



Midpeninsula Regional
Open Space District

R-20-67
Meeting 20-13
June 24, 2020

AGENDA ITEM 4

AGENDA ITEM

Partnership with the San Mateo County Resource Conservation District for Invasive Plant Early Detection and Rapid Response

GENERAL MANAGER'S RECOMMENDATION

Authorize the General Manager to enter into a three-year agreement with the San Mateo County Resource Conservation District to perform education and outreach activities regarding invasive, non-native species, as well as limited invasive, non-native plant treatment to support efforts in protecting native plant biodiversity, for a total amount not-to-exceed \$210,000 (\$70,000 per year).

SUMMARY

Since 2014, the Midpeninsula Regional Open Space District (District) has partnered with the San Mateo County Resource Conservation District (RCD) to map and control several high-priority invasive non-native plant species, including slender false brome (*Brachypodium sylvaticum*, SFB) and hanging sedge (*Carex pendula*). In addition, the RCD has assisted the District with providing public outreach and education on invasive species and their impacts to the natural environment. The District proposes to continue the partnership with the RCD, focusing on education and outreach to manage, control, and remove invasive species on private lands that threaten biodiversity at nearby District preserves. The General Manager recommends awarding a contract with the San Mateo County Resource Conservation District for an amount not to exceed \$210,000 to be expended over the span of three years (\$70,000 per year).

DISCUSSION

In 2005, the District initiated a program to manage the noxious weed, slender false brome (*Brachypodium sylvaticum*, SFB) in San Mateo County to protect native redwood forests on District preserves and adjacent private lands (R-05-122). The goal of this program was to eradicate SFB in San Mateo County and was based on limited populations found on District and surrounding lands. Since May of 2014, a significant component of this program has been managed through a cooperative partnership with the RCD to address SFB on neighboring private parcels that may potentially infest District lands (R-14-48).

The District extended the cooperative agreement with the RCD in 2017 for three additional years (R-17-78). Tasks included communicating with the private property owners, surveying their properties, treating slender false brome therein, post-treatment surveys, and submitting progress reports to the District.

Despite intensive treatment efforts for over 10 years, SFB continues to expand its range. In 2019, the Board approved a shift in program objectives from solely eradication and containment to include broad outreach, education, and mapping in the region. The expanded program scope also allows more flexibility to treat newly discovered invasive non-native species as they are found, which drastically increases opportunities for eradication. (R-19-90). In 2019, as part of its contract with the District, the RCD also began to survey for and treat hanging sedge in the Purisima Creek watershed to supplement invasive plant treatments already occurring at Purisima Creek Open Space Preserve since 2016. The primary objective of the program is to limit the spread of these high-priority invasive species within the region to protect special status species, native plant communities, and other sensitive resources.

Importance of Early Detection/Rapid Response

Early Detection/Rapid Response (EDRR) is an integral component of any Integrated Pest Management Program (IPMP). The goal of early detection is to detect and eradicate emerging invasive species threats while populations remain small and manageable. The chance of success is greatest early on in an infestation, and treatment costs and efforts can increase exponentially once an invasive species has firmly established. Additionally, EDRR provides an opportunity to eradicate a threat before it has the opportunity to substantially impact native plant and animal species. The District will begin to implement an Invasive Species EDRR program on District lands beginning in Fiscal Year 2020-21 (FY21). The recommended partnership agreement with RCD would supplement the District's EDRR program by surveying for, treating, and providing outreach and education about EDRR species on private lands near District Preserves.

Adjustments to Prior Program Scope

The recommended agreement allows the partnership with the RCD to grow with the development of the District's IPMP as an integral component of the District's upcoming EDRR Program. Core components of the partnership would continue with a focus on regional coordination with private landowners, county-based Weed Management Areas (WMA), and the Santa Cruz Mountains Stewardship Network. The partnership would also allow for more flexibility to work on emerging invasive species as they are discovered.

The program scope under the recommended agreement includes the following:

Slender False Brome

- The District to continue all treatments within Open Space Preserves.
- The RCD to prioritize outreach within the larger Santa Cruz Mountains community to increase awareness of SFB and advocate for more mapping and treatment throughout the region.
- RCD surveys to focus on properties at the leading edge of the infestation and with outlier populations.
- RCD to treat properties that may result in direct impact to District lands.

Other Early Detection Species

- Additional target invasive species may be added to the project scope if found during District EDRR surveys.
- Outreach and treatment strategies will differ based on species, location, and intensity of infestation. Strategies will be determined by the District and updated on an annual basis.

RCD Treatment Options

All treatments employed by the RCD follow the District's IPM Program guidance manual. Treatment options include manual removal, hand-held mechanical removal (weed whips), and limited chemical applications. The RCD project manager and District staff, when necessary, discuss and determine all treatment options with the concurrence of homeowners. RCD staff complete all IPM Program requirements prior to, during, and after treatments, including pre- and post- surveys and reporting.

FISCAL IMPACT

The recommendation has no fiscal impact for the remainder of FY20. It is projected that there will be sufficient funds to cover the cost of the recommendation in future fiscal years (\$70,000 per year beginning in FY21, which the Board is considering under a separate Agenda Item on June 24). Future fiscal year budgets will be adopted annually as a part of the annual Budget and Action Plan process.

The recommended action is not funded by Measure AA.

BOARD COMMITTEE REVIEW

On January 19, 2016, Staff brought before the Planning and Natural Resources Committee the Ten-year Status Report and Recommended Continuation of a Slender False Brome Integrated Pest Management Program. The Committee recommended 3-0 a continuation of the Slender False Brome Program on District preserves and nearby private parcels over the next ten years to the full Board, which took place on March 9, 2016 (R-16-21). The Board subsequently authorized a three-year Agreement to continue the partnership on June 28, 2017 (R-17-78). Changes to the scope of this program were adopted as a part of the 2018 Annual IPM Report on July 10, 2019 (R-19-90).

