

Great Lakes *Phragmites* Collaborative: A Case Study of the Collective Impact Approach

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Great Lakes Commission
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Overview

- **Introduction:** *Phragmites* in the Great Lakes
- **Collaboration vs Collective Impact**
- **Example:** Great Lakes *Phragmites* Collaborative
- **Discussion**

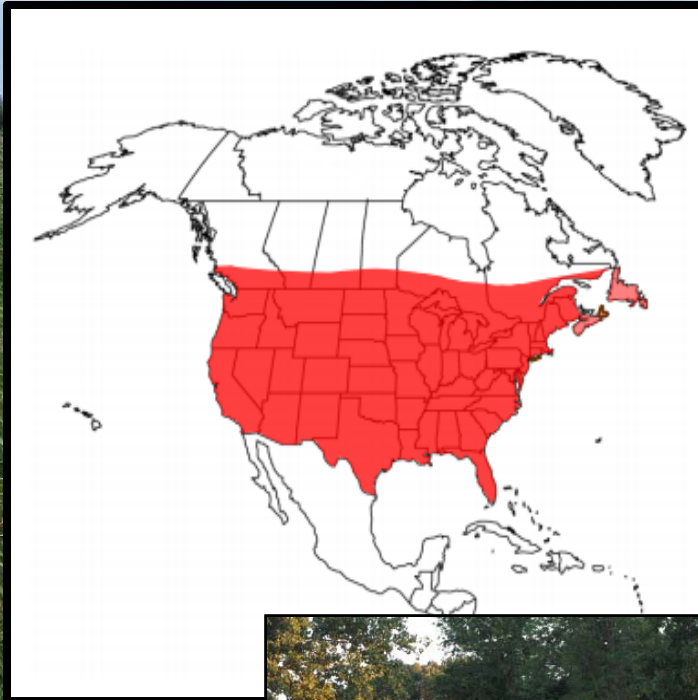


Phragmites australis

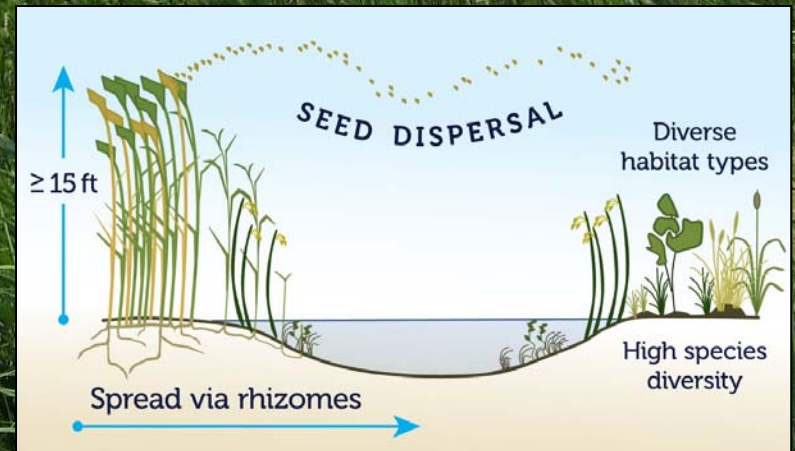
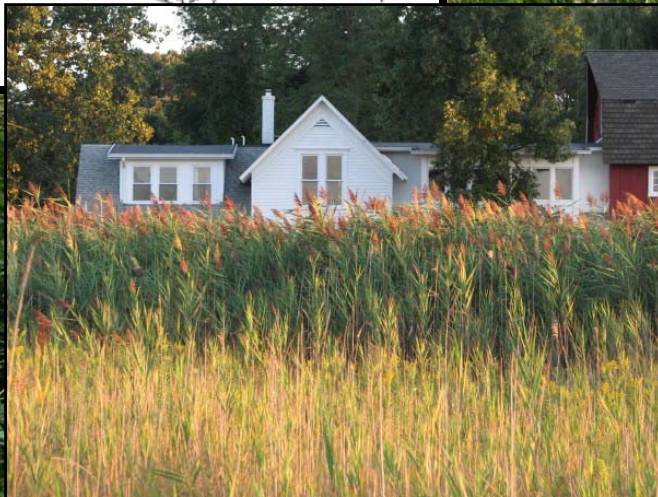
- Tall, perennial grass
- Found in wetlands, shorelines, ditches
- Different genotypes grow worldwide



A Landscape-Scale Problem



- Ecological Impacts
- Socio-economic Impacts
- Resource Intensive



Current Management Strategies

Chemical



Flooding



Mechanical



Fire



Challenges

1. Resource intensive
 2. Not species specific
 3. Must be repeated and customized
- ★ Lack of regional coordination

The birth of an idea...



