

CATCHING A “UNICORN:”

USING PUBLIC, PRIVATE AND NON-PROFIT
PARTNERSHIPS TO HELP TACKLE AIS



NEANS

April 13, 2018

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2017 Pilot Results

- **The Unicorn**
- **Partnerships**
- **Behavior Change**
- **Solution**
- **Stakeholder Process**
- **Results**
- **Conclusion**





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The Unicorn

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Public



- Science
- Outreach & education
- Participation

Private



- Vision
- Execution
- Stakeholder input

Non-Profit



- Bridge builder
- Outreach & education
- Advocates

CLEAN.DRAIN.DRY.

BOATS, TRAILERS & GEAR
STOP INVASIVE SPECIES



www.CleanDrainDry.org



- Consistent science based messaging
- Coordinated Outreach
- Full service Marketing / Media (CBSM)
- Education Program

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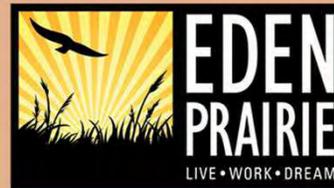
CD2

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Non-Profit Partners



Pilot Sponsors



Public Support



Minnesota
DNR

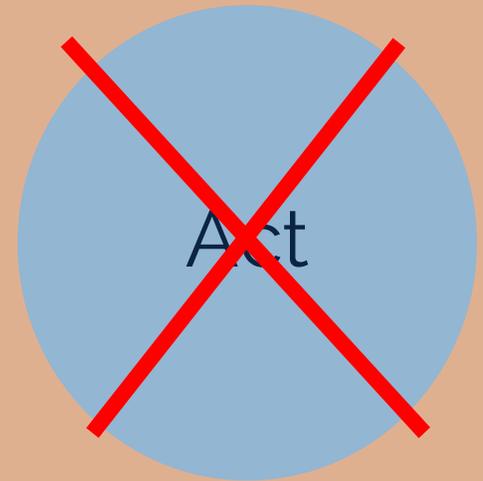
Texas Park &
Wildlife



Partnerships



Plan
to
Act



Pressure Washers



- High cost
- Staffed
- Water catchment

Staffed Inspection



- Ongoing cost
- Difficult to recruit
- Manage staff

No Resources



- Lack of light
- Can't reach under boat
- No tools to execute BMPs



Barriers



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Survey says... **“Give me the TOOLS”**

