

## Invasive Weeds Planning Process: Public Engagement Strategy

**Key outcomes:** Education/Empowerment/Actions/Results  
 Why should you care? What can you do? Who can help?

**Overarching Goal:** Reduce the spread of invasives; stop new invasives from coming in.

Priority Audiences	Desired Outcomes	Message	Actions	Delivery System	Evaluation Method
<b>Recreationalists</b> <i>(ex: hikers, bikers, hunters, fishers, military members using Najaf Rifle Range)</i>	Be informed and aware	Stop the Spread	Identify & convene subcommittee	Mobile App development and supporting outreach materials	random surveys of recreationalists leaving recreational areas
	Stop the spread	Clean your gear	identify funding needs and sources	Trailhead signs & kiosks;	
	Report invasives	Report new invaders	solidify agreements among partners-use same message(s), who will be responsible for which components of plan & timeline of activities	billboards	phone surveys
				volunteers talking to recreationalists at trailheads, entry points	
				brochures distributed with hunting/fishing licenses;	surveys of people who got hunting/fishing licenses
				presentations at club meetings	pre and post surveys of club members
<b>Private Landowners</b> <i>(ex: urban, rural, agricultural, forestry)</i>	Be informed	Stop the Spread	Identify & convene subcommittee	Neighborhood meetings	pre and post surveys of landowners who attend meetings
	Avoid planting invasives	Know the weeds and what to do	identify funding needs and sources	Volunteer trainings	pre and post plant quizzes, and training evaluations
	Control invasives on your land		solidify agreements among partners-use same message(s), who will be responsible for which components of plan & timeline of activities	radio announcements, newspaper ads/articles	random phone surveys?
	Know where to go for help/ resources			billboards	random phone surveys?

Priority Audiences	Desired Outcomes	Message	Actions	Delivery System	Evaluation Method
	Report invasives			brochures and GardenSmart Oregon available at local nurseries	? # of brochures and Garden Smarts taken by shoppers at each nursery?
				consistent messaging across organizations on social media- facebook, websites...	check stats on who and how many people are accessing these sites
<b>Public Land Managers / employees</b> <i>(ex: Public Works &amp; Parks Depts; road crews/grounds crews,)</i>	use BMPs for maintenance work	Stop the Spread	Identify & convene subcommittee	create accessible comprehensive BMPs and deliver information (trainings, pamphlets,etc)	track movement of invasives in rights of way, power lines, etc
	clean equipment before moving from infested areas to areas with sensitive species	know when to mow/ mow at the right time	identify funding needs and sources	train land managers/employees	pre and post surveys of land managers and employees
		know the weeds	solidify agreements among partners- use same message(s), who will be responsible for which components of plan & timeline of activities-who will help us deliver BMPs?	develop useful weed calendar of events and weed ID tools for these workers	quiz land mngmt employees on information found in calendar and ID tools
		report invaders found in new locations	secure participation/cooperation/involvement of public land managers		record/track # of land mngmt organizations willing to participate
<b>Other Audiences</b>					
<b>Businesses</b> (ex: realtors, creekside business, nurseries)					
<b>Associations</b> (ex: Farm Bureau, Chamber, granges)					
<b>Community Groups</b> (ex: Youth groups, Lions/Odd Fellows, etc)					
<b>Utility &amp; Maintenance Workers</b> (ex: landscapers, phone & utility workers, forestry workers)					
<b>Educators/Students</b> (ex: OSU, LBCC, K-12, Nature Centers, Park Programs)					