

INVASIVE SPECIES CAMPAIGN

Overarching Goal	Type	Performance Measure
Viable Populations	Outcome	Focal Species abundance (or relative abundance) is maintained or increased
	Outcome	Implement monitoring for Focal Species and SGCN that are believed to be threatened by invasive species
Habitat Management	Outcome	Maximize habitat quality and increase populations of SGCN by reducing the threat of invasive species.
	Output	Net gain of quality of aquatic and terrestrial communities within important natural divisions
	Output	Increased management of invasive species (prescribed fire, herbicide application, mechanical removal, prevention) of critical habitat for SGCN by employing invasive species strike teams within COA's
Habitat Resiliency and Connectedness	Outcome	Detect, eliminate or control the spread of newly established invasive species before they cause significant harm to critical habitat or SGCN.
	Outcome	Increase ecological connectivity by eliminating barriers caused by invasive species to support distribution of less mobile species (e.g., herpetofauna)
Public Awareness, Appreciation, Connection	Output	Targeted invasive species education to increase the awareness of the impact they can have on the States critical habitats for SGCN
	Output	Perform a comprehensive assessment of existing communication and education programs and disseminate the information through an upgraded IWAP website
	Output	Work with partners and the public to develop and implement a public relations campaign about transporting invasive species. Adopt the Be A Hero campaign for aquatic and terrestrial systems.