



Capital Region PRISM

Partnership for Regional Invasive Species
Management

STRATEGIC PLAN 2023-2027



**INVASIVE SPECIES
MANAGEMENT**
CAPITAL REGION

Cornell Cooperative Extension of Saratoga County

Capital Region PRISM

Partnership for Regional Invasive Species Management

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Partners and Stakeholders

Thank you for contributing your valuable time to our partnership. The feedback provided by partners created the foundation for the CR-PRISM's strategic plan. Partners like you allow the CR-PRISM to grow and flourish while protecting our environment.

CR-PRISM Host

Cornell Cooperative Extension | **Saratoga County**

PRISM Sponsors

New York State Department of Environmental Conservation
New York State Department of Agriculture and Markets
New York State Invasive Species Council
New York State Invasive Species Advisory Council



Department of
Environmental
Conservation



NEW YORK STATE
**INVASIVE SPECIES
MANAGEMENT**



**Agriculture
and Markets**

The Capital Region PRISM is financially supported by the Environmental Protection Fund as administered by the New York State Department of Environmental Conservation.



Capital Region PRISM Strategic Plan 2023-2027

Vision

To cultivate a region in which partners work together to address the harmful impacts associated with invasive species to protect its lands and waters, biodiversity, economy, and quality of life.

Mission

Our mission is to prevent, detect, and respond to harmful invasive species in the PRISM region through collaboration, resource sharing, strategic messaging, and education.

Goals

Partnership

Coordinate and collaborate with partners to grow and strengthen regional capacity to prevent, detect, and respond to invasive species.

Prevent

Minimize the introduction and spread of harmful invasive species into new areas.

Detect and Monitor

Detect and monitor harmful invasives species approaching and affecting the Capital Region.

Respond

Mitigate ecological and economic impacts of priority invasive species using an integrated pest management approach.

Outreach, Communication and Education

Build engaged communities that understand, support, and invest in the PRISM's work to prevent, detect, and respond to harmful invasive species in the Capital Region.



Capital Region PRISM Strategic Plan 2023-2027

ACRONYMS and ABBREVIATIONS

CCE	Cornell Cooperative Extension
CR-PRISM	Capital Region Partnership for Regional Invasive Species Management
NYSDEC	New York State Department of Environmental Conservation
ISCM	Invasive Species Comprehensive Management Plan
ISPZ	Invasive Species Prevention Zone
PCA	Priority Conservation Area
PRISM	Partnership for Regional Invasive Species Management
PWB	Priority Waterbody

GLOSSARY

Invasive Species

A species that is nonnative to the ecosystem under consideration, and whose introduction causes or is likely to cause economic or environmental harm or harm to human health. For the purpose of 6 NYCRR Part 575, the harm must significantly outweigh any benefits.

Prohibited Species

Prohibited invasive species cannot be knowingly possessed with the intent to sell, import, purchase, transport or introduce. In addition, no person shall sell, import, purchase, transport, introduce or propagate prohibited invasive species.

Regulated Species

Regulated invasive species, on the other hand, are species which cannot be knowingly introduced into a free-living state or introduced by a means that one should have known would lead to such an introduction, although such species shall be legal to possess, sell, buy, propagate, and transport.

Horizon Scanning

A process for identifying and assessing potential risks posed by non-native species that may be introduced and become established.

High Priority Invasive Species (HPIS)

A Tier 1 or 2 invasive species which poses a high or very high threat that are of particular concern with significant impacts to our ecosystems, economy, agricultural systems, and human health.

Species of Concern (SOC)

Species that have unknown consequences and impacts to our environment, economy, agricultural systems, and human health. These species have shown evidence of invasive tendencies that could pose moderate to very high threats. These species can be approaching the region or found locally.

Sleeper Species

Species naturalized in a region, potentially invasive, but not yet invasive because they are limited by biotic or abiotic conditions. Many naturalized species remain at low abundance and will never become invasive, but others are constrained by unfavorable climate conditions. Climate change could create newly favorable conditions for naturalized species limited by climate, enabling them to 'awaken' and resulting in rapid population growth and invasion.



Capital Region PRISM Strategic Plan 2023-2027

Introduction	5
The Capital Region PRISM's 2023–2027 Strategic Plan Contents	
The Challenge of Invasive Species	
New York's Regional Approach to Invasive Species	6-7
The Capital Region PRISM	
Capital Region PRISM Geography	
Natural Resources in the CR-PRISM Region	
Structure	8-11
Approach	
Prioritizing Species Using Tiers	
Priority Locations in the Capital Region	
Core Plan	11-16
Vision, Mission, and Goals	
Goal 1: PARTNERSHIP	
Goal 2: PREVENT	
Goal 3: DETECT AND MONITOR	
Goal 4: RESPOND	
Goal 5: OUTREACH, COMMUNICATION & EDUCATION	
APPENDIX A: Strategic Planning Process	17-18
Plan to Plan	
Learn and Validate	
Stakeholder Outreach	
Strategic Accomplishments	
Capital Region PRISM Summary of Successes From 2018-2022	
Processing and Building the 2023-2027 Strategic Plan from Partner Input	
Develop the Plan	
APPENDIX B: National Land Cover Data Sets	19-20
USA National Land Cover Service Classes	

Introduction

Harmful invasive species have caused severe environmental and economic impacts throughout the greater Capital Region, including the Hudson and Mohawk River Valleys. Invasive species impact our lands and waters, local agriculture, and recreational opportunities. These impacts result in hundreds of millions of dollars in lost revenue, increased maintenance costs, and reductions in biodiversity. The size and variability of the region's landscape, the large human population, and multiple pathways of movement pose significant challenges for preventing, detecting, and responding to harmful invasive species. The scale of the problems associated with invasive species call for a strategic and coordinated approach.