A partnership to link people, information, and action

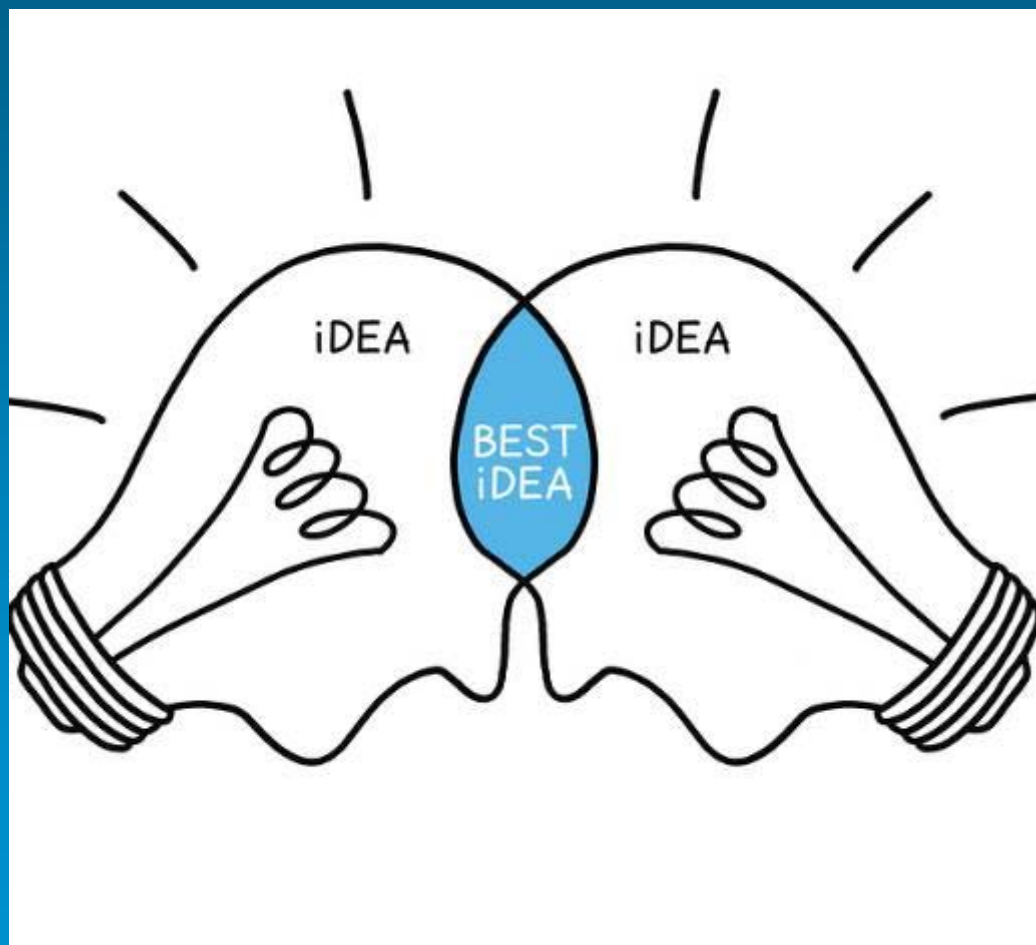
Survey: Key Needs

- More communication
- More collaboration
- More access to research
- Better coordination between researchers and managers
- More adaptive management

Let's Collaborate! ...But How?

Want to:

- Build community
- Develop tools and resources
- Facilitate cooperation
- Support decision making
- Drive positive change