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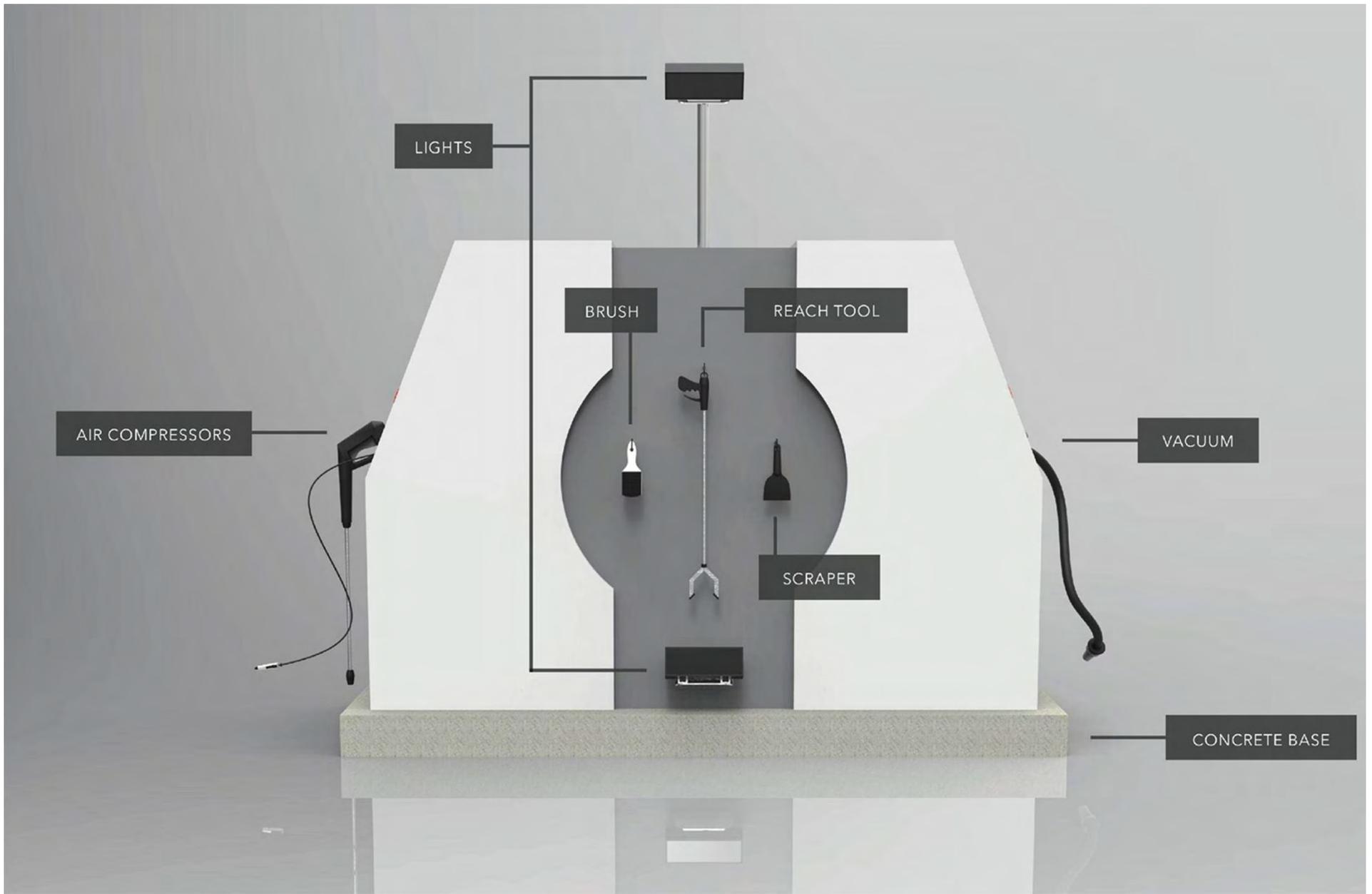
Empowering Action



Design 1.0



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Design 2.0

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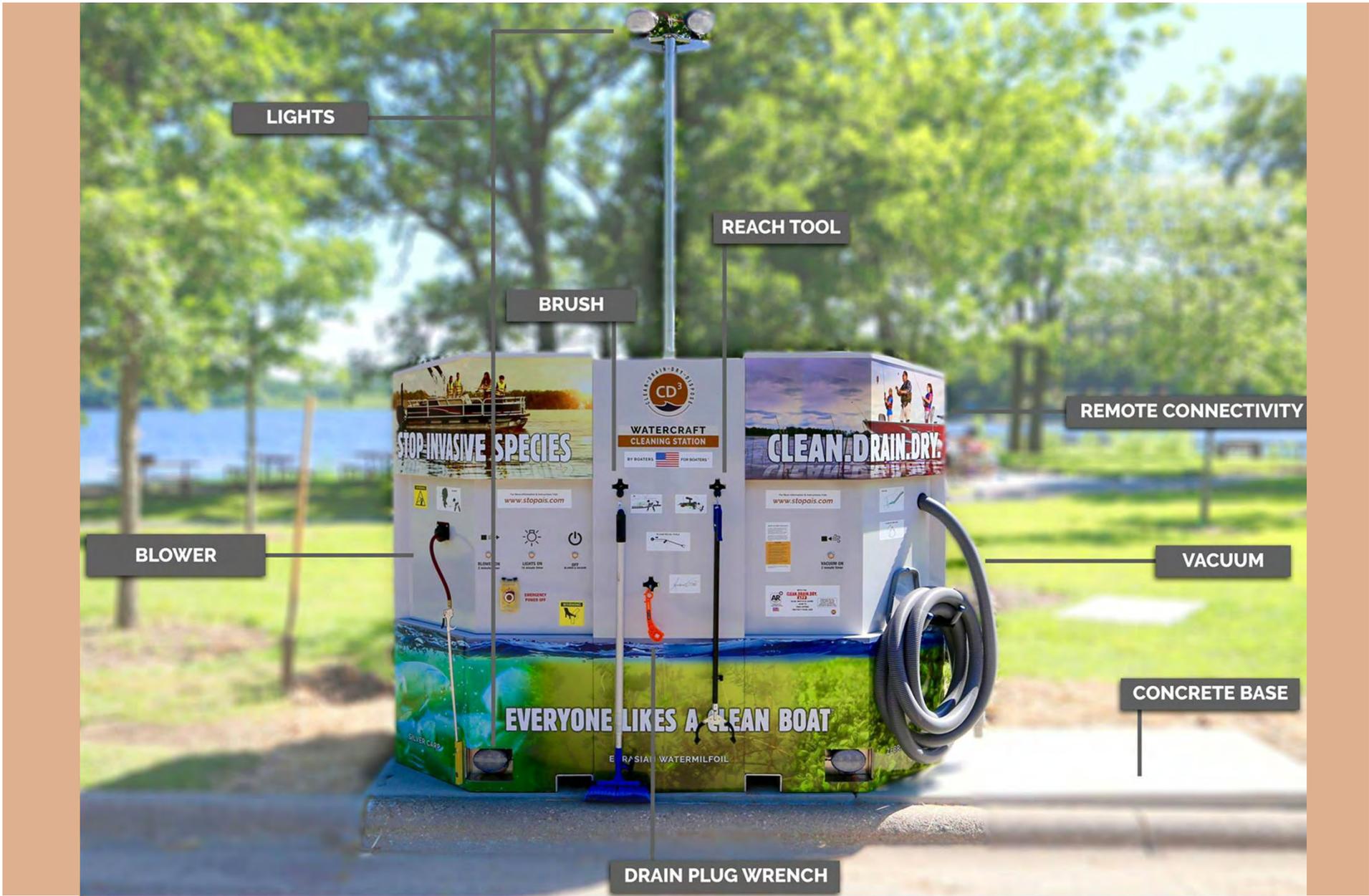
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Design 3.0



