

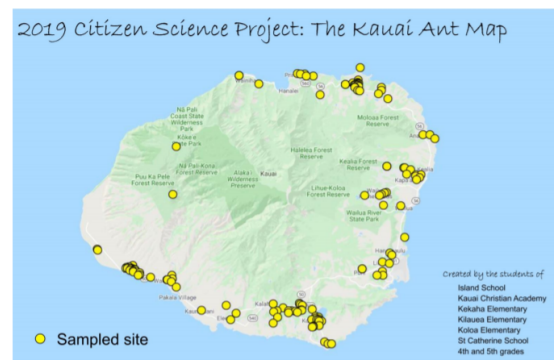
**Title:** Kaua'i Invasive Species Committee Outreach  
**Organization:** Kaua'i Invasive Species Committee, Pacific Cooperative Studies Unit, UH  
**Award:** \$84,042



**Introduction:** The Kaua'i Invasive Species Committee (KISC) is a voluntary partnership of government, private, non-profit organizations, and individuals working together to: prevent the introduction of potentially damaging pest species to the island, eliminate recently arrived (incipient) pests before they spread beyond control, manage established pests in order to reduce their negative impacts, and **educate and involve the public** as to the magnitude of the invasive species problem and the need for control programs such as KISC. Invasive species outreach and education is an integral component of on-the-ground detection and control efforts by KISC. Community collaboration is essential in the discovery, prevention, and control of target and early detection invasive species.

### ***Achievements in 2019***

**Citizen Science:** A Citizen Science campaign was conducted for the second year to engage school students, teachers, and families in little fire ant (LFA) awareness and testing. Students collected samples at home and participated in hands-on labs to examine their ants, in conjunction with a presentation on LFA and other invasive species threatening Kauai. Using the CitSci.org platform, students entered their data online into a shared database to construct a collaborative map in realtime. Presentations were given by KISC staff to a total of *10 classes at 6 schools, reaching 191 students*, who collected *133 samples*, more than 90% of which had ants. Ant ID was performed in partnership with HDOA. No LFA were found. Increased awareness and sampling knowledge were carried forward into the community via engagement of the involved students and their families.



**LFA Month:** KISC participated in the HISC partnership campaign, “Spot the Ant, Stop the Ant” month throughout October. In addition to the Citizen Science project for schools described above, LFA outreach for the campaign included *246 x 30-second radio announcements, 2 newspaper articles, 20 social media posts, 2 newsletters, and a blog feature*. Test kits were distributed via *6 libraries and 3 veterinary clinics, and 2 animal feed stores island-wide*. The assistance of veterinary clinic staff was successfully solicited to distribute LFA information and fliers during the month to pet owners. LFA information was also the featured element in KISC displays at *3 community events* during the campaign. Mayor Derek Kawakami issued a Proclamation in support of LFA awareness month highlighting the importance of community vigilance and regular testing for LFA.

**Pono Endorsement Program:** The Pono Endorsement Program was developed in partnership with Plant Pono, a program of the Coordinating Group on Alien Pest Species. The Pono Endorsement Program is a voluntary partnership between any nursery or landscaping business, Plant Pono, and KISC. Pono Endorsed businesses are those who practice and promote making “pono” plant decisions that will benefit the health and wellbeing of Kaua'i. This program seeks to address invasive species directly linked to the nursery and landscaping trade by encouraging businesses to voluntarily remove target high-risk plants from nursery stock and to adopt best management practices that reduce the risk of spreading invasive pests and disease. In coordination with two Pono-Endorsed members (one nursery and one

landscape designer), a new Native Gardening Workshop was developed, with a goal of focusing attention on invasive risks posed by horticulture. The class covers threats from escaped ornamentals, practical techniques for making pono garden choices, tips for gardening with native species, and related invasive species issues. One new business was in process of being endorsed at year-end, for a total of 20 *Endorsed Business Units (Nursery and Landscaping)*.

**Guardian of the Garden Isle:** (*Digital members: 428*) KISC's membership network engages residents and visitors on an individual level with email updates, newsletters, volunteer days, workshops, and presentations.

