

# *Hotline Redevelopment*

Institute for Natural Resources

Benton CWMA General Meeting – November 3rd, 2025





# ***Jacob Rose, Invasive Species Specialist***

- **Masters of Environmental Management & Graduate Certificate in GIS from PSU**
- **Administrator of the Oregon Invasive Species Hotline and iMapInvasives**
- **Aquatic Invasive Species Specialist with the Center for Lakes & Reservoirs**
- **Passion for ditch weeds, biking, Argentinian dramedies, potluck hosting**



# *What is the Hotline?*

I'm so glad you asked



# A simple, centralized, mobile-enabled reporting and messaging platform for invasive species in Oregon

**Oregon Invasive Species Online Hotline** Learn Search Reports **Report Now** or call 1-866-INVADER Log in

Have you seen something suspicious in your backyard or neighborhood? Are you having trouble identifying something you've found? Report potential invasive species you've found to the Online Hotline. Your submission will provide vital early detection information to the experts working to stop the next invasion before it starts!

**Report Now** Search Reports About the Hotline ↓

Google



**Oregon Invasive Species Online Hotline** Learn Search Reports **Report Now** Log in

### Report an Invader

Use this form to report a potential invasive species you've found in Oregon or to request help in identifying an unknown species. The information you provide will assist invasive species experts in positively identifying your find. Please try to be as complete and detailed as possible.

Please note, the descriptive information in your report may become viewable by the public. Contact information will only be visible to you and Hotline managers, it will not be made public

\* indicates the field is required

#### Your Contact Info

First name \*

Last name \*



# Oblong spurge (*Euphorbia oblongata*) on Jun 26, 2025

## Description of specimen

I'm not confident on my spurge identifications, but my app suggests this could be oblong spurge.

