

## HAWAII INVASIVE SPECIES COUNCIL

Public Outreach Working Group of the Hawai'i Invasive Species Council

Tuesday, July 17, 2012

9:00 AM

### Meeting notes

Attendance: Polly Roth (BIISC), Josh Atwood (HISC), Christy Martin (CGAPS), Teya Penniman (MISC), Tristan Walker (DAR), Page Else (BIISC), Rachel Neville (OISC), Susie Iott (OISC), Lara Reynolds (OISC), Lisa Ferentinos (DOFAW), Sky Harrison (HBIN), Lori Buchanan (BIISC), Jono Blogett (DAR), Abe Vandenburg (MISC), Leo Asuncion (DBEDT), Duane Okamoto (City and County of Honolulu), Kristine MacDonald (Army National Guard), Angela Kieran-Vast (Army National Guard), Jean Brokish (O'ahu RC&D), Michelle Jones (DOFAW)

### AGENDA

1. Call to order (Josh Atwood)
2. Introductions
3. Approval of minutes
  - Move to shorter format of minutes
  - Lori moved to approve minutes
  - Seconded by Lara
4. Discussion of FY13 funding process (Josh)
  - Democratic funding process, talk about proposals today, can voluntarily adjust your proposal by July 27, evaluation committee will quantitatively score proposals, Resources WG on July 30, balanced budget presented to HISC August 3 for approval
5. FY13 project proposal presentations and discussion
  - BIISC
    - Page: bare bones proposal with salary and minimal travel and supplies. Our outreach program has been building capacity, but there is a lot of work to do. Size of Big Island is challenging to give good coverage, but try to do that by attending events around the island and work with media to get info out. We have been trying to get our species ID cards and plan to post online. Early Detection team is planning nursery survey effort, and I have been working to develop a good relationship with the nurseries. There are over 300 nurseries on BI. Working with a videographer with the goal of producing short YouTube videos that will introduce our work and locations. BIISC operating funds are supporting videos and mileage. The travel is to attend POWG.
    - Christy: just want to remind people to include measures of effectiveness in their proposals.
    - Polly: Page's entire salary will be covered by the two proposals to HISC. Polly will send Sky a chart on how to do intermittent hires at PCSU.

- Josh: glad to see the outreach program growing at BIISC.
- Conservation Council of Hawaii, OISC is partner
  - Christy: every year CCH produces a multi-page brief. Gets mailed and distributed widely. They produced info for an ungulate/deer report, but never received funding to print and distribute. This proposal supports that, but only prints 400. Need to clarify with Marjorie about report format (prefer shorter), travel funds, and plans to work/coordinate with DOFAW. Lisa will make sure that HISC POWG folks are invited to DOFAW outreach meeting. Add Lori to review team and have a workshop to coordinate funding.
- DAR Outreach
  - Jono: first time we have asked for salary and fringe for outreach staff. We want to increase our limited outreach. Since Tristan has come on, she has expanded our efforts. School talks, Ocean Expo, and organized community algae clean up, which was a huge success.
  - Tristan: because project is so new, we don't have any funding dedicated to outreach. We have limited funding for displays and brochures, so it would be nice to have that. Also having the ability to take photos and videos would be valuable. I would like to focus half my time on outreach exclusively.
  - Josh: The other half of your salary is covered through another source?
  - Jono: yes, as a field tech through Established Pests WG.
  - Tristan: Website will be a priority for me. And community events do have associated costs. Would like to travel to other islands to do presentations and partner with other groups.
  - Jono: AIS is a statewide agency but have been focusing a lot of our work on Kāneʻohe Bay. We hope to expand, but more immediately would like to at least get outreach on other islands to raise awareness and help with prevention and detection.
  - Page: I often include aquatics in my outreach, but would like better materials.
  - Teya: what are your priority messages?
  - Jono: seaweeds, upside down jellyfish, and invasive species on marine debris.
  - Christy: we need a more specific timeline. What is your message for each island and different target audiences? The work plan needs to be prioritized.
  - Jono: we have surveys of where invasive algae is on each island, then could produce brochure for each island so people can report if they see things outside that area.
  - Josh: are there specific community events that you want to target?
  - Tristan: we would like to start doing large algae removals quarterly and build a volunteer community. We have been partnering with TNC and

others to get community to see full relationship between land based activities and marine resources.

