



Spotted Lanternfly
Fiscal Years 2024–2028
5-Year Strategy

Contents

Introduction	4
Strategy Development and Intent	4
Strategic Goal	4
Driving Forces.....	5
Goals and Objectives.....	7
Goal 1: Effectively limit the advancement of SLF and efficiently respond to its introduction within Federal and State authority and resource availability.....	10
<i>Objective 1: Use existing risk-assessment models and prioritization tools to identify the appropriate response.</i>	<i>11</i>
<i>Objective 2: In areas at risk of introduction, develop a framework for prevention, early detection, and/or response that is scalable and builds capacity.</i>	<i>11</i>
<i>Objective 3: Implement management strategies based on assessments.</i>	<i>12</i>
Goal 2: Support continued scientific research towards practical management and risk mitigation. ...	13
<i>Objective 1: Support analysis of SLF impacts to U.S. agriculture and natural resources.</i>	<i>14</i>
<i>Objective 2: Enable communication and information sharing on key SLF research efforts to deliver practical tools for use.....</i>	<i>14</i>
<i>Objective 3: Develop effective and innovative biocontrol techniques.</i>	<i>15</i>
<i>Objective 4: Continue research support for early detection, survey, and trapping tools.....</i>	<i>15</i>
<i>Objective 5: Continue to support research into treatment and management tools.....</i>	<i>15</i>
Goal 3: Establish a consistent National- and State-level outreach message and educational campaign aimed at the public and industries at risk for SLF dispersal.....	16
<i>Objective 1: Conduct coordinated outreach and messaging, targeting priority industries associated with high-risk dispersal pathways.....</i>	<i>17</i>
<i>Objective 2: Conduct coordinated outreach and messaging to the public. The tactics may vary between States, but the media/outreach messaging and strategy should be consistent.</i>	<i>18</i>
Appendix 1: SLF Strategic Planning Working Group Members.....	20
Appendix 2: Glossary of Terms	21
Appendix 3: Priority Decision Matrix	22
Appendix 4: Performance Indicators	23
Appendix 5: Resource Page.....	24



Introduction

Animal and Plant Health Inspection Service (APHIS) Mission

APHIS protects the health of U.S. agriculture and natural resources against invasive pests and diseases, regulates genetically engineered crops, administers the Animal Welfare Act, and helps people and wildlife coexist. APHIS also certifies the health of U.S. agricultural exports and resolves phytosanitary and sanitary issues to open, expand, and maintain markets for U.S. plant and animal products.

Strategy Development and Intent

In August 2022, APHIS established a SLF Strategic Planning Working Group (SPWG) that consists of members from APHIS, the National Association of State Departments of Agriculture (NASDA), and the National Plant Board (NPB) to develop a national strategy for the future direction of the SLF program (*see Appendix 1*). APHIS also hosted a Tribal Listening Session to provide Tribes with insight on the strategy and give them an opportunity to provide feedback. The intent of this strategy is to provide a unified, coordinated approach for reducing the impacts of SLF through the effective use of State and Federal resources.

Strategic Goal

Over the next 5 years, Federal and State partners will work to limit the advancement of spotted lanternfly (SLF) as we further scientific research towards the development of tools and pest management options.

This strategy outlines an approach that is scalable based on the availability of funding and other resources. The approach focuses management efforts near high-risk pathways, within satellite locations, and near agricultural areas of concern in States where SLF is found. This document also offers recommendations to build preparedness and response capacities for States where SLF has not been found. This targeted approach harmonizes the national response in the short term and allows State, Tribal, and Federal partners to optimize limited funding and resources. This document also allows investment in more activities yielding long-term benefits by limiting SLF advancement and minimizing pest impacts to agriculture and natural resources.