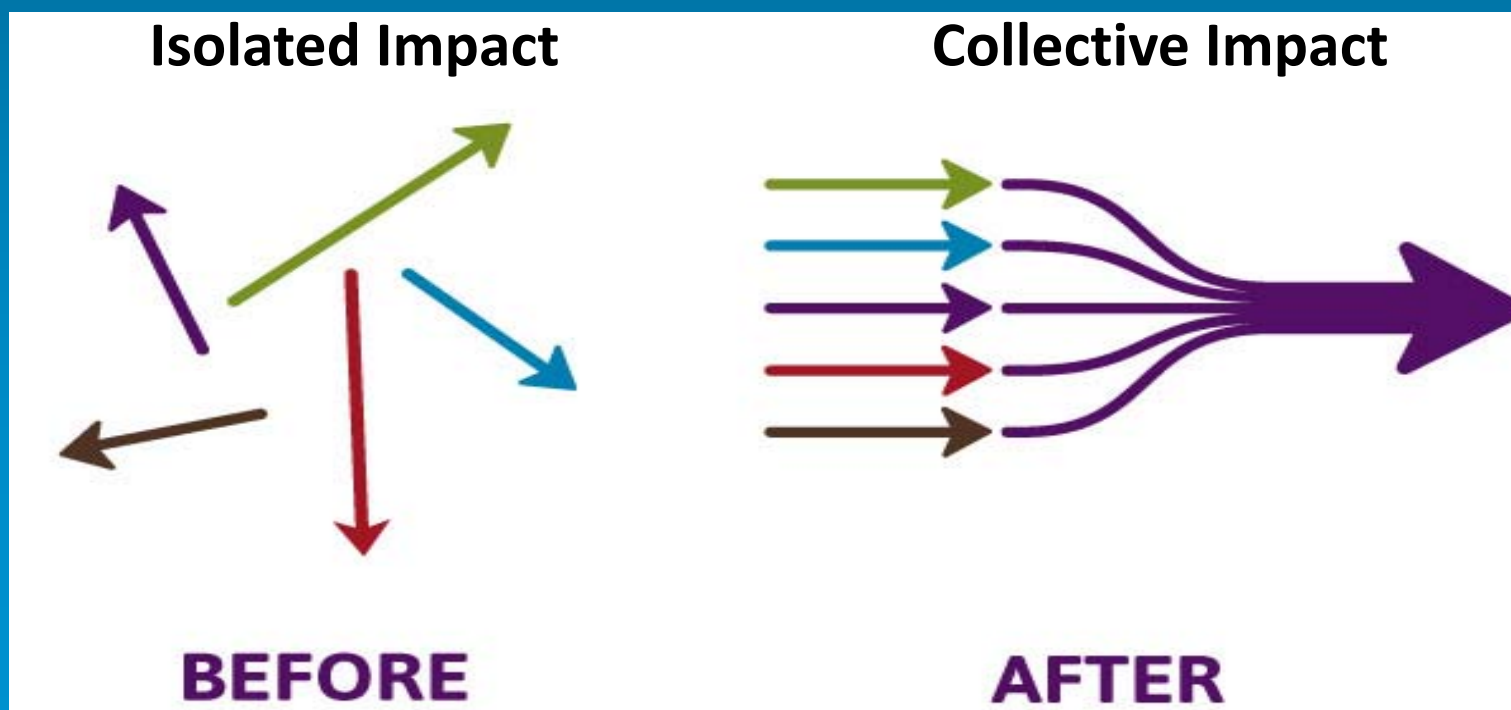


Collective Impact:

“the commitment of a group of important actors from different sectors to a common agenda for solving a specific social problem” (*Kania and Kramer, 2011*)

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Collaboration vs Collective Impact:

- Provides an organizational structure
- Maximizes the results of collaboration
- “Collaboration on steroids”





