

Title: Kauai Invasive Species Committee Outreach
Organization: Kaua'i Invasive Species Committee, Pacific Cooperative Studies Unit, UH
Award: \$76,505



Introduction: The Kaua'i Invasive Species Committee (KISC) is a voluntary partnership of government, private, non-profit organizations, and individuals working together to: prevent the introduction of potentially damaging pest species to the island, eliminate recently arrived (incipient) pests before they spread beyond control, manage established pests in order to reduce their negative impacts, and **educate and involve the public** as to the magnitude of the invasive species problem and the need for control programs such as KISC. Invasive species outreach and education is an integral component of on-the-ground detection and control efforts by KISC. Community collaboration is essential in the discovery, prevention, and control of target and early detection invasive species.

Achievements in 2017

Pono Endorsement Program: The Pono Endorsement Program was developed in partnership with Plant Pono, a program of Coordinating Group of Alien Pest Species. The Pono Endorsement Program is a voluntary partnership between any nursery or landscaping business, Plant Pono, and KISC. Pono Endorsed businesses are those who practice and promote making “pono” plant decisions that will benefit the health and well being of Kauai. This program seeks to address invasive species directly linked to the nursery and landscaping trade by encouraging businesses to adopt BMPs and voluntarily remove target high-risk plants from nursery stock. *Total number of Endorsed Businesses (Nursery and Landscaping): 17; Promotional Advertisements: 1,601 radio commercials spots*



Guardian of the Garden Isle: KISC's membership network engages residence and visitors on an individual level with email updates, newsletters, volunteer days, workshops, and presentations. *(Digital members: 347)*

- **Volunteer Work Days (27 people):** KISC partnered with various conservation organizations to offer the public ways to get involved with invasive species removal: Kokee Resource Conservation Program on Pihea Trail in Kokee State Park and Malama Huleia.
- **Conducted Early Detection Workshops and Presentations (280 people reached):** Kauai Forest Bird Recovery Project, Kauai Endangered Seabird Recovery Project, Kauai Nursery and Landscaping, Neighborhood Associations, Rotary Clubs, and teacher associations.

Informative website and social media: KISC maintains and updates the website www.kauaiisc.org, as well as a Facebook and Instagram page. The increase in digital reach this year is due to a partnership-advertising award received by the Hawaii Tourism Authority focused on promoting the Pono Endorsement Program.

Website Visits: 17,946; Facebook reach: 180,701; Facebook posts: 35, Facebook ad campaigns: 7; Facebook followers: 850; Instagram posts: 67 posts; Instagram followers: 356.

Published professional quality e-newsletters: KISC's annual e-newsletter focused on KISC's partnership projects including: Rose-ringed parakeets, miconia, coqui, and little fire ant.

http://www.kauaiisc.org/wp-content/uploads/2017KiaiMokuVol10Iss1_WEB.pdf

KISC in the Media: KISC has been featured or mentioned in articles, interviews, and special guest spots in the media on Kauai and across the state.

- Printed articles: 7; Internet articles: 16; Radio interviews: 1, Television interviews/stories: 3

LFA Month: KISC participated in the HISC partnership campaign, "Spot the Ant, Stop the Ant" month, to bring increased LFA awareness to Kauai.

- 400 LFA Kits distributed at schools, libraries and events
- 661 radio commercial spots, in partnership with CGAPS
- 4 of KISC's events and presentations focused on LFA efforts during the month of October

Participated in fairs and events: Throughout the year, KISC participates in fairs and events: (3,828 people reached)

- Arbor Day, Garden Fair, Agriculture Awareness Day, Banana Poka Roundup, Kauai County Farm Bureau Fair, Kahili Beach Event, Waipa Music and Mango Festival, Waipa Taro Festival, Hawaii Farm Bureau Federation Convention

School visits: (559 students reached)

- School Presentations given to classes at Island School Elementary, Eleele Elementary School, Kauai High School, Kilauea Elementary School, Kapaa Elementary, St. Catherines School, Koloa Elementary School, Kalaheo Elementary School, Wilcox Elementary School, Kauai Community College

Interviews, meetings, and conferences (40 meetings, 485 people reached): KISC maintains a well-established outreach program involving the continued partnership and relationships with the local community, various private businesses, and government agency partners. Highlights: Chair of Kauai Conservation Alliance, Chair of Kauai Rose-Ringed Parakeet Working Group, Secretary of Kauai Rapid Ohia Death Advisory Committee, and member of the Kauai County Farm Bureau Commodity Committee.

Conference Presentations:

Brock K. 2017. The Bedrocks of Botany: Using Herbaria to Inform Early Detection and Prioritization of Invasive Plants in Hawaii. Presented at the Hawaii Conservation Conference; 2017 August; Honolulu (HI)

Brock K, Bernard J (Presenter), Walsh S, Wolkins K, Weiblen G. 2017. An imperfect marriage between pollinator and plant: infidelity of the fig wasp *Pleistodontes imperialis* when presented with a myriad of figs. Presented at the Hawaii Entomology Conference. 2017 December; Honolulu (HI)

Keanini T, Brock K, Martin C. 2017. A Bottom-up Approach to Biosecurity on Kauai: the Pono Endorsement Program Partnership. Poster presented at the Hawaii Conservation Conference; 2017 August; Honolulu (HI)

Displays: KISC continues to maintain the educational port signage displays focusing on general environmental education, inter-island species movement, early detection and reporting (*3 signs at Nawiliwili Harbor, 1 (5) panel display at Nawiliwili Harbor, 3 (5) panel displays at Lihue Airport*).

Pest alerts and flyers: Informational and educational materials are important tools when communicating not only with the general public, but also with partners and conservation collaborators. Flyers this year focused on early detection species and the Pono Endorsement Program information. *Distributed pieces ~2,000*

Contact Information

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