PUBLIC NOTICE

Public notice was provided as required by the Brown Act.

CEQA COMPLIANCE

The treatment of SFB was evaluated in the District's IPMP Environmental Impact Report, adopted by the Board in December 2014 (R-14-148). On February 27, 2019, the Board adopted a resolution to approve an Addendum to the Final EIR for the IPMP (R-19-11) which updated the District's List of Approved Pesticides, Best Management Practices, and additional special status species. The RCD follows all Best Management Practices and mitigation measures set out by that environmental review.

NEXT STEPS

Following Board approval, the General Manager will execute a multi-year agreement with the San Mateo County RCD. Updates to the partnership will be reported to the Board at the Annual IPMP Report.

Attachment

1. 2019 RCD-Midpen Annual Report

Responsible Department Head:

Kirk Lenington, Natural Resources

Staff contact:

Tom Reyes, IPM Coordinator, Natural Resources



PHONE: 650.712.7765

80 STONE PINE ROAD, SUITE 100
HALF MOON BAY, CA 94019

SANMATEORCD.ORG

**ANNUAL REPORT
for the
“AGREEMENT FOR PROFESSIONAL SERVICES BETWEEN THE MIDPENINSULA REGIONAL OPEN
SPACE DISTRICT AND SAN MATEO RESOURCE CONSERVATION DISTRICT FOR THE CONTROL OF
SLENDER FALSE BROME”**

Between January 31, 2019- January 31, 2020

Prepared by

San Mateo Resource Conservation District
80 Stone Pine Road, Suite 100
Half Moon Bay, CA 94019

Prepared for

Midpeninsula Regional Open Space District

January 31, 2020

INTRODUCTION

Invasive perennial grass species, *Brachypodium sylvaticum* (slender false brome) has a limited, but growing range within California. This species, listed under the California Department of Food and Agriculture as a Class A weed, is found mostly in San Mateo County with small localities in Santa Cruz, Santa Clara, and Del Norte Counties. With the current limited range, there is an opportunity for regional control to prevent this weed's spread. Making use of this opportunity, Midpen has partnered with the San Mateo Resource Conservation District (RCD) to organize invasive species control beyond Midpen preserves and into private and public lands. As part of this effort, Midpen and the RCD have also newly added *Carex pendula* (hanging sedge) to the program. This invasive sedge is found in scattered localities in the San Francisco Bay Area, but in San Mateo County it is only found along Skyline Boulevard and Purisima Creek. Through the RCD, this program ties together stewardship on private lands and brings a regional context to invasive species control.

The Slender False Brome Program is approaching its 6th year with the RCD. Over 100 homeowners have participated within these 6 years. The RCD has collaborated with several partners such as San Mateo County Parks, Grassroots Ecology, UC Elkus Ranch, Santa Clara University, California Native Plant Society, homeowner and road associations of Woodside, local contractors, and other agencies to protect forest and riparian habitat through detection and control of *B. sylvaticum* and *C. pendula*.

The following report outlines the work done within the 2019/20 season starting in January 2019 and ending in January 2020.

SUMMARY

The 2019 season differs from previous program years in order to accommodate changes in program strategy and to include new additions to the program. Our objective remains to protect the natural diversity of Midpen preserves and the regional landscape by working with volunteer landowners to detect and control invasive species such as *B. sylvaticum* and *C. pendula*. However, with the conclusion made over the last few years that *B. sylvaticum* is no longer eradicable, the focus has moved from treatment within dense areas of *B. sylvaticum* to detection and control of outlying populations. We want to understand the full extent of *B. sylvaticum* to better strategize species control. In line with project changes, the RCD has chosen to minimize the 2019 treatment season in order to shift treatment in 2020 to April through June as per previous years suggestions.

As *C. pendula* is a new species to the program, the RCD has concentrated efforts towards outreach to landowners with observed or potential infestations within the Purisima Creek watershed. The only observations of *C. pendula* within San Mateo County have been in the Purisima Creek watershed—within the creek itself and in private yards along Skyline Boulevard that drain into the watershed. The Purisima Creek watershed is mostly encompassed by Purisima Creek Open Space Preserve (OSP) owned by Midpen with private lands infilling the rest of the area. Private lands include a dense mountainous community known as Kings Mountain. The RCD has spent 2019 on outreach strategy and outreach to these landowners.

PROGRAM PARTICIPANTS

Communication is gradual as we reach into new focus areas. From the start of the project, the RCD already had established contact with a handful of landowners along Purisima creek, including University of California at Elkus Ranch. This educational ranch has been involved in the program since *C. pendula* was first added to the program. We've received response from several other landowners following inquiring letters sent in early January 2020. In all for 2019, the program has reached out to 57 potential participants and is in communication with 17 (Figure 1). The majority of the landowners we reached out to are from the Purisima Creek and Kings Mountain area. Participants for 2019 also include landowners from previous years who are interested in continued treatment of *B. sylvaticum*. These participants are from the Grandview/Espinosa area who were involved in treatment for early 2019.

Table 1. Breakdown of 2019 outreach and participants (properties) by neighborhood.

Neighborhood	Number of Properties
Purisima Creek	12
Grandview/Espinosa	12
Skyline Boulevard	3
Kings Mountain	30
West La Honda Road	1
Total	58

SURVEYS

B. sylvaticum

The RCD conducted road side surveys on 05/10/2019 and 12/13/2019 along Native Sons Rd, Star Hill Rd, Swett Rd, Tunitas Creek Rd, Ware Rd, Henrilk Ibsen Rd, and County Rd. New populations of *B. sylvaticum* were found along Star Hill Rd, Swett Rd, Tunitas Creek Rd, and Ware Rd (Figure 2). These populations are just north of the known range of *B. sylvaticum*, at the top of the Purisima Creek watershed. The RCD also found a new northern population of *B. sylvaticum* within the Kings Mountain area, growing alongside *C. pendula*. This population was found as scattered individual plants below a row of mailboxes at the junction of Ware Road and Skyline Blvd.