The Capital Region Partnership for Invasive Species Management (CR-PRISM) is a collaborative organization created to address the threat of invasive species. The CR-PRISM operates across eleven counties and is funded by the Environmental Protection Fund as administered by the New York State Department of Environmental Conservation (NYSDEC). The CR-PRISM is hosted by the Cornell Cooperative Extension (CCE) of Saratoga County and collaborates with more than several dozen cooperating organizations, partners, and volunteers to reduce the spread and impact of invasive species. Partners include academic institutions, government agencies, municipalities, not-for-profit organizations, private preserves and parks, land trusts, conservancies, lake associations, agricultural institutions, local businesses, environmental groups, and community scientists.

The Capital Region PRISM's 2023 – 2027 Strategic Plan Contents

- A new vision statement describing the collective purpose of the CR-PRISM partnership
- Redefined goals and objectives to promote efficient and targeted work actions
- Clear and concise goals with objectives to communicate the work of the partnership
- Direct guidance for implementation and reporting
- Local priorities that are aligned with NYSDEC requirements
- Refined outreach, communication, and education objectives
- The plan was developed with significant partner input and guided by the CR-PRISM staff and Steering Committee. For a summary of the strategic planning process, see Appendix A.

The Challenge of Invasive Species

New York State's lands and waters are at risk due to the harmful effects of invasive species, which are any species that are non-native to a local ecosystem whose introduction causes or is likely to cause economic or environmental harm or harm to human health.¹ Harmful invasive plants, animals, and pathogens threaten the ecological, economic, and public well-being of the state. These species pose a significant threat to the region given the number of pathways for transmission, including highways, canals, public trails, and a multitude of recreational access points. Each year, new invasive species are discovered in the CR-PRISM that threaten to supplant native species, degrade natural communities, challenge water quality, forest sustainability, and agricultural production.

¹ As defined by 6 NYCRR Part 575.2

New York's Regional Approach to Invasive Species

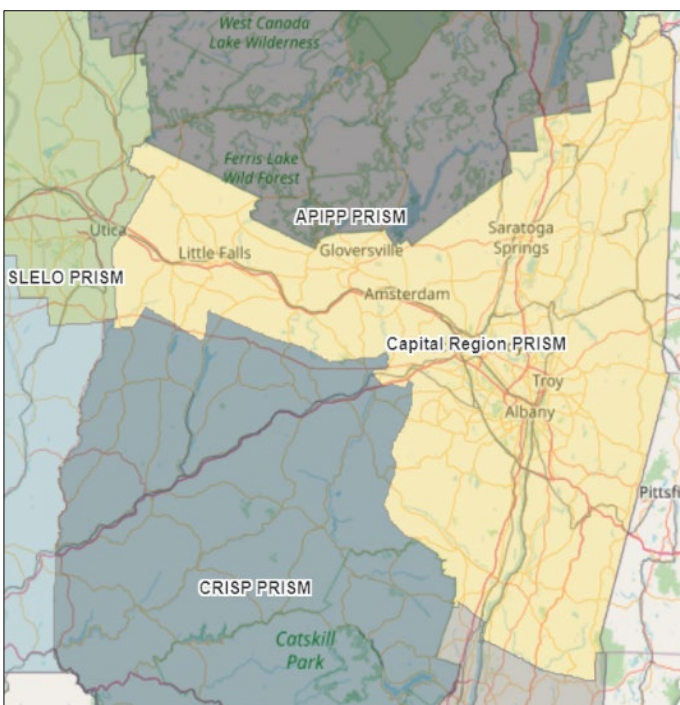
New York State has long taken a multifaceted and integrated approach to addressing the challenges presented by invasive species. This approach is outlined in the NYS Invasive Species Comprehensive Management Plan (ISCMP) of 2018, which has an overarching goal to “minimize the introduction, establishment, proliferation, and negative impacts caused by invasive species.”

Partnerships for Regional Invasive Species Management (PRISMs) are key to New York's integrated approach to managing invasive species. In 2005, the NYS Invasive Species Task Force sent a report to the Governor and legislature that recommended the state build and fund a network of partnerships to address invasive species. By 2013, the NYSDEC had contracted the administration of eight PRISMs across the state. The primary goal of the PRISM network is to minimize the harm caused by invasive species on New York's environment and economy and the impact on the health and well-being of the state's citizens. The PRISMs are designed to work collaboratively in a partnership with community-based entities to address invasive species through research, planning, coordination, early detection, response, outreach, and training of volunteers.

The Capital Region PRISM

The CCE of Saratoga County has led the CR-PRISM, formerly known as the Capital/Mohawk PRISM, since 2007 as an unfunded entity. Volunteers began to discuss and share the efforts that partner organizations were involved in throughout the eleven-county area regarding invasive species education and outreach, prevention, detection, and response. In 2013, the CCE of Saratoga County became the official host for the CR-PRISM with partial funding from the NYSDEC and then fully funded from 2018 to present.