Elements of Collective Impact

Common
Agenda

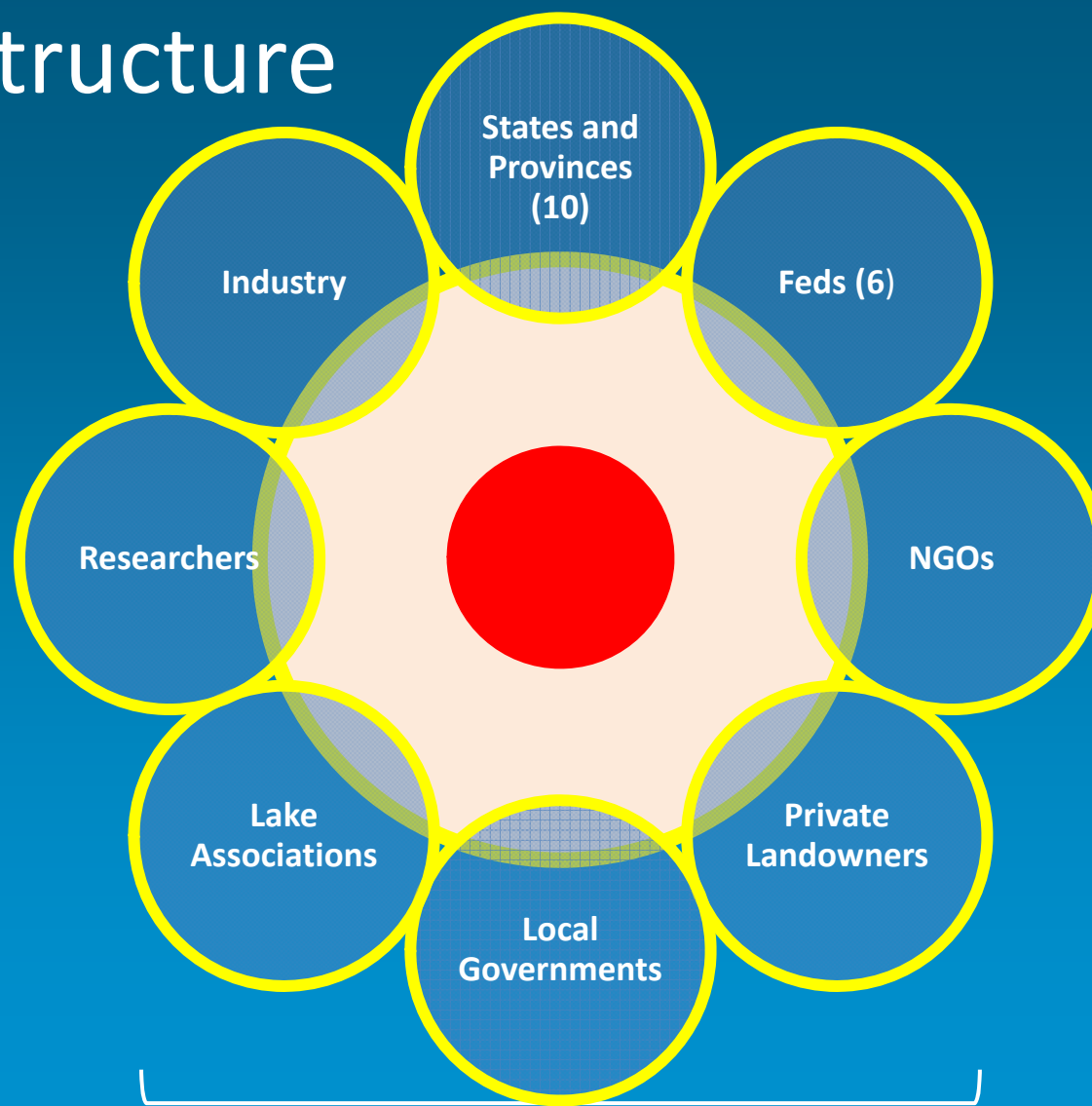
Shared System
of
Measurement

Mutually
Reinforcing
Activities

Continuous
Communication

Neutral
Backbone
Organization

GLPC Structure



GLC as Backbone Organization

1. Common Agenda

Purpose:

