Coordinating Partners
2. Managing IS Strategically
3. Assessment and Monitoring Network
4. Public and Local Government Engagement

*Conservation targets are species, sites, areas or ecosystems to be protected

YEAR ONE (2014)		
Objectives	Actions	Outputs
Coordinating partners **2.1.** Partners engaged, i.e. Natural Heritage Program - internal and external partners - engaged in discussions that will assist in identifying potential priority targets	**2.1.1.** Identify host for conservation target data (GIS capacity) and working group members **2.1.2**. Develop statement of project and needs from cooperators. What info you are looking for. **2.1.3.** Identify potential partners **2.1.4.** Outreach to Partners and survey of their conservation target priorities and perceived threats from invasives.	**2.1.1a**. Data host and working group selected (May also be most appropriate to use a contractor, rather than a working group). **2.1.2a**. General statement of project philosophy, needs, definitions of terms, and cooperators role **2.1.3a**. Partners list **2.1.4a.** Form letter describing project and requesting data
2.2. List of potential priority targets and ID data Gaps is developed	**2.2.1.** Assemble existing conservation target information **2.2.2**. Develop criteria for target prioritization with PRISM input **2.2.3.** Conduct initial conservation target prioritization **2.2.4**. Identify data gaps **2.2.5**. Present highest priorities and data gaps to PRISM	**2.2.1a**. List of conservation targets **2.2.2a**. Target ranking criteria **2.2.3a**. Initial prioritized list of targets **2.2.4a** List of areas where we lack information **2.2.5a**. PRISM meeting to review prioritized conservation targets

G3. Strategic Invasive Species Management

Goal 3: The Lower Hudson PRISM supports and optimizes regional conservation through strategic invasive species management.

Priority Strategies (ranked):
1. Managing IS strategically
2. Early detection monitoring network
3. Rapid response capacity
4. Eradication/control efforts

YEAR ONE (2014)		
Objectives	Actions	Outputs
3.1 Have the capacity/ability to rapidly respond to new introductions.	**3.1.1.** Create and train a rapid response team or teams by May ***Summer field crews available through NY-NJ Trail Conference, NYC DEP, and NYS Parks.	3.1.1a. Create list of existing teams Connect teams / Linda as leader (Bob, Meredith) Identify geographic gaps or gaps in highly probable areas YR 2: Recruit to gaps Practice response drill
	3.1.2. [Year1 ?] Create a crisis management plan – new detections of highly invasive species (Hydrilla, ALB, snakehead, etc; --how to contact stakeholders (report to DEC, get PR's out, etc); talk to Steve Young / ID list of people 'in the know' about the worst up-and-coming invaders that should make this list.	3.1.2a. Adopt the state's crisis management plan, which is in the works.
	3.1.3. Develop a list "significant threat species" that would require additional coordination with DEC/USDA by March. (** look at CRISPs list). Incorporate this list in crisis mgmt plan.	3.1.3a. *DEC is currently working on this. Should be in place by end of 2014
	3.1.4. (maybe move to ED objective) Make sure that	3.1.4a. Complete 10 surveys, enter into iMap for species on

YEAR ONE (2014)		
Objectives	Actions	Outputs
	monitoring is continuous for these "significant threat species".	the significant threat list.
	3.1.5. Develop a reserve of resources/funding to be deployed in the case of an early detection.	3.1.5a. Year 1: By April, develop list of resources that could be pulled from.
	3.1.6. Develop a communication plan for coordinating partner efforts in the event of a rapid/strategic response (non-crisis) by April.	3.1.6a. *Note: review Groundworks' partnership coordination efforts
	3.1.7. Practice the above action steps on at least one early detection species by November.	3.1.7a. Yr 2 [lr: still practice one by Nov? or move action 3.1.7 to Yr2?]
3.2. Have the capacity/ability to detect new introductions to the LH-PRISM. ****Note that we seek in the first year to practice the infrastructure to note areas of success and room for improvement; we'd like to expand the number of spp we can detect in the future, but need to be realistic and effective w/ what we can achieve in the first year.**	**Prioritize Key Areas to focus monitoring efforts** **3.2.1**. Delineate "Highly Probable Areas" (HPA's), or areas most suitable for early detection species introductions. *Option A: Use the highly probable layers that iMap already has. Option B: Further refine highly probable areas specific to the Lower HV (Potential GIS project for student? Or possibly contract out, w/ funding.)*	3.2.1a. A GIS shapefile of at least 5 HPA's is developed or distilled from the iMap database by May. [probably this # should be quite a bit higher. Would include things like parking lots/trailheads near natural areas, boat launches]
	3.2.2 Select sites to survey for early detection species based on designated HPA's (3.2.1) and areas that are determined to be conservation targets.	3.2.2a. A list of 10 sites for survey will be compiled by May. [including some aquatic sites as well as terrestrial]

