

Hawai'i Invasive Species Council
Public Outreach Working Group
Minutes, July 15 2011

Present: Chris Dacus (Chair, DOT), Josh Atwood (HISC), Rachel Neville (OISC), Tiffani Keanini (KISC), Katherine Cullison (DAR), Lori Buchanan (MoMISC), Diane Sether (UH), Sky Harrison (PBIN), Jan Schipper (BIISC), Darcy Oishi (HDOA), Christy Martin (CGAPS), Teya Penniman (MISC), Keren Gunderson (KISC), Page Else (BIISC), Melissa Fox (MISC), Kristine Macdonald (Hawai'i Army National Guard), Carol Kwan (Aloha Arborist Association)

Minutes:

1. Introductions
2. Review of Strategic Plan (Chris Dacus)
 - a. Need to ensure that our activities support the efforts of the Prevention and Established Pests working groups.
 - b. The outreach group has done its own short-term planning regarding priorities over the last two years:
 - i. Consumer outreach, legislator outreach, grower outreach, interagency collaboration, species-specific response, education and awareness. These were ranked:
 1. Education and awareness
 - a. Activities included online pest reporting, maintain HEAR staff, early detection workshops
 2. Species specific response
 - a. Activities included ant communication sessions and fliers, AIS alien algae, coqui
 3. Legislator outreach
 - a. Activities and ideas included new one-page fact sheet on all policy gaps. Introduce HISC, ISCs, and CGAPS to legislature. Idea to have 1% of state department budgets go to HISC. Fact sheet on economic impacts and costs of invasives.
3. Discussion of funding availability
 - a. Research and Technology may have a budget this year. Last year this working group received \$224,818 (HISC and Legacy Land Conservation Program Funds only, does not include general funds). This year we are projected to have between \$168k and \$257k.
4. Review of evaluation and Resources working group process
5. Proposal review (Total request: \$301,523.74)
 - a. PBIN (Sky Harrison): \$29,407 from Public Outreach, \$89,551 total from all working groups. USGS has defunded the national structure that has traditionally supported PBIN. They have a year of funding remaining (through June 2012). Looking for 6 months of support, carrying them through December 2012. PBIN is becoming a project underneath the

Pacific Cooperative Studies Unit (PCSU) at UH. PBIN supports or hosts the Hawai'i Early Detection alert system, Hawai'i Invasive Species Web Mapping Portal, HISC website, Plant Pono website, CGAPS website, ISC websites, HEAR website. Funding would hire a temporary web developer to improve the reporting system for the Hawai'i Pacific Weed Risk Assessment. The Early Detection Tool Kit and Plant Pono website are specific to the Public Outreach working group. This request will also partially fund Elizabeth Speith.

- i. Page: Does the time period funding Elizabeth coincide with the promotion of Plant Pono?
 1. Sky: Yes. The website will be up and running by the time this funding would be used.
 - ii. Page: Do you have a long term funding source identified?
 1. Sky: Confident that funds will be found. The operation would ideally be a multi-agency endeavor.
 - iii. Diane: What is the interisland travel for?
 1. Sky: It's for Elizabeth attending workshops on other islands.
 - iv. Chris: How does this relate to HEAR?
 1. Sky: We host their data, but the staff are not funded under this proposal.
 - v. Christy: We need to figure out for the long term where our data will be hosted and what our data solutions are regarding the division between PBIN and HEAR.
 - vi. Page: HCC is looking for a data person. How would this relate?
 1. Sky: That position is focused on climate change. We could be a feeder of data to that person, but there is not much of a programmatic overlap there.
 - vii. Chris: How much reporting do you receive?
 1. Sky: We've received a little over a hundred reports on reportapest.org. It has the potential to function more as a interagency reporting system.
 - viii. Christy: Emphasized the importance of data reporting.
 - ix. Chris: Will you make a mobile app?
 1. Sky: We could, in the next year or two.
 - x. Chris: How will you make this a long term program that doesn't consistently rely on the HISC?
 1. Sky: This would provide six extra months to find other funding.
- b. Support of Invasive Species Public Outreach Efforts in Hawai'i (Phillip Thomas [HEAR, absent, presented by Josh Atwood]) \$20,000. This proposal provides partial funding for an Invasive Species Information Technician. This person supports the HEAR websites, HISC websites, CGAPS, and ISC websites.
- i. Josh: Sky, how does this differ from what PBIN does? Where is the division of labor?

1. Sky: PBIN hosts the data on our servers. The technician discussed here interacts with HISC, CGAPS, and ISCs staff to update the websites and write code. Moving forward, Elizabeth would be managing Plant Pono, the Detection Network, and other websites. Ultimately, these tasks could be merged. The PBIN reconstitution under PCSU could potentially incorporate HEAR in some fashion.
- c. Landscape and Forestry Pest Identification Cards (Carol Kwan): \$5,000. CTAHR staff has offered to write information for identification cards to help individuals recognize pests. Carol has been collaborating with Christy Martin and Rob Hauff. There will be about 50 cards total, with some being “pest alerts” that would facilitate early detection. There would be contact information (e.g. 643-PEST) on the cards. The funding request is for printing the cards. This costs about \$17/card. Cards would be sold as a CTAHR publication and/or distributed to landscape and forestry managers. Could include things like ‘Ōhi‘a rust, beneficial and harmful insects. They are currently conducting a survey to assess the demand for this sort of product.
- i. Darcy: If this includes ants, I could cut part of my budget or contribute it to the cards, since this project covers similar areas. HDOA can write letters of support from areas where you’d like to get funding and can be considered a partner.
 - ii. Page: Who would people report to, 643-PEST, the master gardeners, CTAHR?
 1. Chris: Maybe include reportapest.org.
 2. Darcy: Littlefireants.com also.
 3. Teya: We need to figure out who will manage 643-PEST.
 - iii. Carol: We’ve also considered having a website with the information that is in the cards, or simply a PDF version hosted on another website.
 - iv. Kate: What percentage of the profits would be used to defray costs?
 1. Carol: Not sure. The money goes to CTAHR, but there is no mechanism to ensure that the funding goes back into reprinting more cards.
- d. MISC/MoMISC (Teya Penniman): \$35,000. We produce a newsletter that has gained attention and has been successful in reaching the community. This request partially funds our outreach staff and provides supplies for printing the newsletter. We have the Hoike education program and have a Coqui-Free certification program for nurseries. These funds will support early detection for little fire ants.
- i. Rachel: Are you promoting 643-PEST?
 1. Melissa: We use 643-PEST and/or our MISC number, depending on the context.
 - ii. Chris: Are there other new projects for the upcoming year?
 1. Melissa: I will start a blog to increase our online presence.