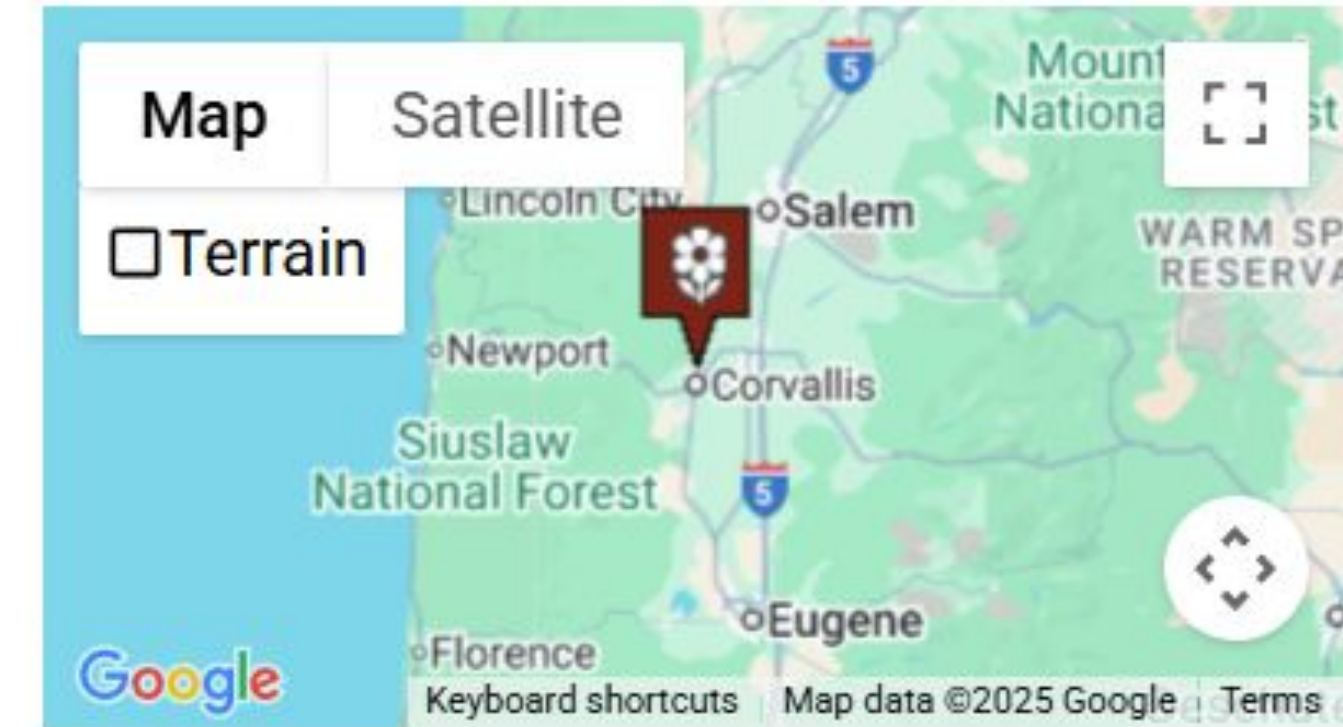
*Submitter does not have a specimen*

**Submitted by:** [Redacted]

**EDRR Status:** Local expert notified



## Location



Next to the sidewalk in someone's yard, east side of the street.



## Expert Reviewer



**Cierra Dawson**

Benton Soil and Water Conservation District

This report is already claimed  
Steal it!

[Edit this report](#)

[Delete this Report \(will ask for confirmation first\)](#)

