

# Farm Bill Accomplishment Report Template

## Farm Bill Final Accomplishment Report

<b>Year:</b>	FY2016
<b>State:</b>	Maine
<b>Cooperative Agreement Name:</b>	Forest Pest Outreach and Survey Project
<b>Cooperative Agreement Number:</b>	16-8223-0662-CA
<b>Project Funding Period:</b>	9/20/2016 – 9/19/2017
<b>Project Report:</b>	<b>Farm Bill FPOSP Final Report</b>
<b>Project Document Date:</b>	12/18/2017
<b>Cooperators Project Coordinator:</b>	State Survey Coordinator
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<b>Agency:</b>	Maine Department of Agriculture, Conservation and Forestry (DACF)
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Quarterly Report	<input type="checkbox"/>
Semi-Annual Accomplishment Report	<input type="checkbox"/>
Annual Accomplishment Report	<input checked="" type="checkbox"/>

## 1. Approach

### a. Describe specific activities and accomplishments...

The cooperator (DACF) accomplished the following goals by the end of the agreement period:

1. Contract with one of more entities that was chosen through a competitive RFP Process...

As stated in the midyear report, DACF contracted with two NGOs that submitted proposals to conduct invasive forest pest outreach. ***The final reports for both organizations are attached.***

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2. Maintain a list of outreach and training activities, tabling events, media contacts and targeted audience participants and report on these per reporting requirements in the cooperative agreement.

A database is maintained by the cooperator that tracks all events related to FPOSP outreach. Although we are no longer building up a volunteer base through DACF, we continue to solicit activity reports from our previously trained volunteers, and continue to participate in various outreach activities. Below is a list of events by DACF staff and/or volunteers for the reporting period (1/1/2017-9/19/17).

Date	Location	Event	Type	# Impacted	Notes
1/10/17 – 1/12/17	Augusta	Agricultural Trades Show	Staffed invasive pest display booth	2500	2 1/2-day show; one of the most popular booths at the show. <i>Pics attached</i>
2/24/17	Bangor	MACD Staff Training	Invasive Forest Pest Presentation	11	Updating MACD educators on invasive forest pest issues
3/29/17 – 4/2/17	Portland	Maine Flower Show	Staffed invasive pest display booth	2000	State's inaugural flower show; difficult venue, snow storm, poor parking... but still well attended. <i>Pic attached</i>
4/12/17	Knox	Ingraham Equipment Fair	FPOSP materials on display	400	DACF staff had our invasive forest pest outreach material at table.
4/13/17	Naples	Agricultural Career Day	Staffed invasive pest display booth	150	Inaugural event at Lake Region Vocational Center to demonstrate different careers in agriculturally related fields. <i>Pic attached</i>
5/17/17	Jefferson	Arbor Day /EAB Awareness Outreach – K-8 Education	Presentations to all students on emerald ash borer, tree identification, and tree-planting demonstrations	160	Central Maine Power arborist and FPO volunteer taught grades K-4 about EAB and ash tree i.d. Karen taught grades 5-8 about plant pest insects with highlights on invasive forest pests.

5/19/17	Windsor	Northeast Livestock Expo; Kids Day	Invasive Forest Pest table	400	Kids colored ALB, EAB, firewood outreach templates that were made into buttons.
5/19/17	Yarmouth	Arbor Day /EAB Awareness Outreach	EAB and Ash tree display/presentation	125	Yarmouth tree warden educated K-12 on trees and invasive forest pests.
6/14/17	Washington	K-6 Outreach and Education	Invasive Insect Presentation	45	Afterschool program – taught kids about insects, how to survey for insects, and keeping eyes out for “bad bugs”, i.e. ALB and EAB...
8/17/17	Hope	Impromptu	Biosurveillance Outreach	12	Conducted Cerciis biosurveillance in a public space and involved/educated the people that were there.
9/12/17	Augusta	Bug Maine-ia	Invasive Forest pest and firewood outreach	1000	Large extremely active booth educating primarily on firewood as a vector for invasive forest pest introductions.
9/18/17	Farmington	Farmington Fair – Ag Day	Invasive Forest Pest table	500	Popular fair – primarily ALB and EAB outreach and lots of giveaway items.

3. Develop and/or maintain an in-state electronic list of citizen volunteers for present and future pest detection communications as well as requests for assistance. Most of the communications will be achieved through newsletters and social media.

We maintain a database of all trained volunteers from 2009 to 2015, plus additional citizens who have expressed interest in staying involved with invasive forest pest issues. We currently have over 600 names in the database. These names have been transferred to the subscription list of our electronic newsletter, *Invasive Pest Outreach News*, which currently has 1659 subscribers and is delivered electronically 4-6 times a year. No newsletters were delivered during this reporting period (January 1 – September 19, 2017):

In addition, we regularly post to our Maine Bug Watch [Facebook](#) (676 likes) and [Twitter](#) (238) pages, to not only inform followers of pest updates, but announce events and volunteer opportunities. These metrics cover the reporting period (1/1/2017-9/19/2017).