It is critical that funding be adjustable as SLF advances to new areas and the program evolves. Available Federal funds (allocations) should be effectively distributed among three strategic goals:

- Goal 1: Operations and Implementation
- Goal 2: Research Support
- Goal 3: Outreach and Communication

Suggested Option for Year 1: Focuses the majority of funding on implementation/operations, provides additional funding for research, and provides minimal funding for outreach.

- Goal 1 - 80% of allocation for operations/implementation
- Goal 2 - 15% of allocation for research
- Goal 3 - 5% of allocation for outreach

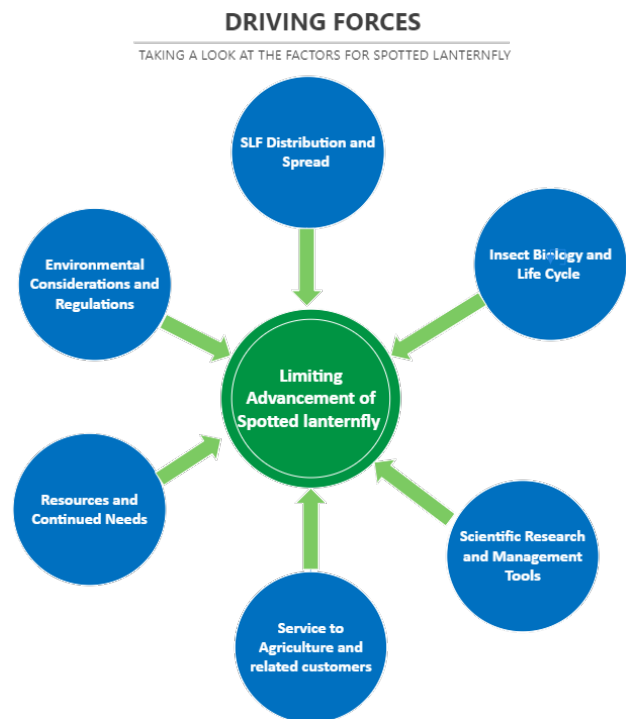
The funding distribution selected will determine resources available to support both short-term operational goals, and long-term research and outreach goals.

The strategy will evolve to reflect new information and lessons learned. SLF funding options need to remain adjustable for continued support of, and response to, an ever-changing situation. That includes the need to address new SLF detections and populations. The objectives related to the three strategic goals (operations/implementation, research, and outreach) will require periodic review so that the program and related resources can be adapted to current conditions and technology. As needed, APHIS, the NASDA, and the NPB will work together with stakeholders to adjust goals and objectives, which may lead to funding.

Driving Forces

Our knowledge about SLF (*Lycorma delicatula*) and its impacts to agriculture and the environment continue to evolve. As it does, State and Federal agricultural agencies must consider the continued expansion of SLF to new States, recognize resource constraints, and implement programmatic changes in response to evolving needs.

The forces that drive spotted lanternfly advancement will impact and influence our management approaches. This requires looking critically at how to best conduct our activities to meet mission goals. While some of these driving forces are predictable and established, others, such as the changing SLF landscape are less predictable and present more uncertainties.



SLF Distribution and Spread

SLF was first detected in Berks County, Pennsylvania in 2014, as of April 2023, SLF is in 14 States. The pest has spread via both natural and human-assisted methods and in landscapes outside traditional agriculture. Its various pathways have included transportation methods, trade, and urban movement. Any effective response must adapt to these different landscapes and various pathways to limit SLF movement within the United States. We can do this by strengthening our early detection, preparedness, and response capabilities.

Insect Biology and Life Cycle

We know more about SLF than when it was first detected in 2014 but need further research to effectively survey for and control this pest. Improved understanding of lifecycle and behavior, as well as climate and host-plant suitability could improve tactics and strategies to reduce SLF risk to U.S. agriculture.

In its current U.S. range, SLF produces only one generation per year. This creates a research challenge due to limited field observations and limited ability to culture SLF for lab-based studies. We also need better information on climatic suitability for SLF establishment. Models exist, but they need to be calibrated to performance in the insect's native range and tested against areas where SLF is already known to be established in the United States.

