

Oregon Invasive Species Council

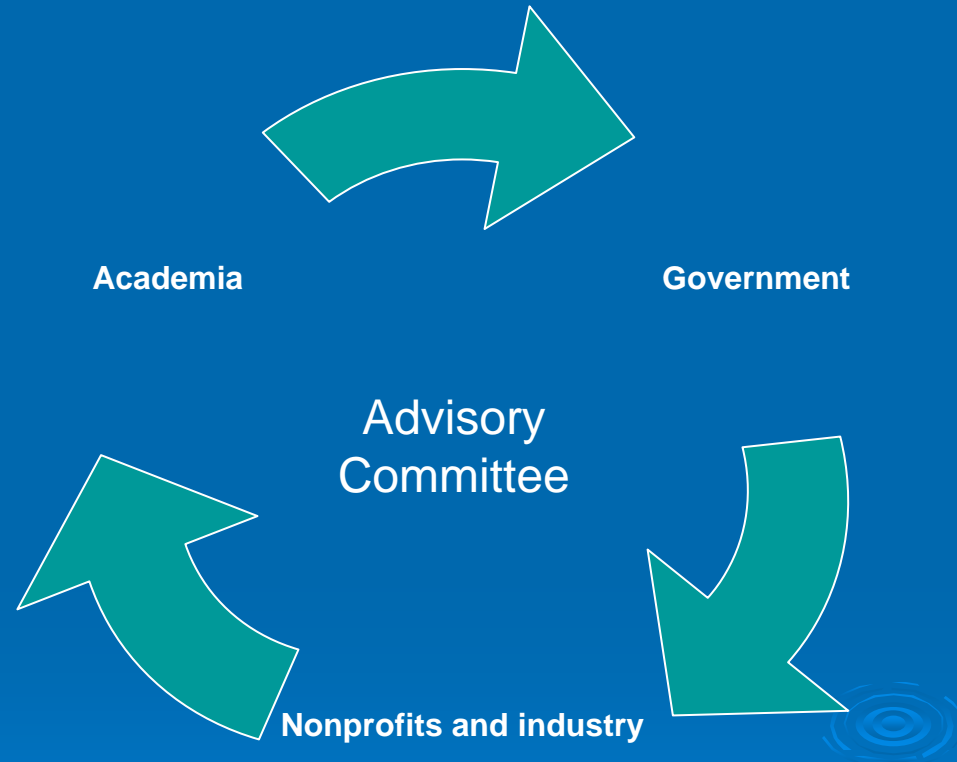
Coordination, Prevention, Education and Collaboration



Who Are We?

- The Nature Conservancy
- Gilliam County Weed Department
- Oregon Association of Nurseries
- Bureau of Indian Affairs – Warm Springs
- USDA Forest Service
- Whiskey Creek Shellfish Hatchery
- Port of Portland
- Oregon Department of Agriculture
- Oregon Department of Forestry
- Oregon Department Fish and Wildlife
- Oregon Marine Board
- OSU Extension Sea Grant
- Portland State University

- Advisory Committee



What Do We Do?

- Created by the Legislature in 2001
- Mission is to conduct a **coordinated and comprehensive** effort to keep invasive species out of Oregon and to **eliminate, reduce, or mitigate** the impacts of invasive species already established in Oregon.



Kudzu, mitten
crab, Japanese
beetle

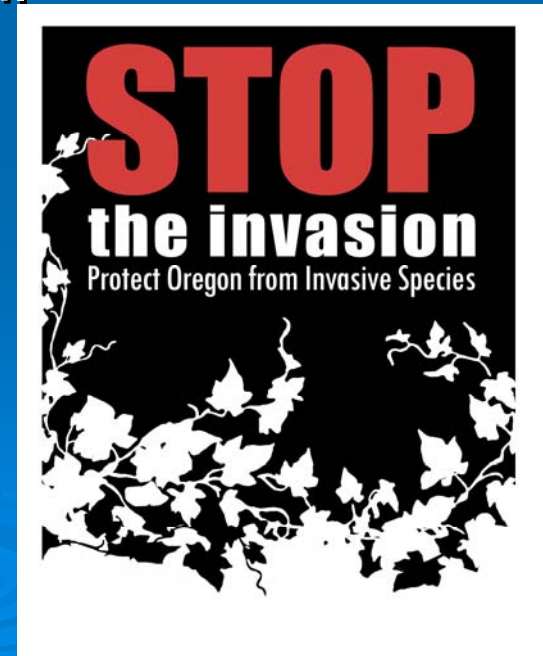
How Do We Do It?