Maine DACF-FPOSP Social Media Metrics							
1/1/17 - 9/19/17		# subscribers prior	# subscribers by 9/19/17	% increase	# posts	engagement	
Type	Name						
Newsletter	Invasive Pest Outreach News	1534	1659	8.1	0	n/a	"unique opens rate"
Facebook	Maine Bug Watch	547	676	23.6	80	186	"avg post reach"
Twitter	Maine Bug Watch	217	238	9.7	38	92.3	"impressions per day"

4. Coordinate FPO events with national outreach efforts, including Earth Day, National Invasive Species Awareness Week, and Emerald Ash Borer Awareness Week.

NISAW –

- 2/22/17 – Changed Maine Bug Watch cover photo to promote NISAW (*pic attached*), and posted twice to include links to national initiatives and free webinars.
- 2/27/17 – Promoted on Maine Bug Watch facebook page local invasive species presentations given by various organizations that week; 1300 reach
- 2/28/17 – Promoted on Maine Bug Watch facebook page webinar on EAB biocontrol research and provided Maine pesticides credits; 182 reach

Earth Day –

- 4/20/17 – EAB trap tree/bark peeling demonstration.

EAB Awareness Week –

- 5/17/17 – Jefferson School presentation described in event table.
- 5/19/17 – Yarmouth event described in event table.
- 5/24/17 – Maine Bug Watch facebook promotion informing people of invasive insects and to use local firewood; 51,908 reach, 471 clicks, 10 shares.
- 5/24/17 – Promoted the following related events on Maine Bug Watch facebook page:
  - Changed Maine Bug Watch cover photo to promote Emerald Ash Borer Awareness Week (*pic attached*)
  - Call for citizen involvement in trap-tree girdling; 83 reach
  - Posted Entomology Today article on olive as host for EAB; 229 reach
  - Inform of roadside checkpoints in NH for out-of-state firewood; 617 reach
  - Promote Invasive Forest Pest workshop conducted by SWCD; 84 reach

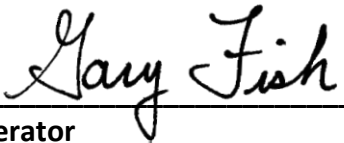


5. Cooperate with other agencies, contractors, and NGOs to develop and disseminate outreach materials.

We have shared all our materials, including posters and presentations, with SRRC and MACD so that the technical information and message for forest pest outreach remains consistent. We continue to develop, print and distribute outreach materials to these groups and our trained volunteers.



Approved and signed by

  
\_\_\_\_\_  
Cooperator

Date: 12/19/2017

\_\_\_\_\_  
ADODR

Date: \_\_\_\_\_

**Attachments:**

- Photos: *Agricultural Trades Show, Maine Flower Show, Agricultural Career Day, Facebook page header (NISAW), Facebook page header (EAB Awareness Week)*
- SRRC Final Report
- MACD Final Report

Agricultural Trades Show 2017 – Bug Watch booth



Agricultural Trades Show 2017 – Bug Watch booth



Maine Flower Show – Bug Watch booth



Agricultural Career Day – Bug Watch booth



Maine Bug Watch Facebook cover promoting NISAW



Maine Bug Watch Facebook cover promoting EAB Awareness





***SRRC Final Report – 2<sup>nd</sup>-4<sup>th</sup> Quarters***

EVENT COORDINATOR, Deanna Morris

JAN – APR:

- No Activity. New Education Coordinator was in the process of being hired.

MAY – MID-JUNE:

- Attended a Forest Pest Workshop hosted by the Androscoggin SWCD to familiarize myself with the different threats Maine’s woods are facing, and how to effectively educate the public about non-native forest pests.
- Re-organized/updated the forest pest information on bulletin boards located at all Fryeburg and Brownfield river access locations. (Pic. 3)
- Set up a display in the visitor/education center dedicated to increase awareness about both invasive pests and plants, using insect and wood samples and outreach materials supplied by the DACF. (Pic. 1 & 2)
- Discussed how to continue developing the outdoor education area at Swans Falls with our maintenance worker. I hope to continue progress in the fall when the number of visitors decrease.

MID-JUNE - JULY:

- We discuss the importance of not transporting firewood with all of the campers that come into our visitor center. The display that includes samples of the pests is particularly effective at initially capturing the attention of those browsing the office, and often provides a great lead-in to lengthier conversations about how to prevent the presence of these “nasty” bugs in Maine.
- The Swans Falls Landing is arguably the most popular area for river-goers to begin overnight trips. While patrolling the landing on Fridays-Sundays, we speak with every group that has firewood to determine that it was not brought in from out-of-state. We have yet to catch a group that has admitted to bringing illegal wood, although there was one group that had brought lumber scraps from a construction site not located in Maine.
- Swans Falls is one of only a few places to obtain a Saco River Fire Permit (necessary for building a fire at non-commercial campsites), and we write hundreds of them every summer. Part of the process is discussing proper campfire etiquette with each group, and we have incorporated firewood/forest pest outreach into the discussion.
- The SRRC River Runners, responsible for cleaning the river Monday-Thursday, have been educated about invasive threats and the importance of removing firewood that has been left abandoned on the river. All firewood is brought back to Swans Falls and burned immediately. It is fairly uncommon for us to discover wood that has been left behind, but it has happened on several occasions.
- I have given several impromptu talks on Leave No Trace (LNT) and forest pest outreach to Scout Troops at the Swans Falls Landing. One leader took my information, and will contact me prior to next year’s trip to coordinate a longer and more comprehensive training. I am in the process of creating a form for troops and other youth groups to request a free educational training at Swans Falls, and will advertise it on our website and other forms of social media when complete. It is common for us to have scout troops camping on site or portaging the dam, so I hope to get some interest.
- Preparations have begun for our Fryeburg Fair Booth and the annual Saco River Cleanup, our two biggest events for outreach in the fall.
- A local Fryeburg Academy environmental science teacher, who has worked with Michelle Broyer in the past, has contacted me about visiting classes and using the facilities for water quality monitoring, etc. I hope this will be an opportunity to expand FPO to the local school community, and am waiting on a response to discuss further details.
- Karen Coluzzi installed an EAB trap in a prominent location at our main landing. (Pic. 4 - 6) Not only is it a good area to monitor for the presence of the insect, but it has proven to be a valuable display, and has sparked conversation with several visitors.

DATE	EVENT	# ATTEND	PARTNERING ORGANIZATION(S)	NOTES
June-July	Visitor Outreach; Swan’s Falls Campground and Education Facility, Fryeburg, ME	1000+		Outreach and assistance provided to hundreds of people accessing the river each weekend. Also questioned visitors about firewood origin and usage, and explained why it is illegal to transport firewood.

Pic. 1: Visitor Center Display



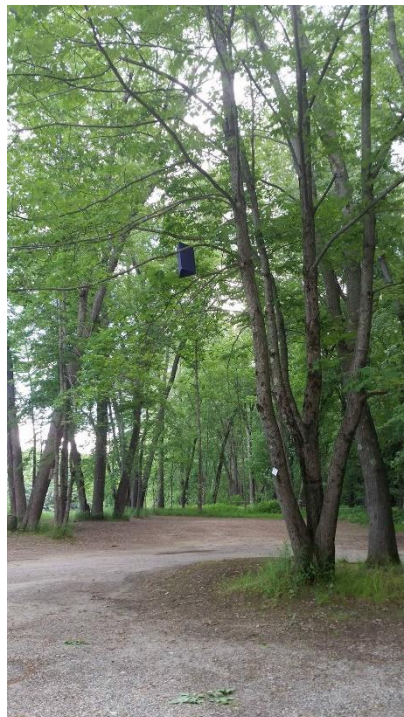
Pic. 2: Visitor Center Display (Close up)



Pic. 3: Billboard Display at Swan's Falls



Pics. 4-6: EAB Trap at Landing





**JULY - AUGUST:**

- We continue to discuss the importance of not transporting firewood with all of the campers that come into our visitor center, and the display that includes samples of the pests is still the most popular component. Later in the summer, Karen also provided us with updated maps detailing the infested areas in New England, which proved to be especially effective in communicating how close certain species are to threatening our area. Many visitors were surprised to find that they lived in towns close to or within quarantine zones. Additionally, visitors who filled out fire permits were required to hear about the importance of burning locally sourced wood.
- The Swans Falls Landing sees hundreds of river-bound visitors each weekend, and especially high numbers during late July and early August. Whenever possible, groups with firewood were questioned about its origin. The Saco draws many repeat visitors, and it seemed as though everyone who accessed the river via Swans Falls in the past had heard Michelle’s spiel about forest pests and knew to buy their firewood from a local vendor; it was great to see that people are really catching on! We also had the opportunity to educate a number of groups about the importance of not transporting firewood who were not previously familiar with the issue. Based on our observations, it appears that folks from out-of-state are more educated, whereas many Mainers are bringing wood from all around the state. (Pic. 1)
- The SRRC River Runners (responsible for cleaning the river Monday-Thursday) continued to remove firewood that had been left on beaches. This occurred much more frequently than earlier in the summer. Although the wood was likely locally purchased firewood, we still burned the wood on the off chance that it originated out-of-state.

**SEPTEMBER:**

- The SRRC hosted its annual river cleanup event. We set up our forest pest display for the end-of-day barbecue and it was especially popular reading material for the Boy Scouts and Troop Leaders that attended the event. (Pic. 2 & 3)
- I had the opportunity to volunteer for the Maine Bug Watch booth at the Common Ground Fair. While I helped field a few visitor questions, it was more of a learning experience for me as I partnered with an experienced entomologist who answered a wide range of questions about invasive forest pests. As I was getting ready to host my own booth at the Fryeburg fair, this was a great opportunity to increase my own knowledge about the various pests and to learn what some of the more common questions may be. I would encourage anyone who is hosting a similar event to volunteer with one of your entomologists!
- We began preparations to renovate an existing structure on the Swan’s Falls property into an interactive informational booth to display forest pest materials alongside other environmental outreach exhibits, and to host trainings and workshops.

