



Six Rivers

Cooperative Invasive Species Management Area



Six Rivers Cooperative Invasive Species Management Area (CISMA)

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Six Rivers Coverage Area



Created in October 2009

- ▶ Six Florida Counties, Three Alabama Counties (only multi-state CISMA)
- ▶ Habitat Variety: Longleaf, Pitcher Plant Bogs, Coastal Scrub, Emerald Coast Beaches/Barrier Island, Wetland Features, Bays, & Six Rivers
- ▶ Multiple Agencies, Membership of 80
 - ▶ 25 regular attendees
- ▶ 3.5 years of partnership based invasive work

Strengths of Six Rivers



- ▶ Members include large federal/state landowners
 - ▶ Eglin Air Force Base, Pensacola Naval Air Station
 - ▶ Blackwater State Forest
- ▶ Support Agencies
 - ▶ Longleaf Alliance
 - ▶ Choctawhatchee Basin Alliance
- ▶ Education Institutions
 - ▶ University of Florida IFAS Extension
 - ▶ University of West Florida



The Beginning Years

Starting Point: Top Five

- ▶ Cogon Grass
- ▶ Chinese Tallow Tree
- ▶ Chinese Privet
- ▶ Japanese Climbing Fern
- ▶ Torpedo Grass

Effort Focus

- ▶ Fact Sheets/Publications
- ▶ Yearly Trainings
- ▶ Yearly Volunteer Workdays
- ▶ Acres Treated Worksheet
- ▶ NISAW Outreach Focus

CY 2013 INVASIVE SPECIES TREATMENTS: SIX RIVERS CISMA

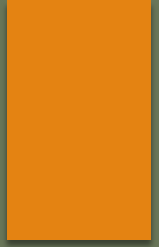
Control Committee: Mark Gibson / Dennis Teague

Year	Landowner / Agency	Total Acres Treated Chemical	Total Acres Treated Mechanical	Species Controlled	Percentage of Total Acres by Species		Acres Under Maintenance Level Control	Comments
					Chemical	Mechanical		
2013	Eglin AFB	##	##	Type	##%	##%	##	

Benefits to Partners

Leverage resources to accomplish agency missions

- ▶ Prevention of New Invasive Species
- ▶ Protection of T & E Species
- ▶ Ecosystem Restoration
- ▶ Research & Outreach
- ▶ Invasive Wildlife Control & Waterway Management



Project Highlights

- ▶ Acres Treated: Federal, State, City
 - ▶ Ten Volunteer Workdays
 - ▶ Multiple interagency work days
 - ▶ Approximately 18 miles of roadways and trails
 - ▶ Reaching 4000 acres just this year



- ▶ Current Projects:
 - ▶ Continuing to improve “Brown Line” on Eglin (Urban Interface Line)
 - ▶ Ecosystem Support Team surveying and clearing invasive species on Blackwater River Heritage Trail (11 miles)
 - ▶ Continual long term projects on Eglin AFB & Blackwater State Forest
 - ▶ Increase yearly workday opportunities



Focus on a weeklong awareness campaign
2012 & 2013 NISAW Week

NISAW Activities

- ▶ Trainings
 - ▶ 171 Participants representing multiple CISMA areas
 - ▶ Land Managers for over 1 million acres (Private & Public)
 - ▶ Membership Education
 - ▶ iMapInvasives Usage
- ▶ Group Presentations
 - ▶ Public education on issue and types
- ▶ Web/Social Media Education Campaign
 - ▶ Coordinated by Chair
- ▶ Workdays
 - ▶ Two Public Workday Events



Web/Social Media Campaign

- ▶ Two Species per day: 1st year myself/2nd year multiple authors
- ▶ Created press kit for Members
- ▶ NISAW Events Calendar: Daily posts, Workdays, Lectures, CEU Training

March 4:

- **Cogon Grass:** Cogongrass is one of the 10 worst weeds in the world. This grass is an aggressive grower and forms colonies causing loss of productive forest areas, severe degradation of habitat, and economic issues. There are treatment options for these infestations, make sure that specific instructions are followed and treatment is repeated. For more information on the biology of this plant and various treatment options visit <http://edis.ifas.ufl.edu/wg202>. To learn more [Click here](#).
 - For Twitter: Explore these aggressive colonizers in today's NW FL [#invasives](#) [#NISAW](#) Cogongrass & Hydrilla <http://x.co/nisaw>

Facebook

- ▶ Linked to blog posts & posted every morning and afternoon
 - ▶ 1st Message: Press release on NISAW
 - ▶ Last Message: How you can continue the fight
- ▶ Multiple counties via Extension re-posted around the state
- ▶ We posted on Twitter as well

The screenshot shows a Facebook page for the UF IFAS Extension Northwest Extension District. The page features a series of posts from the 'Invasive Species of the Day Series' during National Invasive Species Awareness Week (March 3rd - 8th). Each post includes a photograph of the species, a title, a brief description, and a link to a blog post. The posts are:

- (March 4th): Cogongrass and Hydrilla** - Cogongrass is one of the 10 worst weeds in the world. This grass is an aggressive grower and forms colonies causing loss of productive forest areas, severe degradation of habitat, and economic issues. There are treatment options for these infestations, make sure that specific instructions are followed and treatment is repeated. Read more below.
- (March 3rd): Tropical Soda Apple & Lionfish** - Tropical Soda Apple (TSA) as the "Plant from Hell". It was first noticed in south Florida, but its seeds survive in the digestive tract of animals and it spread north through the movement of hay an... See More
- (March 3rd): Tropical Soda Apple & Lionfish** - Lionfish are a predatory reef fish that are non-native invasive species that has spread throughout Florida Waters. They feed on native fish, reducing vital native populations, and compete for food with native fish such as grouper and snappe... See More
- (March 3rd): Popcorn Tree & Torpedo Grass** - Torpedo grass (Panicum repens) is an invasive weed that is a scourge in lawns, flowerbeds and landscapes. Even if introduced into a small area, this weed can rapidly spread to become a major problem. Its name is derived from the hard, sharp... See More
- (March 2nd): Popcorn Tree & Torpedo Grass** - The invasive exotic Chinese Tallow tree or "Popcorn Tree," as it's also called because of its white seeds, has invaded the Gulf of Mexico coast from Texas to Florida, especially the wetlands and bottomland forests. A mature tree may produce... See More

Each post includes a 'Like Comment Share' button, a 'Promote' button, and a 'Write a comment...' field. The page also shows the number of people who saw each post (e.g., 52, 49, 138, 93 people saw this post).

Twitter Posts

- ▶ Posts picked up nationally and communicated with other CISMA groups nationwide
- ▶ Explore these aggressive colonizers in today's NW **#FL #invasives #NISAW** Cogongrass & Hydrilla
[@FLSEAGRANT_BAY](http://x.co/nisaw)
- ▶ Gone Hog Wild w/ today's **#NISAW #invasive!** Feral Hogs degrade H2O quality, cause erosion & spread other **#invasives** <http://x.co/nisaw>

140 Characters, need shortlink, Don't Forget your #,
tag others @



2013 Campaign Results

- ▶ 3,771 page views on the original blog site (Extension Only)
 - ▶ Social Media & Email
 - ▶ Does not include separate websites or agencies
- ▶ Facebook views ranged from approximately 40-400 per post
- ▶ Twitter: many retweets and followers from around state and country
- ▶ #NISAW very important to link with other campaigns

The Future Years

- ▶ Expand Membership, Create Member Incentives, Monetary Opportunities Needed (\$0 currently), Expand Species Focus (Wetland/Marine)
- ▶ Restructuring needed: The Chair/Co-Chair Model not able to be continued for sustainability of group without funded leadership
- ▶ Increase Marketing Efforts and Volunteer Workdays
- ▶ Continue and Expand Outreach Efforts

THANKS!!

