

WRISC Project Update

Submitted by WRISC Coordinator, Lindsay Peterson
August 2nd, 2023 BOD Meeting
Forest County



Recent Events

- Spotted Lanternfly Workshop - April 12-13th - Roscommon, MI
- One Big Day for Healthy Kids - April 15th - Iron Mountain, MI
- European Frog-bit Collaborative Spring Meeting - April 17-18th
- Sustainable Forestry Conference - April 19th - Florence, WI
- Wisconsin Lakes & Rivers Convention - April 19-21, 2023 - Stevens Point, WI
- Presentation at WHIP Event - April 26th - Boulder Junction, WI
- Trade Up Days Presentation & Wausaukee Event - May 11-12th - Wausaukee, WI
- Marinette Trade Up Days - May 15-20th - Marinette, WI
- HSAC Meeting Wild Parsnip - May 22nd - Iron Mountain, MI
- Dickinson Co Trade Up Days - May 22-27th - Kingsford, MI
- Seed Bomb Workshop - May 22nd - Iron Mountain, MI
- CBCW Training - May 25th - Florence, WI
- Forest Co Trade UP Event - June 2nd - Crandon, WI
- Strong Falls Bike Trail Opening - June 3rd - Athelstane, WI
- BFLA Garlic Mustard Pull - June 5th - Hiles Township
- WRISC Annual Meeting - June 7th - Iron Mountain, MI
- Menominee Summer Camp - June 14th - Stephenson
- Exotic Pet Surrender Event - June 17th - Florence, WI
- CBCW Training - June 19th - Hiles Township
- Oxbow Paddle - June 24th - Florence
- Wild Parsnip Peer to Peer Event - June 28th - Gaylord, MI
- Landing Blitz station w/ UPRC&D - July 8th - Cedar River, MI
- MISC Summer Field Trip - July 12-13th - Marquette, MI
- GLOW Paddle - July 14th - Shakey Lakes, MI
- Sawyer Lake Meeting - July 15th - Sagola, MI
- EFB Workgroup Meeting - July 20th
- UP Trappers Convention - July 29th - Escanaba, MI
- Kentuck Days - July 29th - Crandon, WI
- Heritage Days - July 30th - Menominee, MI
- Several webinars and/or online meetings

Upcoming Events

- European Frog-bit Workdays – August 2-3 – Peshtigo, WI
- Aquatic Plant Training – August 17th – Lake Metonga
- Dickinson CD Annual Meeting – August 19th – Iron Mountain, MI
- *Other events being planned for late season*

Grants:

Red = Ending / Recently Closed; **Orange** = Pending Proposal; **Green** = New / Recently Awarded;

Blue = Existing Award; **Purple** = OTHER/MISC.

WE Energies MEF - Pathway Prevention and Assessment - Extension Approved

Awarded August 4th, 2020 for full amount of \$91,000 for 2021-2022

An extension was granted for this project due to being underspent on seasonal staffing wages and costs for the invasive trade-up events. The remaining budget was reallocated for the coming year. Project has funded seasonal strike team and lake surveying for this season. Most greenhouses have been reimbursed for the trade-up day vouchers they received. This project will be expended by the end of the fiscal year.

Lose the Loosestrife: Purple Loosestrife Management along the Michigamme River

- Joint project with WePIC, Lake 2 Lake CISMA, WRISC, and respective CDs.
- \$253,465 over 5 years

This project will help fund efforts to remove and manage purple loosestrife infestations along approximately 26 miles of the Michigamme River from the dam in Republic to the Way Dam reservoir. COVID-19 disrupted planning for this project, but we are hoping to get this back on track. Project teams have since regrouped and have been able to make progress on field activities, with all groups completing river runs this season last season and on track to complete mapping and management runs this season. Project team leads will be meeting this fall to ensure the project is progressing appropriately for all partners, to assess the budget, and request an extension to this project timeline.

WE Energies 2022 – Sustainable Programming for IS Management

\$107,000 for 2023-2025

This project began in January 2023

The focus of this project is to develop and implement a cost-share program specifically for long-term management (retreatment) while also supporting long-standing programs to be more successful and

sustainable. It will also allow the construction of a purple loosestrife biocontrol rearing station, supplies for which had been delayed in the spring and will likely be purchased and constructed in the fall.

GLRI – Boat Wash

[WRISC Boatwash FY20: WRISC Boatwash](#)

Awarded! \$39,000;

Deliverables: 3,000 boater contacts

Seasonal inspectors are doing a great job at the landings this season and we've received positive feedback! WRISC has developed and distributed a public program survey to better assess WRISC's longstanding CBCW program and where improvements can be made.