DATE	EVENT	# ATTEND	PARTNERING ORGANIZATION(S)	NOTES
July-August	Visitor Outreach; Swan’s Falls Campground and Education Facility, Fryeburg, ME	1000+		Outreach and assistance provided to hundreds of people accessing the river each weekend. Landing staff also questioned visitors about firewood origin and usage, and explained why it is illegal to transport firewood.
Sep. 9	Saco River Cleanup 2017	130		This year’s cleanup drew an environmentally conscious crowd, and a high percentage of youth participants. The Boy Scouts in particular were interested in learning about the threat of forest pests as it ties in with their Leave No Trace code of conduct.

**Pic. 1:** Hundreds of visitors flock to Swans Falls each weekend; it is an excellent venue to educate campers about the danger invasive forest pests pose to our forests and the role that transporting firewood plays in the spread of those species.



**Pic.2:** The outside portion of the outreach display at the Saco River Cleanup.



**Pic. 3:** Many cleanup participants showed an interest in learning about invasive forest pests during the end-of-day cookout.







**Maine Association of Conservation Districts  
Employees Committee**

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Email: Hildy Ellis, Committee Chair at [hildy@knox-lincoln.org](mailto:hildy@knox-lincoln.org)

**Invasive Forest Pest Outreach and Education Grant Report  
to the Maine Department of Agriculture, Conservation and Forestry  
Bureau of Agriculture, Division of Animal and Plant Health  
RFP #201506109**

**Reporting Period: January 1 – March 31, 2017**

With coverage extended to every county in Maine, conservation districts have built on the momentum from the 2016 project to begin to deliver invasive forest pest outreach and education statewide. Districts offer a local delivery system to educate all sectors of the public on invasive forest pests through targeted programs led by trained presenters and by staffing invasive forest pest booths at events around the state.

**1. Train the Trainer Session**

An Invasive Forest Pest Outreach “Train the Trainer” session was held for District staff on Friday, Feb 24, 2017 from 9am-1pm at the USDA Natural Resources Conservation Service’s (NRCS) state office in Bangor. Karen Coluzzi, Maine Department of Agriculture, Conservation & Forestry (DACF), and District staff from seven counties attended: Nate Pennell (Washington), Rosetta White (Franklin), Heidi Reinhard (Piscataquis), Robin Gropp (Americorps volunteer, Hancock), Hildy Ellis (Knox-Lincoln), Joe Dembeck (Somerset), and Dale Finseth (Kennebec).



Joe Dembeck reviewed the slide show Districts will be using for presentations. Joe, Karen, and other staff who have given presentations shared additional information about the pests, updates, and tips on how to most effectively present the material. In addition, Hildy Ellis went over the preparation of participant folders and made forest pest materials available.

## 2. Education and Outreach: Programs

Program agendas and additional presentation materials are continuously updated and available on the MACD SharePoint library for easy access to all team members and to insure consistent program messaging.

MACD Employees Committee held two educational programs during this grant reporting period. Programs held during this first quarter were two-hour classroom only sessions. Evaluations were distributed following each class with results listed in a matrix and attached as an appendix to this report. Table 1 lists information about the two programs held this period:

Table 1

Program Date	Presenter	Host & Town	Partners	CEU's	No. of Participants
March 16	Allison Kanoti, Maine Forest Service	Piscataquis County SWCD, Milo	Maine Woodland Owners (MWO), PCSWCD, MACD	2 Pesticide, 2 SAF Category-1	10
March 23	Joe Dembeck	Southern Aroostook SWCD, Houlton	MWO, SASWCD, RSU 29 Adult Ed, MACD	2 Pesticide, 1/2 day CLP, 2 QLP, 2 SAF Category 1, & 2 Lic. Forester	20

IFP project folders were compiled as hand-outs for the scheduled programs and given to each attendee. Folders included a one-page “look alike” photos of invasive versus native pests, firewood and ALB bookmarks, the “(un)wanted” forest pests poster, and pest alert handouts on some of the targeted invasives. Extra informational folders were kept by the host District for in-office hand-outs. In addition to the classroom presentation, displays of IFP posters, informational materials, and examples of pests and markings on wood were on view.



Presenter Joe Dembeck at March 23<sup>rd</sup> program in Houlton

## 3. Continuing Education Units (CEU's) for Programs

CEU's were approved for programs from the Society of American Foresters (SAF) and DACF's Maine Board of Pesticides Control (BPC). In addition, the program in Houlton provided certification credits from Quality Logging Professionals (QLP) and Certified Logging Professionals (CLP). From the 30 program participants in the two events, the following CEU's were applied:

- BPC – 12
- SAF – 1
- QLP – 7



- CLP – 5

MACD submitted credit requests with sign-up sheets for all of the participants to the applicable certifier.