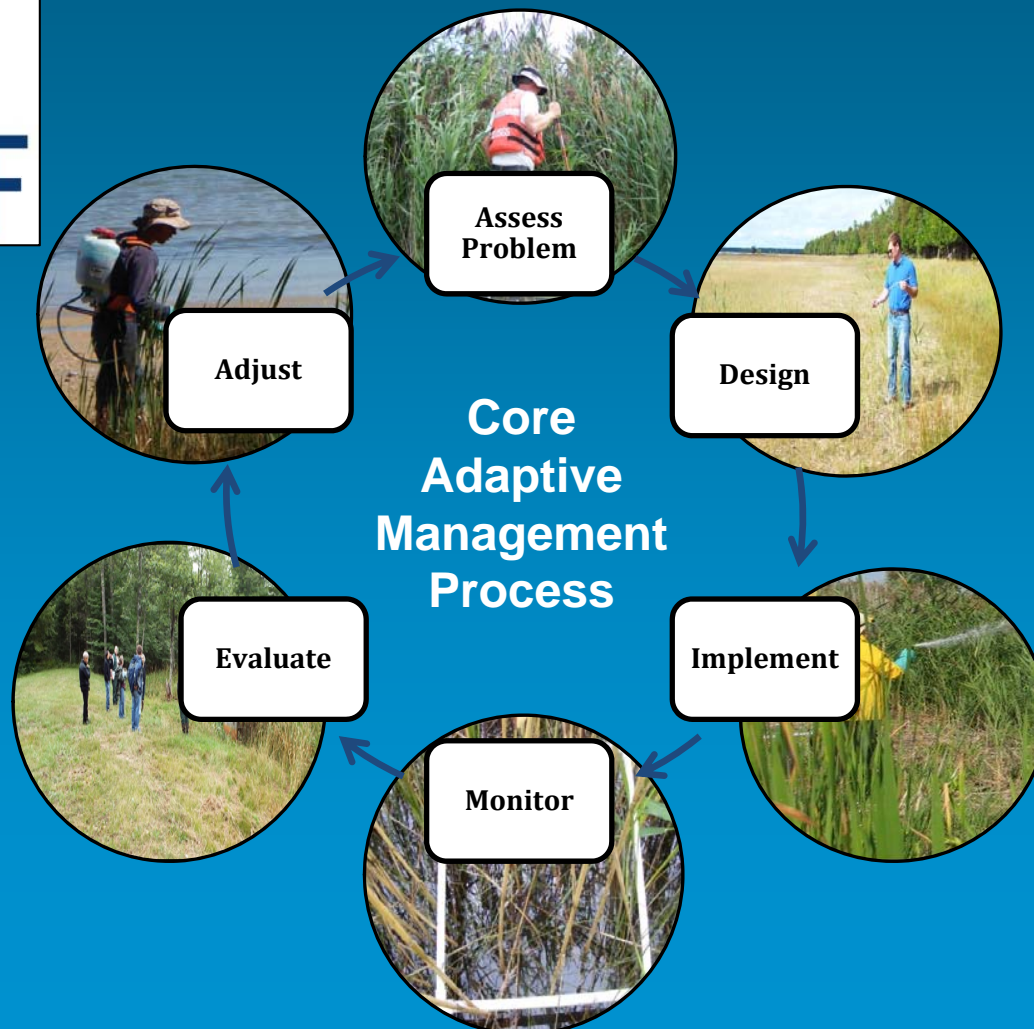
Facilitate communication and collaboration that leads to effective research and management of non-native *Phragmites* within the Great Lakes region.

Vision:

Great Lakes wetland ecosystems and their services are not degraded by non-native *Phragmites*.



2. Shared Measurements



3. Mutually Reinforcing Activities

- Best Practices
- Resources



Phragmites Treatment Herbicide Quick Guide

Please Note: This document was developed for interpretive purposes. Treatment decisions should be based on site conditions and management goals. Rates listed below are not meant to override the instructions provided on each individual herbicide label. The label is the law; follow all label instructions. [This sheet provides information about concentrations by volume of packaged product NOT by active ingredient \(a.i.\).](#)

When working over or near water, it is important to use herbicide and surfactant formulations approved for aquatic uses. Terrestrial (overland) formulas, such as Roundup, contain ingredients that are dangerous to aquatic species. Use of terrestrial herbicides or surfactants on wet sites violates state and federal laws. Many states require a permit to use herbicide over or near water. Check with your local authorities to determine permitting requirements. **In Canadian provinces, no herbicides have been approved for over-water use.**

