

INVASIVE SPECIES CAMPAIGN

Actions	Stresses Addressed	Habitats Improved Primary (Secondary)	Priority Locations	Performance Measurement Options	
				Outputs	Outcomes
Comprehensive exotic species strategy	Exotic species, habitat condition, community stress	All	Statewide	Workshops, publications, partnerships, legal authorities/controls	Number of unintentional introductions; speed and efficacy of response to new invasions; cost savings
Fill info gaps, develop improved actions	Exotic species, habitat condition, community stress	All	Statewide	Studies funded/completed	All within campaign
Prioritize exotic species control areas	Exotic species, habitat condition, community stress	All	High-quality areas, large habitat patches to be determined	Acres of invasive species control, biomass removed, workshops, publications, partnerships	Speed and efficacy of response to new invasions, acres of INAI communities, stress of exotic species to SGNC
Marketing, technical assistance, demonstration	Exotic species, habitat condition	All	Statewide	Work (offered attendance), requests for services (number filled), acres treated	Non-native plant coverage (ground), density (shrub) and Importance (canopy; CTAP)