

## WRISC Project Update

Submitted by WRISC Coordinator, Lindsay Peterson  
January 3, 2024 BOD Meeting  
Dickinson County



### **Recent Events**

- Invasive Removal School Workday – October 6th – Kingsford
- Invasive Removal School Workday – October 12th – Iron Mountain
- EFB Response Team Meeting – October 18th – Green Bay, WI
- WI AIS Partnership Fall Meeting – November 13<sup>th</sup> – virtual
- WI CISMA Meeting – November 15<sup>th</sup> – Virtual
- EFB Fall Collaborative Meeting – November 30<sup>th</sup> – virtual
- Wild Spotter Invasive Species Ambassador Training – December 5-7 – Couer d’Alene, Idaho
- HWA Training – December 14-15<sup>th</sup> – Frankfort, MI
- *Several webinars and/or online meetings*

### **Upcoming Events**

- MSU Extension Strategic Direction Meeting – January 10<sup>th</sup> – virtual
- MISC Annual Meeting – January 16-17<sup>th</sup> – Grand Rapids, MI
- UP MI Paddle Stewards meeting – January 24<sup>th</sup> – virtual
- Invasive Species Collective (FCP) – January 24<sup>th</sup> – Crandon, WI
- Environmental Health Conference – February 27-29<sup>th</sup> – Bark River, MI
- IM/Kingsford Women’s Club Presentation – March 1<sup>st</sup> – Iron Mountain, MI
- Outdoor Show – March 1-3 – Marinette, WI
- UP Invasives Conference – April 16-17
- *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 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 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 was expended by the end of the fiscal year and is awaiting final reimbursement.

### **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 did a great job at the landings this season and we've received positive feedback! WRISC developed and distributed a public program survey to better assess WRISC's longstanding CBCW program and where improvements can be made. A report is being compiled on this. This project ended sooner than anticipated this season due to the high level of mileage reimbursements being distributed to staff as they used their own vehicles due to lack of trucks.

*USFS GLRI CBCW*

This project was set to start in 2024 but was initiated late this season due to the high demand on the previous project for mileage reimbursements.

## **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 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.

This project closed out in the last period.

### **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.

This project closed out in the last period. Final reporting and reimbursement will be completed in February.

### **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 implementing treatment work in Sept–Oct 2023.

### **USFS GLRI Education – AWARDED!**

Project agreement has been submitted.

### **MISGP Core Funding 2022**

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 CISM operations.

WRISC will be requesting an extension for this project.

### **Michigan DNR Hemlock Woolly Adelgid EDR Survey Funding**

Sub-award – \$14,300; October 2023 – May 2024

WRISC received sub-award funding from the MI DNR to conduct a limited amount of early detection surveys for Hemlock Woolly Adelgid (HWA) during the 2023–2024 winter season.

### **WRISC Proposals**

**MISGP Core Funding for 2024 – Proposal Submitted - November 2023**

**~~GLRI Forest Restoration: Forest Pest Mitigation – Proposal Due October 23rd, 2023~~**

**GLRI CWMA – Proposal Submitted - October 2023**

**GLRI Landscape Scale Restoration – Proposal Submitted November 2023**

**Early Detection Rapid Response project: Flowering Rush – Proposal flexible**

### **Partner Proposals**

**UPRC&D – NOAA Project – Phragmites Coastal Restoration – Proposal Submitted November 2023**

**UPRC&D – MISGP Priority Funding – HWA Surveys – Proposal Submitted November 2023**

### **Misc.**

**Staffing:** Seasonal staff A. Kirschner is remaining on in a part-time capacity to conduct HWA survey work and assist on miscellaneous project work throughout the winter. WRISC will be posting 2024 seasonal positions by the end of January 2024.

**Newsletters/Articles:** T. Norris has been developing an article series on various invasive species topics which will begin releasing monthly in 2024.

**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.

K. Mentel 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 **471 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 **866 likes and 1,043 followers** (at the last meeting) to **907 likes and 1,100 followers** at the end of December.

WRISC has also created a TikTok and has started posting on that platform as well, which has seen great results in its first year. We have 31 videos posted and have gotten 12,803 views and have 61 followers and 498 likes across all videos!

Total reach for our online pages (Facebook, Instagram, & website) for the past several months (Oct-Dec) has been great! Overall, social media activity **reached a total of 48,443 people**.

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

### Top post

[See all](#)

Last 28 days

Boost this post to reach up to 1524 more people with every \$35 you spend.



**Santa knows when plants behave naughty or nice during the year, and it looks like invasive species are most definitely on the naughty list! What...**

Published by Katherine Mentel · December 12, 2023 at 10:00 AM

Post Impressions

**1,106**

Post reach

**1,013**

Post Engagement

**128**

### 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

Looking to replace your Burning Bush with somethin...

Nov 24, 2023, 8:00 AM

This post's reach (13,468) is **7,026%** higher than your median post reach (189) on Facebook.

#### Highest reactions on a post ⓘ



Facebook post

Looking to replace your Burning Bush with somethin...

Nov 24, 2023, 8:00 AM

This post received **2,260%** more reactions (236 reactions) than your median post (10 reactions) on Facebook.

#### Highest comments on a post ⓘ



Facebook post

Looking to replace your Burning Bush with somethin...

Nov 24, 2023, 8:00 AM

This post received 78 comments compared to your median post (0 comments) on Facebook.