

MAUI INVASIVE SPECIES COMMITTEE STRATEGIC PLAN

STRATEGIC PLAN COMPONENTS

MAXIMIZING PROGRAM IMPACT

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- EARLY DETECTION
- RAPID RESPONSE
- ERADICATION / CONTROL
- PREVENTION
- BIO-CONTROL

MAXIMIZING PROGRAM QUALITY

GOAL 2: STRATEGIES & ACTIONS ARE SCIENCE-BASED, EFFICIENT & EFFECTIVE

- SCIENCE-BASED
- EFFICIENCY & EFFECTIVENESS
- DATA MANAGEMENT

MAXIMIZING OUR VOICE

GOAL 3: ENGAGING THE PUBLIC

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- LITTLE FIRE ANT
- INDUSTRY PARTICIPATION
- EDUCATION

STRENGTHENING OUR CONNECTIONS

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CREATING FINANCIAL SUSTAINABILITY

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BUILDING A WORKFORCE TO ACHIEVE OUR VISION

GOAL 6: REWARDING WORKPLACE

- RETENTION
- PROFESSIONAL DEVELOPMENT
- LOCAL RECRUITMENT

MAXIMIZING PROGRAM IMPACT

GOAL 1: PROTECT MAUI NUI FROM THE HARM OF INVASIVE SPECIES.

Early Detection – Objective 1.1: New terrestrial invasive species are detected at the incipient stage of invasion – when control or eradication is still feasible.

Strategies:

1. Survey Maui's roadsides, nurseries and botanical gardens during FY14.
2. Improve staff capacity to identify plant, vertebrate, and invertebrate species. Conduct biennial vertebrate identification training for Maui Nui natural resource workers.
3. Implement "Eyes & Ears" program to expand public's familiarity with target species.

Performance Measures:

1. Public reports about invasive species.
2. Numbers of trained observers familiar with MISC targets and other identified incipient species.
3. Number of miles surveyed; number of new detections.

Rapid Response – Objective 1.2: Clear protocols guide agency responses to detections of new invasive plants, vertebrates, invertebrates and aquatic species.

Strategies:

1. Update and disseminate comprehensive Rapid Response Chart outlining agency responsibilities.
2. Participate in development of a statewide decision-support system for identifying response options and priorities.

Performance Measures:

1. Number of responses to new invaders
2. Key agency personnel have enhanced understanding of responsibilities for responding to invasive species reports.

Eradication & Control – Objective 1.3: Maui Nui's highest priority target species are eradicated or contained.

Strategies:

1. Target species are selected according to threat to native ecosystems, local agriculture, local economy, quality of life, feasibility of control, and cost to control.
2. Annually, control or eradicate highest priority species.
3. Work to update Noxious Weed List to include MISC's target species and other well-known invaders.

Performance Measures:

1. List of target species selected for work is consistent with prioritization criteria.
2. Decreased numbers of mature plant targets.
3. Decreased numbers of individual vertebrate or invertebrate targets.
4. Decreased number of infested acres by target.
5. Increased percent coverage of infested areas.
6. Decreased volumes of herbicide used or applied on target species.
7. Decreased labor employed on target species.

Prevention – Objective 1.4: Maui Nui has effective prevention programs to keep unwanted invasive species from breaching our harbors, ports and airports.

Strategies:

1. Schedule periodic meetings with HDOA to explore options for collaboration.
2. Develop strategies to support Hawaii Department of Agriculture.
3. Support legislation and development of infrastructure to strengthen the ability of Maui County and Hawaii to improve quarantine measures for imported goods.

Performance Measures:

1. Number of inspectors on Maui increases.
2. Weed Risk Assessment protocols used by industry to help limit importation of high-risk species.

Bio-control – Objective 1.5: MISC supports discovery of effective bio-control agents to address high priority target species that are not easily eradicated by chemical / mechanical means.

Strategies:

1. Support research on and infrastructure for biocontrol
2. Identify top priorities and strategies for biocontrol on Maui.
3. Work with agencies on miconia biocontrol agents.

