

Program Name: Outreach Support for Invasive Species Management in Florida
Project Name: Public Outreach to Support EDRR Efforts
Project ID: 4204
Lead Agency: University of Florida

Strategy and Biennial Report Objective Addressed: 3-D.1
Invasive Species Strategic Action Framework Goal: 2

Measurable Output(s): Website visits, social media followers, outreach products distributed, number of people reached at events and presentations

Project Synopsis: The goal of this project is to engage the south Florida public and key target audiences in helping to detect and report invasive exotic species. The first objective is to develop a coordinated inter-agency public outreach strategy to enhance EDRR efforts. This will involve updating and formalizing the 2012 needs assessment conducted among members of the Everglades Cooperative Invasive Species Management Area (ECISMA). This project will continually coordinate with partners to promote existing invasive species detection resources (e.g., species identification guides, REDDY online training), reporting systems (e.g., 1-888-IVE-GOT1 and IVEGOT1.org, and smart phone apps), and volunteer opportunities (e.g., Python Patrol, EEL workdays). We will also develop and update resources (e.g., Pest Alerts, identification guides) as needed. Online outreach will be conducted via a redesigned, public-oriented dontletitloose.org website, regular social media posts, a monthly blog, and an events calendar. Face-to-face outreach will be conducted through event exhibits and group presentations, facilitated by the development of a “traveling trunk” of hands-on educational materials. Another important component of this project is to conduct targeted outreach – via direct mailings and group trainings – with people who reside or work in areas affected by EDRR species.

This project is being conducted by outreach and human dimensions specialists at University of Florida’s Fort Lauderdale Research and Education Center. As chairs of the ECISMA Outreach Subcommittee from 2011 to 2013, we produced educational materials (e.g., fact sheets, identification guides, newsletters, bookmark, bumper sticker), coordinated outreach at community events, and conducted an assessment of needs and priorities for an ongoing collaborative outreach program.

Current Status: University of Florida has been coordinating invasive species outreach efforts since 2011 but has not yet received any external funding directed toward this purpose.

Project Schedule:

Start Date: 2011
Finish Date: None

Detailed Project Budget Information

The budget includes salaries of an Environmental Education Coordinator and a Designer/Web Developer. From 2015–2018, the annual budget for the program (“Outreach Support for Invasive Species Management in Florida”) is \$100,000, divided among this and two other projects. Through 2014, University of Florida has self-funded a portion of the outreach program.

	2014	2015	2016	2017	2018	Balance to Complete	Total
Federal							
SFWMD**							
University of Florida	\$20,000					\$20,000	\$20,000
Needed		\$40,000	\$40,000	\$40,000	\$40,000	\$160,000	\$160,000
Total	\$20,000	\$40,000	\$40,000	\$40,000	\$40,000	\$180,000	\$180,000

Contact: Frank Mazzotti, fjma@ufl.edu, 954-577-6338

Hyperlink: <http://crocdoc.ifas.ufl.edu/>

Pictures:





Pest Alert

Nonnative Lizards in Nurseries and Groves

June 2012

Everglades Cooperative Invasive Species Management Area



UF UNIVERSITY OF FLORIDA
IFAS Extension
Design and production provided by University of Florida.



The ECISMA is a formal partnership among federal, state, and local government agencies, tribes, individuals, and various interested groups that manage invasive species in the Greater Everglades area.

For more information about invasive species in south Florida, upcoming FWC Nonnative Pet Amnesty Days, and tips on how you can help, visit:

EvergladesCISMA.org



Oustalet's Chameleon

Image Courtesy of University of Florida

12 to 24 in. Females are various shades of green with white dots along side. Males are tan with brown/black stripes. Spines extend down the center of back. Please REPORT ALL sightings.



Veiled Chameleon

Image Courtesy of Joshua David Hollbrook

12 to 24 in. Bright green with shades of orange, white, and yellow; males have bright yellow bands. Prominent casque on top of head is taller than Oustalet's. Please REPORT ALL sightings.



Argentine Black & White Tegu

Image Courtesy of David Bakker

2 to 4 ft. Dark bands with plentiful white dots between them. Please REPORT ALL sightings.



Nile Monitor

Image Courtesy of U.S. Geological Survey

4 to 6 ft. Dark brown with yellow spots forming bands around the body. Please REPORT ALL sightings.



Green Iguana

Image Courtesy of University of Florida

4 to 6 ft. Vibrant shades of green become dull with age. Males have larger spines along back. Please DO NOT report.



Cuban Knight Anole

Image Courtesy of Bill B. Wolfe

6 to 18 in. Changes from bright green to brown; yellow facial band. Please DO NOT report.

Quickly report all sightings of chameleons, tegus, and monitors to: 888-lvc-got1 or online at www.lvcgot1.org