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So Easy...



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CD³ STATION REMOTE PORTAL

Views ▾ Grids ▾ Actions ▾ Mark ▾

Stations

Status	Name	Location	Air Button	Last Repo	Vacuum B	Light Buttr	Off Button	Tool 1 Use	Tool 2 Use	Tool 3 Use	Compress	Tank Level	AC Voltage
● Normal	Station #1	Bryant Lake	74 times	7/17/2017 2:49 PM	62 times	20 times	65 times	208 times	150 times	436 times	47 times	11%	3 volts

Map Navigate Details Provision View All



	Reading	Value	Date	History
●	Tank Level	11%	7/17/2017 2:49 PM	[History]
●	AC Voltage	3 volts	7/17/2017 2:49 PM	[History]
●	Air Button Uses	74 times	7/17/2017 2:49 PM	[History]
●	Vacuum Button Uses	62 times	7/17/2017 2:49 PM	[History]
●	Light Button Uses	20 times	7/17/2017 2:49 PM	[History]
●	Off Button Uses	65 times	7/17/2017 2:49 PM	[History]
●	Tool 1 Use Count	208 times	7/17/2017 2:49 PM	[History]
●	Tool 2 Use Count	150 times	7/17/2017 2:49 PM	[History]
●	Tool 3 Use Count	436 times	7/17/2017 2:49 PM	[History]
●	Compressor Uses	47 times	7/17/2017 2:49 PM	[History]





WATERCRAFT CLEANING INSTRUCTIONS

BY BOATERS  FOR BOATERS™

Please select your boat type:



Non Motorized Boat
canoe, kayak, sailboat



Personal Watercraft or Jet Boat
jet-ski, Sea doo



Outboard Engine Boat



Stopais.com

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Bryant Lake- suburban, park district

- Above curb
- Retrofit
- Clean out



Use

- Installation: June 21
- 3,806 total “BMP” tool uses
- Top uses: brush, reach tool, wrench



Results



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Pike Lake



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Pike Lake- rural, municipality

- Street height
- Retrofit
- Clean in/out

Use

- Installation: June 27
- 885 total tool uses
- Top uses: vacuum, brush, wrench



Results

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Minnetonka1



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Minnetonka: suburban, county

- Street height
- Retrofit
- Clean in/out
- Solarized



Use

- Installation: August 16
- 679 tool uses
- Top uses: grabber, brush, blower



Results

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Lake Riley



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Lake Riley- suburban, municipality