#### 4. Education and Outreach: Public Events

Invasive Forest Pests display booths were staffed by SWCD employees at the following two shows in Table 2:

Table 2

Event Date	Event Name	Location	Host	Participating Districts	Approx. Event Attendees
January 10-12	Maine Agricultural Trades Show	Augusta Civic Center	Maine Dept of Agriculture, Conservation & Forestry	Knox-Lincoln, Kennebec, Somerset, Penobscot, Oxford, Waldo, Androscoggin	>5,000
March 16-18	Eastern Maine Sportsmen’s Show	University of Maine, Orono	Penobscot County Conservation Assoc.	Hancock, Penobscot, Piscataquis	12,000



Rebecca Jacobs of Knox-Lincoln SWCD at Maine Ag Trade Show in January

At the MACD Employees Committee meeting March 16 in Bangor, the IFP team discussed the importance of public events such as those listed in Table 2. The events continue to be a great way to reach out to all sectors of the public and in particular, they provide an opportunity to engage entire families. It is also a chance to expand outreach through networking as demonstrated by the Penobscot County SWCD’s involvement in the Sportsmen’s Show and the subsequent request for the District to participate in two future events: a class session at Orrington school’s after-school program and to a give a hands-on presentation at the June 3 “Family Fun Day” hosted by the Penobscot County Conservation Association.



*Invasive Forest Pest display at March Eastern Maine Sportsmen's Show, Orono*

## 5. Promotion and Outreach

A general announcement regarding the renewed contract between MACD and DACF for conducting invasive forest pest outreach was issued in late fall of 2016. Hildy Ellis submitted a press release for upcoming forest pest programs to local and state newspapers, DACF GovDelivery, and to Maine Woodland Owners on March 2, 2016.

Press releases were also submitted to the Maine Forest Service's Woodswise Wire, Project Canopy, University of Maine Cooperative Extension, and NRCS's email list serve, Quick Notes. Six local press outlets were used to promote the Milo and Houlton programs.

Media coverage will continue as more forest pest presentations and programs are announced throughout the year.

The same PR was publicized through MACD, Knox-Lincoln, and Southern Aroostook SWCD's websites and Facebook pages.

## 6. Evaluation and Assessment Metrics

Evaluations were handed out to program participants at both the Milo and Houlton classes. Out of 30 attendees, 22 evaluations were completed. Responses are broken down by program location on a spreadsheet and is attached as an appendix to this report. Evaluations were overwhelmingly positive for the first two presentations with a large percentage recognizing the knowledge of the speakers.

## Appendices

- March 2 Announcement
- Workshop Agenda Template
- MACD Employees Committee Program Participants' Evaluation Summaries



**Maine Association of Conservation Districts  
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**Invasive Forest Pest Outreach and Education Grant Report  
to the Maine Department of Agriculture, Conservation and Forestry  
Bureau of Agriculture, Division of Animal and Plant Health  
RFP #201506109**

**Reporting Period: April 1 – June 30, 2017**

Districts continued to educate all sectors of the public on invasive forest pests through targeted programs led by trained presenters and by staffing invasive forest pest booths at several events around the state.

**1. Education and Outreach: Programs**

Program agendas and additional presentation materials are continuously updated and available on the MACD SharePoint library for easy access to all team members and to insure consistent program messaging. Additional materials to resupply Districts were handed out at the MACD summer meeting June 29.

MACD Employees Committee held five educational programs during this grant reporting period. Programs held during this quarter were classroom-only sessions. Evaluations were distributed following two of the classes with results listed in a matrix and attached as an appendix to this report. Table 1 lists information about the five programs held this period:

*Table 1*

<b>Program Date</b>	<b>Presenter</b>	<b>Host &amp; Town</b>	<b>Partners</b>	<b>CEU's</b>	<b>No. of Participants</b>
April 5	Joe Dembeck	Franklin County SWCD, Farmington	Maine Woodland Owners (MWO), MACD	2 Pesticide, 2 SAF Category-1, CLP, QLP	19
May 18	Jean Federico	Oxford Hills Comprehensive High School	MWO, Oxford County SWCD	None	5
June 7	Hildy Ellis	Knox-Lincoln SWCD, Appleton	MACD, Deer Foot Farm	2 Pesticide	3
June 13	Joe Dembeck	Androscoggin County SWCD, Lewiston	MWO, MACD, Lewiston Public Works	2 Pesticide, 2 SAF Category 1	21

June 30	Hildy Ellis	Boothbay Region Land Trust, Boothbay	MWO, MACD, BBRLT	None	35
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The Franklin County program consisted of a diverse mix of participants including loggers, foresters, landowners, and interested members of the public. Most displayed a knowledge of understanding on invasive forest pests, ranging from basic to advanced, based upon their exposure on the topic from previous forestry events and news articles.

Knox-Lincoln SWCD presented a program on Invasive Plants on June 7 and spent about 1/2 hour highlighting Invasive Forest Pests. IFP packets were distributed to the participants, two of whom received CEUs from BPC.



*Franklin County April 5 program*

The program held in Lewiston was primarily City of Lewiston municipal employees and public works crews, along with a couple of foresters. The public works crew in particular appreciated the information to make them more aware while working, dressing appropriately (in Browntail moth sites) and being able to identify different invasive insects.

The June 30 program led by Knox-Lincoln SWCD at the request of the Boothbay Region Land Trust was with a group of extremely interested and concerned landowners and land trust members. Class time included interesting discussions regarding chemical versus mechanical treatment options and the relative environmental impact of each.