YEAR ONE (2014)		
Objectives	Actions	Outputs
	Enlist help from partners and volunteers	
	3.2.3. Identify & enlist a network of experts to assist with surveys of sites listed in 3.2.2a or to assist with ID confirmation. Provide this list to Cornell Cooperative Extension Associations, Master Gardener Volunteers, Torrey Botanical Society and other partners with interest in early detection.	3.2.3a. An expert list is published and provided to partners by April.
	3.2.4. Identify & enlist early detectors, both expert and novice volunteers, to survey for all taxa of early detection species at designated sites.	3.2.4a. At least 10 early detectors are participating in survey work of designated sites by September. [including some aquatic detectors as well as terrestrial.]
	3.2.5. Train detectors in species identification, survey protocols, and iMap data entry	3.2.5a. At least 25 detectors are trained by June. 3.2.5b. Two detector trainings are held in year 1.
	Conduct survey work and improve data coverage	
	3.2.6. Coordinate survey efforts by early detectors (where will they survey, how often, data collection and entry into iMap)	3.2.6a. At least 75% of early detectors trained have entered data into iMap by December or provided data to PRISM coordinator for bulk upload submission. 3.2.6b. All 10 sites identified in 3.2.2. have been surveyed at least once by September.
	3.2.7 Improve data coverage in iMapInvasives for LH in order to fill in data gaps and to make ED	3.2.7a. At least 3 new datasets are added to iMap by December.

Objectives	Actions	Outputs
	and Approaching Region reports by LH PRISM and by county more accurate. Identify existing datasets that can be added to iMap through bulk upload. *LIISMA's work on this effort can be used as a model.* **Prioritize species for early detection** **3.2.8**. Develop a watch list/ED lists for all taxa for the LH PRISM based on approaching species, local knowledge, and data distributions in iMap.	3.2.7b. All common species have been eliminated from ED and Approaching Region reports through increased data entry by September. 3.2.8a. All early detectors are provided with updated ED lists from iMap by May. 3.2.8b. Updated lists are released as needed.
3.3 Work under adopted best management practices (BMP).	**3.3.1.** Establish a separate working group to work on BMPs.	3.3.1a. Draft a template for BMPs for one invasive species by June. 3.3.1b. A working group is established by April.
	3.3.2. Adopt methods for control for plants, animals, insects, land, and aquatic organisms. (eradication, elimination, control, suppression) Option: establish working groups for the main categories. ** BMPs should be guided by latest scientific research as well as local expert knowledge and local experiences. Survey other NY PRISMS for existing BMPs.	**3.3.2a.** Adopt BMPs for 5 species (or for X species threatening high priority sites) by November.
	3.3.3. Develop a schedule for BMPs that will be produced and BMPs that will be reviewed.	**3.3.3a.** A schedule for BMPs to be produced in Yr 1 is developed by June. **3.3.3b.** A schedule for BMPs to

Objectives	Actions	Outputs
		be produced in Year 2 is developed by October Yr 1.
	3.3.4. Adopt BMP for survey methods. ** include data collection and reporting to iMapInvasives.	3.3.4a.
	3.3.5. Adopt a BMP for documenting control efforts – coordinate with professional networking group. **Remember to include mandate to collect data using shared metrics and to share our successes and failures across space and through time with our network. Include submission to iMapInvasives.	3.3.5a.
3.4 Have a regional strategic management plan	3.4.1. Develop/identify regional-level decision-making tool for identifying sites for active management (Draft a template / flowchart? For how to choose what species, properties, etc. to focus management action each season). Option: establish a working group to work on this. 3.4.2. Draft a regional strategic management plan that includes inventory, assessment, recommend control, restore if necessary, monitor, and educate/provide stewardship. 3.4.3. Include a defined	3.4.1a. Establish a working group to compare existing decision management tools (ex. IPMDAT, NYSParks tool, Bob O'Brien's tool, misc GIS target area tools) and recommend one or a modification of one for adoption. 3.4.2a. Draft plan – ask Linda for recommendations on how to proceed with this document (time consuming). Suggestion included for reviewing other strategic plans for ideas. * Identify target species, sites, and ISPZs * Note inclusion for inter-state cooperative agreements 3.4.3a. Include in management

