

Lakeshore Invasive Species

Management Area

Five Year Strategic Plan

2020-2024



Introduction

The Lakeshore Invasive Species Management Area (LISMA) is a broad-based coalition that promotes efficient and effective management of invasive plant and animal species throughout the four-county region of Kewaunee, Manitowoc, Calumet, and Fond du Lac. This region is home to unique habitats that are important to local, regional, and global ecosystems. LISMA provides the opportunity for partners to share and leverage limited resources, raise awareness about invasive species problems, and collaboratively reduce the impact of invasive species on both public and private lands.

Mission Statement

The mission of LISMA is to educate the public and protect biodiversity and ecological function throughout the region.

Brief Organizational History

LISMA was formed in July 2013, utilizing Lakeshore Natural Resource Partnership (LNRP) as the fiscal agent. The original steering committee consisted of the aquatic invasive species coordinators for Kewaunee, Manitowoc, Calumet, and Fond du Lac County, LNRP staff, Woodland Dunes Nature Center and Preserve executive director, and a private, native landscaper from Fond Du Lac County. Initial funding for LISMA came from the Wisconsin Private Forest Grant Program. Following the Cooperative Weed Management Area (CWMA) Development Program designed by the Midwest Invasive Plant Network (MIPN) (CWMA Cookbook: A Recipe for Success), the initial steering committee developed and finalized their mission statement and hired a contractor to develop the logo and website. A part-time coordinator was hired. An initial partner meeting was held in November 2013 and approximately 55 people attended. In 2020, Glacierland Resource Conservation & Development Council (GRCD), a LISMA member, received a grant from the USDA Forest Service to revitalize LISMA and GRCD became the coordinator and fiscal agent for LISMA.

Need for Strategic Planning

The most cost-effective way to address invasive species is to prevent them from reaching the LISMA region. If, despite prevention efforts, new invasive species spread to the LISMA region, early detection programs can help locate and eradicate populations before they become widely established. For invasive species already established within the LISMA region, management programs to monitor and minimize their negative impacts to the economy and environment are necessary, but with the understanding that these efforts will be relatively costly. The sooner LISMA can act to prevent or control new infestations, the more effective our efforts will be.

The plan for 2020-2024 is the second iteration of the LISMA strategic plan. Each iteration has been reviewed, discussed and agreed upon by the members of the partnership at a regular LISMA meeting.

This LISMA Five Year Strategic Plan has been developed with the goal of reducing the environmental, economic and human health impacts of invasive species in northeastern Wisconsin by emphasizing public awareness, rapid response to new invasive species threats and building long-term organizational capacity. Obtaining funding for our programs is crucial to long-term success. Achievement of the goals put forth in this strategic plan is dependent on obtaining and maintaining adequate funding and volunteer resources.

Funding for the Strategic Planning Process

LISMA's 2020-2024 strategic plan was developed with funding from the USDA Forest Service.

Abbreviations and Acronyms

LISMA – Lakeshore Invasive Species Management Area

LNRP – Lakeshore Natural Resource Partnership

CISMA- Cooperative Invasive Species Management Area

CWMA – Cooperative Weed Management Area

MIPN – Midwest Invasive Plant Network

BMPs – Best Management Practices

WDNR-Wisconsin Department of Natural Resources

DATCP – Wisconsin Department of Agriculture, Trade, and Consumer Protection

GRCD – Glacierland Resource Conservation & Development Council

GOALS AND OBJECTIVES

The primary goals of LISMA are:

- Raise public awareness about invasive species in Kewaunee, Manitowoc, Calumet, and Fond du Lac Counties
- Prevent invasive species introduction and spread through early detection and rapid response
- Address known populations of invasive species utilizing Integrated Invasive Species Management methods where appropriate
- Consider invasive species during restoration projects
- Continually work to enhance collaboration among all stakeholders involved with LISMA.

Goal 1: Organizational Collaboration – Maintain and strengthen collaboration, which will expand the organizations capacity to accomplish all other goals.

Objective 1.1: Maintain the organization

- 1.1.1 Create a Memorandum of Understanding that will describe the role of partners in the organization. Review and update as needed.
- 1.1.2 Create an annual work plan.
- 1.1.3 Maintain an active website.
- 1.1.4 Use social media and newsletters to help inform stakeholders.
- 1.1.5 Act as a clearing house for BMPs, funding opportunities, certified applicators/contractors, and project success stories.

Objective 1.2: Work across jurisdictional and geographical boundaries to strengthen the coordination among current and potential partners.

