



***Sea to Sky Invasive Species Council***

***Regional Strategy***

***2015-2020***

## REGIONAL STRATEGY

### Mission Statement:

To minimize the threat of invasive species that impact on the environment, the economy and human health in the Sea to Sky corridor

### Goals:

1. Raise awareness (focussed on behaviour change) about invasive species, their impacts, and management strategies.
2. Facilitate the flow of external information and provide a source of expertise on invasive species
3. Improve stakeholder communication, collaboration, coordination, and information sharing
4. Prevent new invasive species from arriving and follow integrated management and early detection and rapid response (EDRR) protocol to prevent their establishment if and when they do arrive.
5. Minimize or reverse the spread of existing invasive species through coordinated, integrated invasive species management efforts
6. Ensure program sustainability

## Goals and Strategies

### **GOAL 1: RAISE AWARENESS (FOCUSSED ON BEHAVIOUR CHANGE) ABOUT INVASIVE SPECIES, THEIR IMPACTS, AND MANAGEMENT STRATEGIES.**

- 1) Utilize social media and mass media to expand the audience for awareness based messaging (facebook, club websites (biking, hiking, trails, etc.), quick reference apps, letter to editor, column)
- 2) Create an Outreach Coordinator position for SSISC.
- 3) Streamline messaging by identifying target audience and desired outcome.
- 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 (e.g. Pemberton Nature centre, Lost Lake, Whistler Museum, Ecotourism providers).
- 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 (interpretive signage at transfer stations etc.)
- 7) Develop and implement educational resources for school programs
- 8) Host and participate in community events which raise awareness and/or promote management of invasive species (e.g. Weed pulls).
- 9) Promote dissemination of knowledge through engaging with a wide variety of stakeholders (merchants, landscape companies, developers, contractors, excavators, landowners, local and regional groups)
- 10) Develop strategies for public recognition of Best Management Practices in Industry.
- 11) Develop and distribute information resources on management strategies.
- 12) Stay current on best practices and science, and incorporate current knowledge into education and outreach.
- 13) Continue to work with ISCBC to promote and circulate “Grow Me Instead” and other changing behaviour program resources.
- 14) Educate the public regarding Bylaws, management options, and alternatives. (e.g. Create interpretive info sheets which landscapers can give their clients, include QR code on “Do Not Mow” signs)

### **GOAL 2: PROVIDE A SOURCE OF EXPERTISE AND A CONDUIT OF INFORMATION ON INVASIVE SPECIES**

- 1) Maintain and contribute to knowledge base of most recent and best available science and practices by participating in workshops, conferences, and other discussions.
- 2) Actively propagate current information via updates to website, newsletters and social media
- 3) Support, contribute to, and communicate with current research efforts which aim to expand our knowledge surrounding invasive species management practices.

- 4) Encourage and assist ISCBC with the development of standardized 'brandable' materials and resources which can be distributed and used across all regions.
- 5) Continue collaboration with other regional Invasive Species Organisations
- 6) Maintain communication with the BC Inter-Ministry Invasive Species Working Group
- 7) Offer input and advice regarding the creation of legislation addressing invasive species
- 8) Provide an accessible database and a way (e.g. a call-in line) for people to report invasive species and inquire about response protocols.
- 9) Provide a link between experts and those seeking expert species identification
- 10) Perform service consulting for a fee
- 11) Analyze and communicate program results and efficacy

**GOAL 3: IMPROVE STAKEHOLDER COMMUNICATION, COLLABORATION, COORDINATION, AND INFORMATION SHARING**

- 1) Foster action oriented information sharing by setting specific and realistic goals for all stakeholders (e.g. Bylaws in all municipalities by 2017)
- 2) Actively target and invite a broad range of stakeholders to collaborate on common goals
- 3) Develop and offer stakeholder workshops for specific topics and audiences (e.g. Local government workshop on bylaws)
- 4) Attend stakeholder hosted meetings
- 5) Maintain communication and feedback from external partners/trained persons back to the council
- 6) Promote information transfer between organizational partners through the use of the website, newsletter, workshops, and forums, social media such as facebook, twitter, and Instagram.
- 7) Build new and existing partnerships
- 8) Establish a SSISC geodatabase and make available to stakeholders
- 9) Ensure that decision makers are aware of policies in other jurisdictions
- 10) Establish an annual event to bring stakeholders together and showcase successes and challenges (e.g. forum or annual invasive species tour)

**GOAL 4: TO PREVENT THE INTRODUCTION OF NEW INVASIVE SPECIES AND FOLLOW INTEGRATED MANAGEMENT AND EARLY DETECTION AND RAPID RESPONSE (EDRR) PROTOCOL TO PREVENT THEIR ESTABLISHMENT IF AND WHEN THEY DO ARRIVE.**

- 1) Apply Early Detection and Rapid Response protocols to protect priority areas (e.g. ESA, Park)
- 2) Formulate a coordinated region wide communication plan for when EDRR species are detected
- 3) Attend provincial EDRR training and propagate knowledge throughout region using a proactive approach for communication and education (e.g. Signage, brochures, hands-on ID courses for new species)
- 4) Actively encourage nurseries not to stock potential invasives, utilizing "Grow Me Instead" material.
- 5) Identify and address current and potential vectors of spread between adjoining regions
- 6) Establish boat launch protocols and implement inspections and/or surveys for Aquatic invasives

