

WRISC Project Update

Submitted by WRISC Coordinator, Lindsay Peterson
February 1st, 2023 BOD Meeting
Florence County



Recent Events

- vDASH Subcommittee meeting – December 14th, 2022
- Forest Health Seminar – December 20th, 2022 – Bay College, Iron Mountain
- SOGL Webinar – January 19th, 2023
- Michigan Invasive Species Coalition Meeting – January 25-26th, 2023 – Treetops Resort, Gaylord
- Niagara 5th Grade Presentation – January 27th, 2023
- Several webinars and/or online meetings

Upcoming Events

- Children’s Museum Event – February 4th, 2023 – Iron Mountain
- 2023 Invasive Species Forum – February 7-9th, 2023
- Youth Ice Fishing Tournament – February 11th, 2023 – Marinette
- NMU Summer Employment Fair – February 15th, 2023 – Marquette
- Fishing Boating Outdoor Expo – February 17-19th, 2023 – Marinette
- National Invasive Species Awareness Week – February 20-26, 2023
- Menominee CD Outdoor Expo – February 25th, 2023 – Stephenson
- Home and Garden Show – March 25th, 2023 – Marinette
- Wisconsin Lakes & Rivers Convention – April 19-21, 2023 – Stevens Point, 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 4th, 2020 for full amount of \$91,000 for 2021-2022

This project funded strike team efforts in 2022 but also the implementation of inland lake monitoring for AIS and provided integrated management. 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 winter 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

Data has been entered into SWIMS and the numbers are a bit lower than anticipated for this year, but this was due to inconsistencies in staffing. 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-GLRI-CWMA: Enhancing Ecosystems of the MRW through Invasive Species Detection, Education, & Control

Request: \$40,000 Match: \$30,800

This project period has ended and all project deliverables were met.

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 towards 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.

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.

Life After Phragmites: Wetland Restoration & Landowner Stewardship in Michigan's UP and Northeastern Wisconsin – (SOGL Fund; Administered by UP RC&D) – Extended

WRISC has spent out the sub-award for this project after the 2022 season.

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.

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.

USFS GLRI Education – AWARDED!

Project agreement has been submitted.

MISGP Core Funding – Proposal Submitted November 1st, 2022

Michigan CBCW Funding – Proposal Submitted January 19th, 2023

Sustain Our Great Lakes Funding – Proposal to be Submitted by February 14th, 2023

WI EDRR Grant – Yellow Floating Heart & Graceful Cattail – Postponed, will reassess if needed next season

Misc.

Staffing: WRISC will be posting for 2023 seasonal positions in February 2023. WRISC is also looking to connect with a veteran's program for hiring watercraft inspectors, to help with hiring of those positions, which has been very difficult over the last few years.

Newsletters/Articles: WRISC has completed an annual report newsletter for 2022 season.

Website/Facebook/Instagram: The website will be undergoing further updates this winter, 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 **404 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 **698 likes and 881 followers** (at the last meeting) to **715 likes and 903 followers** at the end of January.

WRISC has also created a TikTok and has started posting on that platform as well, which is already seeing some good results. We have 7 videos posted and have gotten 1,533 views and have 17 followers and 43 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 **23,773 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 most popular post from the last period is 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
Identifying Phragmites is relatively easy in the winte...
Dec 1, 2022, 4:00 PM

This post reached **2,931%** more Accounts Center accounts (4,880 Accounts Center accounts) than your median post (161 Accounts Center accounts) on Facebook.

Highest reactions on a post ⓘ



Facebook post
We know it's January, we know it's cold out, but did...
Jan 9, 2023, 10:00 AM

This post received **1,511%** more reactions (145 reactions) than your median post (9 reactions) on Facebook.

Highest comments on a post ⓘ



Facebook post
We know it's January, we know it's cold out, but did...
Jan 9, 2023, 10:00 AM

This post received 48 comments compared to your median post (0 comments) on Facebook.
