

An impressionistic painting of a landscape. The background is a mix of light green, yellow, and white brushstrokes, suggesting a bright, open area. In the center, there is a large, dense bush or tree with vibrant orange and red foliage. To the left, there are darker, more textured brushstrokes in shades of blue and green, possibly representing a shadowed area or a different part of the landscape. The overall style is expressive and textured, with visible brushwork throughout.

# Annual Report

CGAPS Public Information Officer  
January 1 — December 31, 2009

**Submitted to the U.S. Fish and Wildlife Service-Pacific Islands Fish and Wildlife Office, Hawai'i Department of Land and Natural Resources-Division of Forestry and Wildlife, National Park Service-Pacific West Region, University of Hawai'i-Pacific Cooperative Studies Unit, Invasive Species Committees of Hawai'i, and the Chairs of the Coordinating Group on Alien Pest Species**

# **Annual Report for the CGAPS PIO**

*Submitted for the 2009 Calendar Year*

## **Introduction**

The primary goal of the Statewide Invasive Species Public/Community Relations Coordinator (shortened to PIO) is to raise the awareness of the public, officials and special interest groups about invasive species issues in order to effect a change in perception, actions or funding for invasive species programs. The PIO also works to promote CGAPS and the ISCs as viable solutions that aid in the battle against invasive pests in an effort to build awareness and support for these initiatives. Although the PIO's primary duties are outreach-oriented, there has been a shift over the past couple of years to include interagency relations and coordination of the CGAPS partnership. Changes in the Research Corporation of the University of Hawai'i CGAPS PIO position description were made in 2009 to reflect these additional responsibilities.

This report covers the major initiatives and activities of the CGAPS PIO during the 2009 calendar year. Reports are given to the CGAPS Steering Committee chairs, ISC program managers, the Pacific Cooperative Studies Unit Principal Investigator, and funding sources. Reports are also posted online at [www.cgaps.org](http://www.cgaps.org).

## **CGAPS PIO Support**

None of the projects or progress by the CGAPS PIO could have been accomplished without help. Funding for the CGAPS PIO and CGAPS projects was provided by the U.S. Fish and Wildlife Service (USFWS), the Department of Land and Natural Resources-Division of Forestry and Wildlife, and the National Park Service, and were administered by the Pacific Cooperative Studies Unit (PCSU) of the University of Hawai'i at Mānoa (UH). In-kind support included (but was not limited to):

- UH College of Tropical Agriculture and Human Resources (CTAHR) Tropical Plants and Soil Sciences Chair Dr. Robert Paull and Dr. Joe DeFrank for providing office space in St. John Plant Science Laboratory. Office supplies including a FAX line, copy machine and other basic supplies were provided by PCSU.
- Bishop Museum, USFWS and Hawai'i Department of Agriculture (HDOA) for graciously allowing CGAPS and ISC-related meetings to be held at their conference rooms. The use of meeting space is appreciated.
- Maintenance and hosting of the CGAPS website by staff of the U.S. Geological Survey Pacific Basin Information Node and Hawaiian Ecosystems at Risk.
- The CGAPS Steering Committee and Chairs for participating in CGAPS and providing guidance and supervision for the PIO. Agencies and NGOs that allow their staff to assume a CGAPS Chair or Steering Committee position contribute immeasurable amounts.

## **Activities and Accomplishments January 1-December 31, 2009**

The CGAPS PIO work plan for FY2009-2010 was approved by CGAPS Chairs in May 2009 (Attachment 1). In accounting for time spent by project and target audience, 35% of work time was spent on the CGAPS partnership, primarily on a new Vision and Action Plan; 40% of work time was spent participating in multi-agency working groups such as the Hawai'i Invasive