- **Volunteer Work Days:** KISC partnered with local conservation organizations to offer the public ways to get involved with invasive species removal, including volunteer work days with Kokee Resource Conservation Program, Mālama Hulei'a, Kauai Native Plant Society, and Makauwahi Cave (*155 people*).
- **Early Detection Workshops and Presentations:** Kaua'i Forest Bird Recovery Project, Kaua'i Endangered Seabird Recovery Project, Hawaii Department of Transportation, Biosanitation Workshop, non-profits and community groups (*280 people*).

**Website and social media:**

KISC maintains and updates the KISC website [www.kauaiisc.org](http://www.kauaiisc.org). KISC also maintains an active social media presence on Facebook [/kauaiisc](https://www.facebook.com/kauaiisc) and Instagram [@kauaiisc](https://www.instagram.com/kauaiisc).

*Total KISC web site visits: 19,472. Social media posts for 2019: Facebook posts: 93. Instagram posts: 57. Facebook total reach: 89,809. Instagram total likes: 2,315. Facebook followers at year-end: 1,339. Instagram followers at year-end: 747.*

**Professional quality e-newsletter:** KISC's annual e-newsletter focused on partnership projects and rapid response including miconia, coqui, rapid ohia death, and little fire ants. Additional newsletters and blogs included: *5 blog articles, 1 semi-annual e-newsletter, and 5 pono program newsletters.*

**KISC in the Media:** KISC has been featured or mentioned in articles, interviews, and special guest spots in the media on Kaua'i and across the state.

- *Printed articles: 16 newspaper articles (15 Garden Island Newspaper and 1 Star Advertiser). 2 radio interviews.* The Garden Island newspaper with *print circulation 11,267 daily*. Numbers do not include ROD stories.

**Fairs and events:** (*4,659 people reached*)

- Throughout the year, KISC participated in *12 community fairs and events*, including: Arbor Day, Kaua'i Garden Fair, Earth Day, Emalani Festival, Waipa Mango Festival, Agriculture Awareness Day, Banana Poka Roundup, Kaua'i County Farm Bureau Fair, National Wildlife Refuge Day. At these events KISC is represented by staffed information booths or tables, with continuous interactive discussion providing a valuable channel for communication with the community.

**School visits:** (*992 students reached*)

- Presentations were given to students at Island School, Kanuikapono, Kilauea Elementary School, Koloa Elementary School, Kekaha Elementary School, St. Catherine's, and Kaua'i Community College.

**Displays:** KISC continues to maintain the educational port signage displays focusing on general environmental education, inter-island species movement, early detection and reporting (*3 signs at Nawiliwili Harbor, 1 (5) panel display at Nawiliwili Harbor, 3 (5) panel displays at Lihue Airport*).

**Rapid Ohia Death:** 2019 was KISC's first full year of outreach focused on Rapid 'Ōhi'a Death, and the activities, primarily, centered around four key activities: 1) bio-sanitation training with conservation groups, as well as, eco-tour operators; 2) Screenings of the "Saving 'Ōhi'a" documentary; 3) the distribution of bio-sanitation kits; and 4) Workshops designed to teach people how to collect and propagate 'ōhi'a seeds. People are invested in learning about Rapid 'Ōhi'a Death and how to help save the most important tree in Hawaii's native forests. In many cases, one event and/or presentation led to another, as one group suggested additional groups and ways to engage people. For example, a presentation to the Rotary Club of Hanalei Bay got the organization excited about ways in which they could help. Eventually, they landed on the idea of the Great 'Ōhi'a Giveaway, procuring a grant to purchase 'ōhi'a seedlings from NTBG to give away at a public venue.



- **Events, presentations, workshops, and documentary showings:** 9,981 people were reached at 19 events, 28 presentation, 13 workshops and trainings, and 10 "Saving Ohia" documentary showings.
- **ROD in the media:** 16 newspaper articles, 5 Television stores, 5 radio interviews, and 3 travel magazine stories.
- **ROD outreach online presence:** 2 ROD e-newsletters were distributed, 30 Facebook posts, and 18 Instagram posts.
- **ROD PSAs:** 2 rounds of ROD focused radio PSA's were played on 9 stations island-wide.

