

## WRISC Project Update

Submitted by WRISC Coordinator, Lindsay Peterson  
April 5th,, 2023 BOD Meeting  
Marinette County



### **Recent Events**

- Children's Museum Event – February 4<sup>th</sup>, 2023 – Iron Mountain
- 2023 Invasive Species Forum – February 7–9<sup>th</sup>, 2023
- Youth Ice Fishing Tournament – February 11<sup>th</sup>, 2023 – Marinette
- NMU Summer Employment Fair – February 15<sup>th</sup>, 2023 – Marquette
- Fishing Boating Outdoor Expo – February 17–19<sup>th</sup>, 2023 – Marinette
- National Invasive Species Awareness Week – February 20–26, 2023
- Menominee CD Outdoor Expo – February 25<sup>th</sup>, 2023 – Stephenson
- MISC Ad Hoc Committee Meeting – March 20<sup>th</sup>, 2023
- Home and Garden Show – March 25<sup>th</sup>, 2023 – Marinette
- KHS Environmental Science Presentation – March 28<sup>th</sup>, 2023 – Kingsford
- Several webinars and/or online meetings

### **Upcoming Events**

- Spotted Lanternfly Workshop – April 12–13<sup>th</sup> – Roscommon, MI
- European Frog-bit Collaborative Spring Meeting – April 17–18<sup>th</sup>
- Sustainable Forestry Conference – April 19<sup>th</sup> – Florence, WI
- Wisconsin Lakes & Rivers Convention – April 19–21, 2023 – Stevens Point, WI
- Presentation at WHIP Event – April 26<sup>th</sup> – Boulder Junction, WI
- *Other events being planned*

### **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 4<sup>th</sup>, 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 will also continue to target private landscapes. WRISC will continue to offer invasive trade-in events in the spring and continue to offer restoration efforts/education. Lake monitoring will be a primary focus in 2023 as well.

## **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 regrouped for 2022 and have been able to make progress on field activities, with all groups completing river runs this season. Project team leads will be meeting this spring 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 just 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.

## **GLRI – Boat Wash**

[WRISC Boatwash FY20: WRISC Boatwash](#)

Awarded! \$39,000;

Deliverables: 3,000 boater contacts

Hiring is underway for seasonal watercraft inspector positions. WRISC has developed and will be distributing 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 has started work on this project by implementing the billboard campaigns this summer, along with field videos and more. Some billboard spaces are already slated for next year as well. WRISC has been planning field videos and working on webinars for this winter. Newspaper and radio ads will pick up in the spring.

### **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.

### **MISGP Core Funding: Seeking Sustainability through CISMA Balance – Extension approved**

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

WRISC Coordinator worked with technical contacts on reworking this project and associated funding. This project has successfully been extended and will continue to fund CISMA operation and management associated with Wild Parsnip, focusing on the educational aspect for the next period.

The wild parsnip portion of this project was limited by the difficulty in obtaining a permit from MDOT. Funds allocated for treatment that were not used are being redistributed toward Wild Parsnip awareness and education efforts., primarily youth focused outreach for schools. This project will end March 31st, 2023.

### **MISGP Core Funding 2022**

This project has been progressing well. This was a smaller award amount since we were going to be overlapping Core funds. Coordinator and Project Manager have both been exploring the Non-profit Learning Lab resources and attending various trainings/webinars, especially during the winter months now.

A short-term extension is being sought for this project.

### **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 begun some survey work and will continue to implement more survey and treatment in 2023. Coordinator is working with technical contacts to reassess this project and perhaps pivot some of the funding to alternative functions as landowner engagement with this project has proven difficult.

### **MISGP UP RC&D – UP-Wide European Frog Bit Early Detection Project – Partner Project**

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

WRISC has focused on conducting several surveys in the Menominee area, focusing attention on WRISC’s southern border especially after new occurrences of EFB in Marinette and Oconto counties. Coordinator has

been participating in EFB planning meetings in both states. The yearly MI EFB training for UP staff was in June in Marinette County and was a great collaborative training for MI and WI folks. WRISC staff spent several days surveying for EFB this season and found several new locations in Michigan (Menominee Co.) which were removed upon discovery.

### **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 will be implementing treatment work in 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. The project agreement has been executed for this project and work will begin on this shortly.

### **Michigan CBCW Funding – Not Funded**

### **Sustain Our Great Lakes Funding – Did not submit proposal**

### **Misc.**

**Staffing:** Interviews are well underway and several seasonals have been confirmed and hired on for the 2023 season. There are still two positions to fill and there are tentative candidates for those at this time.

**Newsletters/Articles:** WRISC has completed an annual report newsletter for the 2022 season. A summer newsletter will be produced for the Annual Meeting in June.

**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 **437 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 **715 likes and 903 followers** (at the last meeting) to **756 likes and 939 followers** at the end of March.

WRISC has also created a TikTok and has started posting on that platform as well, which is already seeing some good results. We have 13 videos posted and have gotten 3,928 views and have 24 followers and 133 likes across all videos!

Total reach for our online pages (Facebook, Instagram, & website) for the past two months has been great! Overall, social media activity reached a total of 8,751 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  
Don't forget that WRISC is still hiring for our Strike...  
Feb 23, 2023, 4:00 PM

This post reached **9,461%** more Accounts Center accounts (13,098 Accounts Center accounts) than your median post (137 Accounts Center accounts) on Facebook.

#### Highest reactions on a post ⓘ



Facebook post  
Get a jump on the SPRING SCARIES this year with...  
Mar 30, 2023, 8:00 AM

This post received **4,050%** more reactions (166 reactions) than your median post (4 reactions) on Facebook.

#### Highest comments on a post ⓘ



Facebook post  
Get a jump on the SPRING SCARIES this year with...  
Mar 30, 2023, 8:00 AM

This post received 50 comments compared to your median post (0 comments) on Facebook.