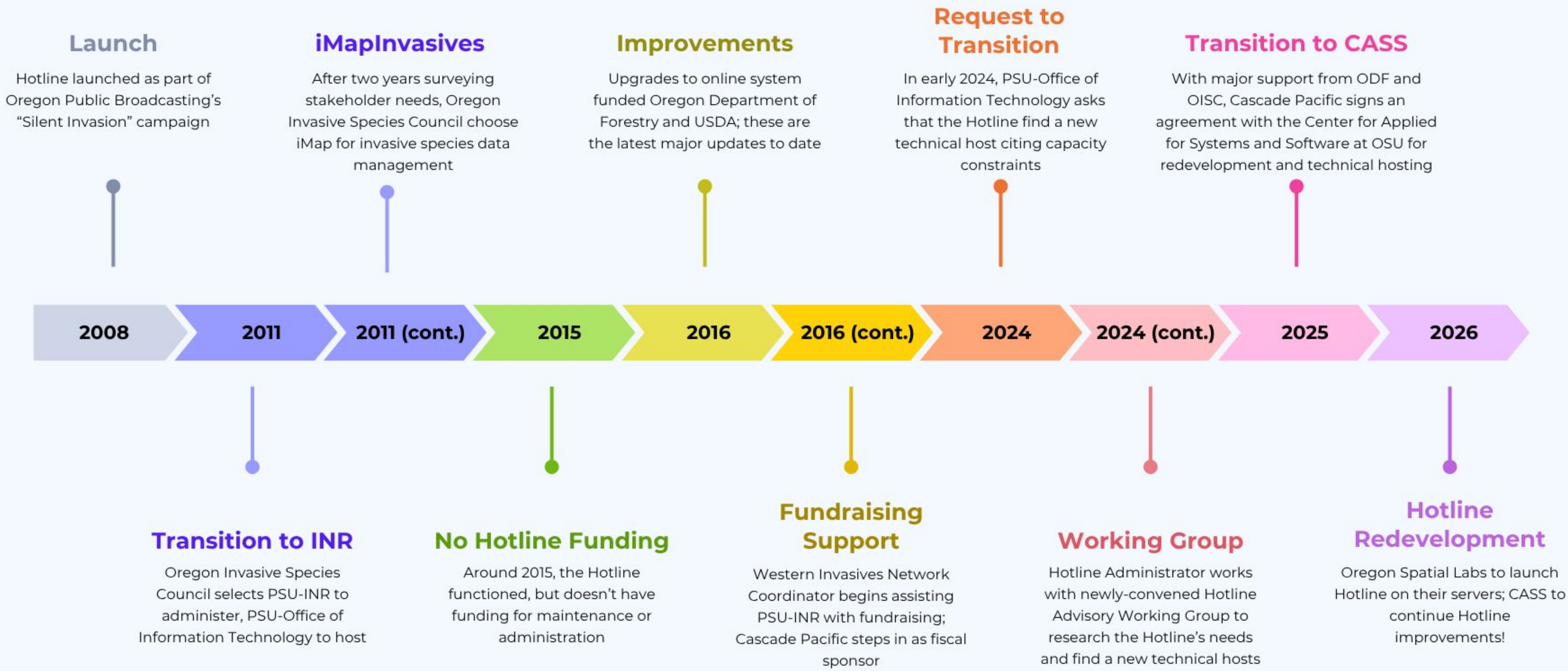
## Commentary



Hi [Redacted], thanks for continuing to have your eyes out for invasive species! From the photos you sent, this definitely appears to be oblong spurge. I will take it from here and try to get in touch with the homeowner. Keep up the great work!

*Cierra Dawson (protected)*  
June 27, 2025, 6:22 a.m. [Edit](#)

# Hotline Timeline



# *How does the Hotline run?*

TL;DR it's a team effort



# Hotline Responsibilities & Roles

## ★ Hotline Administrator tasks

- Set up accounts and onboard new managers, fill gaps in network
- Manage species lists
- Help process Hotline reports (confirm, respond, or invite)
- Communicate with \*\*PSU OIT to fix bugs and implement improvements
- Upload Hotline confirmed reports to iMapInvasives
- Collaborate with Hotline Advisory Working Group regarding the Hotline transition

## HOTLINE ROLES

### OISC

Provide tools per statutory responsibility; funding; oversight

### ★ HOTLINE ADMIN

Manage platform; assist WIN Coordinator with fundraising

### HOTLINE MANAGERS

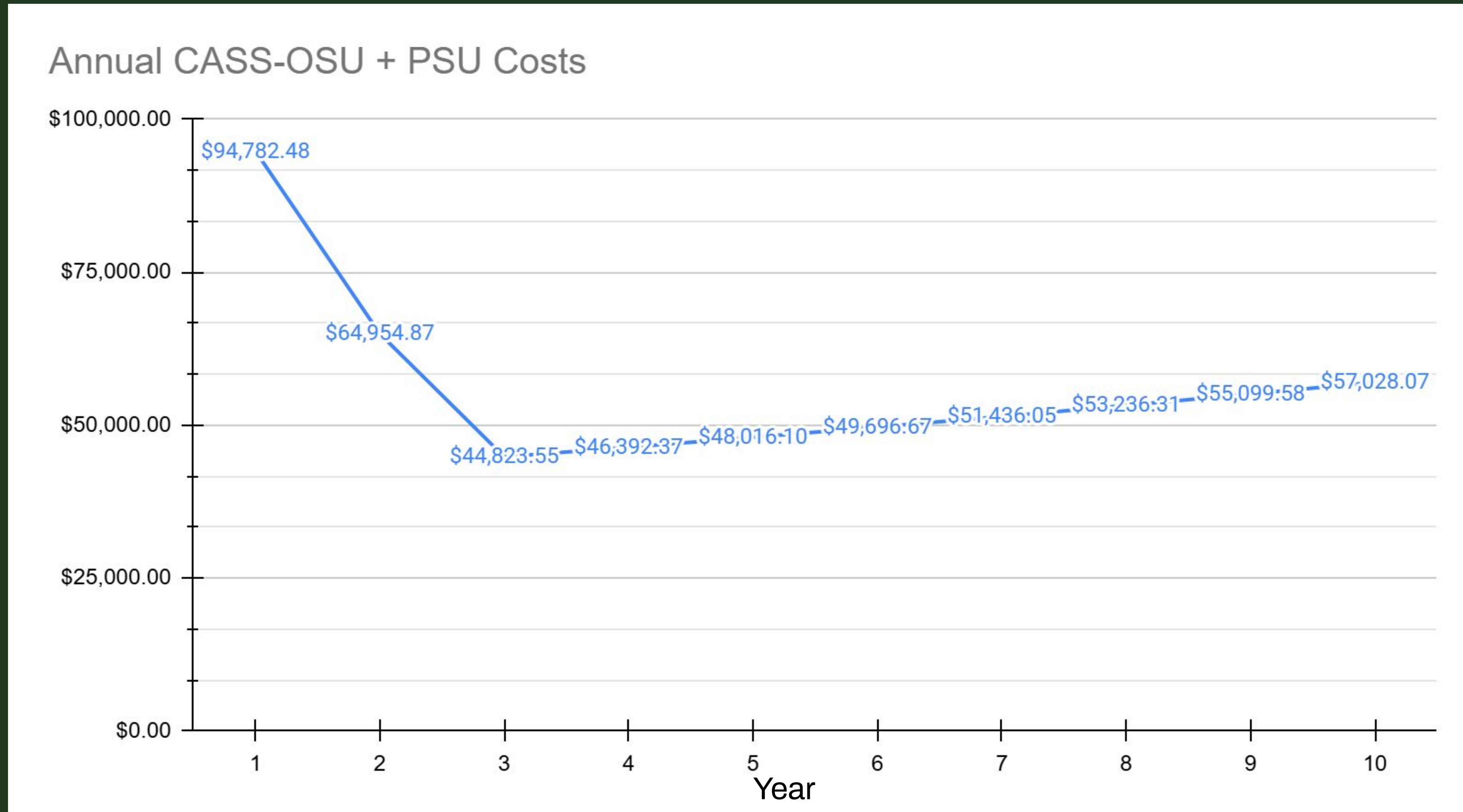
Respond to user reports; connect users with resources