Performance Measures:

1. Research on bio-control agents for selected targets increases.
2. Increased discovery and/or release of effective new bio-control agents for selected targets.

MAXIMIZING PROGRAM QUALITY

GOAL 2: STRATEGIES AND ACTIONS ARE SCIENCE-BASED, EFFICIENT & EFFECTIVE.

Science-Based – Objective 2.1: Action Plans are based on the most current and reliable science available.

Strategies:

1. Annually review the most current scientific information and best management practices for each target species.
2. Hold periodic meetings to review current knowledge.
3. Publish MISC's operations, experiments, and photographs.

Performance Measures

1. Control methods are responsive to new information.
2. Committee members and staff report continued learning experience.

Efficiency & Effectiveness – Objective 2.2: Survey and control actions are efficient and effective while minimizing non-target impacts.

Strategies

1. Establish concrete action plan for each target species.
2. Annually review current control methodologies and efficacy.
3. Prepare annual and long-term budgets based on estimated cost per target species.

4. Annually review potential for non-target impacts and identify ways to eliminate or reduce impacts.
5. Ensure MISC stays current on research into new and appropriate products and technologies.

Performance Measures

1. Control efficacy increases. Number of repeat visits to control target species decreases.
2. Efficiency of control work is increased. It takes less time to complete the same area or number of properties.
3. Enhanced understanding of control costs for each target species supports decision-making process.
4. Non-target impacts are documented and reviewed.

Data Management – Objective 2.3: Accurate, current and relevant data provide the foundation for MISC’s daily operations and long-term strategies.

Strategies:

1. MISC’s integrated GIS-database system is consistent with statewide standards.
2. Data collected for each species is reviewed quarterly to ensure that data standards are being met.

Performance Measures:

1. Internal data consistency is enhanced.
2. Tabular and spatial data are fully portable to statewide system in timely fashion.
3. Data collected provide meaningful measures of success.
4. Maps demonstrate progress over time.

MAXIMIZING OUR VOICE

GOAL 3: ENGAGING THE PUBLIC TO PROTECT MAUI NUI.

Public Understanding & Support – Objective 3.1: The public understands and supports efforts to detect and control invasive species in Maui County.

Strategies:

1. Communicate progress, value and relevance of work to decision makers and funders.
2. Increase public awareness of invasive species issues and engage public in efforts through coordinated media campaigns.
3. Implement “Eyes & Ears” program to expand public’s familiarity with target species. Special emphasis on outdoor industries, port workers, etc.
4. Continue monthly news article in *Maui News* highlighting target species.

Performance Measures:

1. Funding is maintained or increased.
2. Number of public contacts.
3. Access to private property – recalcitrant issues resolved.
4. Numbers of trained observers familiar with MISC targets.

Little Fire Ant – Objective 3.2: Raise public awareness about LFA. Engage public in detection activities.

Strategies:

1. Educate the public about the immediate threat posed by the little fire ant (*Wasmannia auropunctata*) through coordinated media campaign, using development of a website, newspapers, broadcast media, social networking, presentations, etc.
2. Train the public in how to survey for LFA and report findings.
3. Develop program to maintain efforts, recognize volunteers, & celebrate success.

Performance Measures:

1. Outreach events / activities focused on LFA – number of people contacted
2. Media coverage of the issue
3. Number of samples provided by public.
4. Reports via PEST hotline, to MISC, social networking, etc.

Industry Participation – Objective 3.3: The landscape and agricultural industries are supportive partners.

Strategies:

1. Promote use of the HPWRA by the industry.
2. Promote and implement annual award to recognize supportive members of the landscape and agricultural industries.
3. Implement / maintain coqui-free certification program for nurseries.
4. Participate in industry-related events and associations.

Performance Measures:

1. Number of HPWRA requests by industries and agencies.
2. Nurseries, plant providers, and the public participate in frog-free certification program.

Education – Objective 3.4: The students of Maui Nui are engaged with invasive species issues.

