

# STRATEGIC PLAN

2020 to 2024

## VISION STATEMENT

**TO CONTROL, PREVENT AND MINIMIZE THE IMPACTS OF INVASIVE SPECIES ON OUR COMMUNITIES, NATURAL ENVIRONMENT AND ECONOMY.**

## PURPOSE

OASISS currently has representation from over 20 groups who communicate through varied means to:

- Assess the state of invasive species in the Okanagan-Similkameen region;
- Identify new invasive species of concern and discuss risk of potential invaders;
- Set priorities for management; and
- Explore opportunities for cooperative efforts and initiatives to prevent new introductions and/or further spread, and reduce existing infestations.

The purposes of the Society are to:

- Provide education regarding invasive species and their impacts on lands and water within the region;
- Coordinate the management of invasive species on public and select private lands in partnership with other groups;
- Promote and implement an integrated management system with consideration for use of all available methods for the prevention, eradication, control, containment and monitoring of invasive species;
- Increase awareness of invasive species management amongst industry, resource users, all levels of government and private landowners, and encourage expanded support of invasive species programs and initiatives; and
- Assist in maintaining and managing a comprehensive inventory of invasive species within the area of responsibility.

## CORE VALUES

The Okanagan and Similkameen Invasive Species Society will:

- Be collaborative and ensure the inclusion of multiple perspectives;
- Proactively promote and facilitate partnerships;
- Have a membership that is open and inclusive;
- Respect the values and perspectives of all stakeholders;
- Be transparent and accountable;
- Be independent and non-partisan;
- Operate as a non-profit organization; and
- Seek and accept funding from multiple sources.

## GOALS AND STRATEGIES

- ❖ Raise awareness about invasive species, their impacts and management strategies and inspire action.
- ❖ Facilitate the flow of information and provide a source of expertise on invasive species.
- ❖ Improve stakeholder communication, collaboration, coordination, and information sharing.
- ❖ Prevent new invasive species from arriving and establish clear protocols for new arrivals.
- ❖ Minimize or reverse the spread of existing invasive species through coordinated, integrated invasive species management efforts.
- ❖ Build capacity to ensure program sustainability.

### **GOAL 1: Raise awareness about invasive species, their impacts and management strategies, and inspire action**

1. Utilize social media and mass media to expand the audience for awareness based messaging (Facebook, Instagram, regional club websites/newsletters, partner websites/social media, newspaper editorials).
2. Streamline messaging by identifying target audience and desired outcome.
3. Provide training programs on best management practices to identified user groups.
4. Monitor effectiveness of actions and messaging to improve upon future efforts.
5. Identify and partner with other existing organizations to pool resources and efforts, integrating invasive species messaging into other interpretive efforts.
6. Identify key locations throughout the region where changes in behaviour will have the greatest effect on invasive species management, and provide informational material at these locations.
7. Develop and implement educational resources for youth.
8. Participate in community events that raise awareness and/or promote management of invasive species.
9. Promote dissemination of knowledge through engaging with a wide variety of stakeholders (landscape companies, developers, contractors, excavators, landowners, local and regional groups).
10. Develop and distribute information resources on best management practices.
11. Stay current on best practices and science, and incorporate current knowledge into education and outreach programming.
12. Partner with other Regional Invasive Species Organizations (RISO), ISCBC and the provincial government to promote and circulate materials for recognized behaviour change programs such as “Grow Me Instead” and “Clean, Drain, Dry”.

### **GOAL 2: Facilitate the flow of information and provide a source of expertise on invasive species**

13. Maintain and contribute to knowledge base of most recent and best available science and practices by participating in workshops, conferences, and other discussions.
14. Attend stakeholder hosted meetings and events to relay current information.
15. Actively propagate current information via updates to website, newsletters and social media.
16. Support, contribute to, and communicate with current research efforts that aim to expand our knowledge of invasive species management practices.
17. Continue collaboration with other RISOs.
18. When appropriate, offer input and advice regarding the creation of legislation addressing invasive species, particularly at a local/regional level.
19. Provide a clear means for people to report invasive species and inquire about response protocols.
20. Provide a link between experts and those seeking expert species identification.
21. Analyze and communicate program results and efficacy.

### **GOAL 3: Improve stakeholder communication, collaboration, coordination and information sharing**

22. Actively target and invite a broad range of stakeholders to collaborate on common goals.
23. Develop and offer stakeholder workshops for specific topics and audiences.
24. Maintain communication and feedback from external partners/trained persons back to society members.
25. Promote information transfer between organizational partners through the use of the website, workshops, forums, and social media.
26. Build new partnerships and maintain existing partnerships.
27. Build partnership opportunities with Indigenous peoples.
28. Ensure that decision-makers are aware of policies in other jurisdictions and encourage change at local, provincial or federal level when appropriate.
29. Establish an annual event to bring stakeholders together and showcase successes and challenges.

### **GOAL 4: Prevent new invasive species from arriving and establish clear protocols for new arrivals**

30. Develop and implement a regional Early Detection and Rapid Response (EDRR) program.
31. Formulate a coordinated region wide communication plan for when EDRR species are detected.
32. Attend provincial EDRR training and propagate knowledge throughout region using a proactive approach for communication and education (e.g. signage, printed material, hands-on ID courses for new species).
33. Identify pathways of introduction and vectors of spread and work with partners to develop action plans.

### **GOAL 5: Minimize or reverse the spread of existing invasive species through coordinated, integrated invasive species management efforts**

34. Annually update and prioritize the list of invasive species.
35. Update and maintain inventory of invasive species through surveying and mapping of priority species.
36. Carry out on-ground invasive species management (inventory, control and monitoring).
37. Adopt forward-thinking approaches that utilize varied techniques.
38. Utilize GIS tools to maintain a priority ranking of sites within the region and cross reference this to the list of priority invasive plants to create a ranking process to guide treatment.
39. Utilize mapping to delineate containment lines for species that can be limited to certain portions of the region.
40. Establish Best Management Practices (BMP's), implement and share with stakeholders.
41. Support and participate in the development of regionally consistent bylaws regarding invasive species.
42. Establish monitoring guidelines, particularly for ongoing monitoring once a site has shown no regrowth.
43. Assess treatment successes and failures, and utilize adaptive management strategies to improve effectiveness of invasive species control.
44. Work with local/regional government to establish guidelines to reduce the spread of invasive species.
45. Engage the public in detection and reporting of invasive species.

## **GOAL 6: Build capacity to ensure program sustainability**

46. Expand and develop partnerships, membership, and funding opportunities.
47. Ensure ongoing Board development, succession planning and financial stability.
48. Actively pursue program funding for continued program development.
49. Support local and provincial government policy development and implementation.
50. Maintain and strengthen cross-border, multi-agency collaborations.
51. Offer services to provide ongoing revenue.
52. Maintain connections and collaboration with local stewardship groups.
53. Continue to foster communication amongst stakeholders.
54. Develop performance measures and monitor effectiveness of programs.
55. Share successes with partners, members and the public.

## **EVALUATION/STRATEGY ASSESSMENT/MEASURES OF SUCCESS**

At the end of 5 years, OASISS will evaluate the success of the plan. Criteria for consideration include:

1. Number of partnerships developed and/or maintained.
2. Metrics on treatment of key species and changes in occurrence.
3. Metrics on education events, and behavioural changes toward invasive species management in key sectors (need feedback from target groups).
4. A list of resources developed and/or used by OASISS.
5. Other key activities/initiatives that OASISS has led or partnered on and the outcomes of those projects.