### TECHNICAL HOST

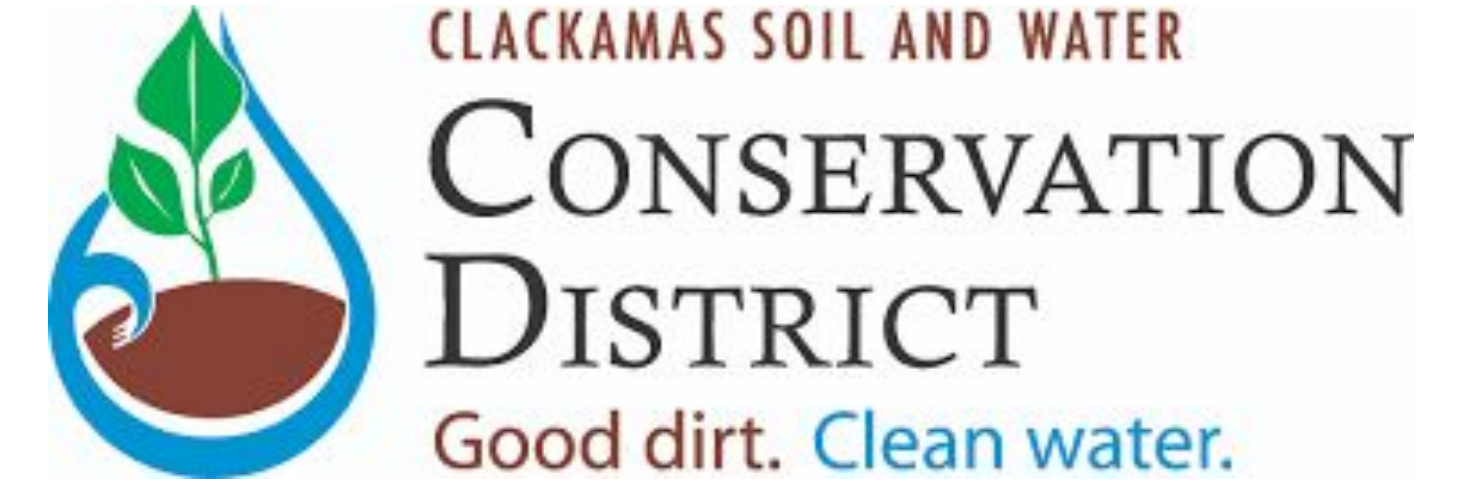
Host, maintain, and improve website; provide technical support