Scientific Research and Management Tools

More research is needed to create more or better control and management tools. Such development is crucial to successfully manage and limit the advancement of spotted lanternfly from its current range to new areas of the United States. One challenge is the need for options that can be used in a wide range of terrains and locations. We also need the ability to apply the science in these different circumstances. Likewise, research in a laboratory setting presents unique challenges in rearing and maintaining colonies, then transitioning the science to practical field application. Continued coordination of research and expansion of research partners provides opportunities to adapt and more efficiently control and manage spotted lanternfly populations throughout the United States.

Service to Stakeholders

Customers expect transparent, accessible, and responsive services from government agencies. The sector has made changes in recent years to improve service delivery, but more improvements are needed. Managing stakeholder expectations for assistance with SLF has been challenging. We need to base future decision-making on robust and timely data analysis to meet customer needs. APHIS stakeholders impacted by SLF are a diverse group and express varying viewpoints. We need to continue engaging a broad range of stakeholders to manage the expectations associated with SLF operations and outreach.

Funding, Resources and Continued Needs

The SLF program is focused on protecting American agriculture. The cost of and value the program efforts produce provide important metrics for determining response. The program seeks to leverage State, Federal, and industry resources and funding to effectively limit the advancement of the SLF while distributing funding among the strategy's goals. This document offers focused Federal funding with options based on potential shifting priorities. The program will continue to work closely with partners, stakeholders, and customers to explore alternatives to support SLF control and management activities. These alternative approaches for applying existing funding need to be flexible, scalable, and focused on critical pathways and high-risk agriculture.

Environmental Considerations and Regulations

Environmental regulatory compliance is essential to protecting U.S. agriculture and the environment. Incorporating environmental regulatory compliance early in the program planning process will minimize impacts to operations. The SLF program is committed to assisting with environmental regulatory requirements in order to make it easier to implement control and treatment programs. Program operations need to use a full suite of approaches to ensure environmental regulatory compliance as SLF moves into new landscapes. The program will continue to work closely with partners, stakeholders, and customers to explore flexible response options to maximize management and compliance with environmental regulations and protections.

