



**Department of
Environmental
Conservation**



Northeast AIS Landing Blitz

**NEANS Panel Meeting
November 29, 2022**

What is a regional AIS landing blitz?

- Boat stewards are placed at strategic locations during the 10 days that include Canada Day and Independence Day
- Potentially involves all states and provinces in the region
- Shared press releases and social media
- Reports of standardized data fields
- Unified and consistent outreach effort about AIS spread prevention measures



Where did this start?

We borrowed this idea from the Great Lakes Panel and scheduled our event to coincide with theirs



Objectives

- Prevent the spread of AIS throughout the region through consistent messaging and interactions
- Build momentum for the deployment of boat stewards across the region
- Create a foundation for data sharing and alerts



What does it all mean?

- More support (both financial and technical) for boat steward programs throughout the region
- Increased awareness about aquatic invasive species and ability to make reports and requests for information



Our First Season

- Press releases went out in late June
- Four states and one Canadian province reported data from July 1-10th:
- Maine, New Hampshire, New York, Vermont, and Québec



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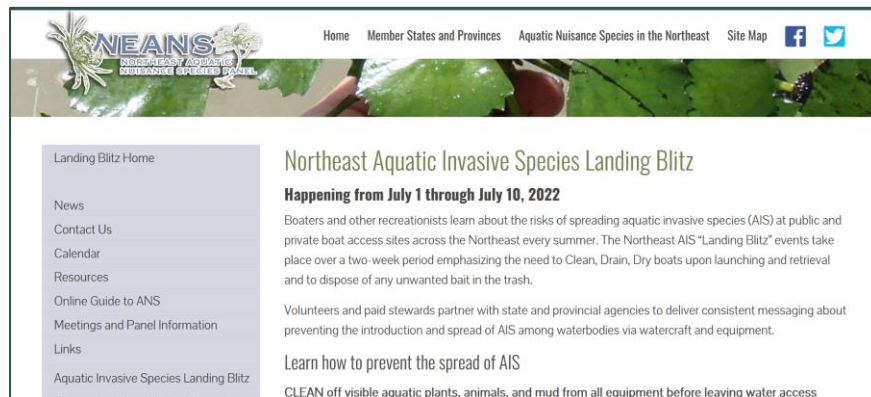
Outreach Efforts: Number of Sites

- Maine: 115
- New Hampshire: 100
- New York: 236
- Vermont (Lake Champlain includes sites in NY and QC): 12



Outreach Efforts: Inspections/Surveys

- Maine: 14,467
- New Hampshire: 15,235
- New York: 38,139
- Vermont (Lake Champlain includes sites in NY, QC): 1,920



Outreach Efforts: AIS Interceptions

- Maine: 20
- New Hampshire: 20
- New York: 1,525
- Vermont (Lake Champlain includes sites in NY and QC): 80



Outreach Efforts: Species Intercepted

- **Maine:** TBD
- **New Hampshire:** *Trapa natans*, *Utricularia vulgaris*, *Cipangopaludina chinensis*
- **New York:** *Corbicula fluminea*, *Egeria densa*, *Najas minor*, *Potamogeton crispus*, *Myriophyllum spicatum*, *Hydrocharis morsus-ranae*, *Hydrilla verticillate*, *Dreissena bugensis*, *Faxonius rusticus*, *Bythotrephes longimanus*, *Nitellopsis obtuse*, *Myriophyllum heterophyllum*, *Trapa natans*, *Dreissena polymorpha*
- **Vermont (Lake Champlain):** spiny and fishhook waterflea, zebra mussels, variable leaf milfoil, Eurasian watermilfoil, curly leaf pond weed



Outreach Efforts: Social Media

New Hampshire: 2 press releases

New York:

1 press release

Facebook: 2 posts- reach 52.5k, 61 comments

Twitter: 9 posts, 9530 impressions

Steward interactions: > 400k boaters



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Outreach Efforts: Social Media

Vermont (Lake Champlain):