The RCD surveyed at El Palo Alto Park, Palo Alto with Grassroots Ecology who manages the native garden on March 25, 2019. This is a remnant population from planting back in the 2000's. Despite control in the past few years, *B. sylvaticum* still persists within the California native plant garden, in adjacent landscaping, and near the historical El Palo Alto redwood tree. RCD staff provided technical assistance and support to Grassroots Ecology staff who hand pulled the population in June 2019.

C. pendula

From the roadside surveys conducted on 05/10/2019 and 12/13/2019, *C. pendula* was found to be established further north and is more integrated into the Kings Mountain Community than previously mapped. From the these surveys, *C. pendula* was found along Ware Rd, Henrilk Ibsen Rd, and County Rd where it grows along drainages and within yards in the forest community (Figure 3). These observations align with known downstream populations within Midpen preserves on both the North and South fork of Purisima Creek.

The RCD verified that the observation of *C. pendula* along Tunitas Creek Rd on Calflora road was a false observation of *Carex amplifolia* (big leaf sedge) a native species that is similar to *C. pendula* in size and growth form. No further observations of *C. pendula* were made along Tunitas Creek Rd.

The RCD also surveyed in the bottom portion of Purisima Creek on a 138-acre property adjacent to Purisima Creek Redwoods OSP. During this survey, 1,296 meters (0.8 miles) of creek contained sparse to dense patches of *C. pendula*. These observations were just over a mile east of the Purisima Creek mouth.

TREATMENT OF TARGET SPECIES

Following previous years recommendations, the RCD has changed the timing of treatment for *B. sylvaticum*. The treatment season for this program has moved from July through October to May through June to better match treatment with plant phenology. In the past, the bulk of treatment was towards the later season after seed set of *B. sylvaticum*. This year, treatment in

2019 was delayed in order to treat earlier in the 2020 season. This explains the low numbers in acres treated for 2019 compared to previous years.

For 2019, properties with *B. sylvaticum* were treated between June 26 to June 28, 2019. A total of 7.7 acres of *B. sylvaticum* were removed across 21.4 acres on three properties. All 7.7 acres were manually pulled by contractors, due to the infestation's proximity to Dennis Martin Creek. No properties in 2019 were treated with herbicide or mulch. At least one homeowner continues to remove slender false brome from their property. No reimbursement was requested from homeowners in 2019.

Treatment of *C. pendula* is not planned until Spring 2020. Treatment will consist of a combination of volunteer groups and contractors. No homeowners have yet reported self-treating *C. pendula*.

TRENDS IN GERMINATION

B. sylvaticum

No trends in germination after treatment can be made from this year's activities.

C. pendula

No trends in germination after treatment can be made from this year's activities.

SPREAD THROUGHOUT THE REGION

B. sylvaticum

B. sylvaticum has a large array of seed vectors. For example, roadways, equipment, trails, waterways, steep slopes, people and animals are all ways these seeds further spread throughout the Santa Cruz Mountains. This provides ample opportunity for the plant to travel large distances and establish isolated populations. Targeting likely areas for infestation, the RCD has found or confirmed four new locations of *B. sylvaticum*. These populations are within Kings Mountain Area, along Tunitas Creek road, along Starhill Road, and in Sam MacDonald County Park. These observations suggest *B. sylvaticum* is now in Tunitas Creek watershed, Purisima Creek watersheds, and potentially in Alpine Creek.

The farthest north observation of *B. sylvaticum* was near Ware Rd in the Kings Mountain area near Purisima Creek OSP and Phleger Estate (Golden Gate National Recreation Area property). This population was found during a roadside survey growing underneath a row of mailboxes.

One observation was made on Calflora of *B. sylvaticum* in Sam MacDonald County Park near La Honda, CA by MROSD Staff. County Parks has been notified and plans to address this population.

Although this program covers San Mateo County, both species extend beyond program boundaries (Figure 4). As such, the RCD reached out to land managers in Santa Cruz County about the outlying populations of *B. sylvaticum* along Highway 17, China Grade, and Whitehouse Canyon Road. Correspondence continues with the hopes that the RCD will be able to provide technical assistance and will advocate for the landowners to manage the populations.

C. pendula

Within San Mateo County, *C. pendula* has not been found outside of the Purisima Creek watershed. However, the sedge is more widespread within the watershed than previously known. From 2019 surveys, *C. pendula* was found along Skyline Blvd between Comstock Road and County Road, just north of Kings Mountain Road. It's common to see *C. pendula* in yards, along roads, and in drainages within the forested neighborhood. On the downstream end of Purisima Creek, *C. pendula* has been found just over a mile east of the creek mouth. *C. pendula* most likely extends even more west than current observations and could possibly reach the creek mouth.

OUTREACH ACTIVITIES

The majority of work for the 2019 season was concentrated on outreach activities to reach new participants. The following is a summary of outreach activities conducted by the RCD.

- The RCD reached out to 57 new participants during 2019. This includes the new areas of Kings Mountain community (30 homes) and along Purisima Creek Road (12 homes) where there are known locations of *C. pendula*. The main method of outreach was through targeted written letters to landowners. Landowners were chosen based on proximity to Purisima Creek or identified through roadside surveys. The RCD intends to follow up with a second round of letters and postcards to landowners who do not reply.
- The RCD developed an outreach strategy document to more effectively and strategically reach new audiences for the program. This document outlines target audiences and

*(Right) Table display at La Honda Fair on June 9, 2019 with informational material on *B. sylvaticum*.*



avenues for reaching those audiences (Appendix A).