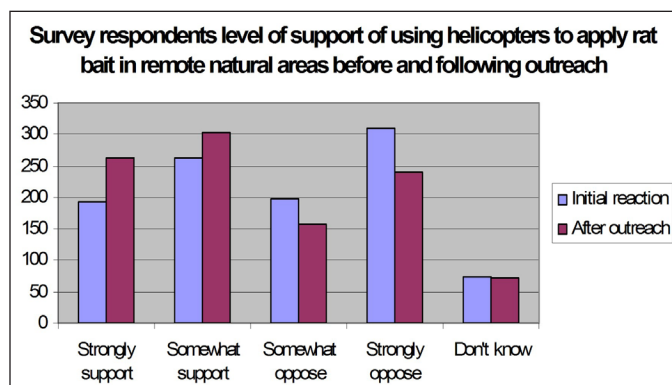
Species Council and Remove Rats, Restore Hawai‘i to coordinate outreach; 15% of time was spent on outreach to target groups such as the green industry; the remaining 10% of time was spent producing press releases, generating media and on a variety of duties.

**1. Assisted the CGAPS Steering Committee in the collaborative production of a new ten-point Vision and Action Plan for Hawai‘i, finalized in December, 2009**

- CGAPS Chairs invited the Department of Homeland Security-Customs and Border Protection and U.S. Department of Agriculture-Animal and Plant Health Inspection Service to participate as Steering Committee members. This enabled the group to discuss and better understand each agency’s jurisdictional framework and mandates, and the areas where agencies and NGOs can work together to address gaps.
- Multiple meetings were held over the course of 2009 to discuss statewide programs and needs, with special attention to shortfalls and immediate actions that would be taken in the next three years.
- The CGAPS PIO incorporated comments from participants for nine rounds of drafts before the final document was accepted by Steering Committee members. The plan is posted at [www.cgaps.org](http://www.cgaps.org) under White Papers and Reports.

**2. Assisted in coordinating outreach for public support of rodent control on offshore islets and main island conservation areas**

- Wrote an RFP and Scope of Work for a contractor to assist in outreach to key groups and individuals. Served as the main point of contact between PCSU and the outreach working group. Coordinated proposal evaluation and selection process.
- Participated in the outreach working group to promote public awareness and support for controlling rodents in conservation areas via a new website (launch aimed for early 2010), printed materials and presentations.
- With the working group, worked with a professional survey company to compose survey questions and assess respondents’ support for various proposed measures.
- Adapted survey questions and conducted a survey of conservation personnel to identify additional partners and disseminate information about the project. Provided a report with recommendations on inreach to conservation community. (Attachment 2)



*When provided with facts, statewide public survey participants became more supportive of using helicopters to apply rat bait to protect native species in remote conservation areas.*

**3. Promoted awareness and support within the green industry for invasive plant prevention initiatives**

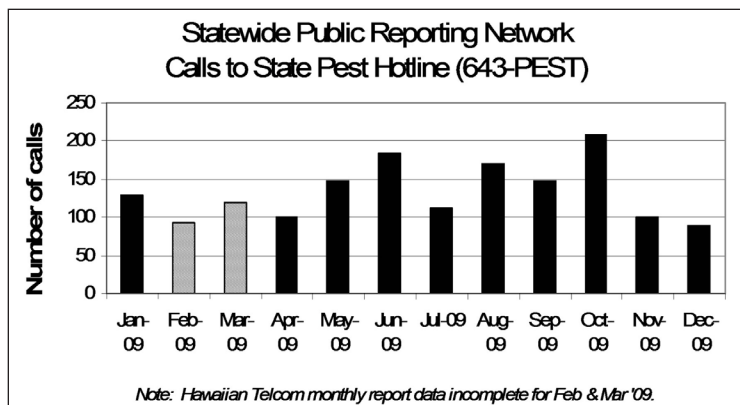
- CGAPS continued work with the green industry (nurseries, landscape architects, contractors, plant retailers, botanical gardens and arboreta), on promoting awareness of invasive plants and initiatives that could prevent the spread of invasive plants. Significant headway has been

made in awareness and support, as seen by the results of a green industry survey conducted by the CGAPS PIO in 2008. Results were presented in a display at the annual LICH Conference in 2009. (Attachment 3)