# Costs and fundraising



Cost projections 2025 - 2035 accounting for INR-PSU and CASS-OSU Expenses



# Hotline and iMapInvasives



## Funding 2025



# *What's new with the Hotline?*

We should take the Hotline and push it  
somewhere else

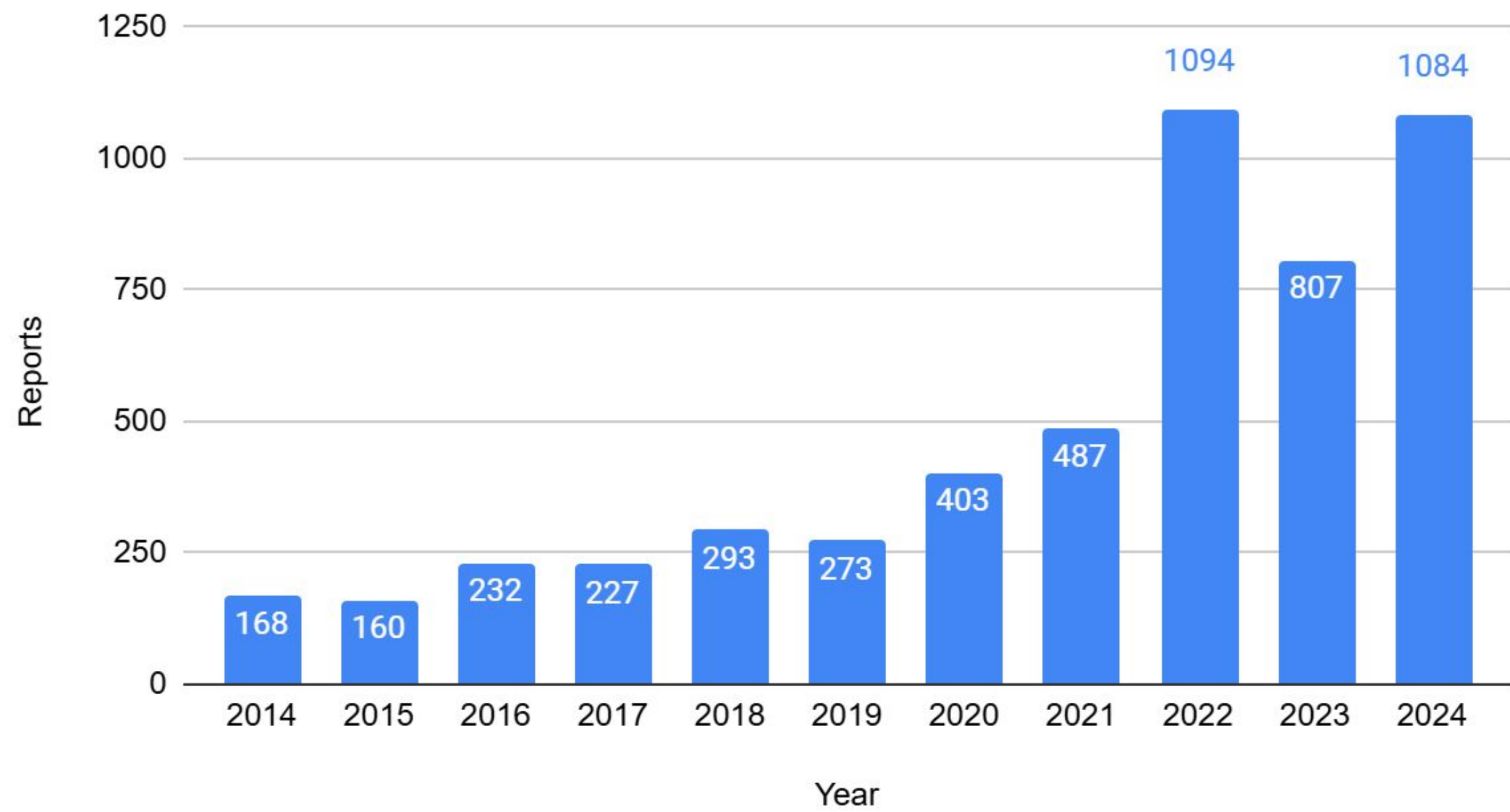


# *Bizarre reports*

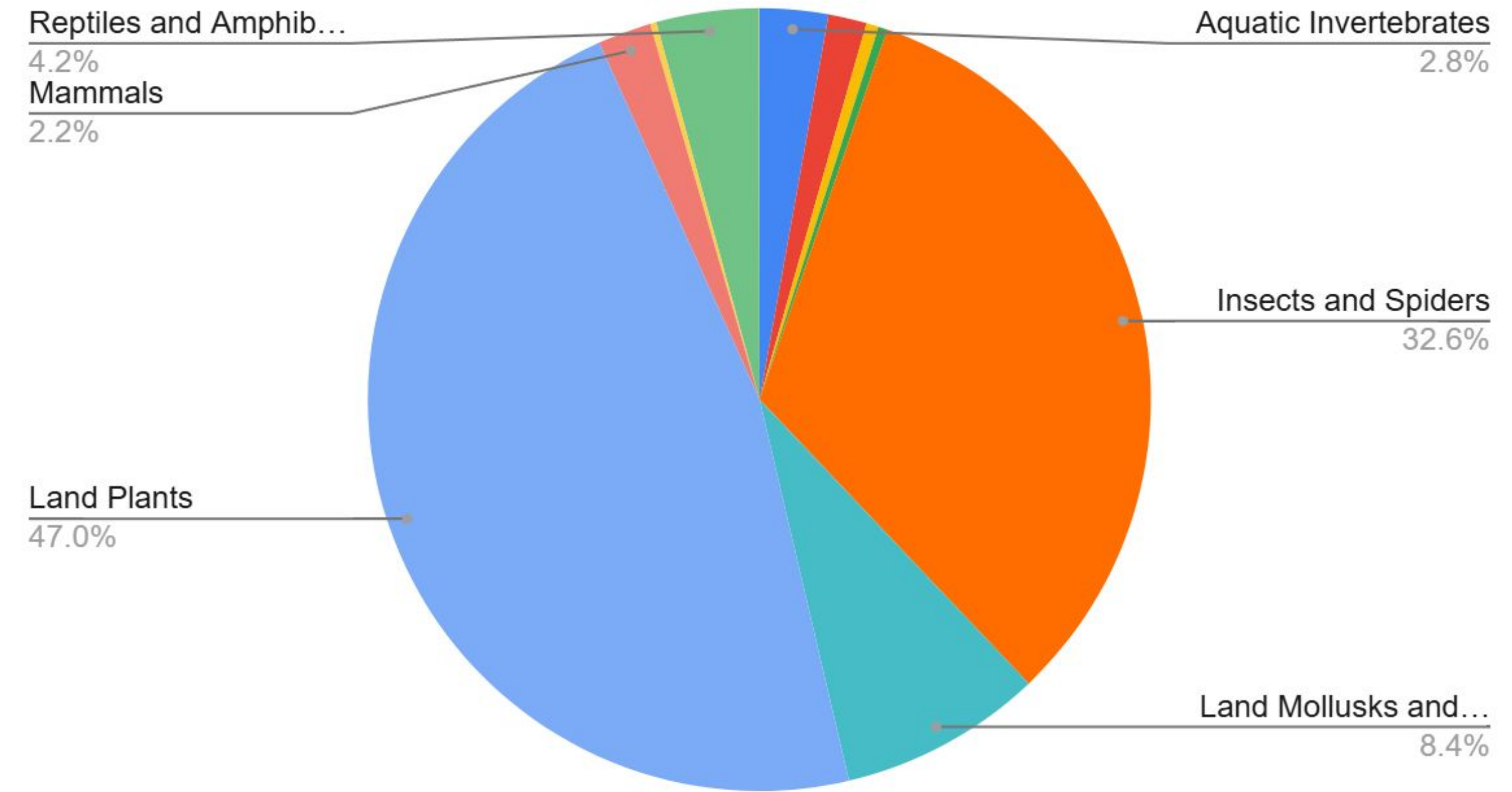




### Hotline Report per Year



### Categories of Reports from 2019-2024

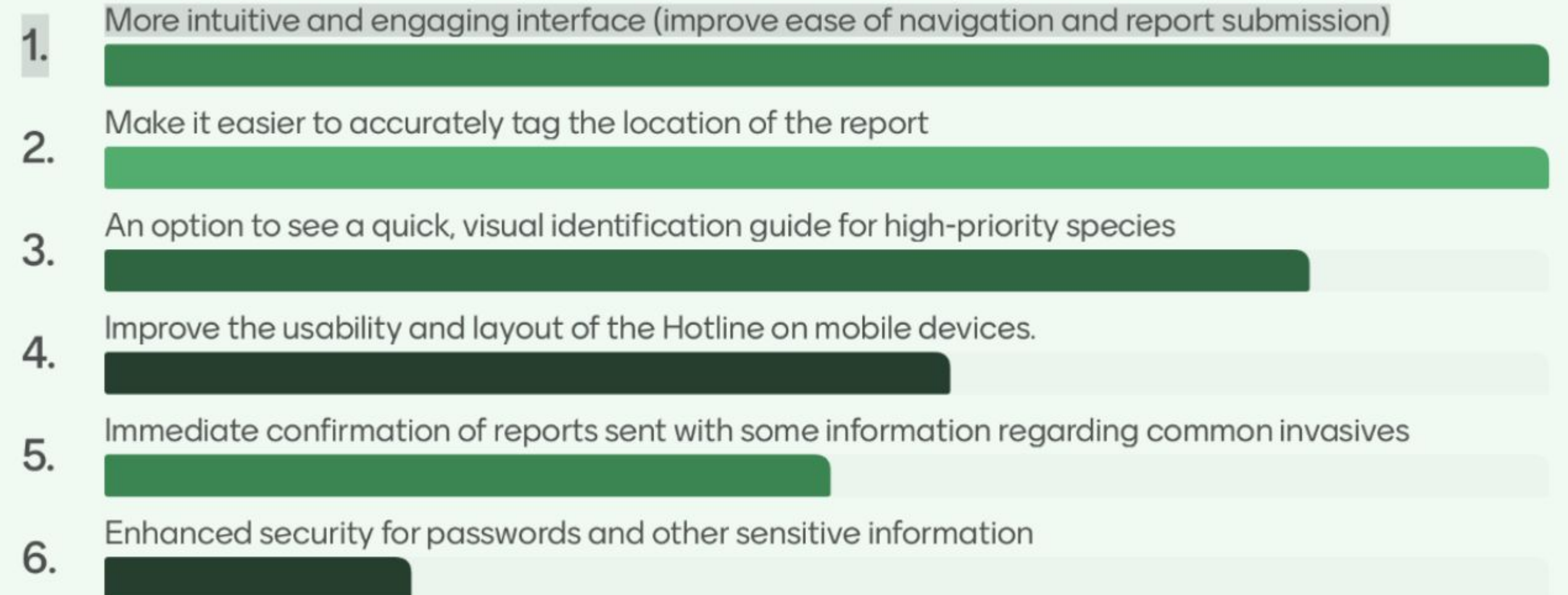




# Center for Applied Systems and Software

- **Deployment (early 2026)**
  - Migration
  - Data transfer
  - System validation
  - Essential improvements (security, accessibility)
- **Post-Deployment (mid-late 2026; ongoing)**
  - Discretionary improvements chosen by focus groups
  - As funding allows

Rank the proposed improvements to the [public] report submission experience:





# Shortlist of potential improvements

- Create a more intuitive and engaging interface so that the user can navigate the site and submit reports more easily.
- Make it easier for users to accurately tag the location of the report.
- Reduce mis-categorized reports.
- Strongly encourage users to submit at least one photo with their report.
- Develop ability to filter and view results by multiple filters at once including date/time range, reporter, city geography and then download that subset of filtered results.

The screenshot shows a form titled "Capture Your Finding" with the instruction "Upload a photo and describe what you found". It features a "Photos (Optional)" section with a dashed border containing a camera icon, the text "Upload photos", "Click to browse or drag and drop", "You can select multiple images", and a "Choose Files" button. Below this is a "Description \*" field with a text input area containing the placeholder "Describe what you found... (e.g., 'Small green beetle with metallic sheen on ash tree leaves')". A note at the bottom of the form says "Include details about size, color, behavior, and where you found it."

A report “wizard” would be a way to improve the submission experience

# Abbreviated Hotline Demo

# *Jacob Rose*

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