- Jackie: Just a point of clarification, we can't buy food for volunteers with RCUH funds.
- Christy: we would like more details of how funds will be used.
- Lisa: I want to see us work better together to get the bigger picture, so we don't have 5 people who are paid by DOFAW presenting own information. After doing many years of fairs and events, the things that work the best are hands on activities. Makes sure that people learn. Encourage all of us to look at activities that are out there and adapt for Hawaii. Could have surveys at the events on what people knew before and what they learned after.
- Josh: what is the impact of less than 100% of funding?
- Jono: we could cut down on some of the outreach materials. Would like to keep travel in so that we can get to outer islands more. Less salary means less time for outreach and more funding will come from Established Pests.
- Lisa: we have video equipment, we can share all of this stuff. You can take classes at Olelo. Lots of things out there to use for free.
- Jono: maybe could just buy waterproof housing for cameras that they have. **Tristan will connect with Darcy about underwater photography.**
- Teya: Would established pests request go up? Jono: no this is carryover from last year. But that money would last a shorter amount of time.
- HBIN
  - Sky: HBIN is new project under PCSU. 4 staff members. Currently Sky and Elizabeth are at .5 FTE, until next month when PBIN officially ends and will become fulltime with HBIN. Programmers at .3FTE. We have a long history of technical infrastructure that serves the invasive species community, including websites and databases. We have four possible deliverables.
  - 1: Early Detection Network is an online public pest reporting system. We got a HISC grant in 2005 to start a pilot project, since then we have gotten more grants to tweak it over the years. We have worked with HDOA to coordinate with 643-PEST and have HDOA support to integrate the calls into website. It will be more accessible information.
    - Rachel: will we then have the number of the pest hotline calls?
    - Christy: we currently know the number of calls but not the details.
    - Sky: there are investigative and non-investigative calls. Investigative calls are ones they are mandated to respond to. Non-investigative calls will definitely go into the system and can treat them like any other online report and refer them to responding agencies. We will need to have a discussion about branding of a new consolidated resource.

- Page: Is HDOA able to contribute to this project as it is a useful tool for them too?
  - Christy: this is not a one-time job, so this proposal is to get the project started and there will be more opportunities to contribute to keep it going.
- 2: The second deliverable is an Interagency Pest Notification System, which would facilitate more coordinated communications and response between agencies. This taps into existing responder tree that will be built into system.
  - Josh: is there an option for information to be confidential?
  - Sky: yes it is a secure site with options of how the referral process goes.
- 3: Widget/Feed for Hawaii Pest Reporting is third deliverable. Can create a piece of software that would be on your desktop to see reports coming in real time.
- 4: To support ongoing websites. Elizabeth maintains and curates online reporting system. She maintains responder tree for each island and this proposal will help to upgrade that to everyone who wants/needs to be included. And maintains hosted websites (Plant Pono, LFA)
- Sky: this funding level provides staff salaries and we have in kind admin help from MISC. \$5K for server maintenance support is vital to keep them updated and maintained. Currently servers are at MCC and we want to keep them there.
- Josh: do other sources help with server costs?
- Sky: yes from USFWS and old HISC money help but need \$5k to get through FY13.
- Page: what is long-term scenario to keep HBIN going?
- Sky: we need grants like this. One idea is that HISC set aside \$10K of technical fund to keep infrastructure, lots of information that people rely on as priority number one. Salaries are priority number 2. If site goes down and need emergency fix or a bug in the system to secure the server. I will be fundraising constantly and possibly a group proposal to support this along with ISCs. This funding will get us through 2013. Our web developers focus on infrastructure, all work on technical aspects of this together. Have some temp positions too. USDA FS funding is requested not anticipated.
- Josh: what is impact on less than 100% funding.
- Sky: total budget reflects all deliverables. If we got less, we would most likely take out of Beth's salary and programmer time and would deliver less.
- Christy: your timeline is going to be most difficult because DOA will be busy during legislative season. We are getting ready to go to public testing for Plant Pono, so if database is not maintained, then that program will be lost for the public.