- The RCD attended the La Honda Fair on June 9, 2019 to showcase *B. sylvaticum*. From the sign-up form provided, 6 people signed up to learn more or participate in the program.
- The RCD attended Earth Day Fair at the College of San Mateo on March 18, 2019 in collaboration with the San Mateo WMA. The RCD provided information on local weeds, including *B. sylvaticum* through conversation and distribution of outreach materials.
- Informational material on the Slender False Brome Program was available to attendees at the Gardens of the South Coast Tour in Pescadero, CA. Pescadero is a focus area for the RCD for *B. sylvaticum* given the town's proximity to San Gregorio and Woodside. Given no evidence of *B. sylvaticum* within the watershed, the RCD's outreach into Pescadero has been minimal.
- The RCD has partnered with UC Elkus Ranch to host a volunteer day for *C. pendula* removal in Purisima Creek. While the initial plans of hosting volunteers in November did not happen, the RCD is coordinating with the educational ranch and Americorp for a volunteer day in March 2020.
- In partnership with MROSD, the RCD presented on the Slender False Brome Program during the Santa Cruz Mountains Stewardship Network Invasive Workshop on April 11, 2019. The presentation went over basics of the program highlighting the program's involvement with private lands and partnerships with public lands. The presentation concluded with a call for the importance of early detection and rapid response programs. From this meeting, the RCD was able to connect with land managers within Santa Cruz County on detecting and controlling *B. sylvaticum*.
- The RCD regularly attended WMA meetings to coordinate with other members on target species control and detection.
- The RCD re-confirmed with Golden Gate National Recreation Area that both *C. pendula* and *B. sylvaticum* are on the EDRR list for Phleger Estate, just east of Purisima Creek OSP. To date, neither species have been found on the property, although there are occurrences of *C. pendula* nearby.
- The RCD attended a site visit with County Parks (Sean Correa, Hannah Ormshaw) and MROSD (Tom Reyes) to Wunderlich County Park. The purpose of this site visit was to discuss past *B. sylvaticum* control projects by County Parks and future possibility for treatment. This walk was also to establish a baseline understanding of the spread of *B. sylvaticum* in Wunderlich since the last survey in 2016. From our conversations, County Parks is invested in undertaking treatment in 2019-2020, leaning more towards surveying in 2019 and

treating in 2020. They are not certain with the fluctuating IPM budget, that treatment can be done yearly, but *B. sylvaticum* is now on their priority list. RCD and MROSD provided information on identification, treatment, phenology, habitat and grant opportunities for *B. sylvaticum* control.

SLENDER FALSE BROME RESEARCH IN PARTNERSHIP WITH SANTA CLARA UNIVERSITY

The field experiments for non-herbicide control of *B. sylvaticum* were concluded in 2019. All non-decomposable items were dismantled by Dr. Virginia Matzek in October of 2019 in coordination with the RCD and landowners. Following concerns about decomposing straw from the experiment, the RCD coordinated reimbursement with one homeowner for removal of the straw plots. This work was completed in November 2019.

RECOMMENDATIONS FOR CHANGES IN FUTURE YEARS

Major changes have already been made to the program for 2019, some stemming from the RCD's past recommendations. Since enacting these changes, there have been some lessons learned while conducting the program. The following are recommendations to the program by the RCD from those lessons learned.

- 1) Increase in EDRR detections on MROSD Preserves Following new observations of both *B. sylvaticum* and *C. pendula*, the RCD recommends follow up surveys on MROSD preserves within Purisima Creek and Tunitas Creek for target species. *B. sylvaticum* was observed at the head waters of the Tunitas and Purisima Creek Open Space Preserve. Therefore, there may be small populations present in both preserves. While *C. pendula* has not been found beyond the Purisima Creek watershed, the RCD has confirmed establishment throughout the entire creek. The RCD recommends surveys of the lower portion of Purisima Creek OSP to understand the severity of infestation in these parts of the preserve.
- 2) Multiple outreach strategies There is no one method for involving new homeowners. From 2019, we've found reaching out to new participants requires multiple methods of outreach from neighborhood involvement to mailing of outreach materials. The RCD recommends continuing to follow the guidelines set in the outreach strategy developed by the RCD for this program. This includes multiple venues of outreach (letters, fliers, one-on-one, banners etc.) and high community involvement.
- 3) Increase in presence and absence styled surveys During a bi-monthly check-in, MROSD staff suggested to the RCD to utilize presence and absence styled surveys. While the RCD has historically noted properties that concluded in no detection of target species (noted as All Clear in past reports), we will explore using the Survey Editor feature through Calflora as a way to track absence/presence of target species.
- 4) Data collection In previous years, the RCD has been hesitant to use Calflora as the primary mapping software for the program. The RCD provides non-regulatory and confidential service to landowners, thus we've had concerns with privacy settings on Calflora in the past.

Instead, staff has utilized ArcCollector for data collection needs. Due to the superiority in Calflora’s ability to collect and track data over time, and with a better understanding of the software’s privacy settings (unpublished or private observations), the RCD will conduct future surveys through Calflora under MROSD’s account. If given the capacity or opportunity, the RCD will also attempt to upload previous years surveys and treatment information to Calflora.

- 5) Coordination with other Bay Area Counties. Given that both species under the Slender False Brome Program exist beyond San Mateo County boundaries, the RCD suggests continued, and even increased communication and coordination with other Bay Area Counties. We especially recommend increasing coordination with Santa Clara and Santa Cruz Counties through the Santa Cruz Mountains Stewardship Network, a collaborative network through the RCD.