Strategies:

1. Conduct educational programs for elementary, high school and college groups.
2. Actively promote implementation of the Hō'ike o Haleakalā curriculum, with emphasis on invasive species activities.
3. Complete the Hō'ike module on invasive species.

Performance Measures:

1. Numbers of presentations to school groups. Number of students reached.
2. Numbers of youth involved in survey and control activities.
3. Number of local youth doing internships at MISC.
4. Successful recruitment of local youth to MISC positions.

STRENGTHENING OUR CONNECTIONS

GOAL 4: MISC MAINTAINS A FOCUS ON MAUI NUI & CONTRIBUTES TO STATEWIDE NETWORK.

Moloka‘i, Lāna‘i & Kaho‘olawe – Objective 4.1: Support invasive species efforts on all islands of Maui Nui.

Strategies:

1. Provide financial, administrative and data support for MoMISC operations.
2. Provide training opportunities for MoMISC staff.
3. Prioritize actions for MISC work on all islands.
4. Strengthen the relationship with partners on each island.
5. Increase public awareness of MISC’s activities on each island.

Performance Measures

1. MISC has a regular presence on each island of Maui Nui.
2. Hours worked in cooperation with partner agencies.

ISCs & CGAPS – Objective 4.2: Support statewide efforts to address invasive species.

Strategies:

1. Provide meaningful participation and/or leadership at meetings of the Invasive Species Committees and the Coordinating Group on Alien Pest Species.
2. Develop and foster inter-island exchange of information, including exchange of staff.
3. Identify and work to address barriers to communication among statewide agencies.

Performance Measures

1. Presence and participation at All-ISCs and CGAPS meetings.

Partnerships – Objective 4.3: Acknowledge and utilize the contributions of our partners.

Strategies:

1. Annually celebrate the strength and contributions of our partners.
2. Identify potentially untapped resources within our partners.

Performance Measures:

1. Enhanced sense of contribution among partners.

CREATING FINANCIAL SUSTAINABILITY

GOAL 5: MISC HAS ADEQUATE AND STABLE FUNDING RESOURCES.

Financial Stability – Objective 5.1: Improve long-term financial stability while maintaining or increasing current level of funding.

Strategies:

1. Maintain positive relationship with current funding agencies by providing meaningful assessment of progress to date.
2. Aggressively seek out diversified sources of funding, including other public, private and nonprofit sources.

3. Evaluate and possibly consolidate shared functions among the ISCs.

Performance Measures

1. Funding from current sources maintained or increased.
2. New sources of funding secured.

Fiscal Responsibility – Objective 5.2: Resources are used efficiently and fiscal accountability is high.

Strategies:

1. Conduct ongoing review of operating budget to identify and implement potential cost-cutting measures.
2. Thoroughly and accurately track expenditures.

Performance Measures

1. Cost-cutting measures are implemented where feasible.
2. Partners and funding agencies report satisfaction with fiscal accounting.

BUILDING A WORKFORCE TO ACHIEVE OUR VISION

GOAL 6: MISC IS A REWARDING WORKPLACE

Retention – Objective 6.1: Improve employee retention.

Strategies:

1. Improve communication among all aspects of program.
2. Ensure salary structure is competitive.

Performance Measures:

1. Duration of employment increases.

Professional Development – Objective 6.2: Provide meaningful opportunities for personal and professional growth.

Strategies:

1. Provide training to augment staff ability and interests.
2. Promote individual responsibility for species-based research and analysis.
3. Provide opportunities for cross-training with partner agencies.
4. Provide opportunities for advancement.

Performance Measures

1. More training occurs.
2. More staff movement within MISC.

Local Recruitment – Objective 6.3: Enhance recruitment of workforce from local communities.

Strategies

1. Increase career networking with local high schools, UH Maui College
2. Expand on internship program by exploring opportunities such as the UH-HIP program, AmeriCorps, and YCC.
3. Strengthen MISC's relationship with the University of Hawaii by exploring possible joint research possibilities.

Performance Measures

1. Percentage of crew members hired from local communities increases.
2. Number of internships increases.