Capital Region PRISM Geography



The CR-PRISM encompasses counties between the Adirondack and Catskill Parks covering nearly 5,000 square miles in the Greater Capital Region, including the Hudson and Mohawk River Valleys. The PRISM includes all of Albany, Columbia, Montgomery, Rensselaer, and Schenectady, and parts of Herkimer, Fulton, Greene, Saratoga, Warren, and Washington Counties.

The CR-PRISM is at the crossroads of several terrestrial and aquatic pathways of spread for invasive species, including major highway corridors, rail networks, large river systems, and three artificial canals.

Land transportation corridors include three interstate highways (I-90, I-87, I-88) and numerous state routes, as well as major rail lines moving people and freight, including the ninth busiest Amtrak station in the US.

Along the Hudson River, the Port of Albany, the Port of Troy, and the Port of Catskill are available to ocean-going cargo ships. The Mohawk River represents a major vector for both aquatic and terrestrial invasive species due to a history of development and connectivity to the Great Lakes watershed. The Erie, Champlain, and Feeder Canals also cross the region, acting as additional pathways for invasive species by connecting different watershed systems. The CR-PRISM is home to more than one million people, 83% of whom live in Albany, Schenectady, Rensselaer, and Saratoga counties. The top four agricultural counties in the region are Washington, Columbia, Saratoga, and Montgomery counties.

The CR-PRISM borders four other PRISMs. To the north is the Adirondack Park Invasive Plant Program (APIPP) PRISM. To the southeast the Catskill Regional Invasive Species Program (CRISP) PRISM and to the southwest the Lower Hudson (LH) PRISM. The western part of the CR-PRISM is bordered by the Saint Lawrence Eastern Lake Ontario (SLELO) PRISM. Of concern is the CR-PRISM's location next to two of New York's natural treasures the Adirondack and Catskill Park. The CR-PRISMs continued coordination with neighboring PRISM partnerships is essential for slowing the spread of invasive species in the state.

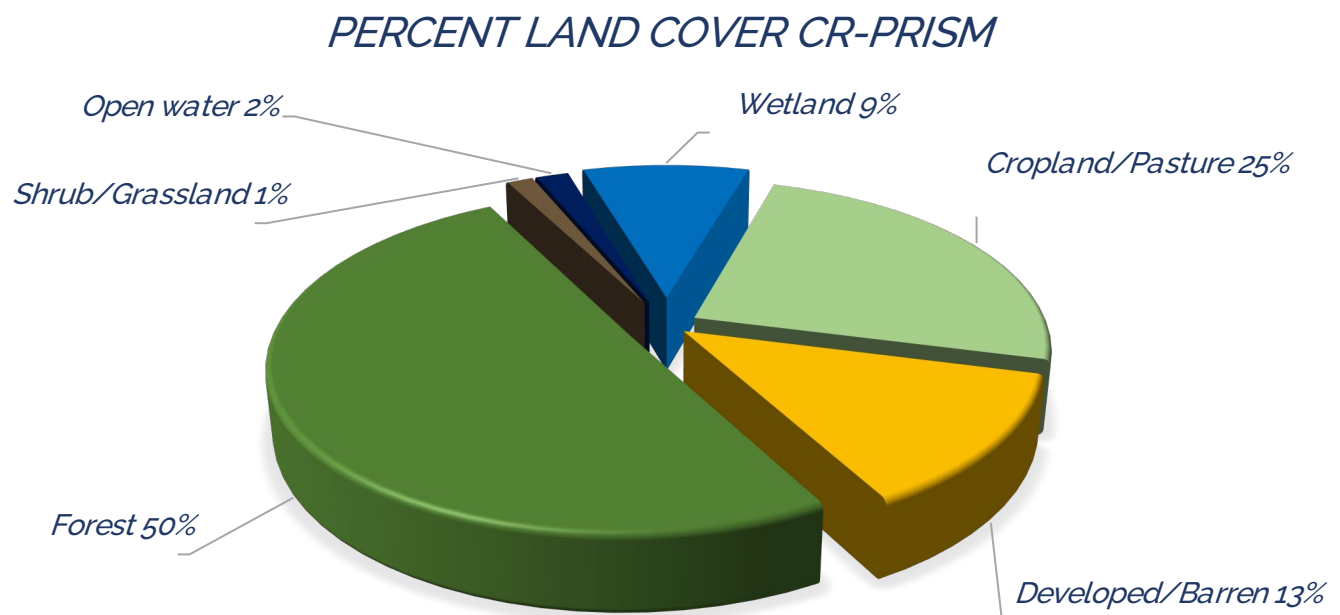
Natural Resources in the CR-PRISM Region

The CR-PRISM region is rich in natural resources and is home to five major New York ecoregions which include the Mohawk Valley, Hudson Valley, Rensselaer Plateau, Glaciated Low Allegheny Plateau, and the Taconic Foothills. The diversity of habitat in these critical ecological regions supports 55 rare, 74 threatened, and 166 endangered plant species, according to the New York Flora Atlas. Some examples of rare and endangered animal species include, the Karner blue butterfly (*Plebejus melissa samuelis*) and short-eared owl (*Asio flammeus*); threatened species, like the Blanding's turtle (*Emydoidea blandingii*) and northern harrier (*Circus hudsonius*); and species of special concern including the southern leopard frog (*Rana sphenoccephala*) and osprey (*Pandion haliaetus*). Protecting existing habitats and providing ecological connectivity is imperative to safeguarding all species in the region.