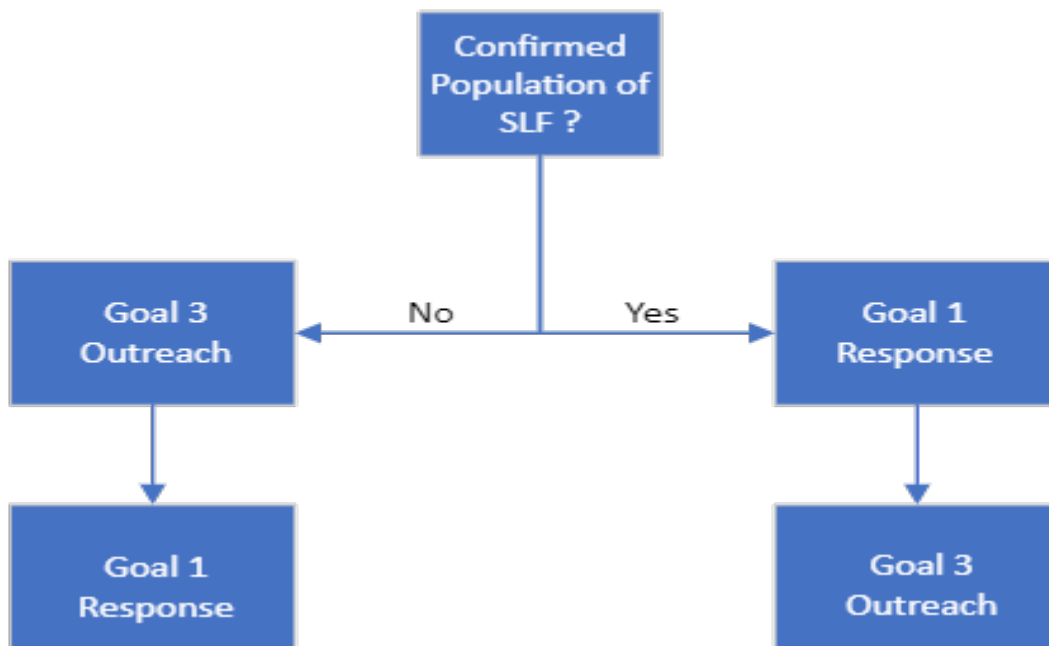




Goals and Objectives

The strategy outlines short-term implementation goals and long-term research and outreach goals. These goals are scalable depending on the availability of resources. The strategy provides recommendations to build preparedness and response capacities for States without SLF detections. Management activities will focus on high-risk pathways, within satellite locations, and near at-risk agricultural production in areas with established SLF. Presence of a confirmed SLF population in a State will determine the focus of Federal and State partners (Figure 1).

This targeted approach harmonizes both the short-term and long-term national response and optimizes limited resources. It allows us to invest more resources in activities with potentially greater long-term benefits in preventing SLF expansion, while minimizing pest impacts on agriculture and natural resources.





Goal 1: Effectively limit the advancement of SLF and efficiently respond to its introduction within Federal and State authority and resource availability.

- The State Plant Health Director (SPHD) and State Plant Regulatory Official (SPRO) work collaboratively to determine the proper response within the State. Based on their different levels of authority and assessment, the SPHD and SPRO work to effectively limit SLF advancement while focusing funding on activities at high-risk locations.
- APHIS works with Tribal Officials to address detections and determine the next steps together when SLF is found on Tribal land/Tribal Sacred sites.
- APHIS Plant Protection and Quarantine (PPQ) assumes responsibilities within its authority at high-risk sites such as maritime ports, major airports, intermodal rail, Federal facilities, and Department of Defense (DOD) facilities unless otherwise agreed. Additionally, APHIS-PPQ supports phytosanitary trade.
- States assume responsibility within their authority for high-risk sites, such as rail, nurseries, and trucking, unless otherwise agreed. Additionally, States maintain oversight of State quarantines, permitting, and compliance activities.

Objective 1: Use existing risk-assessment models and prioritization tools to identify the appropriate response.

States and APHIS-PPQ tactics to achieve objective:

- For both SLF-affected and non-SLF-affected States:
 - State and APHIS-PPQ identify high-risk dispersal pathways
 - State and APHIS-PPQ target and prioritize sites based on risk assessment models, which may include but are not limited to:
 - Truck/Distribution Centers
 - Railways
 - Airports
 - Maritime Ports
 - Nurseries
- If SLF is detected:
 - State and APHIS-PPQ locate transportation pathways within 1/4 mile of detection to target pathways at greater risk for SLF movement.
 - State and APHIS-PPQ use a matrix to prioritize management and treatment.
 - State and APHIS-PPQ maintain a list of prioritized sites and coordinate operations.
 - State and APHIS-PPQ conduct delimiting survey and assess sites to determine SLF presence.
 - State and APHIS-PPQ identify the most effective treatment/management options and approach.
 - State conducts traceback operations to determine origin and method of movement.
 - APHIS-PPQ conducts review of the USDA Environmental Assessment of currently available control tactics for all States and targeted areas.
 - State and APHIS-PPQ internally confirm legal authority to apply insecticidal controls.
 - State and APHIS-PPQ determine how to focus funding.

Objective 2: In areas at risk of introduction, develop a framework for prevention, early detection, and/or response that is scalable and builds capacity.

Joint tactics to consider in building a framework:

- State determines regulatory authority to:
 - Gain right of entry
 - Implement quarantine
 - Conduct treatment itself or use contractors
 - Initiate compliance agreements and/or permits
- State and APHIS-PPQ jointly understand regulatory processes and timelines.