REFERENCES

“*Brachypodium sylvaticum* (Huds.) Beauv”, Observation Download. Calflora.

https://www.calflora.org/entry/wsearch.html#search=t&taxon=Brachypodium+sylvaticum&wint=r&checklist=t&nats=w&sort=rslvd_taxon

“*Carex pendula* (Huds.)”, Observation Download. Calflora.

https://www.calflora.org/entry/wsearch.html#search=t&taxon=Carex+pendula&wint=r&checklist=t&nats=w&sort=rslvd_taxon

PRIMARY CONTACT

Cleopatra Taday

Biologist

cleopatra@sanmateorcd.org

650.712.7765 x 115

PHOTOGRAPHS

(Left) Large patch of *C. pendula* found along County Rd during roadside surveys. (Right) *C. pendula* detected one mile from mouth of Purisima Creek.



(Left top) Slender false brome growing in El Palo Alto Park. Population was assumed planted back in 2004 and is under management by Grassroots Ecology. (Right top) Observations of *B. sylvaticum* along Tunitas Creek Road. (Left bottom) *B. sylvaticum* found along Native Sons Road.



ATTACHMENTS

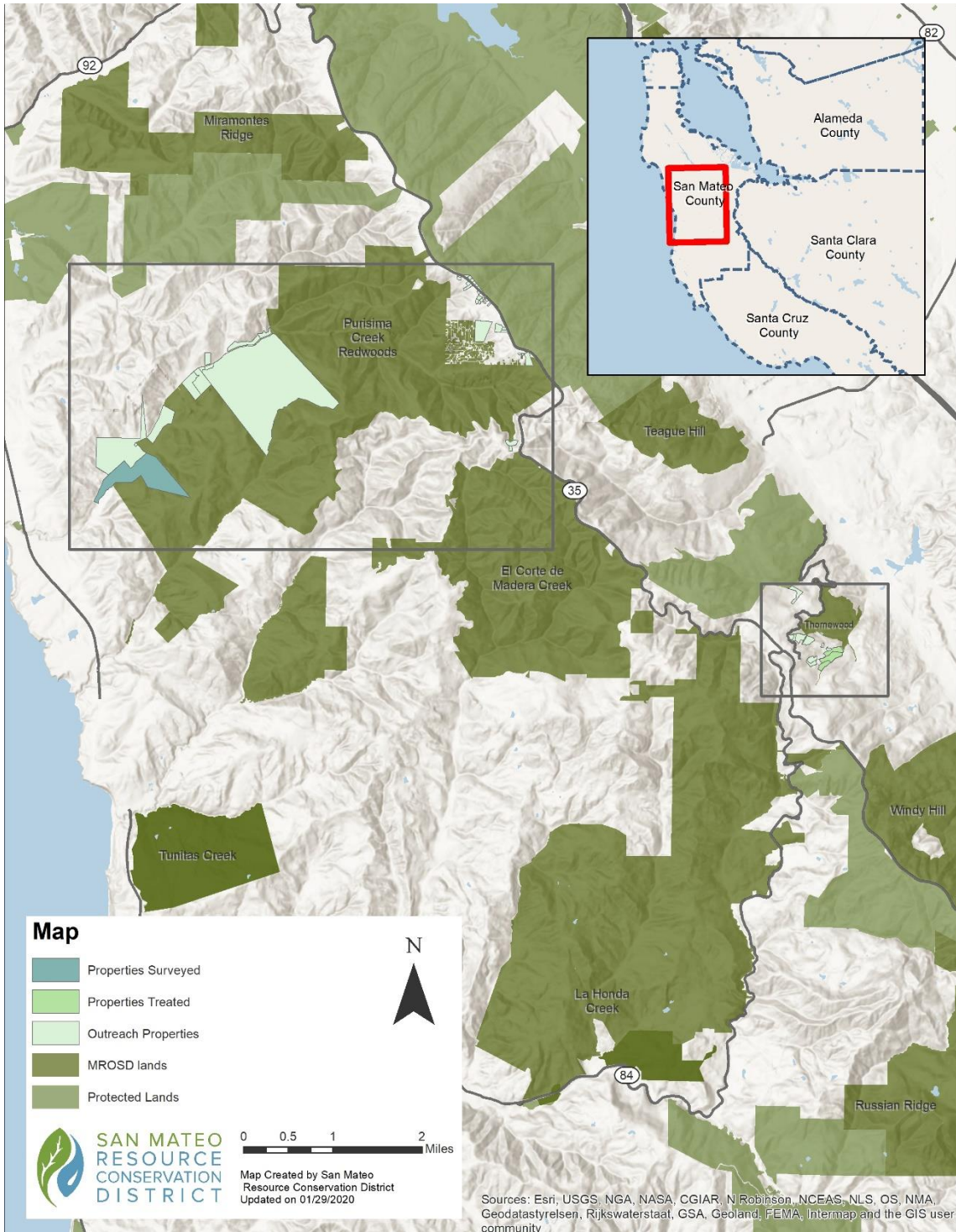


Figure 1. Locations of targeted outreach and participants in program for 2019.