The New York Protected Areas Database (NYPAD) has classified some lands as protected from development and are designated as natural areas, conservation lands, open spaces, or recreational areas. These parcels are owned by New York State, local governments, and private conservation organizations. The CR-PRISM contains approximately 170,000 acres of land that fit these parameters. The New York State Office of Parks Recreation and Historic Preservation (OPRHP) holds twelve parks in the region, with Moreau and Grafton Lake State Parks being two of the larger areas embedded in significant ecologic habitat. The majority of the CR-PRISM spans three NYS DEC Regions, 4, 5, and 6, with 41 state forest holdings. New York has 55 different forest types and 94 tree species which are well-represented throughout the CR-PRISM.

Capital Region PRISM

Data derived from the [National Land Cover Database](#) reports 3,155,179.50 total acres within the CR-PRISM. Approximately 1.6 million acres are forest cover. Woody and emergent wetlands account for 283,016 acres. Grasslands make up 23,604.5 acres and 19,305 acres are designated as shrub and scrub land. Open water bodies make up 54,969.9 acres. Another large majority of land cover is working farmland and pasture totaling 800,000 acres. Developed urban and suburban areas including rural communities account for 409,494 developed acres. Note the percentage of land cover by type in the graph below. For an analysis of land cover acreage and descriptions of cover types please consult Appendix B.



Data provide by curtesy through the New York State Natural Heritage Program

Structure

The CR-PRISM is supported by a full-time Terrestrial Invasive Species Coordinator, Aquatic Invasive Species Program Manager, Education and Outreach Coordinator, and Lead Coordinator. Seasonal staff include Watercraft Inspection Stewards, Field Technicians, and interns from partner colleges in the region.

The CR-PRISM staff works closely with state and local agencies, not-for-profit organizations, and community scientists throughout the Greater Capital Region to implement the vision, mission, and goals of the strategic plan. Partners participate in the PRISM by attending educational programs or workshops; collaborating with invasive species surveys, removal, or restoration projects; and attending CR-PRISM partner meetings. They are also integral members of CR-PRISM committees and workgroups.

The Steering Committee supports the CR-PRISM with strategic advice on conservation-based practices and annual work plans. In addition, members review and select Request for Proposals (RFPs) submitted from the

partnership to conduct invasive species efforts that are tied to the CR-PRISM's Strategic Plan. Selected projects are then forwarded to the NYSDEC for final approval. The Steering Committee assists in other major initiatives as needed. The committee meets several times a year and is made up of a diverse set of natural resource managers, who also serve on PRISM Subcommittees.

Partners on the PRISM's Conservation subcommittee participate in annual reviews of the Terrestrial Invasive Species Tier List and seasonal work plan. The committee has vetted and selected Priority Conservation Areas (PCAs) and has assisted in designating a local Invasive Species Prevention Zone (ISPZ). Other work includes reviewing survey, treatment, and management plan templates used by staff and partners.

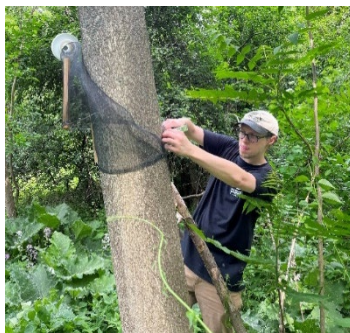
The PRISM's Aquatics subcommittee has participated in annual reviews to the aquatic invasive species Tier List and work plan. Priority aquatic species have been identified for early detection surveys. The Aquatics subcommittee has assisted in reviewing the Priority Waterbodies (PWBs) List to focus aquatic invasive species work in the region.

The Education and Outreach subcommittee compiles and prioritizes existing educational and curriculum materials for use within the PRISM region, and develops new materials as needed. The committee also helps plan and execute the annual New York State Invasive Species Awareness Week.

Approach

Each year, new invasive species are discovered in the CR-PRISM that threaten to supplant native species; degrade natural communities; and challenge water quality, forest sustainability, and agricultural production. Invasive species management actions are imperative to protect the health and function of our ecosystems and safeguard our region from additional outbreaks of existing or new invasive species.

The CR-PRISM utilizes a Framework for Response to help natural resource managers make informed decisions that result in more successful outcomes. The Framework is based on integrated pest management, which is an adaptive ecosystem-based approach, with the goal of maximizing effective response efforts while minimizing negative environmental, economic, and social impacts from invasive species. Using the Framework, the PRISM prioritizes prevention, detection, and control projects using multiple response options to prevent, eradicate, contain, or suppress high-threat populations. The current Framework for Response is available on the [CR-PRISM website](#).



Prioritizing Species Using Tiers

The CR-PRISM prioritizes high-threat invasive species with low populations using the Tier Ranking System developed in conjunction with the NY Natural Heritage Program. Tier classifications and threat impact assessments assist in prioritizing the response to new invasive species reports. The current Capital Region Tier List is available on the [CR-PRISM website](#).