- Street height
- Custom designed ramp
- Clean out



Use

- Installation: Sept. 22
- 435 total uses
- Top uses: grabber, brush, blower



Results

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Minnetonka2

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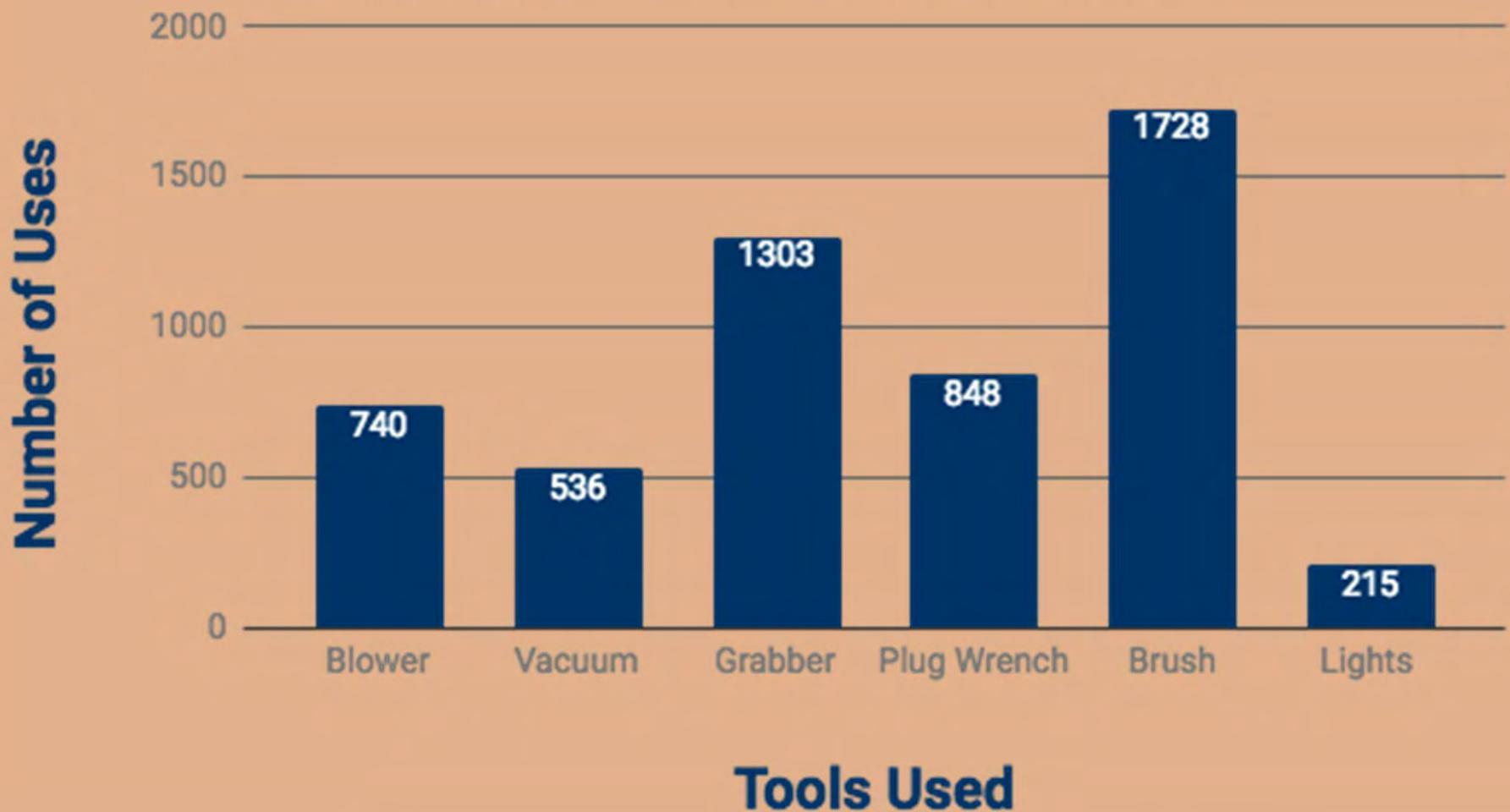


Winterization



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Total Tool Uses 2017



6,600+ Uses



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- Compliments outreach/messaging
- Accessible by boaters 24/7
- 7+ year asset
- Automatic metrics and maintenance alerts
- Low O&M ~ \$250/season (electric/septic)



Key Points



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Spring/Summer 2018

- Commercialization
- **Surveys**/interviews
- Committed to efficacy research
- **Wildlife Forever**
 - Community Based AIS
Resource Center



2018



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Stations are not used



Summary



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Questions?



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