- \$60,000 biennial operating budget
- **Coordination, collaboration, fundraising**
- 0.33 FTE Coordinator (personal services contract)
- Council representatives are volunteers

The Statewide Campaign

➤ Statewide Awareness and Engagement Campaign

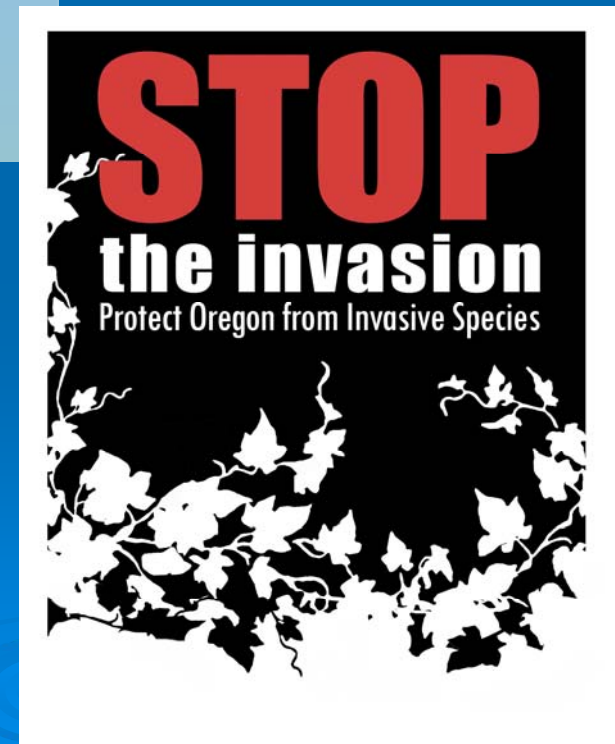
- Oregon Public Broadcasting
- Oregon Invasive Species Council
- The Nature Conservancy
- Oregon Sea Grant
- SOLV



Campaign Elements

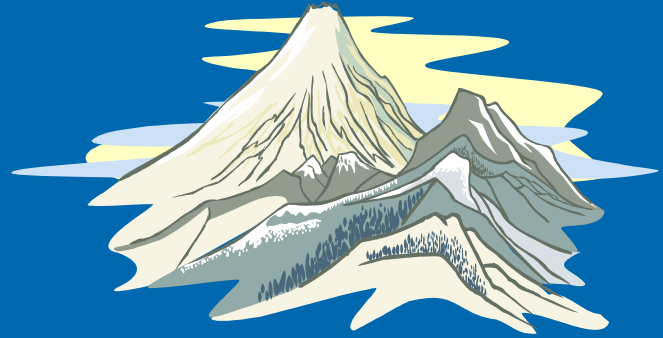
- The Silent Invasion – April 22, 2008

- SOLV Weed Pulls
- GardenSmart Oregon*
- Surveys of Oregonians
- Early Detection, Rapid Response



“What is Government Doing?”

Oregon Invasive Species Summit



- *Bring* leaders together to develop a shared understanding of the threat to Oregon's natural resources, economy, and quality of life;
- *Develop* strategies that fund and implement invasive species control and prevention efforts;
- *Develop* support for 2009 legislative concepts;
- *Prioritize* invasive species efforts;
- *Identify* next steps.

The Results



- Coordination/Cooperation
- Funding
- Policy
- Public Awareness
- Research and Monitoring

Now What?

- **Coordination** – lead opportunistic efforts
 - E.g. frog/shipping container–workshop
 - Statewide strategic plan
- **Funding** – 09' legislative session POPs, grants, and donations
- **Policy** – 09' legislative session – stopping authority
- **Public Awareness** – continue outreach
- **Research and Monitoring** – statewide assessment

Lessons Learned

- **Plan** well in advance of funding – we had \$0
- **Articulate *clear* goals and objectives** (esp. outreach)
- Articulate mutually agreed upon **key messages** and **key target audiences**
- **Be fully cognizant of current ongoing efforts in communities** (relative to outreach)
- If state agencies will be instrumental in outreach, **involve their I&E staff very early**
- **Seek non-traditional partnerships**
- **Let partners lead**

Lessons Learned (cont.)

- **Leverage** (funding, partnerships, content)
- **Be bold** (summit) **and different** (talked to state and federal agency directors before to ensure success)
- **Start with strong core partners**, but seek to expand and involve
- **Spinoff** of existing efforts
- Develop at least 1 **key media partner early**
- **Anticipate**
- **Involve the Governor's office**
- **Be strategic – finite people and financial resources**