- CGAPS worked with the green industry, Landscape Industry Council of Hawai‘i (LICH) Hawai‘i Farm Bureau Federation (HFBF), Hawai‘i Forest Industry Association (HFIA), Hawai‘i Agriculture Research Center (HARC) and regulatory agencies on a cooperative approach to add known invasive plants to the Restricted Plant List. In 2008 Act 40 enabled HDOA to restrict the importation of a plant species because of its invasive tendencies. Prior to this legislation, a plant could not be restricted from being imported into Hawai‘i and sold based solely on its invasive tendencies.
- At the request of LICH president Boyd Ready and DOT Landscape Architect/Hawai‘i Chapter of the American Society of Landscape Architects board member Chris Dacus, arranged a meeting between HDOA, and representatives from LICH, HFBF, HFIA, HARC to discuss a collaborative proposal for modifying the New Zealand Pest Plant Accord to screen for and prevent new invasive plants from impacting Hawai‘i. The process was discussed in February 2009, and a larger meeting was planned. (Attachment 4)
- Participated in the Restricted Plant List meeting in July, 2009 between these groups and others, where it was regrettably agreed that adding more plants to the already long list of pests (plants, insects, pathogens, etc.) which inspectors must watch for would decrease the efficacy of inspections overall. It was also stated by HDOA that they believed that restricting all new plants until they are screened was not possible or desirable. In 2010, CGAPS will again work with all parties to find a mutually acceptable solution to this issue.
- CGAPS continued to work with the plant industry to promote awareness and voluntary use of the Hawai‘i Pacific Weed Risk Assessment (HPWRA). CGAPS is in the planning stages of creating a website to make the HPWRA information more user-friendly and accessible to plant industry participants and the public. This initiative received the support of LICH. (Attachment 5)
- Wrote and submitted a grant to the Kaulunani Urban and Community Forestry Program for funding to support a website database programmer and designer, as one of the features of the site would include access to the HPWRA database, but in a public user-friendly format. (Attachment 6)

### 3. Continued outreach to build a statewide public reporting network for invasive pests

- CGAPS coordinated the statewide radio broadcast of the Pest Hotline jingle to remind people to call to report invasive pests. Due to spending restrictions, an extra step was added in the process to solicit and gain approval for media buys. CGAPS wrote and provided justification for the purchase of radio media, which required



*Public reports of invasive species to 643-PEST fluctuate with media stories and PSAs*

Governor Lingle’s approval. Similar justifications were submitted for radio media for coqui frog ads on Kaua’i and O’ahu, although these were not approved.

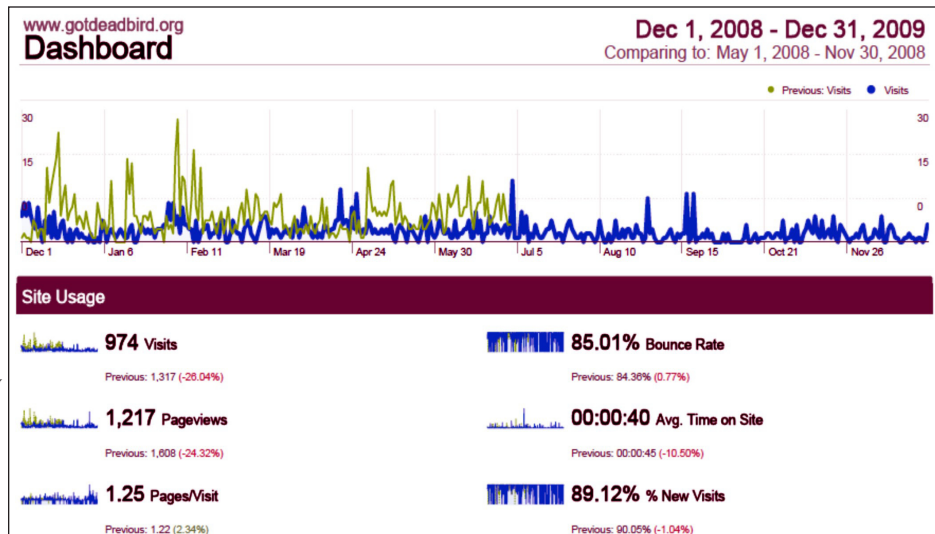
- HISC funds supported the airing of the PSA more than 2,315 times between December 2008 and March 2009. The jingle features Frank DeLima singing about pests in paradise and can be heard here <http://www.hawaiiinvasivespecies.org/cgaps/public.html>
- Radio ads airing in January 2009 are believed to account for the 128 hotline calls, compared to 37 calls in January 2008 when no PSAs were broadcast.
- Calls to the hotline were fairly steady, with larger volumes of calls occurring after media stories of events such as snakes captures.
- Worked with HDOA staff and Hawaiian Telcom to resolve some hotline issues and the rerouting of calls due to loss of staffing and vacancies.
- Worked with DOFAW staff to write an RFP to contract a graphic designer for a logo for the Pest Hotline. Met with the designer to provide background and objectives of the project. Worked with staff from DOFAW, HISC and HDOA on design elements.
- Used HISC funds to purchase pens and pencils with the new logo. Pens were distributed to Hawai’i Conservation Conference participants and at fairs and public events. Pencils were provided to HDOA for visiting school classes and HISC staff gave them out at the annual Boyscout Jamboree.