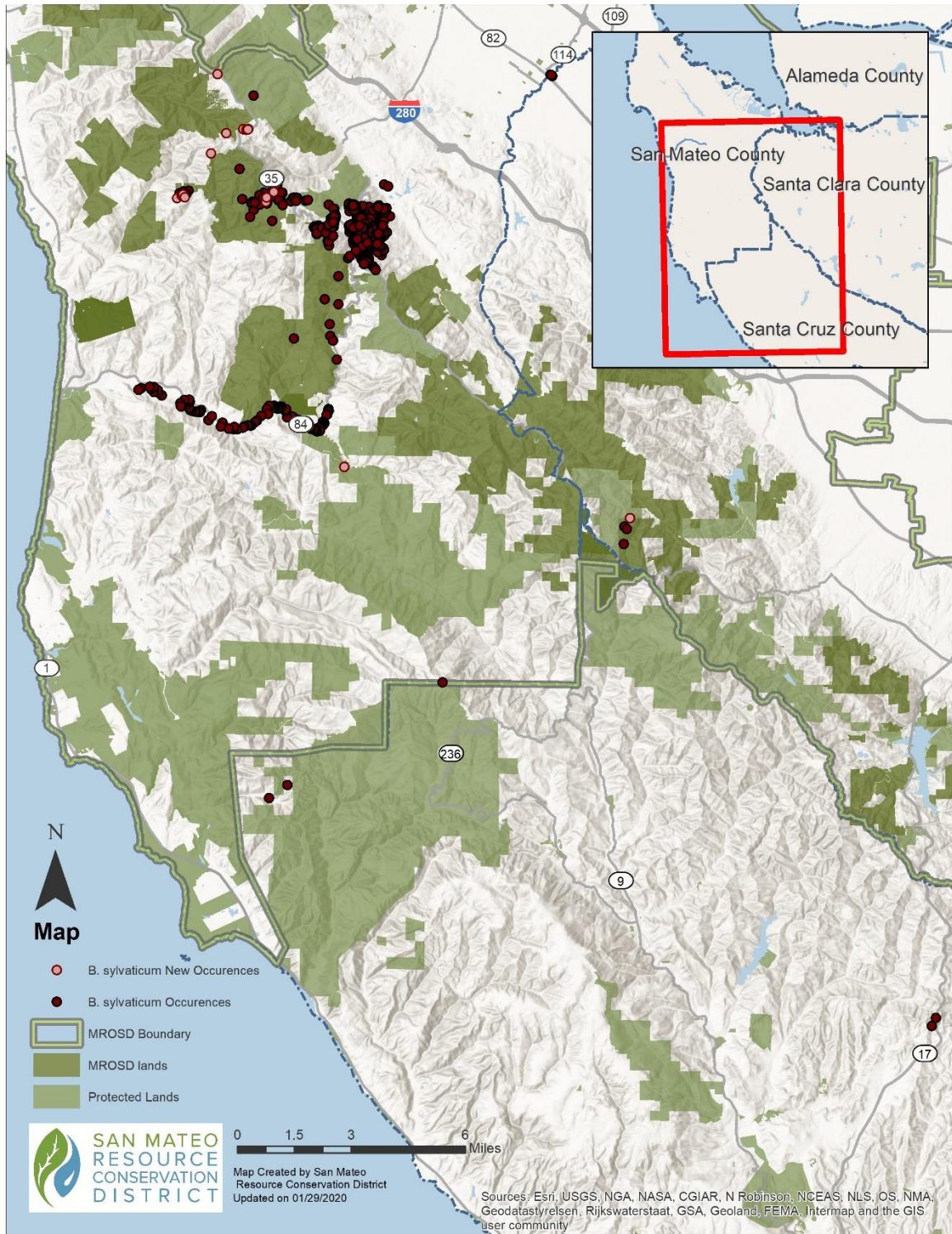


Figure 2. New occurrences of *B. sylvaticum* from 2019 (light red) and current extent of *B. sylvaticum* within MROSD Sphere of Influence (dark red).