IFP project folders were compiled as hand-outs for the scheduled programs and given to each attendee. Folders included a one-page “look alike” photos of invasive versus native pests, firewood and ALB bookmarks, the “(un)wanted” forest pests poster, and pest alert handouts on some of the targeted invasives. Extra informational folders were kept by the host District for in-office hand-outs. In addition to the classroom presentation, displays of IFP posters, informational materials, and examples of pests and markings on wood were on view.

## **2. Continuing Education Units (CEU’s) for Programs**

CEU’s were approved for programs from the Society of American Foresters (SAF) and DACF’s Maine Board of Pesticides Control (BPC). From the 83 program participants in the five programs, the following CEU’s were applied:

- BPC – 12
- SAF – 10

MACD submitted credit requests with signup sheets for all of the participants to the applicable certifier.



### 3. Education and Outreach: Public Events

The following Invasive Forest Pests display booths were staffed by SWCD employees for events as listed in Table 2:

Table 2

<b>Event Date</b>	<b>Event Name</b>	<b>Location</b>	<b>Host</b>	<b>Participating Districts</b>	<b>Approx. Event Attendees</b>
April 1	Hammond Tractor Open House	Union	Hammond Tractor	Knox-Lincoln SWCD	200
April 8 & 9	Vacationland RV & Campground Show	Norway Bank Arena, Auburn	Maine Campground Assoc.	York, Oxford, Kennebec and Knox-Lincoln SWCD's	6,000
April 12	PenBay Chamber Expo	Samoset Resort, Rockport	Chamber of Commerce	Knox-Lincoln SWCD	1,000 from 110 businesses/orgs
April 13	Agricultural Career Fair	Lake Region High School, Naples	Lake Region HS	Oxford County SWCD	500
April 15	Columbia Falls Smelt Fry	Columbia Falls Community Center	Downeast Salmon Federation	Hancock County and Washington County SWCD's	>500
May 6	Fiddlehead Festival	UMF, Farmington	Cooperative Extension	Franklin County SWCD	
May 17	District Day	Maine State House, Augusta	Maine State Legislature	All	100
June 1	Highway Congress	Skowhegan Fairgrounds	Maine DOT	Franklin, Kennebec, Knox-Lincoln, & Somerset SWCD's	Approx. 1,000 from 100 towns/agencies
June 3	Penobscot County Conservation Assoc. Family Fun Day	Brewer	PCCA	Penobscot County SWCD	>65

Public events staffed during the second quarter were varied in geographic location and audience. The events were a great way to engage children, families, professionals, and the general population and provide information about invasive forest pests. The Highway Congress in particular was successful with incorporating a “Time Out for Training” educational activity, presentation, and quiz that was about 5-10 minutes long and given to several people at a time. Approximately 175 people from 124 towns participated in the training throughout the day, each of whom received an IFP packet.



*Participants at June 1 Highway Congress in Skowhegan*

Families were the focus of events like the PCCA’s Family Fun Day in Brewer. Amy Polyot from Penobscot County SWCD had an informational booth set up and provided a short talk on invasive forest pests before having the children work on ‘building a beetle’ craft to enhance what they had learned. Amy also discussed the “Buy It Where You Burn It” campaign and provided all participants with a giveaway bag of information about the program.



*Child at PCCA Family Fun Day June 3 with his ‘build a beetle’*

The April 8 and 9 Vacationland RV & Camping Show in Lewiston was a great opportunity to hand out campground-dedicated informational packets to 48 Maine campgrounds’ display booths. With 6,000 people attending the show, the two-day event was a great way to interact with many people and share information.



*PenBay Chamber Expo display booth*

Participating in events like the PenBay Chamber Expo provided an opportunity for Knox-Lincoln to engage with local residents about invasive forest pests and distribute 50 forest pest packets.

#### **4. Promotion and Outreach**

Knox-Lincoln SWCD distributed 290 informational packets at 8 non-forest pest events. The packets included an introductory letter, “all-in-One” flyer, ALB look-alike flyer, EAB, ALB, BTM brochures, Firewood Scout and Don’t Move Firewood brochures, pest reporting card, and contact information for conservation districts statewide. The non-forest pest events ranged from a wildflower walk to Knox-Lincoln SWCD’s plant sale to an invasive plants of Midcoast Maine workshop.

Oxford County met with Maine Forest Service and Norway town office in early May to discuss the town’s municipal invasive forest pests plan direction. Discussion included trap trees, pesticide use, BMP’s, quarantines, diseased tree log yards, heat treating, and possible use of seed banks.

Districts throughout the state used social media and websites to highlight invasive forest pests messages such as Emerald Ash Borer Awareness Week from May 21 to May 27. For example, Piscataquis County SWCD scheduled 2 Facebook posts per day each day of the week. Posts were a mix of informative insect identification resources, reminders and links about and to [donthmvefirewood.org](http://donthmvefirewood.org) and studies showing devastation from EAB. Kennebec County SWCD wrote a “Conservation Too” article on invasive pests that was published in the *Summertime in the Belgrades* paper the last week of June. Article is attached as an appendix.