	Imazapyr	Glyphosate	Imazapyr & Glyphosate Combination	Imazamox	Surfactant (nonionic)
	Habitat (28.7% a.i.) Arsenal (27.8% a.i.)	Rodeo (53.8% a.i.) AquaNeat (53.8% a.i.) Aquamaster (53.8% a.i.) Accord (53.8% a.i.)		Clearcast (12.1% a.i.)	Cygnat Plus Cide-Kick
	Apply to actively growing green foliage <u>after full leaf elongation</u> and up to first killing frost (~ June-Oct)	Apply <u>after plants are in full bloom</u> in late summer up to the first killing frost (late-Aug – Oct)	Apply <u>after plants are in full bloom</u> in late summer up to the first killing frost (late-Aug – Oct)	Apply to actively growing green foliage <u>after full leaf elongation</u> and up to first killing frost (~ June-Oct)	
	If the stand has a substantial amount of old stem tissue, mow or burn prior to spray; allow to re-grow to approx. 5' before treatment (>6 weeks)				
Time (spray)	4-6 pints/acre	4-6 pints/acre	3 pints imazapyr + 3 pints glyphosate/acre	4 pints/acre (use with 2 pints/acre methylated seed oil (MSO) instead of other surfactants)	1-4 pints/acre
Time (pack)	1-1.5% solution	0.75-2% solution	1.5% solution total (0.75% ea. for imazapyr and glyphosate)	1-2% (use with methylated seed oil (MSO) at 0.5-1% instead of other surfactants)	0.25-0.5% solution
Wick, Wick	10% cover at least 50% of the foliage, best results from covering top half of plant	10% cover at least 50% of the foliage, best results from covering top half of plant	10% cover at least 50% of the foliage, best results from covering top half of plant		0.25-0.5% solution
Wick or cut bottle/cator)		33% solution			0.25-0.5% solution
	Allows treatment earlier in the growing season	More appropriate if working in sensitive areas or areas near woody species	Reduced cost from imazapyr alone	More appropriate if working in areas near woody species	Use of surfactant is <u>necessary</u> to achieve the labeled results for the herbicides
	Greater danger of non-target damage and active residuals in the soil; expensive	Treatment window is smaller	Greater danger of non-target damage and active residuals in the soil; treatment window is smaller		
Distance (miles)	0.5 mile (0.8 kilometer)	0.5 mile (0.8 kilometer)	0.5 mile (0.8 kilometer)	0.25 mile (0.4 kilometer)	

Last Updated 7.2.2015

Best Practice Case Studies for Non-Native Phragmites

Case Studies

Managing non-native *Phragmites* is a challenge, even for seasoned land managers. Different sites and situations require different actions and these actions occur in the broader context of neighbors, partnership agreements, politicians, budgets, and staff. These case studies are here to help you in all of your *Phragmites* work, from prioritization and planning to monitoring and data integration. Here, you have access to specific details from a range of projects including example materials and resources. See how others prioritize their management, use a landowner-agreement letter as a template for your own, and learn how others use monitoring to plan for the next year and show progress to their funders.

Center map Reset map » Bigger map



Each case study focuses on one particular management group and is divided into best practice sections, such as Prioritization or Outreach.

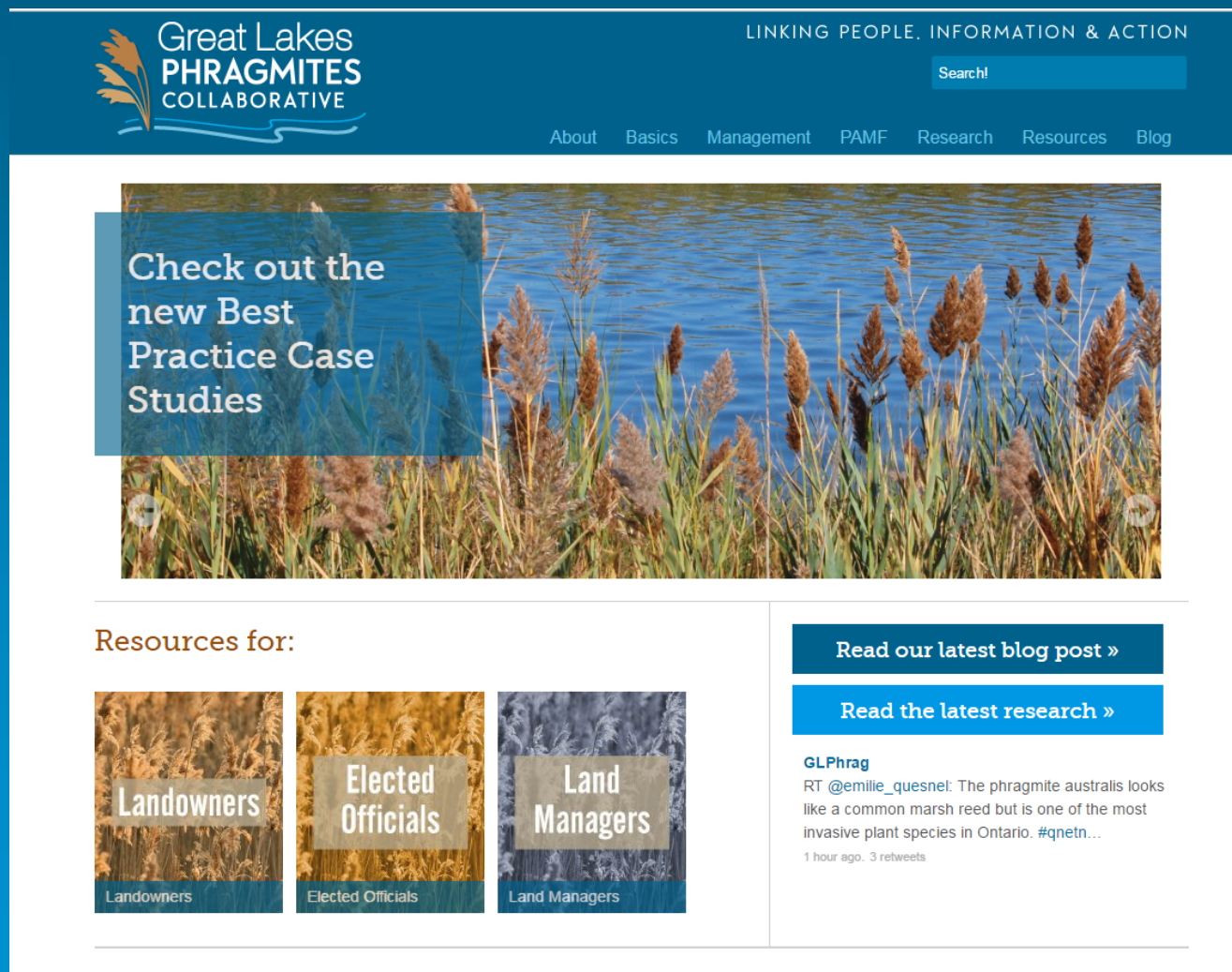
» To use these tools: Click **Option 1** to read a full case study with all of the sections included, click **Option 2** to compare a particular section across the case studies, or click on a **map** icon above to read that full case study.