- Josh: I recommend that when we do scoping process for an interagency notification tool, we should give a presentation to the Council to get buy in from all the agencies. The Council wants to see better communication between agencies, so this is a great way to address that.
- HEAR (Phillip Thomas, not present)
  - Christy: this proposal came late and at a higher amount than usually to POWG. In the past we have supported a part time HEAR staff to update websites for the HISC, ISCs, CGAPS. \$20K is second line to continue that support. A new part of the proposal this year is to support Philip.
  - Josh: the range of funding for Philip is contingent on Hau'oli Mau Loa Foundation. Is that likely?
  - Christy: we have foundation money to have Philip help with database for the first phase. Second phase is to continue that project and will cover half of his salary. But we don't know if we have that until we agree on direction and propose to the foundation. Might know next month.
  - Rachel: this proposal is just for support of HEAR website and HISC websites. The HEAR site has value, but I think all of our websites need to be updated. We need to have discussion about ISCs having more control over their websites.
  - Page: we have designed an update that could be used for all our pages.
  - Rachel: ISCs have grown and have more outreach capacity.
  - Teya: you could do it in-house if you do it on Word Press.
  - Lisa: we recently transferred all of our HAWP content to Word Press and trained our staff so they can update.
- O'ahu R&CD and Economic Development
  - Duane: this proposal brings together 2 parts of City and County, Mayor's Office Economic Development (Alenka is rep) and I am Ag Liaison and will be project lead. This came about because of Alenka's work with O'ahu RC&D. My role in this will be in three parts: looking at program content at 3 workshops that are proposed (previous deputy director of DOA and familiar with most of the issues), also will be helping with outreach to various target groups (ranchers, beekeepers and nurseries), and the evaluation that will look at post workshop evaluations and follow up three months after to see what steps had been taken.
  - Jean: O'ahu RC&D has been doing a lot of work with the ag community and this summer running master farmer workshop. This year has had lots of topics. They are very popular. Great service to ag community. There is a lot of education needed in the field about invasive species. These would be farmer to farmer workshops, in field experiences. Simple budget to just cover those workshops and deliver those messages.
  - Duane: I have been to a lot of workshops and conferences, these are very effective. A good mix of attendees.
  - Rachel: OISC would like to be involved. We wanted to talk to farmers about LFA.

- Jean: there can be flexibility on species and will work together.
- Lara: would be good for them to know how to ID and who to report it to and the information needed.
- Josh: great that this raises awareness about the HISC and the county is involved.
- Michelle: is there a fee for the workshops?
- Jean: small \$5-10 to have them invest in the workshop and we can provide food.
- Christy: be sure to consult with DOA PPC and PQ and OISC. Are any of the workshop participants ESL?
- Jean: we work with Pacific gateway center, which has a lot of immigrant farmers. We don't offer that at every workshop.
- Christy: would you be able to translate materials?
- Jean: not included in the budget, we are translating other materials. Christy will send of LFA translated brochures to OISC.
- Sky: you may want to check out Hawaii early detection website, has all the information about reporting and that site is educational to help public identify pests. One of the gaps in that site is ag pests, so we hope to bring more of those online as we work with DOA.
- Josh: impact of having less than 100%?
- Jean: fewer workshops. It takes about 60 hours of staff time to do a really good workshop. Jean will send this information to Josh on how much staff time it takes.
- Josh: can you talk more about behavior change survey?
- Jean: one of the questions we asked is do you see ways of how they will apply information in their life.
- KISC (Keren Gundersen, not present)
  - Teya for Keren: KISC is asking for core funding for outreach work. Asking for .75FTE for outreach position. KISC has strong outreach presence. Do a great job getting information out, working closely with the community. Coqui, LFA, and put out newsletter. Will attend 9 events over the year. Will continue to do ED workshops and focus on interisland issues. One measure of success that that they gathered signatures from the public. Mongoose will be a huge issue over the next year. When first Kaua'i mongoose was caught, the PR was already drafted and ready to go and was already approved by DOFAW. They effectively use online resources.
  - Josh: Keren said there is not a lot of flexibility, she is already subsidizing outreach supplies from other sources. Without \$2K, they would not be able to produce newsletters. The travel could be trimmed, but Tiffani would have to attend less outreach meetings.
  - Lisa: we are setting up video conferencing system that will be easier than the state system, so more options so people don't have to travel for meetings. DOFAW has a WebEx account that Michelle manages as well.
- MISC and MOMISC