YEAR ONE (2014)		
Objectives	Actions	Outputs
	requirement that regional strategic management plan be re-evaluated/revised at some future time (yearly?). *Note that we want to remember to include monitoring low-abundance sites (incl. Giant hogweed sites) *It was noted that this plan should include: IS prevention zones, target species lists, & management plans	plan a clause for biennial review.

G4. 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.*

Priority Strategies (ranked): (we focused on #1, 2, 3 for this first year with #5 incorporated into the first 3, and #5 for next year)
1. Coordinating PRISM Education and Outreach message
2. Public Education and Outreach
3. Volunteer training
4. Local Government Engagement
5. Reporting (incorporated throughout)
*Note: ED/RR outreach message

YEAR ONE (2014)		
Objectives	Actions	Outputs
Coordinating LH PRISM outreach and education message **4.1** Evaluate and respond to education and outreach needs identified by Partner survey. (See also G6: Information exchange)	**4.1.1.** Coordinate LH PRISM message within the PRISM partners and with other PRISMs based on needs assessment **4.1.2** Use LH PRISM, DEC Clearinghouse bookshelf, NY-NJ Trail Conference websites to host partner resources available for educators and volunteers.	**4.1.1a.** Resource list of existing Invasive Species outreach materials based on identified needs. **4.1.2a.**Trail Conference website hosts a comprehensive list of outreach and education resources
4.2. Communicate with other PRISMs to see which outreach resources have worked and especially which didn't.	**4.2.1** Communicate findings to LH PRISM about those outreach methods or programs that did or didn't work.	**4.2.1a.** Presentation at a PRISM meeting of those outreach efforts that did or did not work.
Public Education and Outreach **4.3.** Engage with local PRISM partnering organizations to deliver IS education and materials.	**4.3.1** Participate concertedly in Invasive Species Awareness Week (second week in July) to raise visibility of LH PRISM as well as Invasive Species) **4.3.2.** Provide content for LH PRISM partners for Invasive Species Awareness Week and	**4.3.1a.** Deliver X outreach programs in each of all six counties of LHPRISM during IS week at libraries/farmer's markets/fairs etc. **4.3.1b**. Publish press release **4.3.2a.** Each partner includes in their regular outreach

Objectives	Actions	Outputs
	other outreach efforts	(newsletter, webpage, etc.) or some Invasive Species message during Invasive Species week.
	4.3.3. Supply Invasive Species management information to the public at events (may include hands on programs)	**4.3.3a.** Conduct X programs in each PRISM county at times other than Awareness Week.
4.4. Create a reporting method for PRISM partners to collect and report back to PRISM program participant numbers.	**4.4.1.** Develop reporting method from PRISM Partners to collect participant numbers and report back.	**4.4.1a.** X number of participants reached through PRISM partnering organizations during IS awareness week.
Volunteer & Educator Training **4.5.** Engage with LH PRISM Partners to Deliver Invasive Species Education and Materials to Volunteers and Educators.	**4.5.1** Offer outreach materials to partnering organizations to train volunteers and educators to deliver Invasive Species education.	**4.5.1a.** Among the PRISM partners there will be X number of volunteer trainings in 2014 (based on needs and resource assessment). **4.5.1b.** X iMap invasive training per year **4.5.1c.** X first detector trainings for volunteers and PRISM partner staff/educators.
	4.5.2 Increase collaboration on volunteer and educator training between Partners.	**4.5.2a.** Create central calendar (List serve) for PRISM partners for volunteer and educator training events open to other partners. (Check with G6 for resources)
Local Government Engagement **4.6** Engage with LH PRISM partnering organizations to determine needs for IS education and outreach to municipalities and utilities	**4.6.1.** Engage with local PRISM partnering organizations to deliver IS education and materials based on assessed needs, suitable for outreach to municipalities via board meetings and citizen advisory committees.	**4.6.1a**. Present materials at X meetings in 2015. **4.6.1b.** Report municipal outreach to LH PRISM for annual reporting
	4.6.2 Engage with local PRISM partnering organizations to deliver IS education and	**4.6.2a** Offer X First Detector Training in LH PRISM Area