- 7) Link with other existing programs and organizations (ISCBC etc.) and use coordinated and standardized approach to share material and ideas in order to reduce duplication of efforts and maximize effectiveness of efforts (marketing, branding, creation of QR codes).
- 8) Provide invasive species detection and control services for a fee
- 9) Maintain dialogue and keep current on provincial legislative updates
- 10) Actively seek funding for the above efforts

**GOAL 5: TO MINIMIZE OR REVERSE THE SPREAD OF EXISTING INVASIVE SPECIES THROUGH COORDINATED AND INTEGRATED INVASIVE SPECIES MANAGEMENT EFFORTS**

- 1) Update and prioritize invasive species lists
- 2) Update and maintain inventory of invasive species through monitoring and mapping of priority species (as identified in the Operational Plan)
- 3) Carry out on-ground invasive species management (inventory, control & monitoring)
- 4) Utilize mapping to delineate containment lines for species that can be limited to certain portions of the region
- 5) Establish Best Management Practices (BMP's), implement and share with stakeholders
- 6) Support and participate in the development of regionally consistent bylaws regarding invasive species
- 7) Establish monitoring guidelines, particularly for ongoing monitoring once a site has shown no regrowth;
- 8) Assess treatment successes and failures, and utilize adaptive management strategies to improve effectiveness of invasive species control.
- 9) Establish guidelines for moving soil contaminated with invasive species, and disposal options.
- 10) Engage the public in detection of invasive species through promoting the use of the "Report a Weed" and "Report an Invasive Species" Apps
- 11) Provide training related to invasive species management, including Invasive-Free Certification Program and Herbicide Workshops.
- 12) Promote "Invasive Free" certification program and work with local governments to make it a requirement for contractors.

**GOAL 6: ENSURE PROGRAM SUSTAINABILITY**

- 1) Establish a fundraising strategy and seek funding from a variety of sources.
- 2) Encourage local and regional governments to support our mandate, and provide funding for our programs
- 3) Seek and accept donations
- 4) Develop products and services to provide ongoing revenue
- 5) Maintain connections and collaboration with other stewardship groups
- 6) Continue to foster communication between stakeholders
- 7) Self-assess and monitor program effectiveness

## Link to other strategies and plans

The SSISC Regional Strategy follows and supports provincial scale guiding documents, including:

- The Invasive Species Strategy for BC (June 2012)  
[http://bcinvasives.ca/documents/IS\\_Strategy\\_for\\_BC\\_Final\\_2012\\_06\\_07\\_print\\_sm.pdf](http://bcinvasives.ca/documents/IS_Strategy_for_BC_Final_2012_06_07_print_sm.pdf)
- The Invasive Plant Early Detection and Rapid Response (EDRR) Plan for BC (Nov 2012)  
[https://www.for.gov.bc.ca/HRA/invasive-species/Publications/EDRR\\_Plan\\_Final\\_Draft\\_Nov2012.pdf](https://www.for.gov.bc.ca/HRA/invasive-species/Publications/EDRR_Plan_Final_Draft_Nov2012.pdf)

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Community  
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WHISTLER



Ministry of  
Forests, Lands and  
Natural Resource Operations



Ministry of  
Transportation  
and Infrastructure



SQUAMISH



SQUAMISH - LILLOOET  
REGIONAL DISTRICT

## Stakeholders

- **First Nations**
  - Squamish
  - Lil'wat
  - N'Quatqua
- **Local & Regional Governments**
  - Resort Municipality of Whistler
  - District of Squamish
  - Squamish-Lillooet Regional District
  - Lions Bay
  - Village of Pemberton
- **Provincial Government**
  - Ministry of Forests, Lands, and Natural Resource Operations
  - Ministry Of Transport and Infrastructure
  - Ministry of Environment
  - Inter-Ministry Invasive Species Working Group
  - BC Parks
- **Federal Government**
  - Department of Fisheries and Oceans
  - Environment Canada
- **Stewardship & Community Groups**
  - Whistler Naturalists
  - Squamish River Watershed Society
  - Stewardship Pemberton Society
  - South Coast Conservation Program
  - Squamish Environment Society
  - AWARE
  - Bear Aware
  - WildSafeBC
  - Squamish Trails Society
  - Squamish Gardeners
  - SORCA
- WORCA
- **Industry & Business**
  - FortisBC
  - BC Hydro
  - Innergex
  - CN Rail
  - Miller Capilano Maintenance Corporation
  - MainRoad
  - Cascade Environmental Resource Group
  - Golder
  - Ecosign Planners
  - Pemberton Farmers Institute
  - Local Landscaping, Horticulture & Earthmoving Companies
  - BC Landscape and Nursery Association
  - Whistler Blackcomb
  - NR Forestry
- **Other Invasive Species Organisations**
  - Invasive Species Council of BC
  - Neighbouring Invasive Species Councils (LRISS, ISCMV, Coastal ISC, FVIPC etc.)
- **Miscellaneous**
  - Carney's Waste
  - Sea to Sky Soils
  - Tourism Squamish
  - Tourism Whistler
  - Whistler Chamber
  - School District 48
  - Quest U
  - Squamish Scouts
  - Community Foundation of Whistler
  - Local News Media