- Teya: This funding is for core outreach activities. Continue our comprehensive outreach program. Every month we have an article in the Maui News. Continuing to raise awareness about LFA. Attend community events. Work with landscape industry with annual award. We have newsletter that focuses on one issue. One of our event activities is our wheel of MISCFortune. Measures of effectiveness is that there is more property access to control species, more media coverage about invasive species without a press release, LFA samples provided by the public. Participation in coqui free certification program. Number of website hits.
- Abe: we have been getting a lot of calls about BBTV that shows outreach is working. And have started to track number of calls each month on different species.
- Lori: we work with a lot of partners, and USDA has been a huge support.
- Page: any outreach on Lanai?
- Teya: we work with Lanai Endangered Species Recovery Project. This just covers half of Lissa's salary, the County covers the rest. This covers Lori attending meetings as well.
- OISC
  - Rachel: we are asking funds to cover an outreach specialist. We went a few years without a full time outreach person. Lara started in January. The outreach program has taken off in the last six months. Main deliverables: work in communities where OISC operates to get permission from landowners and raising awareness about target species and what we do. Will present to schools, targeted audiences and use social media. Started a volunteer program at Lyon Arboretum to remove invasive species from the garden. Will help with statewide Invasive Species Awareness Week to do a BioBlitz. Another project is that our GIS person met with County staff who are developing 311 app to report pot holes, etc. and now they added coqui frog for free so want to promote that. And will reach out to tree trimmers about LFA. Translation services would be for a card that is waterproof for people to keep in their trucks, but could remove that if it has been done. This does not cover all of the outreach specialist salary, if you wanted to reduce it, we would find the money somewhere else and may have to focus on other projects for that grant money.
  - Teya: no money for outreach supplies and materials.
  - Rachel: focusing on salary. And have some in house supplies that can support this.
  - Josh: how many people do you anticipate using the app?
  - Lara: we will quantify how many people use 311 from participation in a "go out and listen" night event.

- Rachel: we get report with GPS point. We don't know who they are unless they give us contact information. There could be a statewide invasive species reporting app, but it is pricey.
- Christy: we can see if other states that are using this app are finding it effective. We do have USFWS funding to conduct a public outreach survey, and 3 of questions will focus on reporting. We will have those results in November.
- Sky: could also use things like twitter for free so that you could feed a database from twitter.

## 6. Public comments

- Page: do you want us to rewrite proposals to clarify measures of effectiveness?
- Christy: in most cases no, but would be great to see in final report.
- Rachel: will need to revisit measures of effectiveness in strategic plan
- Jean: question on process, this session was to talk about goals and possible partnerships. What's next?
- Josh: by email you can let me and Christy know if you would like to voluntarily adjust your proposal amount. We received \$2.9M of requests for \$1.8M in funds. Deadline is July 27 because following Monday we have Resources WG meeting.
- Jean: if no one volunteers how are cuts made?
- Josh: WG Chairs and myself will have conversations on how to get the projects on budget based on evaluations.
- Teya: will there be a recommendation to Resources WG from each committee?
- Josh: it differed between WGs. Last year POWG met and hit target number. Would like to meet in person with four evaluators. I will try to convene that.
- Teya: by the time of July 30, there will be some mix of WGs that will have a recommendation?
- Josh: last year we went in with a balanced budget before Resources WG, but may be decided at Resources WG.
- Teya: evaluation scores for each proposal goes only to proposer but not whole group?
- Josh: yes.
- Jean: is it worth incorporating comments we received today?
- Josh: yes, that would be ideal. And if you make voluntary cuts, you would need to revise deliverables as well.
- Josh: if anyone has comments on the process, please email me or comments on any of the proposals.
- Christy: what is the targeted amount for this WG?
- Josh: \$164K is target amount, we received \$334K in requests.

## 7. Adjournment

- Christy: thanks for coming today and sharing your thoughts.