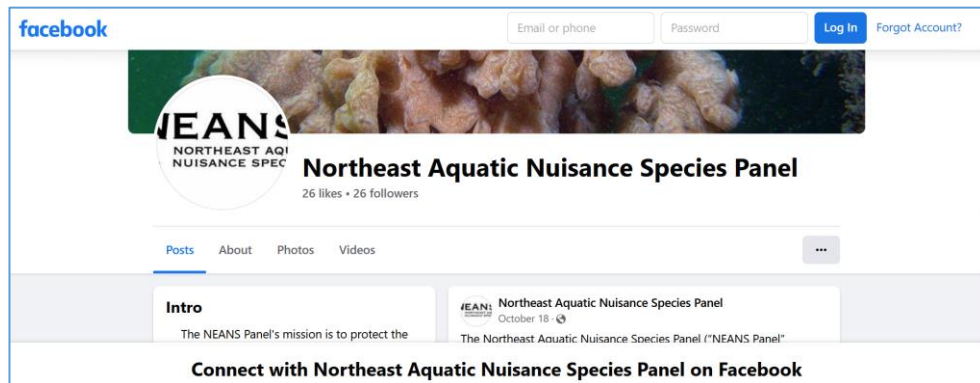
- Total number of media engagements (i.e., media coverage of the event - # of stories) = 24 social media posts (12 Facebook, 2 Instagram, 10 Twitter)
- Total number of social media impressions = 4,635 (3,136 Facebook, 869 Instagram, 630 Twitter)
- 13 stewards interacted with 4,337 people on the boat launches during this time



Outreach Efforts: Social Media

NEANS Panel:

- Post on website
- Media release in English and French
- Facebook post




Summary of 2022 NE Landing Blitz

Number of Sites: 463

Inspections/Surveys: 69,761

AIS Interceptions: 1,645

AIS Intercepted: 16 species

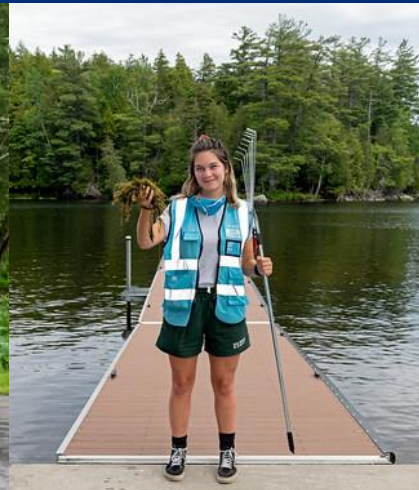


Results of Landing Blitz 2022

Thank you for participating in Landing Blitz 2022 and sharing your data by answering these five questions.

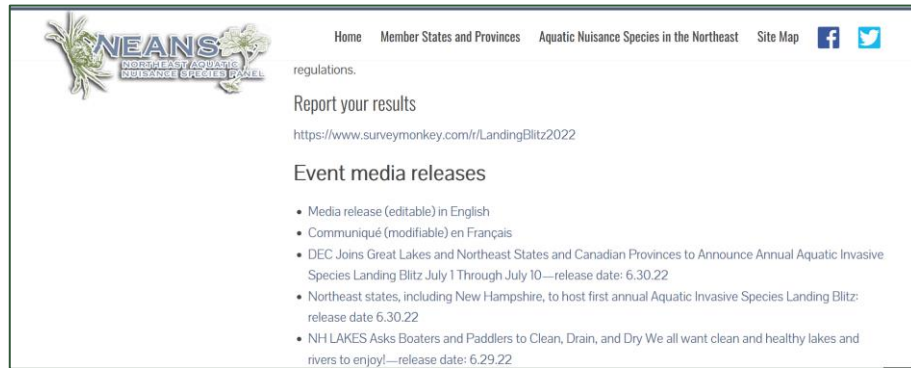
1. Please provide your jurisdiction

☐ Connecticut



2023

- New social media content
- PSA branding plans
- New press releases
- Data collection for mapping boater movement and assessing risk?
- Additional states + Canadian provinces?



Point to Ponder #1

- How do we get existing boat steward/launch monitor programs to join the effort?



Point to Ponder #2

- How can we support the development of new boat steward/launch monitor programs?



Collaborators

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Thank you!