*A Pest Hotline logo was created and used on promotional items*

**5. Worked with the Hawai’i Department of Health (HDOH), USFWS and DOFAW on citizen reporting of dead birds for early detection of West Nile Virus and avian influenza**

- Continued providing outreach materials such as pens and magnets to the public to increase awareness and public reporting of dead birds until funding for the Aloha United Way 211 (AUW) hotline contract ran out in fall 2009.
- The announcement of the loss of HDOH Vector Control staff and the ability to test birds prompted the decision to ask the public to report only dead native birds or unusual numbers of dead birds of any type. The CGAPS PIO cell phone number was provided to AUW to



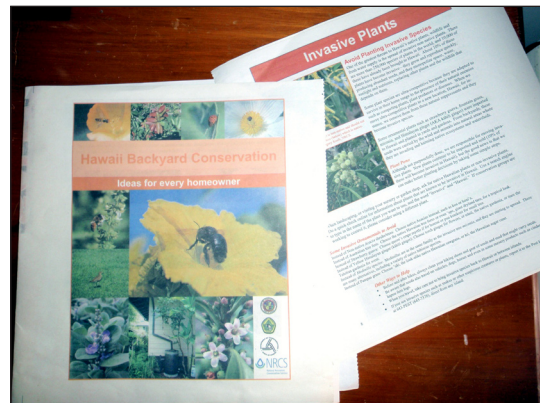
*Website tracking for visitors to www.gotdeadbird.org shows that visitors were down more than 26% (blue line) compared to the same time in 2008 (green line) during statewide broadcast of radio ads*

relay to people calling to report dead birds.

- Contacted AUW and arranged for the gotdeadbird.org website designer to place a message over the website with this new information. CGAPS will retain ownership of the URLs and website information in the hopes that some or all of it could be used in the future.
- There were two dead bird calls in December, after interviewing callers, both were deemed low priority for testing. Callers were provided information and thanked.

## 6. Worked with reporters, journalists and other media personnel by providing information, press releases, articles and photos

- Worked with staff from TNC, NARS, HISC, ISCs, Watershed Partnerships, and others to draft a story pitch to the Honolulu Advertiser regarding the Natural Area Reserve Fund beneficiaries and impacts of the economic downturn on existing funding levels, and future impacts if these special funds were legislatively reduced or reallocated. Coordinated with the O'ahu Invasive Species Committee for photo opportunities. The article resulted in a supportive editorial the following day. Journalist Dan Nakaso received a coveted mention on this story by Knight Science Journalism, a prestigious honor from this national review of science reporting (Attachments 7, 8, 9)
- Served as a point of contact on invasive species issues and wrote and placed articles. (Attachments 10-13)



*CGAPS wrote content on invasive plants for Backyard Conservation, a multi-agency publication that was distributed as an insert in the Honolulu Advertiser, and printed as a booklet for distribution by UH CTAHR*