- State and APHIS-PPQ develop survey plans for high-risk sites.
- State and APHIS-PPQ determine the scale of infestation and use uniform terminology to describe it.
- State, APHIS-PPQ, and other partners determine the impacts to the immediate area.
- State, APHIS-PPQ, and other partners develop potential treatment and management options based on insect life cycle, host[s], region, and environment.
- State and APHIS-PPQ jointly determine how to focus funding.

Objective 3: Implement management strategies based on assessments.

States and APHIS-PPQ tactics to consider when implementing a management strategy:

- State and APHIS-PPQ jointly coordinate Federal, State, and partner resources and activities.
- State adheres to the USDA programmatic Environmental Assessment when using Federal funding.
- State and APHIS-PPQ apply insecticidal controls in accordance with State and Federal authorities and aligned with science-based knowledge and methods.
- State and APHIS-PPQ conduct periodic assessments on public and industry information needs and use the lessons learned to develop and continuously refine the education and outreach plan that communicates the need to treat and effectively limit the advancement of SLF.
- State and APHIS-PPQ jointly distribute funding to support management strategy.





Goal 2: Support continued scientific research towards practical management and risk mitigation.

These roles fall within APHIS-PPQ authority:

- Coordinate with State and Federal research agencies as well as academia on research efforts.
 - Develop and maintain list of key, ongoing SLF research efforts.
 - Provide consistent focus on developing tools for stakeholders.
- With research partners, identify data needs and develop questions to assess direct and indirect crop impacts.
- Assist with data sharing among State, Federal, academic, and industry partners. This will allow development of an economic impacts analysis.
- Coordinate research related to safeguarding measures needed to facilitate interstate and international trade.
- As funding allows, APHIS-PPQ will support, fund, and/or conduct SLF research on, but not limited to:
 - SLF impacts to U.S. agriculture and natural resources.
 - Biocontrol techniques.
 - Development of tools for early detection, survey, trapping, treatment, and management.

These roles fall within States' authority:

- Provide local expertise and situational awareness on, but not limited to:
 - Identifying local specialty/niche crop markets.
 - Providing input on local data needs.
 - Identifying local market footprints.
 - Providing access to potential research locations or sites, as the State is able.
 - Executing regulatory authorities and requirements.
- Advocate for legislative support to provide SLF research funding to universities.
- Collect, compile, analyze, and provide State-specific economic impact data.
- Identify issues, including permitting, related to interstate commodity movement.

These roles are shared by States and APHIS-PPQ:

- Assess and prioritize needs for field operations.
- Refine and improve field SLF visual survey techniques and strategies.
- Collaborate with Federal and State partners to fulfill research needs.

Objective 1: Support analysis of SLF impacts to U.S. agriculture and natural resources.

States and APHIS-PPQ tactics to support analysis of SLF impacts include:

- Identify data needs and questions to determine crop and economic impacts.
 - Potential crops of interest include grapes, peaches (potentially other stone fruit), hops, walnuts, others. Impacts to the lumber industry are also of interest.
 - Develop list of requirements and questions within first year of the FY2024 plan.
- Identify partners, including but not limited to NASDA, National Agricultural Statistics Services (NASS), U.S. Forest Service (USFS), Tribes, National Institute of Food and Agriculture (NIFA), Agriculture Research Service (ARS), universities, extension, and industry. These partners will develop protocols, gather data and perform analysis.
 - APHIS-PPQ and States will collaborate to establish this group prior to PPA § 7721 goal review and focus on FY2024 research.
- Build a framework for reporting new observations and experiences with the unexpected/currently unknown impacts of SLF.

Objective 2: Enable communication and information sharing on key SLF research efforts to deliver practical tools for use.

Joint tactics to facilitate communication and information sharing on SLF research:

- Establish a multi-agency group to enable communication and share information about research efforts.
- Communicate priority research needs, emphasizing information useful for management and control efforts.