[Option 1: Read Full Case Studies »](#)

[Option 2: Compare by Section »](#)

4. Continuous Communication

- Webhub
- Webinars
- Committees
- Social media
- Listserv



The screenshot shows the website's header with the logo and navigation menu. The main content area features a large image of phragmites with a text overlay: "Check out the new Best Practice Case Studies". Below this, there are three resource cards for "Landowners", "Elected Officials", and "Land Managers". On the right, there are two buttons: "Read our latest blog post »" and "Read the latest research »". Below the research button is a tweet from @emilie_quesnel about phragmites in Ontario.

Great Lakes
PHRAGMITES
COLLABORATIVE

LINKING PEOPLE. INFORMATION & ACTION

Search!

About Basics Management PAMF Research Resources Blog

Check out the new Best Practice Case Studies

Resources for:

Landowners Elected Officials Land Managers

Read our latest blog post »

Read the latest research »

GLPhrag
RT @emilie_quesnel: The phragmite australis looks like a common marsh reed but is one of the most invasive plant species in Ontario. #qnetn...
1 hour ago, 3 retweets

5. Backbone Organization

Six Core Functions for the Backbone Organization

Guide Vision and Strategy

Support Aligned Activities

Establish Shared Measurement Practices

Build Public Will

Advance Policy

Mobilize Funding

Backbones must balance the tension between coordinating and maintaining accountability, while staying behind the scenes to establish collective ownership

Status of Collective Impact

ELEMENT	STATUS			
Common Agenda				
Shared Measurements				
Mutually Reinforcing Activities				
Continuous Communication				
Backbone Support				



Why a Phragmites Collaborative?

From



To



Steps for Establishing a Collective Impact Collaborative

Braun, H.A., Kowalski, K.P. & Hollins, K. Applying the collective impact approach to address non-native species: a case study of the Great Lakes *Phragmites* Collaborative. *Biol Invasions* (2016) 18: 2729. doi:10.1007/s10530-016-1142-1

Kania J, Kramer M (2011) Collective impact. *Stanf Soc Innov Rev* 9(1):36–41

Applying the collective impact approach to address non-native species: a case study of the Great Lakes Phragmites Collaborative

H. A. Braun, K. P. Kowalski & K. Hollins

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A young boy with short brown hair, wearing a black and white striped t-shirt and dark shorts, stands in the shallow water of a lake. He is holding a fishing rod and looking out over the water. The lake is surrounded by tall, golden-brown reeds on the left and a dense line of green trees in the background. The sky is a mix of blue and orange, suggesting sunset or sunrise, with the light reflecting on the water's surface.

Thank You!

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