- *Tier 1 species are not yet present in the region. Survey efforts focus on early detection of these species, especially those that have been confirmed within 20 miles of the PRISM boundary.*
- *Tier 2 species are present in low abundance and are possible eradication candidates. These are a high-priority target during surveys. PRISM staff and partners can use tools provided by iMapInvasives to determine if eradication of a specific Tier 2 population is feasible.*
- *High threat Tier 3 and 4 species are identified and evaluated for management if their presence is encroaching on uninvaded and/or ecologically significant habitats. Actions regarding Tier 3 and 4 species are dependent on location and impact on species of special concern. These management actions are often suppression or exclusion efforts.*

Priority Locations in the Capital Region

The CR-PRISM focuses on prevention, detection, and response actions within PCAs and PWBs. In 2019, CR-PRISM staff began identifying priority sites for response using scientific models that were reviewed by the PRISM's Conservation and Aquatic subcommittees. These sites have high ecological significance, are at greater risk of invasion, and/or have cultural and social significance. ISPZs are large areas identified with zero or low levels of invasive species that fall within the PCA and PWB classification. These regions are prioritized for response actions with a greater frequency. As of 2021, there were 26 Priority Conservation Areas and 22 Priority Waterbodies.



Capital Region PRISM

CORE PLAN: VISION, MISSION, AND GOALS

VISION

To cultivate a region in which partners work together to address the harmful impacts associated with invasive species to protect its lands and waters, biodiversity, economy, and quality of life.

MISSION

Our mission is to prevent, detect, and respond to harmful invasive species in the PRISM Region through collaboration, resource sharing, strategic messaging, and education.

GOALS, OBJECTIVES, PRIORITY ACTIONS

The CR-PRISM has set five goals to mitigate the harmful effects of invasive species to the public while protecting critical ecological and economic resources of the region. The goals, objectives, and actions of the CR-PRISM five-year strategic plan will be implemented collaboratively among the CR-PRISM staff and partners.



CR-PRISM Partners Meeting Crossings of Colonie

Goal 1: PARTNERSHIP

Coordinate and collaborate with partners to grow and strengthen regional capacity to prevent, detect, and respond to invasive species.

CR-PRISM understands that the nature and complexity of invasive species prevention and management are too great for one single entity to solve. Partners and communities are key to an effective framework of response. Partnerships are the foundation of the CR-PRISM.



Objective 1.1: Invest in the PRISM partnership and other local networks to facilitate the sharing of information, resources, and expertise across the region.

Priority Actions

- Provide opportunities for sharing information among partners through different communication channels, annual partner meetings, and topical meetings
- Strategically recruit new partners to reach new audiences and locations in the PRISM region
- Develop a mechanism for partners to report on their invasive species work, such as an annual survey
- Use a Request for Proposals to provide financial assistance for partners to implement CR-PRISM goals and objectives

Key Metrics/Outputs:

1. Number of partners engaged
2. Number of new partners reached
3. Number of RFPs funded
4. PRISMs and partners submit survey and treatment data using iMapInvasives
5. Partners share research results and updated best management practices
6. The PRISM highlights partner successes and reports

Objective 1.2: Coordinate and collaborate with statewide and regional partners on invasive species issues that cross PRISM boundaries.

Priority Actions

- Work collaboratively to respond to statewide and local high threat invasive species issues
- Share, and provide opportunities for research with partner networks when appropriate
- Coordinate with other PRISMs and related agencies such as monthly PRISM calls, quarterly PRISM leader and coordinator meetings, workgroups
- Participate in biannual invasive species summit organized by NY's Invasive Species Advisory Council

Objective 1.3: Manage the partnership, CR-PRISM operations, and complete contract deliverables.

Priority Actions

- Evaluate, adapt, and revise the CR-PRISM operational guidelines/bylaws, and strategic plan
- Update standard operating procedures to maintain institutional memory
- Craft an annual work plan
- Celebrate successes and lessons learned in the annual report
- Report all survey and treatment data in the New York State Invasive Species Data Base (iMapInvasives)
- Review and update partnership agreement, clarifying roles and responsibilities of PRISM partners, Steering Committee, subcommittees, and working groups

Goal 2: PREVENT

Minimize the introduction and spread of harmful invasive species into new areas.

Prevention is the leading management strategy and the most cost-effective measure when addressing invasive species. Prevention includes limiting the spread of existing invasive species and new ones approaching the region. CR-PRISM staff and partners implement active prevention measures and conduct prevention outreach to develop public awareness about the harm caused by invasive species and how to control their spread.

Objective 2.1: Actively reduce the spread of aquatic invasive species through a region-wide Watercraft Inspection Steward Program (WISP).

Priority actions:

- Train, and deploy watercraft inspection stewards to prevent & detect aquatic invasive species from spreading across the region while promoting behavioral change messaging such as 'Clean, Drain, Dry'
- Submit boat steward data via the Watercraft Inspection Steward Program Application and annual report

Objective 2.2: Implement targeted prevention education for priority pathways of invasive species spread.

Priority actions:

- Identify invasive species spread pathways and audiences that can be addressed through targeted education efforts and actions, such as guidelines for clean fill and materials
- Promote and assist partners with the creation of spread-prevention infrastructure and or materials to address specific pathways of terrestrial and aquatic invasive species spread such as boot brush stations

Objective 2.3: Collaboratively address invasive species prevention with partners.