- Identify and foster research collaboration opportunities.
 - Assess and prioritize operational needs from the field.
- Provide researchers with prioritized operational necessities, including information on how to implement tools in the field.

Objective 3: Develop effective and innovative biocontrol techniques.

Tactics to achieve effective biocontrol:

- Continue to research biocontrol agent development.
- Create a framework to ensure capacity; including production space, funding, and personnel, to successfully implement biocontrol initiatives.

Objective 4: Continue research support for early detection, survey, and trapping tools.

Tactics to achieve support for early survey and detection:

- Continue to refine and improve visual survey techniques and strategies.
- Optimize trapping strategies, using knowledge of SLF biology, behavior, and lifecycle.
- Continue research on possible attractant tools for SLF.

Objective 5: Continue to support research into treatment and management tools.

Tactics to support treatment and management tools:

- Research novel chemical and non-chemical treatments, including organic.
- Evaluate the effectiveness of treatment and management tools.
- Optimize application techniques and equipment use.
- Optimize treatment strategies, considering SLF behavior.
- Continue to research possible SLF deterrent tools.



Goal 3: Establish a consistent National- and State-level outreach message and educational campaign aimed at the public and industries at risk for SLF dispersal.

- States and APHIS-PPQ collaborate to deliver a consistent outreach message and educational campaign throughout the program, targeting the public, industry, partner agencies and community scientists. This joint effort supports coordinated messaging and education throughout the U.S., regardless of SLF establishment. The outreach messages and educational campaigns may be tailored based on establishment of SLF, but key messages will remain central and consistent with the noted strategic goals and objectives.
- APHIS-PPQ assumes responsibilities within its authority to:
 - Engage at national level with Communications Officers of State Departments of Agriculture (COSDA), industry, DoD, Tribal partners, nongovernmental organizations (NGOs), and other Federal agencies.
 - Maintain and update Hungry Pests and other APHIS pest webpages.
 - Answer media requests associated with Hungry Pests and APHIS-PPQ pest webpages.
 - Create and maintain a library of federally developed SLF outreach materials for State, Tribal and NGO partner access.
 - APHIS Public Affairs will collaborate with COSDA on consistent SLF outreach and messaging for priority industries and groups.

- Annually evaluate and report on the efficacy of federal outreach tactics at accomplishing national SLF management goals.
- Identify best method to target transportation industry at the national level.
 - Conduct or enable market analysis to target key groups and key messages.
- States assume responsibility within their authority to:
 - Provide local expertise and up-to-date messaging.
 - Communicate and educate local specialty/niche crop markets.
 - Handle local media requests.
 - Coordinate with university extension educators.
 - Identify local market footprints.
 - Identify sites and provide access to potential research locations or sites.
 - Leverage existing outreach materials from federal library and other federally funded SLF outreach campaigns prior to developing new materials.
 - Identify, engage with, and share consistent messaging with relevant organizations, including (but not limited to):
 - Fellow agencies
 - Industry associations
 - State and local associations
 - Nongovernmental organizations
 - Tribal leaders

Objective 1: Conduct coordinated outreach and messaging, targeting priority industries associated with high-risk dispersal pathways.

Proposed tactics to coordinate outreach and messaging to such industries:

- If SLF program funds are available, APHIS will conduct market analysis on outreach techniques for transportation industries and will design outreach strategies and materials based on the lessons learned.
- APHIS will manage outreach and messaging with other Federal agencies and coordinate with State partners to ensure consistency.
 - Potential industries of interest include, but are not limited to:
 - Truck/Distribution Centers
 - Rail Companies
 - Airports
 - Maritime Ports
 - eCommerce
 - Wood Packaging manufacturers
 - Public Groups of Interest include, but are not limited to:
 - Moving companies