- e. OISC (Rachel Neville): \$35,000. OISC has not had an outreach person since the last person resigned. There was no outreach request from OISC last year. These funds would reinstate OISC's outreach program. Events on O'ahu aren't a good target. There are too many events here and the message isn't communicated. The targets for this outreach person would be to strengthen relationships with relevant community groups, nurseries, and OISC partners. This could facilitate private property access and detection. Would promote best management practices at nurseries. This proposal would fund 60% of an outreach salary.
- f. Stewardship & Invasive Species Education in West Maui (Chris Brosius [West Maui Mountains Watershed Partnership, absent, presented by Josh Atwood]): \$8,204.77. This proposal supports an education program where staff take the public on educational hikes and, at the same time, participate in weed control and restoration efforts. About 10 people go on each hike. This proposal funds six hikes. The proposal funds partial salaries for crews.
 - 1. Teya: This calculates to over \$1,000/hike, though they are doing control work in addition to education.
 - 2. Chris: Does MISC work with this group?
 - a. Teya: We have a good relationship with West Maui Mountains Watershed Partnership.
 - b. Melissa: We work with them on some events and on our early detection workshop. I think this is an existing program that they are looking to ramp up.
- g. Aquatic Invasive Species (AIS) Outreach (Kate Cullison): \$11,500. We are requesting funds for supplies and materials. We have a laminator that we will use. Outreach materials would be distributed to teachers, ISCs, USGS staff, others.
 - i. Keren: Are you coming to Kaua'i?
 - 1. Kate: The stream staff for DAR is focused on O'ahu, Maui, and Big Island, so outreach will be focused there, not on Kaua'i.
 - ii. Melissa: What is the curriculum for college students?
 - 1. Kate: We're working on that. It will be focused on charting changes in streams over the course of a year, e.g., guppies. Also working on a project with UH students to monitor algae.
 - iii. Sky: It would be good to have corresponding species pages on the reportapest.org site.
 - iv. Page: A large chunk of money goes to the Kaneohe Bay project. Is there a way to make products more relevant to people on a statewide level?
 - 1. Kate: Given the amount of money put into the Kaneohe Bay restoration project, some outreach needs to be specific to that project to help ensure its success.

- v. Jan: Just to voice support, freshwater stream issues are a looming gap that this proposal addresses.
- vi. Chris: Are there aquatic species on reportapest.org?
 - 1. Sky: There is one profile for algae. It would be good to expand.
- vii. Chris: How many of the products will utilize this working group as an audience?
 - 1. Kate: The ISCs are an audience. Many of the products are for field staff.
- viii. Chris: Is your time in-kind support?
 - 1. Kate: Yes. Design work and other contributions of time are in-kind support.
- ix. Chris: Are you using 643-PEST?
 - 1. Kate: We're working on having a web presence. Not sure if 643-PEST is a reliable reporting method. Developing a site that will provide species-specific spatial information.
- x. Christy: It is important to identify which of these projects can realistically be done in a year.
- xi. Darcy: Why is no money directed toward "Promote regulatory changes?"
 - 1. Kate: It's already covered in my salary, but is part of outreach. Policy gap analysis is a major focus.
- xii. Christy: How will you be reporting the adoption of native seaweed? The projects need good measures of effectiveness.
- h. Invasive Ant Outreach (Darcy Oishi): \$20,000. Funding would support air time for public service announcements, display kits for outreach personnel to use, flyers for statewide use, field ID cards. Interested in a follow-up to the ant communication session that was funded last year.
 - i. Teya: Suggest that MISC looks at what funds they have available to cover part of this project. MISC has also been working on little fire ants, so collaborating would cover a lot of the costs proposed here. Would need to revise proposal.
- i. KISC (Keren Gunderson): \$31,360. Our proposal would partially fund outreach staff, plus materials and travel. No other organizations are doing outreach on Kaua'i (HDOA, TNC, DLNR). Previous accomplishments: service learning with fourth graders, early detection workshops, lectures. Last year they had a giant coqui frog statue for people to sign. Goals for this year: make messages understandable and fun. Codes of conduct and promoting weed risk assessment.
 - i. Chris: What other new activities would you pursue this year?
 - 1. Keren: We're hoping to expand our service learning projects at the elementary school.
- j. BIISC (Page Else): \$32,000. This funding would partially support outreach staff, materials and supplies, and travel. This year they are looking to emphasize invasive grasses, axis deer, promoting best management practices within the green industry. Looking to hire a part