Programs and events were highlighted through District newsletters, websites and Facebook pages. Press releases were also submitted to the Maine Forest Service’s Woodswise Wire, Project Canopy, University of Maine Cooperative Extension, and NRCS’s email list serve, Quick Notes.

Other outreach was conducted through community health centers. Kennebec County distributed caterpillar and moth comparison handouts to the Sheepscot Health Center in Coopers Mills after a discussion with the center indicated they did not have useful information to give to people, particularly about the Browntail moth. Franklin County also distributed invasive forest pests materials to the Healthy Community Coalition for distribution into local health centers in their county.

Finally, Washington County visited six campgrounds to distribute packets and provide handouts to campers.

## **5. Evaluation and Assessment Metrics**

Evaluations were handed out to program participants at the April 5 and June 13 classes. Out of 40 attendees, 36 evaluations were completed. Responses are broken down by program location on a spreadsheet and attached as an appendix to this report. Again, evaluations were overwhelmingly positive for the presentations with a large percentage recognizing the knowledge of the speakers.

### **Appendices**

- MACD Employees Committee Program Participants’ Evaluation Summaries
- “Conservation Too” article in *Summertime in the Belgrades*



**Maine Association of Conservation Districts  
Employees Committee**

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**Invasive Forest Pest Outreach and Education Grant Report  
to the Maine Department of Agriculture, Conservation and Forestry  
Bureau of Agriculture, Division of Animal and Plant Health  
RFP #201506109**

**Reporting Period: July 1 – Sept 19, 2017**

Districts continued to educate all sectors of the public on invasive forest pests through targeted programs led by trained presenters and by staffing invasive forest pest booths at several events around the state.

**1. Education and Outreach: Programs**

Program agendas and additional presentation materials are continuously updated and available on the MACD SharePoint library for easy access to all team members and to insure consistent program messaging. In addition, project lead Hildy Ellis updates Districts through email, keeping up to date with schedule programs, events, and new fact sheets or reports for invasive pests.

MACD Employees Committee held five educational programs during this grant reporting period. Programs held during this quarter were classroom-only sessions. Table 1 lists information about the five programs held this period:

*Table 1*

<b>Program Date</b>	<b>Presenter</b>	<b>Host &amp; Town</b>	<b>Partners</b>	<b>CEU's</b>	<b>No. of Participants</b>
Aug 12	Nate Pennell	Downeast Coastal Conservancy	Maine Woodland Owners (MWO), MACD, Coastal Conservancy	None	10
Sept 6	Joe Dembeck	Andy Valley SWCD, Topsham	MWO, MACD	2 Pesticide, 2 SAF Category-1	24
Sept 12	Hildy Ellis	Knox-Lincoln SWCD, Rockland	MWO, MACD, Rockland Library	1 Pesticide, 1.5 SAF Category-1	4
Sept 16	Dale Finseth	Kennebec SWCD, Belgrade Village	MWO, Belgrade Reg'l Cons. Assoc. Belgrade Lakes Assoc, Maine Lakes Society, MFS, Forest Products Council	2 Pesticide	4
Sept 19	Joe Dembeck	Penobscot SWCD, Lincoln	MWO, MACD, SAF, Region III School of Technology	2 Pesticide, 2 SAF Category-1	4



The Washington County program participants were primarily hikers, a new group to target for invasive forest pests awareness. The program was held on lands owned by the Downeast Coastal Conservancy and was a great opportunity to bring education to those enjoying the landscape and having more eyes on the ground.

Androscoggin Valley District held a program with Joe Dembeck as speaker at the Topsham Public Library with a lot of questions focused on browntail moth safety and management. There were also questions regarding hemlock woolly adelgid and how to protect the spread when you are a field worker. The audience was made up of primarily landowners with a couple of foresters, and an arborist.



Sept 6 presentation at Topsham Library showing insect specimens and examples of damage to trees.

Kennebec County utilized strong partnerships to hold their September 16<sup>th</sup> program in the Belgrade Lakes region, but unfortunately only 4 people attended, two woodlot owners, a farmer and one lakes advocate. Packets were distributed to the participants with follow-up discussion and questions active and consistent with presentation materials.



Identifying photos of insects. Lincoln, Sept 19

Penobscot County SWCD had the same turnout issue, despite heavy promotion of the program through the *Bangor Daily News*, direct mail to surrounding towns, social media, and promotion through the Region II School of Technology in Lincoln. However, the low turnout provided a more hands-on opportunity to work with participants one on one, identifying photos of insects people had taken with their cell phones, as indicated in the photo at left.

Knox-Lincoln’s program attendees at the Rockland Public Library included a forester, logger and two concerned landowners. The small group size allowed for in-depth discussion and the opportunity to answer individual and detailed questions.

IFP project folders were compiled as hand-outs for the scheduled programs and given to each attendee. Folders included a one-page “look alike” photos of invasive versus native pests, firewood and ALB bookmarks, the “(un)wanted” forest pests poster, and pest alert handouts on some of the targeted invasives. Extra informational folders were kept by the host District for in-office hand-outs. In addition to the classroom presentation, displays of IFP posters, informational materials, and examples of pests and markings on wood were on view, such as those shown in the picture at the top of the page from Topsham Public Library.