- 1.2.1. Actively recruit new partners and cooperators for inclusion in the LISMA partnership and LISMA activities.
- 1.2.2. Report on partner grant-funded projects
- 1.2.3. Continually work to strengthen existing partnerships. See Appendix A for a list of partners.
- 1.2.4. Maintain and expand communication among partners through several diverse platforms.
- 1.2.5. Seek funding for LISMA Coordinator to offer technical assistance to partners regarding grant writing, finding funding sources and other professional support

Objective 1.3: Seek funding opportunities to support LISMA partnership activity.

- 1.3.1 Funding is anticipated to be primarily through competitive grants and gifts.
- 1.3.2 Funds will be administered through Glacierland Resource Conservation & Development Council (GRCD), the fiscal manager for LISMA.

- 1.3.3 GRCD will be the primary contact to oversee activities and ensure that grant criteria are being met.
- 1.3.4 All technical and fiscal reporting materials (progress reports, copies of receipts, in-kind & match tracking) will be the responsibility of GRCD.
- 1.3.5 All reports and deliverables required by the grant will be the responsibility of the GRCD.
- 1.3.6 The LISMA partnership will be notified of any project proposal and any award received and will receive updates pertaining to that award.

Goal 2: Prevention – Reduce the number of invasive species introduced into the LISMA and slow the spread of invasive species within the LISMA by educating and engaging the public and partners.

Objective 2.1: Provide easily accessible information to partners, the public, and relevant organizations

- 2.1.1 Obtain existing educational publications and resources to distribute to partners and the public using a variety of communication methods
- 2.1.2 Develop additional educational materials for distribution. Materials should target various citizen and professional groups, specific invasive species, activities, or pathways of introduction and spread
- 2.1.3 Provide a list of invasive species of concern for the LISMA region
- 2.1.4 Provide accurate, detailed, and updated information for the public on the LISMA page on GRCD’s website. This page will include contact information that will serve as the public’s point of contact for LISMA
- 2.1.5 Maintain a LISMA email list to provide resources and inform the public of LISMA events and invasive species news. When available, set the timing of media releases to coincide with particular events such as the opening of fishing season and park events.
- 2.1.6 Maintain a LISMA newsletter to be produced quarterly and distribute online via email list, Facebook, and website.
- 2.1.7 Promote the sharing of information among partners, CISMAs, agencies, natural resources professionals and other interested parties

Objective 2.2: Conduct education and training programs for partners and members of the public to increase awareness of prevention and early detection measures

- 2.2.1 Conduct invasive species educational presentations across the LISMA
- 2.2.2 Conduct outreach and targeted training programs for citizen groups, associations, clubs, etc.
- 2.2.3 Collaborate with local NRCS staff to inform landowners about invasive species impacts and encourage landowners to participate in invasive species BMPs incentive programs

- 2.2.4 Connect with public officials and industry workers to conduct targeted training, including best management practices for local units of government, municipalities, and businesses
- 2.2.5 Provide opportunities for schools, scouts, and other community service groups to get involved in community service invasive species control efforts and work with educators and group leaders to include invasive species education into their programs.
- 2.2.6 Cooperate with invasive species partnership members, cooperative invasive species management areas, county, state, and federal partners, and other regional organizations on volunteer trainings, media events, and educational programs to maximize the impact and reach of these programs and messaging
- 2.2.7 Provide representation at meetings, conferences, and other natural resource related functions.

Objective 2.3: Reduce the number of organisms in trade through cooperation with WDNR and DATCP

- 2.3.1 Work cooperatively with the pet, plant, and seed industries, and others to prevent the sale of invasive species.
- 2.3.2 Strengthen partnerships with the nursery industry to provide educational resources at the point-of-sale about alternatives to invasive species for gardeners.
- 2.3.3 Educate the public about selecting non-invasive plants and pets and to properly dispose of unwanted plants and animals.
- 2.3.4 Support current efforts such as Habitatitude.

Objective 2.4: Focus local prevention efforts on those ecosystems most vulnerable to invasion.

- 2.4.1 Increase attention toward efforts to identify and manage likely pathways.
- 2.4.2 Assess the vulnerability of ecosystems and develop site-based prioritization for invasive plants, pests, and pathogens for guiding LISMA's efforts.

Goal 3: Early Detection & Rapid Response – Increase the likelihood that invasive species in the LISMA will be found and reported. Quickly respond to high priority invasive species early enough to prevent harm that would otherwise be caused by them becoming established widely.

Objective 3.1: Develop a practical, convenient, and consistent reporting and monitoring system for invasive species.