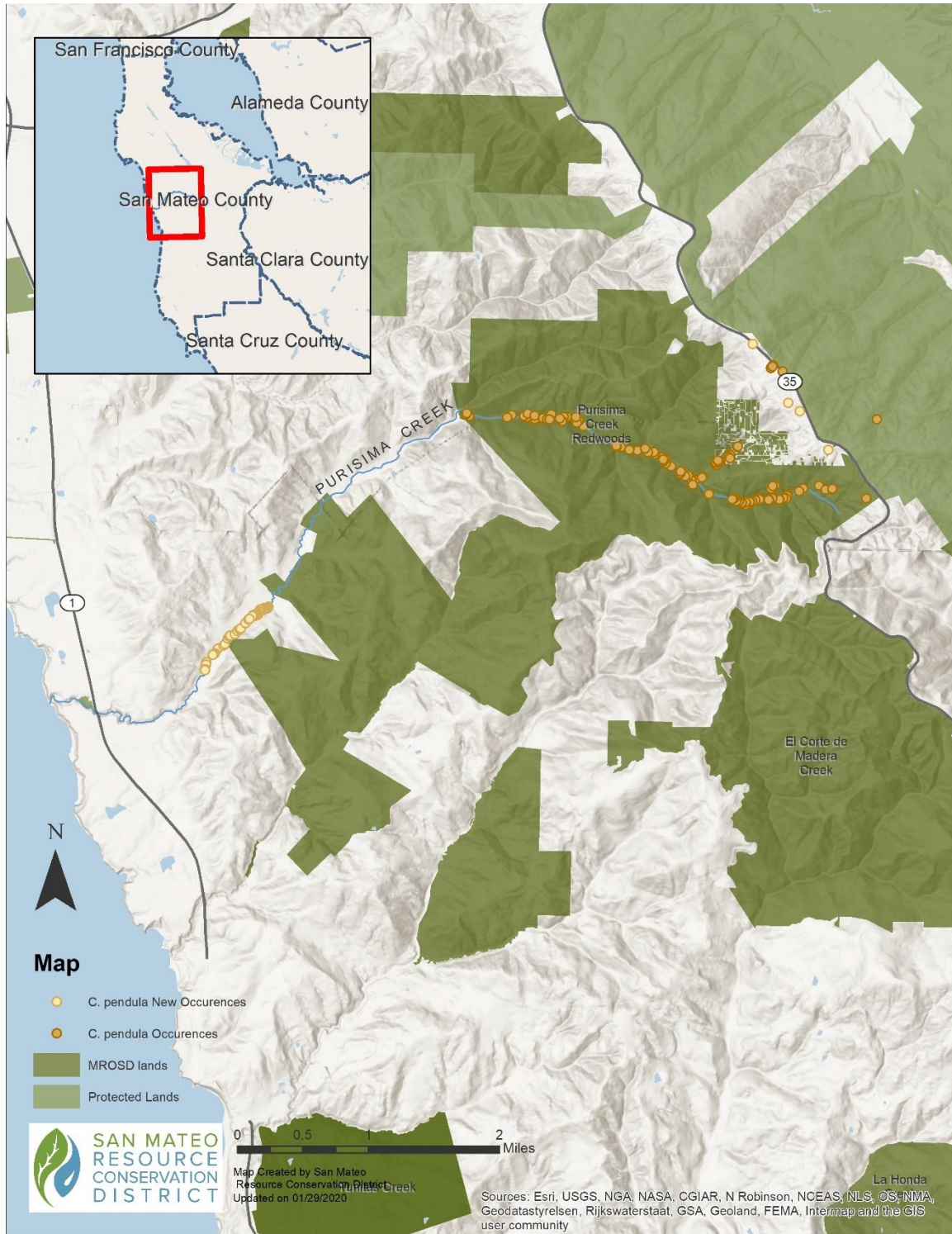


Figure 3. New occurrences of *C. pendula* from 2019 (light yellow) and current extent of *C. pendula* within MROSD Sphere of Influence (orange).

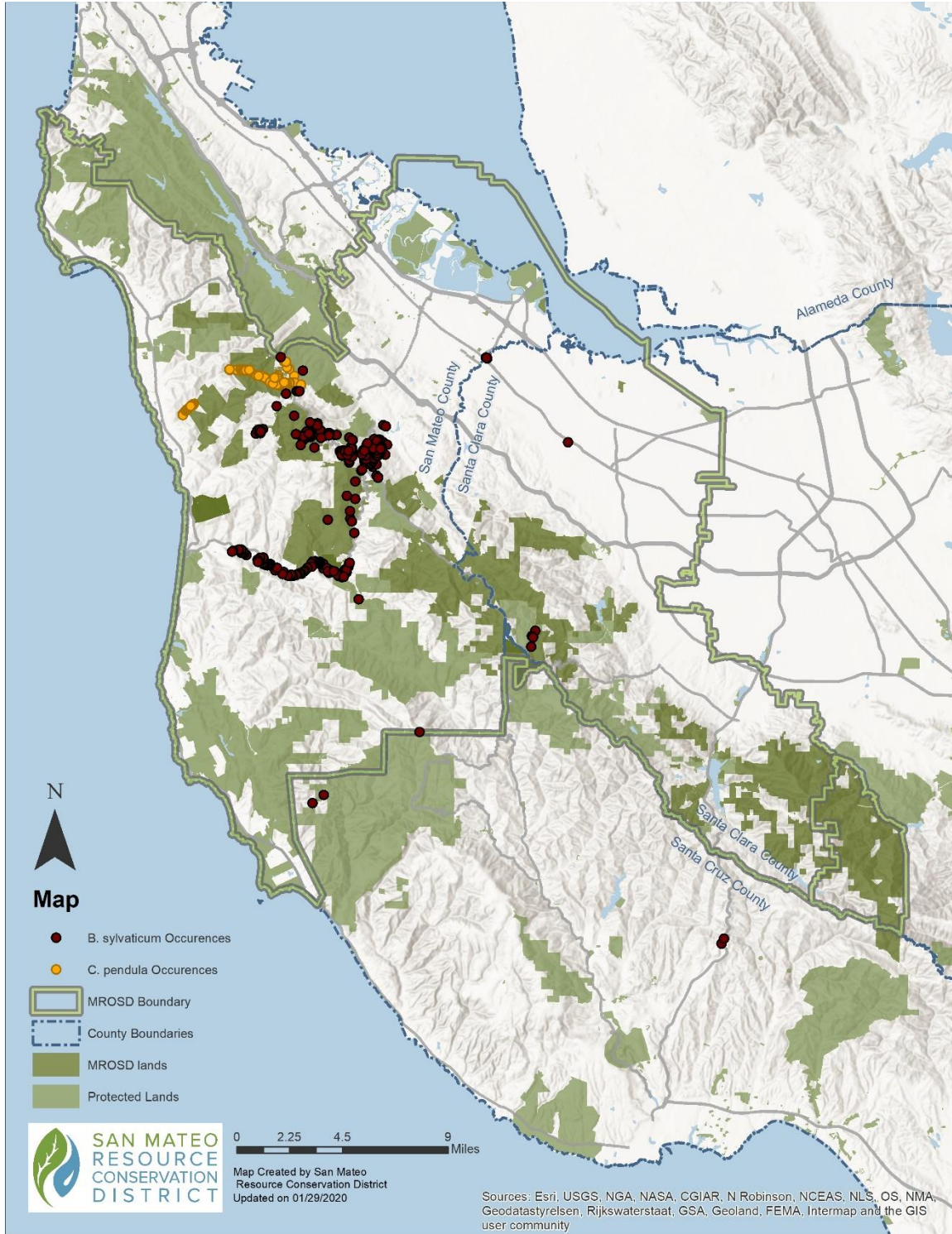


Figure 4. Map of target species locations within MROSD Sphere of Influence (San Mateo County).

Appendix A



Carex pendula and *Brachypodium sylvaticum* Control Outreach Strategy

Updated 10/15/2019

Objectives

The objectives of outreach are to:

- Gain new participants for surveying and treatment of target species.
- Increase public awareness of target species.
- Increase coordination with agencies and special interest groups on target species control.

Messages

The following messages are key components of the program target audiences should know. This will be the basic messages for developing written material.