- Recreational Boaters
 - Private Pilots
- Potential media (focusing on those with wider reach vs. one-on-one outreach) include, but are not limited to:
 - Advertisements and articles in targeted publications
 - Radio broadcasts (particularly for truckers)
 - Association newsletters
 - Billboards
 - Social Media
 - Websites
 - Handouts/flyers
- APHIS will use existing partnerships with regulated transportation industries to encourage their inclusion of SLF messages in any existing pest outreach.
- States will coordinate State-specific outreach and communication with groups including, but not limited to:
 - University extension
 - Fellow State agencies
 - State transportation associations
 - Nursery industry
 - Agriculture industry
 - Outdoor recreation groups
 - Construction groups
- States will incorporate SLF messaging into existing outreach.
- State can use the following options for State- and community-level outreach:
 - Advertisements and articles in targeted publications
 - Radio broadcasts (particularly for truckers)
 - Association newsletters
 - Billboards
 - Social Media
 - Websites
 - Handouts/flyers

Objective 2: Conduct coordinated outreach and messaging to the public. The tactics may vary between States, but the media/outreach messaging and strategy should be consistent.

Proposed Tactics for communication and outreach in areas with SLF:

- State determines best message[s] and call to action for the public.
- State identifies events and forums for effective public engagement.
- State and APHIS incorporate SLF messaging into existing outreach.

- State targets messaging using observed or expected SLF life cycle and stage of the pest in their local climate.
- State and APHIS educate public and community scientists, using action-based messaging (examples: look, report, scrape, stomp...etc.).
- APHIS Public Affairs will work with the SLF National Policy Manager to create a single SLF reporting form to share with COSDA. While the states can localize the form to meet state-specific needs, modeling it after a national form will help the States standardize public reporting nationally. The form will include a “how did you learn about SLF” box to identify the most effective outreach tactics in each community.
 - State(s) and APHIS-PPQ will determine the best action when SLF is detected and communicate with APHIS Public Affairs and COSDA
 - APHIS Public Affairs will collaborate with COSDA to develop a uniform, automated response to SLF reports from the public. The message will set public expectations, emphasize the value of their report, and increase transparency.
- APHIS and COSDA will provide action-oriented outreach materials to community scientists and other members of the public. When budgeting for and planning outreach, collaborators will focus their resources on the groups most likely to act and have a measurable impact in the target area. At a minimum, the actionable outreach materials should:
 - Include what to look for and what to do when SLF is found.
 - Leverage the simplest messaging possible.
 - Feature action words such as “find, report, smash, and scrape.”
- APHIS will encourage cooperators receiving Federal outreach funding to use quantitative and qualitative metrics to measure the impact of outreach efforts and digital engagement.

Tactics for communication and outreach in areas without SLF detections:

- APHIS Public Affairs will collaborate with COSDA to standardize “be on the lookout” messaging.
- APHIS and COSDA will provide action-oriented outreach materials to community scientists if budgets permit.

Appendix 1: SLF Strategic Planning Working Group Members

APHIS Representatives

- Samantha Simon, Associate Deputy Administrator, APHIS Plant Protection and Quarantine (*servicing as co-chair for working group*)
- Matt Travis, National Policy Manager and National Multi-State Coordinator
- Shailaja Rabindran, Director for Specialty Crops and Cotton Pests
- Greg Parra, Science & Technology representative for SLF
- Tara Holtz, Director for Domestic and Emergency Scientific Support
- Kate Aitkenhead, State Plant Health Director for Connecticut
- Mark Hollister, State Plant Health Director for Iowa
- Katrina Rudyj, APHIS Advisor for State and Stakeholder Relations

NASDA Representatives

- Commissioner Bryan Hurlburt (CT), Chair of NASDA's Plant Agriculture and Pesticide Regulation Committee (*servicing as co-chair for working group*)
- Pennsylvania Rep: Dana Rhodes
- Virginia Rep: David Gianino
- New York Rep: Chris Logue
- California Rep: Mark McLoughlin
- Indiana Rep: Megan Abraham

NPB Representatives

- Steven Long (SC), NPB President (*servicing as co-chair for working group*)
- Illinois Rep: Scott Schirmer
- Oklahoma Rep: Kenny Naylor
- Washington Rep: Brad White

Appendix 2: Glossary of Terms

Urban Movement – Unintentional transportation of a spotted lanternfly life stage using a personal or business means of conveyance (car, truck, RV, etc....)