YEAR ONE (2014)		
Objectives	Actions	Outputs
	materials based on assessed needs, suitable for outreach to DOT and municipal and private utilities.	**4.6.2b** Report DOT and Utilities outreach to LH PRISM for annual reporting

G5. Mitigating Pathways of Invasion

Goal 5: *PRISM has a coordinated program to prevent species introduction by focusing on pathways.*

Priority Strategies (ranked):
1. Public/local government engagement/coordinating partners
2. Education and outreach
3. Managing priority species strategically

Dependencies
1. Lists of prioritized species from other groups
2. Piggyback on other group surveys
3. Utilize education and outreach methodologies developed by other groups

YEAR ONE (2014)		
Objectives	Actions	Outputs
5.1 Significant pathways and targeted audiences are identified and prioritized	**5.1.1** Gather information on what the pathways are, including polling internal and external partners and researching literature. Develop and execute a partner survey to determine pathways	**5.1.1a** List of pathways
	5.2.1 Analyze and compile survey data. Determine method of prioritization for PRISM work.	**5.2.1a** Prioritized list
	5.3.1 Develop and execute a partner survey to determine audiences.	**5.3.1a** List of audiences
	5.4.1. Prioritize audiences	**5.4.1a** Prioritized audiences
	5.5.1 For each pathway determine several ways of mitigating or preventing the spread of each of the priority species	**5.5.1a** Prioritized strategies for each pathway and species combination
5.6 Determine strategies for audiences; we are prepared for outreach to those audiences.	**5.6.1** For each audience determine several ways of reaching them in coordination with education and outreach group	**5.6.1a** Prioritized strategies for each audience

G6. 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).*

Priority Strategies:
1. Coordinating Partners
2. Education and Outreach

YEAR ONE (2014)		
Objectives	Actions	Outputs
6.1. Gather and organize information relevant to the management of invasive species from Partners, within the New York State PRISM regions, and outside PRISM regions.	**6.1.1**. Identify centralized sources of IS information and existing education materials: iMap, NYIS.info, NYISRI, Invasive.org, eddmaps.org, beetlebusters.info, hungrypests.com, power point presentations, Sentinel Plant Network, IS description cards, leaflets, publications, case studies, anecdotal knowledge, bmps, management plans, etc **6.1.2**. Encourage partners to submit information to iMapInvasives	**6.1.1a.** Start a database of resources and source material. **6.1.2a.** By 2015 20% partners who map invasives will have provided data to iMap Invasives.
6.2 Share information relevant to the management of invasive species from Partners, within the New York State PRISM regions, and outside PRISM regions.	**6.2.1**. Compile an inventory list of partner activities related to invasive species. List is accessible to all partners. Encourage partners to voluntarily host other partners to share information in onsite meetings, trainings or shadowing and to share equipment and software, i.e. ESRI GIS software. *Note: the who, what, where, when, and how* **6.2.2**. Partner invasive species management projects are posted on the LHPRISM website **6.2.3.** Shared information of	**6.2.1a.** 30% of partners who can contribute to this list have done so in the first year. **6.2.1b.** Use inventory list to create a geodatabase of partners, activities, and expertise *Note: Where are the partners working, what are they doing, what do they have access to. ie to be used in early detections and rapid response, resource sharing* **6.2.2a**. at least 3 projects are listed or highlighted each year in LHPRISM webpage *Note: Past projects will be archived on website*

YEAR ONE (2014)		
Objectives	Actions	Outputs
	workshops, trainings, volunteer events, symposia and conferences relevant to invasive species management.	**6.2.3a**. Develop a calendar of events for trainings, volunteer events, workshops, symposia.
	6.2.4. Develop a call for proposals for a symposium planned for 2015	**6.2.4a**. Release call for proposals to all partners by final year one PRISM meeting.
	6.2.5.- Share information during PRISM Partner meetings	**6.2.5a**. Time on PRISM meeting agenda is reserved and used for information sharing