Priority actions:

- Identify and engage local partners with prevention actions as needed relating to species of concern through event horizon scanning and related vectors within the CR-PRISM
- Identify and collaboratively work with statewide partners and other PRISMs to identify and/or address vectors beyond the CR-PRISM geography

Objective 2.4: Anticipate new introductions and reassess current species of concern through event horizon scanning.

Priority actions:

- Annually update the CR-PRISM's tier list and assist in revision to the statewide tier list
- Evaluate sleeper species that are more likely to spread as the climate changes
- Inform partners and the public about new and emerging species of concern using available tools



Key Metrics/Outputs

1. Number of new people reached on WISP: Clean, Drain, Dry practices
2. Number of watercraft inspections
3. Number of AIS intercepts
4. Identify high priority invasive species and species of concern and through event horizon scanning & share with partnership

Goal 3: DETECT AND MONITOR

Detect and monitor harmful invasive species approaching and affecting the PRISM Region.

Detection and monitoring actions are critical to slowing the spread of invasive species and managing impacts. Early detection of new infestations is a cost-effective management strategy when paired with rapid response, providing the best opportunity to address harmful invasive species before they cause considerable damage to the environment.

Objective 3.1 Make effective use of limited resources by monitoring priority species and locations.

Priority Actions

- Reevaluate natural areas for monitoring by updating and using prioritization models such as CR-PRISM Priority Waterbodies (PWB), Priority Conservation Areas (PCA), and other statewide resources
- Monitor priority pathways and highly probable areas for harmful invasive species
- Monitor for species by tier classification
- Explore and adopt new technologies for early detections over large areas and time such as eDNA, remote sensing and photo documentation, when appropriate

Objective 3.2: Engage partners and the community in detecting and monitoring high-priority invasive species.

Priority Actions

- Identify prime audiences with the capacity to monitor high-priority species and locations
- Train and support partners, volunteers, community scientists, and subcontractors to conduct surveys and document findings using CR-PRISM templates

Objective 3.3: Recruit and train volunteers to collect data on invasive species using iMapInvasives database.

Priority Actions

- Recruit and train new and existing volunteer networks and volunteers of PRISM partners
- Continue, expand, and develop volunteer network programs that use iMapInvasives, such as spotted lanternfly grids and hemlock hunters
- Train partners to provide iMapInvasives trainings



Key Metrics/Outputs:

1. Number of private and public locations accessed for monitoring (land and water)
2. Number of acres monitored
3. Report high priority invasive species and species of concern
4. Describe targeted terrestrial and aquatic trainings
5. Number of iMapInvasive trainings and people reached using the data base
6. Describe volunteer network programs which use iMapInvasives and the number of hours and uploads contributed.

Goal 4: RESPOND

Mitigate ecological and economic impacts of priority invasive species using an integrated pest management approach.

Once a harmful invasive species is detected, CR-PRISM staff and partners determine how to respond. Invasive species response is multi-faceted and requires continued effort. The CR-PRISM staff uses an integrated pest management-based framework to respond to infestations; this is a tool to assess threats, risk, resource value, and removal feasibility to select the best response. Responses might include eradication, containment, suppression, monitoring, or no action. When an infestation is removed, post-treatment monitoring is used to evaluate success and restoration practices used to prevent re-infestation.

Objective 4.1: Make effective use of limited resources by prioritizing responses to invasive species infestations.

Priority Actions

- Use the framework of response/Integrated Pest Management approach to identify, delineate, and select management actions for high-priority species including post treatment actions, restoration, and when appropriate, research
- Train and deploy a response team that can quickly and effectively manage high-priority infestations
- Evaluate management effectiveness through posttreatment monitoring of known treatment sites
- Coordinate access to private and public lands and waters for response actions

Objective 4.2: Consult with partners to share information and resources to effectively respond to priority invasive species.

Priority Actions

- Assist partners to develop programs for long-term invasive species management using the CR-PRISM's framework of response and iMapInvasives
- Engage PRISM partners and volunteers to build rapid response capacity throughout the PRISM region
- Host management workshops
- Enhance and share best management practices and guidelines
- Facilitate equipment sharing among partners

Objective 4.3: Restore sites following invasive species management and control efforts as needed.

Priority Actions

- Evaluate and conduct restoration actions in areas vulnerable to climate shifts
- Provide guidance for restoration practices as requested

Objective 4.4: Conduct and support research.

Priority Actions

- Assist statewide partners and supporting agencies with research as requested, as time permits



Key Metrics/Outputs:

1. Number of private & public locations accessed for response (land and water)
2. Number of acres treated
3. Number of acres subject to post treatment monitoring and restoration
4. Describe management workshops and participants

Goal 5: OUTREACH, COMMUNICATION & EDUCATION

Build engaged communities that understand, support, and invest in the PRISM's work to prevent, detect, and respond to harmful invasive species in the Capital Region.

Education and outreach strategies are needed to reduce the harmful impacts of invasive species in the region. Many people are not aware of the harm caused by invasive species; others may be motivated to work on invasive species but may be overwhelmed by the scale of the problem. CR-PRISM staff seek to empower people through understanding the CR-PRISM approach to invasive species, their role in invasive species prevention, detection, and response, and providing resources for those who want to be more involved.