Management Strategies – The long-term prevention of pests or their damage through a combination of techniques such as biological control, chemical control, host removal, and the use of mechanical removal.

Community Task Force – a group of people, industries, or organizations brought together to resolve a problem, accomplish a specific goal or objective.

Community Scientists - members of the general public who are interested in scientific research. They have the potential to be “influencers” who amplify our invasive plant pest and disease messaging in their communities.

Appendix 3: Priority Decision Matrix

Priority Decision Matrix for SLF

Transportation Risk	Connected to Generally infested area	Population of SLF	Reproducing Population	New County Find
Does this site fall on a major high-risk transportation pathway (rail, highway, etc....)?	Is this site outside of the current generally infested area or a satellite population?	Is the population of SLF relatively HIGH (5-minute count = 100+ identified) for this site?	Is there a reproducing population at this site? (egg masses present)	Is this site in a new county <u>within the year</u> ?
High = 3 Medium = 2 Low = 1 None = 0	Yes = 1 No = 0	Yes = 1 No = 0	Yes = 1 No = 0	Yes = 3 No = 0

Instructions: All questions are relative to field conditions. Ask the questions and add all the answers together in the TOTAL box.

TOTAL

NOTE: Proximity to Rusty Patch Bumblebee Zone
The only treatment/trapping activities we can use are: Golden oil pest spray and herbicide; circle traps and bug barrier traps.

Priority Ratings

Priority 3

Low priority

Site has an overall rating of
0-2

Priority 2

Medium priority

Site has an overall rating of
3-4

Priority 1

High priority

Site has an overall rating of
5+

Appendix 4: Performance Indicators

Performance Indicators are the critical quantifiable measures of progress toward an intended outcome or goal. Performance indicators provide a focus for strategic and operational improvement. The performance indicators developed as part of this strategy provide evidence of progress towards the goal of limiting SLF advancement. These indicators allow the SLF program and State partners to evaluate how the strategy is performing over the course of the next 5 years and adjust to meet long-term goals.

Goal 1

- a. Evaluate progress based on number of new detections of an established population beyond local natural spread within a season and the geographic distance of the spread from a known population (Prior year October-November).
- b. Measure the number of pathways identified within a single year associated with an established population detected in a non-SLF state.
- c. Measure the number of “eradication events” within a single year for the 5 years of the strategy.

Goal 2

- a. On an annual basis, ensure that any changing needs are identified, and research priorities are defined for the program.
- b. Track communication to funding groups of program research priorities and technical needs.
- c. Track number of projects and progress related to research priorities.
- d. Facilitate stakeholder communications about research projects deliverables/outcomes. Track number of deliverables/outcomes of research priorities.

Goal 3

- a. Capture the number of reports captured by the State’s public reporting tools.
- b. Track the number of new webinars developed and presented in a year.
- c. Capture the number of media inquiries and responses.
- d. Track the number of requests for outreach materials.
- e. Track the number of impressions on Federal and State outreach resource pages.
- f. Capture operational notifications such as door hangers, letters to the community, including how many were distributed throughout the fiscal year.

Appendix 5: Resource Page

www.aphis.usda.gov/aphis/ourfocus/planthealth/plant-pest-and-disease-programs/pests-and-diseases/SA_Insects/SLF/slf-home

www.aphis.usda.gov/aphis/resources/pests-diseases/hungry-pests/slf/spotted-lanternfly

www.stopslf.org/index.cfm

