



**Department of
Environmental
Conservation**



Northeast AIS Landing Blitz

**NEANS Panel
May 23, 2023**

What is a regional AIS landing blitz?

- Boat stewards will be placed at strategic locations during the 10 days that include Canada Day and July 4th (June 29 – July 10th)
- 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

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 Quebec



Outreach Efforts: Number of Sites

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



Outreach Efforts: Inspections/Surveys

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



The screenshot shows the NEANS (Northeast Aquatic Nuisance Species) website. The header includes the NEANS logo and navigation links for Home, Member States and Provinces, Aquatic Nuisance Species in the Northeast, and Site Map, along with social media icons for Facebook and Twitter. The main content area features a sidebar with links to Landing Blitz Home, News, Contact Us, Calendar, Resources, Online Guide to ANS, Meetings and Panel Information, Links, and Aquatic Invasive Species Landing Blitz. The main text area is titled "Northeast Aquatic Invasive Species Landing Blitz" and states that the event is happening from July 1 through July 10, 2022. It describes the event as a two-week period where boaters and recreationists learn about the risks of spreading aquatic invasive species (AIS) and are encouraged to Clean, Drain, Dry their boats. The text also mentions that volunteers and paid stewards partner with state and provincial agencies to deliver consistent messaging about preventing the introduction and spread of AIS among waterbodies via watercraft and equipment. A call to action reads "Learn how to prevent the spread of AIS" and "CLEAN off visible aquatic plants, animals, and mud from all equipment before leaving water access".

Outreach Efforts: AIS Interceptions

- Maine: 20
- New Hampshire: 20
- New York: 1,525
- Vermont (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 obtusa*, *Myriophyllum heterophyllum*, *Trapa natans*, *Dreissena polymorpha*
- **Vermont:** spiny and fishhook waterflea, zebra mussels, variable leaf milfoil, Eurasian watermilfoil, curly leaf pond weed

Outreach Efforts: Social Media

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:

- 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



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.

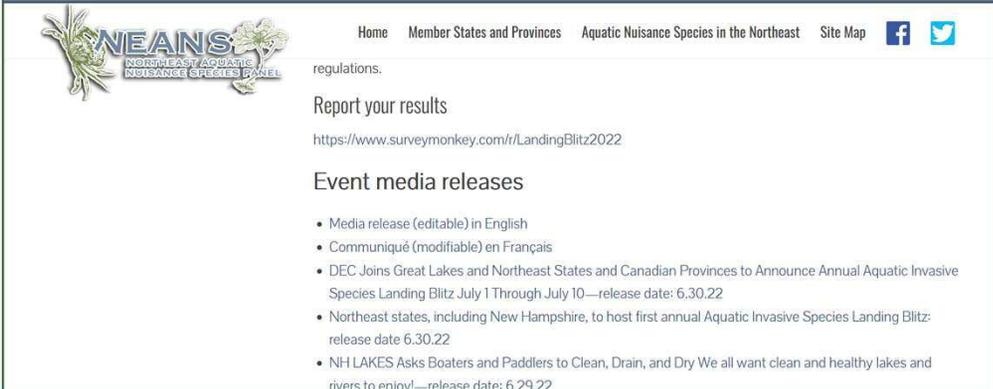
1. Please provide your jurisdiction

Connecticut



2023

- New social media content
- PSAs
- New press releases
- Additional states + Canadian provinces?



[Home](#)
[Member States and Provinces](#)
[Aquatic Nuisance Species in the Northeast](#)
[Site Map](#)



regulations.

Report your results

<https://www.surveymonkey.com/r/LandingBlitz2022>

Event media releases

- Media release (editable) in English
- Communiqué (modifiable) en Français
- DEC Joins Great Lakes and Northeast States and Canadian Provinces to Announce Annual Aquatic Invasive Species Landing Blitz July 1 Through July 10—release date: 6.30.22
- Northeast states, including New Hampshire, to host first annual Aquatic Invasive Species Landing Blitz: release date 6.30.22
- NH LAKES Asks Boaters and Paddlers to Clean, Drain, and Dry We all want clean and healthy lakes and rivers to enjoy!—release date: 6.29.22

Point to Ponder #1

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



Point to Ponder #2

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



Point to Ponder #3

Would a state or province be willing to join in the media blitz even if they don't have a boat steward/launch monitor program yet?





Thank you!

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