[USFS GLRI CBCW – AWARDED!](#)

A project agreement has been developed for this project. This project will start in 2024

USFS Template 7a: Pathway Education: Pathway Publicity - Raising Awareness through Media Outreach

Request: \$23,000

The goal of this outreach campaign will be to raise awareness of pathways and prevention of invasive species in a "call to action" effort. WRISC continued to implement billboard campaigns this summer, along with radio PSAs. WRISC has been planning field videos and doing some filming as well as maintaining social media channels.

USFS CWMA Funding – Buffer Zone Project

Funded: \$50,000 Total Project: \$64,370

This project began in January.

The focus of this project is to map "buffer zones" around all federal & state land and natural areas and prioritize survey and treatment within those zones, while promoting invasive species prevention messaging. Some survey work has been conducted in tandem with the WI DNR SOGL project.

MISGP Core Funding: Seeking Sustainability through CISMA Balance – Closed out

- \$70,000; Match: \$36,500; Total Request: \$106,500

This project has been closed out.

MISGP Core Funding 2022 – Extension approved

This project has been progressing well. This was a smaller award amount since we were going to be overlapping Core funds. Funds have been used for seasonal strike team crews for field work, and for project manager time to conduct outreach.

An extension for this project was approved.

Sustain Our Great Lakes (SOGL) Category 5 Proposal: WDNR Natural Area Buffer Project –Partner Project

WDNR seeks to utilize CISMA partnerships to enhance the State's IS management efforts on state lands, by connecting with adjacent private landowners and mirroring state management on private lands to serve as a buffer. May involve funds for monitoring and some control. Project subaward contract was received and submitted in fall 2021. WRISC has worked with DNR contact to adjust the project budget, and has been conducting a lot more survey and management work this season.

MISGP UP RC&D – UP-Wide European Frog Bit Early Detection Project – Closed Out

- Awarded! Approx. \$30,000 subaward for WRISC
- Project timeline: June 2021 to April 2023

This project has been closed out. We are awaiting final payment.

EPA UPRC&D Partner Project – UP Wide Phragmites

This project has already been extended through September 2024. WRISC has started some survey effort towards this project, which focuses mainly on the Lake Superior watershed, so includes primarily the northern half of Dickinson Co., but prioritized outlier populations and has some flexibility. WRISC has been conducting surveys and will be implementing treatment work in Sept–Oct 2023.

USFS GLRI Education – AWARDED!

Project agreement has been submitted.

MISGP Core Funding - AWARDED!

Awarded - \$91,700

This project was awarded at the end of March. The Core project, Oriental Bittersweet EDR, and European Frog-bit survey and management funds were fully awarded. The Wild Parsnip fund was not awarded. Crews have been conducting some surveys for both survey/treatment projects and core funds have been funding CISMA operations.

Michigan CBCW Funding – Not Funded

Sustain Our Great Lakes Funding – Did not submit proposal

Misc.

Staffing: Seasonal staff have been working well this summer.

Newsletters/Articles: WRISC has published a few articles this summer highlighting specific species or AIS prevention messaging.

Website/Facebook/Instagram: The website will be undergoing further updates,, so please be patient and aware of pages that may be changing or under construction at times.

Katherine has been doing an amazing job at keeping WRISC’s social media running. Instagram has received several updates throughout the last period and currently has **459 followers**. Facebook received several updates as well and has seen some great feedback and engagement. The WRISC Facebook page has continued to grow, going from **756 likes and 939 followers** (at the last meeting) to **814 likes and 991 followers** at the end of July.

WRISC has also created a TikTok and has started posting on that platform as well, which is already seeing some good results. We have 19 videos posted and have gotten 7,074 views and have 40 followers and 234 likes across all videos!

Total reach for our online pages (Facebook, Instagram, & website) for the past several months has been great! Overall, social media activity **reached a total of 21,750 people**. Facebook has changed how they monitor and report reach/engagement on their platforms so these numbers and the way we present them will be a bit different starting in 2023.

The Facebook page generally sees great reach whenever something is posted. Our top-performing posts from the last period are included below:

Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what’s working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post ⓘ



Facebook post
Our Wausaukee event is well underway, but next...
May 11, 2023, 12:09 PM

This post's reach (3,355) is **2,923%** higher than your median post reach (111) on Facebook.

Highest reactions on a post ⓘ



Facebook post
Our Wausaukee event is well underway, but next...
May 11, 2023, 12:09 PM

This post received **1,660%** more reactions (88 reactions) than your median post (5 reactions) on Facebook.

Highest comments on a post ⓘ



Facebook post
WRISC is hosting three consecutive weeks of...
May 9, 2023, 9:00 AM

This post received 10 comments compared to your median post (0 comments) on Facebook.