**Interviews, meetings, and conferences:** KISC maintains a well-established outreach program involving the continued partnership and relationships with the local community, various private businesses, and government agency partners. Highlights: Chair of Kaua'i Conservation Alliance, Chair of Kaua'i Rose-Ringed Parakeet Working Group, Kaua'i Rapid Ohia Death Advisory Committee, member of the Kaua'i County Farm Bureau, member of the Kaua'i Native Plant Society, and member of the Kaua'i Landscape Industry Council.

**Pest alerts, flyers, and brochures:** Informational and educational materials are important tools when communicating not only with the general public, but also with partners and conservation collaborators. Flyers and brochures distributed this year focused on early detection species and the Pono Endorsement Program information. *Distributed pieces ~2,000*

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### Contact Information

**For more information, please contact:** Tiffani Keanini, KISC Project Manager, [kiscmgr@hawaii.edu](mailto:kiscmgr@hawaii.edu) , 808-821-1490, [www.kauaiisc.org](http://www.kauaiisc.org)

# KAUAI ROD OUTREACH

Jan 2018 - Dec 2019

## TRAVELERS

- KVB press tour.
- Mentions in KVB press releases.
- Airport display.
- Magazine stories in travel pubs (3)
- Hotel presence (3)

## MEDIA

- Press releases (2).
- Local, state & national coverage.
- KVB trailside brief.
- NTBGEJ trailside briefing
- Radio interviews
- Newsp interviews

## CULTURAL PRACTITIONERS

- KKCR Interviews (3)
- Culture 2 Canvas
- Docu. screening
- PBS Insights
- Pville library preso

## FOREST USERS

- Trailside briefings with birders, KSAR, travel journalists, Sierra Club
- Brochure distribution to retailers/libraries
- Signage/boot scrubber installation.
- Motorcross events (2)
- Ultimate Trail Run

## LANDOWNERS / LEASEHOLDERS

- Kokee cabin leaseholder mtgs (4)
- Sampling suspect trees
- Kalihiwai Ridge Neighborhood Assoc.
- Silver Falls Ranch
- Preso to Anahola Homes Association.

## VISITOR INDUSTRY

- Bio-san workshop.
- Brief KVB Press Trip.
- Included in KVB Press Releases.
- Preso to TVR group.
- Bio-san kits to vacation rentals.
- Silver Falls trng.
- Kipu Adventures trng / boot brushes
- Pville Hotel concierge trng.
- Hyatt in-room bio-san video
- Haena shuttle
- State Parks trng

## CONSERVATION / SERVICE GROUPS

- Bio-san training.
- Service days.
- "Saving 'Ōhi'a"
- Bio-san video on kiosks (15).
- ROD articles in newsletters.
- Projects with Girl Scout Groups.
- Preso to Hanalei Rotary Club.
- HEEA preso.
- NTBGEJ boot brush
- KCA Preso

## LOCAL GOVERNMENT

- Advance press release briefings.
- HDOT trng.
- Qtrly newsletter (2)

## GENERAL PUBLIC

- "Saving 'Ōhi'a" (13).
- Radio PSAs.
- Radio interviews (5).
- Brochure / flyer distribution.
- Seedbanking workshops.
- Girl Scout workshop
- Summer camps
- Bio-san kit giveaways
- Qtrly newsletter (2)
- Growing workshops
- Pville Library preso.
- Trailside seed collection outings
- Library displays

## PUBLIC EVENTS

- Arbor Day
- Garden Fair
- Earth Day (3)
- Lei Day (2)
- MotoCross (2)
- Banana Poka
- Mango Fest.
- Anaina Hou Garden
- County Fair
- USFWS Week (2)
- Emalani Festival
- 'Ōhi'a Giveaway
- Taro Festival

## REACH METRICS

### Direct Reach:

- Tabling Events - 19
- Presentations - 28
- Workshops - 13
- Documentary - 10
- Total - 9,981**

### Indirect Reach:

- Print/online - 16
- TV coverage - 5
- Radio interviews - 5
- Radio PSAs - two rounds/9 stations
- Travel Magazine - 3
- ROD FB posts - 30
- ROD IG posts - 18