- These invasive species threaten the health of our watershed (forests and creeks), decrease biodiversity, and/or increase the risk of flooding.
- We provide free and confidential services for controlling target invasive species for homeowners. This includes surveys and potential treatment.
- These species are early enough in their invasion (unlike French Broom, thistles and other invasive plants) that we can be effective in controlling their spread.
- We must be strategic with how we spend limited resources.
 - We are focusing on the perimeter of invasion in San Mateo County to control their spread.
 - We are focusing on these two species because of the feasibility for controlling invasion into new areas.

Target Audiences and Engagement Strategy

There are multiple channels of outreach, which will change based on the target audience. This section outlines goals and strategies for each target audience (Table 1).

Table 1. Target Audiences and Engagement Strategy			
Audience	Description	Goals	Strategies
Impacted communities	Communities that have been identified as having target invasive species in the watershed. Purisima Creek landowners (CAPE), Skyline Blvd (CAPE/SFB), Kings Mountain (CAPE), Sweet Road landowners (CAPE/SFB), Woodside (SFB), La Honda (SFB), Portola Valley (SFB), South Skyline (SFB), Tunitas Creek (SFB)	Increase participation in survey and treatments.	Send letters/flyers to homeowners Establish contact with homeowners through community networks Engage in 1:1 conversations Request emails from HOA/community groups Post to RCD Website and staff email Attend community meetings Post flyers at local businesses Install Banner (to be posted majorly trafficked areas) Attend and table at events Request MROSD post information on their website
Community Leaders	HOAs, road associations, active homeowners, small local water companies, PMAC, Sustainable Pescadero.	Increase network for education and expand program participants	Engage in 1:1 conversation (email, phone) Attend community meetings Post flyers at local businesses
Agencies and Organizations	GGNRA, MROSD, County Parks, State Parks, County Ag, CDFA, CalTrans, Town of Woodside, Town of La Honda, Santa Cruz RCD, Cal Water, County DPW, Sempervirens Fund, UC Elkus Ranch, local elementary schools	Increase agency involvement both for control on public lands and agency support to increase program participants.	Engage in 1:1 conversations Create task force Send targeted emails to agencies and organizations Request to post on their website newsletters and social media and include in newsletters
Special Interest Groups	WMA, , California Invasive Plant Council, private foresters (SFB), agriculture (CAPE), SCMSN, SGERCS	Increase education and increase program participants, potential for expansion of volunteer lead control (volunteer days, workshops etc.).	Post to RCD Website and website email Engage in 1:1 conversation Attend group meetings Request to post on their website newsletters and social media and include in newsletters
Interested Public of San Mateo County	General public, who are not included in target communities, but could have invasive species on their property or could contribute to control (i.e. volunteer for County Parks or MROSD).	To provide information on program and target species, potentially to increase program participants.	Prepare and distribute press release to La Honda Voice Article, Kings Mountain Echo, and other media. Post to RCD Website and website email Host event trail walk or workshop? Attend and table at events Post flyers at local businesses
Funders	People and organizations that might fund outreach and eradication.	To diversify and increase funding.	Engage in 1:1 conversation Apply to competitive grants Post to RCD website and website email Write and send letters of interest (LOI)

Engagement Strategy Details

Elaborates on engagement strategies identified in the Target Audiences and Engagement Strategy.

Send letters or fliers to homeowners

- Create print items e.g. Letters, fliers, website content. These documents will be the basis for developing language for other outreach methods.
- Create more than one print type (one with more information on program, one with more general outreach). Include both species on print material, e.g. fliers should have both species on each side.
- Catchy gimmicks for small print fliers: (*where in the world is Carex pendula?*) (*Sherlock false-bromes*)

Post on RCD Website and website email

- Develop draft language for articles.
- Work with Kellyx on appropriate media outlets and further develop language.

Attend community meetings

- Contact meeting hosts for more details
- Attend any community meetings that may be relevant
- Example community meetings: Kings Mountain Community meeting, Cuesta La Honda HOA, Town of woodside.
- Present to meetings after a few attendances and if determined appropriate venue.

Engage in one-on-one conversations

- RCD will call or email individuals for interest in involvement and addressing any concerns about the project.

Attend and table at events

- RCD will attend events appropriate for invasive species control
- Examples include: La Honda Fair, San Mateo County Fair, etc.

Install roadside banner

- Post banners in strategic locations to increase visibility of project to public.
- Identify locations of high traffic and visibility.
- Get landowner approval.
- RCD Draft banner.
- Finalize and print banner.
- Install banner.
- Take down banner after project year.

Posts on other agency and organization websites, social media and newsletters.

- MROSD: Work with staff to add information on SFB and CAPE to website.

Utilize community network to engage more participants

- Receive contacts through word of mouth or asking neighbors.

Create of task force

- Prepare agenda for task force meeting
- Create task group consisting of RCD staff, MROSD, Public agencies, special districts, special interest groups, individuals, etc.
- Group will meet periodically to coordinate on control.

- Host at least one meeting/workshop for task force. This event will allow staff to share data/info, coordinate treatment or survey. Work with Executive Director on further task force development. Considered members include WMA and all organizations listed in Agencies and Organizations.

Request information emails from HOA/community groups to members

- Get emails from HOA/ community groups (e.g. Grandview/Espinosa Roadside Association)
- Integrate emails into mailing list.

Establish mailing list

- Have outlook or mail chimp for target species control to update stakeholders
- Develop articles/blurbs on targets species for RCD general mail chimp
- Update mailing list on a periodic basis (quarterly, biannual).

Post flyers at local businesses

- Post print material developed from letters/fliers

Apply to available grants

- Potential grants include Pulling Together Grant, CDFA Weed Management Grant.

Host and attend volunteer events

- Work with public lands to host volunteer events
- Volunteer sources include: STEM Students, business volunteers, volunteers from fliers/ mailing list, etc.

Host workshop/event

- Host an event for the public such as a trail walk or garden tour.
- Include workshop component into task force meeting.