- 3.1.1 Develop regional risk assessment methods to identify a prioritized list of non-native species, including regulated invasive species, and categorize species as Early Detection/Rapid Response, Manageable, or Widespread. See Appendix B for a list of selected priority nonnative invasive species for the LISMA region.
- 3.1.2 Update priority nonnative invasive species list as needed to reflect new threats and the current state of invasive species in the LISMA

- 3.1.3 Provide inventory and mapping protocols to the general public, citizen groups, and municipalities for reporting populations on the Stantec Web Map
- 3.1.4 Support surveying and mapping of invasive species in the LISMA by partners, volunteers, and the public
- 3.1.5 Maintain a database of mapping data in order to document existing populations, reveal new populations, prioritize management efforts, track progress of control efforts, and to facilitate data sharing and regional planning efforts.
- 3.1.6 Identify problem invasive species areas within the LISMA and have those sites mapped and linked to the Stantec Web Map database.

Objective 3.2: Develop and enhance the capacity to identify and effectively respond to newly discovered/localized invasive species throughout the LISMA.

- 3.2.1 Increase reports of priority species by training the public on identification of priority targets and taking notice of newly established species.
- 3.2.2 Work with local governments who develop and enforce weed ordinances and prevention regulations.
- 3.2.3 Maintain early detection and rapid response activities throughout the LISMA with particular attention to high risk areas as identified by mapping efforts
- 3.2.4 Develop and maintain cooperative relationships with regional natural resource managers, local governments, and landowners to facilitate quick response efforts towards early detection species or populations
- 3.2.5 Rank new identified populations for follow-up action such as monitoring, further research, eradication, watch, or control.
- 3.2.6 Share knowledge on discoveries of invasive species with all stakeholders in the LISMA region to allow the appropriate authority to respond quickly

Goal 4: Control and Management. Reduce the impact of invasive species to avoid loss of native biological diversity, harm to agriculture and habitats, and damage to other valuable resources.

Objective 4.1: Improve education and outreach about the impacts of invasive species and what citizens and lawmakers can do to make a difference

- 4.1.1 Provide a realistic picture of what control work can accomplish by sharing information on the likelihood of eradication, cost of control methods for individual species.
- 4.1.2 Prioritize species based on species' potential ecological and economic impacts, management objectives of infested areas, available resources, and landowner/land manager support. See Appendix B for a list of selected priority nonnative invasive species in the LISMA management area.
- 4.1.3 Provide landowners and land managers standard best management practices (BMPs) for control and updated information and resources regarding management options

available for invasive species management

- 4.1.4 Promote volunteer opportunities for citizens to participate in LISMA partners' control projects

Objective 4.2: Foster partnerships across jurisdictions to manage invasive species more effectively across the LISMA and fully engage all local parties in decision making for invasive species control.

- 4.2.1 Collect, manage, and share invasive species location data through the Stantec Web Map with LISMA partners, and local, regional and state natural resource managers to allow for informed control and management decisions across the region.
- 4.2.2 Promote the Web Map as a tool for regional use in identifying, tracking and reporting invasive populations and control efforts.
- 4.2.3 Address barriers for effective partnerships and continue to evaluate how LISMA can foster a regional effort towards controlling invasive species

Objective 4.3: Use an integrated approach to manage current invasive species populations.

- 4.3.1 Utilize Stantec Web Map as a tool for improved targeting of control efforts for widespread invasive species
- 4.3.2 Incorporate climate change adaptation strategies into project planning
- 4.3.3 Advocate for utilizing a combination of control techniques (mechanical, chemical, biological, cultural) to effectively manage invasive species populations on a case by case basis while limiting the economic and environmental impacts of treatment. A general overview of methods that may be employed can be found in Appendix C
- 4.3.4 Follow legal requirements regarding land ownership, herbicide application and equipment use
- 4.3.5 Monitor and document results of control work and conduct follow up treatments as needed and able

Goal 5: Restoration

Objective 5.1: Include invasive species considerations in guidance for restoration and rehabilitation projects.

- 5.1.1 Advise land management agencies, townships, highway departments, landowners, and other interested parties on best management practices and appropriate restoration methods using native species.
- 5.1.2 Include a restoration component in control efforts when and where appropriate

Appendix A. Lakeshore Invasive Species Management Area Partners

Bay-Lake Regional Planning Commission

Calumet County Land and Water Conservation Department

Fond du Lac Land and Water Conservation Department

Friends of Crescent Beach

Glacierland Resource Conservation & Development Council

Kewaunee County Land and Water Conservation Department

Lakeshore Natural Resource Partnership

Ledgeview Nature Center

Manitowoc County Lakes Association

Manitowoc County Soil and Water Conservation Departments

Stantec

Woodland Dunes Nature Center & Preserve