## 2. Continuing Education Units (CEU's) for Programs

CEU's were approved for programs from the Society of American Foresters (SAF) and DACF's Maine Board of Pesticides Control (BPC). From the 46 attendees in the five programs, the following CEU's were applied:

- BPC – 10
- SAF – 7

MACD submitted credit requests with signup sheets for all of the participants to the applicable certifier.

## 3. Education and Outreach: Public Events

The following Invasive Forest Pests display booths were staffed by SWCD employees for events as listed in Table 2. Any public events that did not have a staffed booth are indicated:

Table 2

Event Date	Event Name	Location	Host	Participating Districts	Approx. Event Attendees
July 1-4	Houlton Ag Fair (unstaffed)	Houlton	Maine State Fair/Houlton Fair Assoc.	Southern Aroostook SWCD	~8,000
July 5	Backyard Habitat talk	Rockport Opera House	Rockport Garden Club	Knox-Lincoln SWCD	50 <i>(50 packets distributed)</i>
July 6-9	Ossipee Fair	South Hiram		Oxford	5,000 <i>(200 packets distributed)</i>
July 14-16	Waterford Fair (unstaffed)	Waterford		Oxford	5,000
July 23	Open Farm Day	Union	Brae Maple Farm	Knox-Lincoln SWCD, DACF, Coop Extension	350 <i>(50 packets distributed)</i>
August 11	Native Plant Walk	Jefferson	Hidden Valley Nature Ctr, Wild Seed Proj	Knox-Lincoln SWCD	15 <i>(10 packets distributed)</i>
August 19	Blueberry Festival	Machias	Town of Machias	Washington County SWCD	4,000
Aug 19-25	Union Fair (unstaffed)	Union Fairgrounds		Knox-Lincoln SWCD	5,000 (75 packets taken)
August 23-24	Maine Farm Days	Misty Meadows Farm, Clinton	Farm Days, Inc	Kennebec, Knox-Lincoln, Somerset, Waldo SWCD	>500 <i>(40 packets distributed?)</i>
Sept 9	Conservation Farm Tour	Knox County Farms	Knox-Lincoln SWCD	Knox-Lincoln SWCD	40 <i>(30 packets distributed)</i>

Public events staffed (and unstaffed) during the second quarter were varied with many held during the height of summer fair time. The events have proven to give Districts’ outreach the “most bang for our buck” as they are a great way to engage children, families, professionals, and the general population and provide information about invasive forest pests. Maine Farm Days in particular was successful working in tandem with the invasive plants display to draw people into the booth. There was a good representation of the public attending the Farm Days event including farmers, woodland owners, families, and the general public. Nearly everyone who came to the booth took one of the Forest Pests Outreach material packets. Browntail moth was the species most discussed by visitors, likely due to the human health impact and the growing abundance of the species in Burnham, Waterville, and Winslow.



Maine Farm Days display, Aug 23-24, Clinton

Oxford and Washington Counties were able to engage with large numbers of people through three summer fairs and a festival, distributing a few hundred forest pests information packets.



Open Farm Day, Jul 23 at Brae Maple Farm

Knox-Lincoln participated in several public events, partnering with such diverse groups as the Rockport Garden Club and the Wild Seed Project. Public attendance at these staffed events ranged from 15 to 350, providing an important outreach opportunity to people interested in different aspects of Maine’s natural resources. Additionally, more than 200 information packets were distributed at these five events, totaling close to 500 packets distributed throughout the summer to diverse audiences.

#### 4. Promotion and Outreach

Districts throughout the state used social media, websites, NRCS’s email list serve, Quick Notes, and DACF’s *gondelivery* email system to highlight invasive forest pests messages such as EAB discovery outside the quarantine zone in Quebec City, public events, and programs. Kennebec County SWCD wrote the second of a two-part series in their “Conservation Too” article on invasive pests, published in the *Summertime in the Belgrades* paper the first week of July. Article is attached as an appendix.

Expanding on outreach that Kennebec and Franklin Counties conducted to health centers the previous reporting quarter, Somerset provided DACF’s Browntail moth pamphlet and caterpillar comparison sheets to Somerset Public Health Center in Skowhegan. The health center indicated they would make additional copies and forward the information to Reddington Fairview Hospital for use by staff and physicians. Hometown Veterinary Services in Fairfield was provided with links to Browntail moth information via the DACF website as well as an electronic version of the caterpillar comparison sheet. Somerset also provided Browntail moth pamphlet and caterpillar comparison sheet to Somerset office of UMaine Cooperative Extension.

Lastly, York County SWCD is working on securing grant funding as the lead for a future project surveying emerald ash borer in the Sanford and Springvale area. The District has also been working with Project Canopy staff to conduct a street tree survey at the same time.

## **5. Evaluation and Assessment Metrics**

Evaluations were handed out to program participants at the September 19 class with two evaluations completed. Responses are broken down by program location on a spreadsheet and attached as an appendix to this report.

### **Appendices**

- MACD Employees Committee Program Participants' Evaluation Summaries
- Kennebec County SWCD's "Conservation Too" article in *Summertime in the Belgrades*