## 7. Participated in meetings and working groups

- Assisted the HISC POWG by planning and providing coordination on projects, assisted in tracking project spending. Provided council to outreach staff, chair and HISC coordinator. Filled in for chair as needed, including the annual presentation requesting funds from the HISC Resources Working Group. (Attachment 14)
- Participated in CGAPS, ISCs and steering committee meetings. The CGAPS PIO was not able to attend ISC meetings on neighbor islands or participate in ISC work days, although these duties should resume in 2010.
- Participated in multiple rodent control meetings for Lehua and future conservation areas, including meeting with the KIRC faunal working group, primarily in regards to rodent control and outreach issues.
- Participated with Mālama Hawai'i in exploring koloa protection.
- Participated in sections of the Pacific Island Learning Initiative (PILN) Biosecurity Workshop and field trips for



*PILN Biosecurity Workshop fieldtrip to USDA APHIS during inspection of incoming plant materials*

Hawai‘i and Pacific Islands 6/2-6/5/09

- Participated in multiple meetings regarding the Natural Area Reserve Fund
- Participated in the Big Island Harbors Master Plan meetings in support of HDOA joint inspection facilities

**8. Conducted outreach via presentations, community events and conference participation**

- Presentation on CGAPS at USFWS, 3/3/09
- Presentation on history of efforts to identify and restrict the entry of invasive plants at the Restricted Plants Meeting, 7/8/09
- Presentation on invasive species at the Department of Transportation SNIPP workshop, 7/21/09
- Attended the Hawai‘i Conservation Conference, 7/28-30/09
- Presented Conservation Views on Rodents to outreach working group, 8/11/09
- Presentation to the Marine Option Program class, 9/23/09
- Display at the LICH Conference, board meeting presentation 10/21/09
- Participated in the Kaulunani Urban Forestry Summit, 11/4-11/5/09
- Presentation on invasive species issues to the Sierra Club Board of Directors, 11/7/09



*Although the topics at the Kaulunani Urban Forestry Summit centered on the vision and future goals of urban forestry, participants frequently touted the value of the HPWRA and the interconnected nature of urban plantings with conservation areas and natural resources*

## List of Attachments

<u>Attachment</u>	<u>Description</u>
1	CGAPS PIO Plan FY 2009, 2010
2	Conservation Views on Rodents: Survey Summary
3	2008 Plant Industry Survey Results: Presented at the 2009 LICH Conference.
4	2009 Restricted Plants Meeting: Handout crafted by CGAPS at the request of LICH president Boyd Ready, presented at a multi-sector meeting to discuss adding plants to the Restricted Plants list
5	Plant Pono website proposal letter of support from Landscape Industry Council of Hawai'i president, Boyd Ready
6	Plant Pono website proposal to Kaulunani Urban and Community Forestry Program
7	Article: Nakaso, Dan. Setback feared in Isles' fight against invasive species Nurseries take a hit to protect environment. Honolulu Advertiser. 1/28/09, A 1
8	Editorial: Ed. Staff. Invasive pest problem calls for creative ideas. Honolulu Advertiser. 1/29/09, accessed online
9	Blog: Honolulu Advertiser: Battle against invasive species flags as economy sags. Knight Science Journalism Tracker. 2/4/09, accessed online.
10	Article submitted: Invasive plants. Submitted 1/9/09 for inclusion in the multi-agency publication, Backyard Conservation
11	Article: Fahs, Barbara. Snakes alive! Brown tree snakes are a very real worry on the Big Island. Big Island Weekly. 2/25/09, accessed online
12	Article submitted: Plant Pono. Submitted 10/07/09 for printing in the 2010 issue of The Honu Guide
13	Article submitted: Pest alert: Little fire ants on the move. The Pesticide Label. Oct-Dec. 2009
14	Why Fund Public Outreach on Invasive Species: Presented with budget request at the annual budget setting meetings of the HISC

(Note: Attachments omitted in PDF version are available by contacting the CGAPS PIO)

Report compiled and submitted by Christy Martin, CGAPS PIO  
(808) 722-0995  
P.O. Box 61441  
Honolulu, Hawai'i 96839  
christym@rocketmail.com  
www.cgaps.org