Objective 5.1: Use consistent messaging on preventing, monitoring, and responding to invasive species.

Priority Actions

- Identify priority audiences and assess information needs and communication preferences
- Identify and meet PRISM outreach and communication needs consistent with statewide approaches
 - Develop and adopt new messaging campaigns as appropriate, especially those that are relevant a wide range of people, such as 'Clean, Drain, Dry,' 'Play, Clean, Go,' and 'Pledge to Protect'
- Highlight successes in invasive species work
- Develop empowering messages that incorporate concepts about co-existing with invasive species



Objective 5.2: Use effective communication channels and products to share invasive species information with different audiences.

Priority Actions

- Maintain and enhance a website that serves as a central resource and repository for the Capital Region that complements existing statewide resources like the NY Invasive Species Clearinghouse
- Share annual report with partnership and new members
- Deliver CR-PRISM quarterly newsletter, factsheets, email blast, social media outlets etc.
- Explore new communication channels to reach new audiences as identified
- Participate in informal tabling events with broad impacts

Key Metrics/Outputs:

1. Number of participants reached
2. Number of events with program highlights
3. Number of ISAW events hosted by the CR-PRISM and partners

Objective 5.3: Collaborate and promote programs and events that engage specific audiences in the PRISM's work to prevent, detect, and respond to harmful invasive species in the PRISM Region.

Priority Actions

- Reach out to specific audiences for initial awareness and training, such as Master Gardeners, academic institutions, and local clubs
 - Align education events with the interests of priority audiences
- Create programs for specific audiences such as land trusts, lake associations, and municipalities
- Promote Invasive Species Awareness Week and collaborate on events with partners

APPENDIX A: STRATEGIC PLANNING PROCESS

A working group comprised of the CR-PRISM staff and Steering Committee created the strategic plan to guide the PRISM's work for the next five years. Consultant Karen Strong of Strong Outcomes, LLC led the staff and committee through the process shown in Figure C1.



FIGURE C1. STRATEGIC PLANNING PROCESS.



Plan to Plan

The first step was to define the purpose, parameters, and audience of the plan, which informed the plan's structure and overall content. In May 2022, the CR-PRISM staff and Steering Committee identified the following purposes of the strategic plan:

- Administer the deliverables of the CR-PRISM program and contract
- Help staff prioritize actions and streamline annual work planning process
- Serve as a resource for partners to prioritize their work on invasive species
- Create a document applicable to a wide range of people
- Leverage additional funding
- Help partners communicate the PRISM's work
- Be flexible and adaptable



Learn and Validate

The next phase of the process focused on stakeholder outreach and documenting the CR-PRISM's accomplishments from 2018-2022.



Stakeholder Outreach

Because CR-PRISM partners are an integral part of our work, it was imperative to include them in the planning process. Stakeholder outreach was used to obtain feedback on the CR-PRISM's work, elicit partner motivations for participating in PRISM programs, assess partner needs, and solicit and test ideas. In June and July of 2022, 93 partners provided input into the plan through interviews and surveys. A total of 20 interviews were conducted by the consultant and CR-PRISM staff, and 73 people provided their feedback through the survey.

Top to Bottom Native: Blue Cohosh, Red Trillium, and Hepatica some of the things to protect

Strategic Accomplishments

The CR-PRISM's 2018-2022 strategic plan sets six goals: partnerships, prevention, early detection and monitoring, education and outreach, control, management and restoration, and information management and communication. A strategic accomplishment, available upon request, describes progress and major accomplishments for each goal and is summarized in brief below.

Capital Region PRISM Summary of Successes From 2018-2022

- *Increased the number of partners by 19% each year.*
- *Improved capacity of local partners for invasive species works through technical and financial support.*
- *Built CR-PRISM capacity through regional collaboration with other PRISMs and statewide task forces.*
- *Prevented the spread of aquatic invasive species through the Watercraft Inspection Steward Program. Since 2018, 67 stewards have inspected 51,367 watercrafts at 39 sites throughout the region, resulting in 1,952 aquatic invasives intercepted. Stewards shared 'Clean, Drain, Dry' messaging with 80,303 recreational boaters.*
- *Increased early detection capacity, especially for aquatic invasive species.*
- *Held nearly 300 educational events for 10,168 people, including lectures, in-field demonstrations, and hands on training involving more technical instruction.*
- *Prioritized invasive species monitoring and management of 30 high-threat species in 26 priority conservation areas and 22 priority waterbodies.*
- *Created frameworks to support CR-PRISM and partner responses to new invasive species reports, including tools, templates, and best management practices.*
- *Created systems for documenting standard operating procedures and maintaining records.*

Processing and Building the 2023-2027 Strategic Plan from Partner Input

The CR-PRISM received feedback from over 90 partners and stakeholders, which is summarized in a stakeholder report available upon request. A brief overview of the results:

- *The CR-PRISM is valued for many reasons, including monitoring, funding, and providing educational materials.*
- *Technical and financial assistance provided by the CR-PRISM has raised the capacity to address invasive species among partners who manage land and water resources.*
- *73% of survey respondents expressed invasive species are a high or essential priority for their organizations.*
- *Ecological and recreational impacts are primary reasons partners address invasive species.*
- *Survey respondents are more active in spread prevention education, monitoring, and collaboration than response.*
- *Partners participate in the PRISM through workshops, collaborating on monitoring and/or management projects, and attending partner meetings.*
- *Current and potential partners said more funding would increase their capacity for addressing invasive species.*
- *Current partners reported that networking and highlighting success stories, sharing best management practices and recent research are important along with the need for greater capacity.*

Develop the Plan

The staff, Steering Committee, and selected strategic partners participated in two virtual strategic planning retreats that identified a vision, crafted benchmarks, and generated an outline of the strategic plan's goals and potential actions. The ideas generated in these retreats, along with the partner survey and interview results, were crafted into a vision, mission, goals, objectives, and priority actions. A draft plan was created based on the outline developed with staff and committee input. Following a review from the CR-PRISM staff and Steering Committee, the final plan was presented to the partnership at the winter 2022 CR-PRISM Partner Meeting.

APPENDIX B: National Land Cover Data Sets and Descriptions

National Landcover Data Set	Acres - CR PRISM	Percent Cover
Open Water	54,969.9	1.7
Developed Open Space	169,163.6	5.4
Developed Low Intensity	128,519.3	4.1
Developed Medium Intensity	75,601.5	2.4
Developed High Intensity	27,441.4	0.9
Barren Land	8,769.8	0.3
Deciduous Forest	850,857.1	27.0
Evergreen Forest	288,308.6	9.1
Mixed Forest	449,889.2	14.3
Shrub/Scrub	19,305.8	0.6
Grassland/Herbaceous	23,604.5	0.7
Pasture/Hay	605,456.7	19.2
Cultivated Crops	170,275.7	5.4
Woody Wetlands	254,286.1	8.1
Emergent Herbaceous Wetlands	28,730.3	0.9

[Description of National Land Cover Dataset types provided by New York State Natural Heritage Program](#)

USA National Land Cover Service Classes

- **Open Water** - areas of open water, generally with less than 25% cover of vegetation or soil. Developed, Open Space - areas with a mixture of some constructed materials, but mostly vegetation in the form of lawn grasses. Impervious surfaces account for less than 20% of total cover. These areas most commonly include large-lot single-family housing units, parks, golf courses, and vegetation planted in developed settings for recreation, erosion control, or aesthetic purposes.
- **Developed, Low Intensity** - areas with a mixture of constructed materials and vegetation. Impervious surfaces account for 20% to 49% percent of total cover. These areas most commonly include single-family housing units.
- **Developed, Medium Intensity** - areas with a mixture of constructed materials and vegetation. Impervious surfaces account for 50% to 79% of the total cover. These areas most commonly include single-family housing units.
- **Developed High Intensity** - highly developed areas where people reside or work in high numbers. Examples include apartment complexes, row houses and commercial/industrial. Impervious surfaces account for 80% to 100% of the total cover.
- **Barren Land (Rock/Sand/Clay)** - areas of bedrock, desert pavement, scarps, talus, slides, volcanic material, glacial debris, sand dunes, strip mines, gravel pits and other accumulations of earthen material. Generally, vegetation accounts for less than 15% of total cover.
- **Deciduous Forest** - areas dominated by trees generally greater than 5 meters tall, and greater than 20% of total vegetation cover. More than 75% of the tree species shed foliage simultaneously in response to seasonal change.

- **Evergreen Forest** - areas dominated by trees generally greater than 5 meters tall, and greater than 20% of total vegetation cover. More than 75% of the tree species maintain their leaves all year. Canopy is never without green foliage.
- **Mixed Forest** - areas dominated by trees generally greater than 5 meters tall, and greater than 20% of total vegetation cover. Neither deciduous nor evergreen species are greater than 75% of total tree cover.
- **Dwarf Scrub** - Alaska only areas dominated by shrubs less than 20 centimeters tall with shrub canopy typically greater than 20% of total vegetation. This type is often co-associated with grasses, sedges, herbs, and non-vascular vegetation.
- **Shrub/Scrub** - areas dominated by shrubs; less than 5 meters tall with shrub canopy typically greater than 20% of total vegetation. This class includes true shrubs, young trees in an early successional stage or trees stunted from environmental conditions.
- **Grassland/Herbaceous** - areas dominated by graminoid or herbaceous vegetation, generally greater than 80% of total vegetation. These areas are not subject to intensive management such as tilling, but can be utilized for grazing.
- **Pasture/Hay** - areas of grasses, legumes, or grass-legume mixtures planted for livestock grazing or the production of seed or hay crops, typically on a perennial cycle. Pasture/hay vegetation accounts for greater than 20% of total vegetation.
- **Cultivated Crops** - areas used for the production of annual crops, such as corn, soybeans, vegetables, tobacco, and cotton, and also perennial woody crops such as orchards and vineyards. Crop vegetation accounts for greater than 20% of total vegetation. This class also includes all land being actively tilled.
- **Woody Wetlands** - areas where forest or shrubland vegetation accounts for greater than 20% of vegetative cover and the soil or substrate is periodically saturated with or covered with water.
- **Emergent Herbaceous Wetlands** - Areas where perennial herbaceous vegetation accounts for greater than 80% of vegetative cover and the soil or substrate is periodically saturated with or covered with water.



Left to Right Native: Estuary Beggar Ticks, Blood Root, Bumble Bee and Button Bush. Some of the things to protect