



Great Lakes Interjurisdictional GLRI Boater Behavior Change Project



Surveys of boaters help us evaluate AIS prevention & outreach programs

Beginnings of the project

- What's working? What isn't?
- Compare approaches
- Different approaches across states
- Some states evaluate, others don't

A great summary from a 2014 meeting

Knowledge of AIS Regulations: Take Away Messages

- Cornell - Wisconsin and New York Anglers
 - ~75% aware of rules about transport /disposal of unwanted baitfish
- Cornell - Ohio Anglers
 - 50% indicated they were not aware of any rules
- WI - High awareness of laws and regulations:
 - Launching or leaving with plants or prohibited animals attached
- WI - Uncertainty among boaters about laws and regulations:
 - Moving their boat between waterbodies
 - Leaving access with water onboard, bait buckets, etc.
 - Leftover minnows
 - Keeping fish caught from waters known to contain VHS
- KW - 50%+ correct answers regarding most regulations
- KW - More awareness needed:
 - Use water from home to reuse minnows
 - Transportation of game fish

We can learn a little across
different efforts, but it's almost
apples to oranges

Standard methods and
approaches can guide future
work, make it easier to
implement, make it easier to
learn from each other

Establish a boater behavior change working group that:

- Publishes a literature review of boater behavior change literature that is accessible to AIS managers
- Establishes consistent social science methods for evaluating boater behaviors in regards to AIS throughout the Great Lakes basin
- Meets at least quarterly using an online format and once per year in person

Implement consistent boater behavior change surveys


- Administer boater AIS behavior surveys in participating states (IL, IN, MI, OH, PA)
- Compare the results of the completed surveys to surveys recently completed in MN, WI, and NY
- Release the information in one comprehensive report

Aquatic Invasive Species Survey 2018
An opportunity to provide input on Wisconsin's Aquatic Invasive Species management program

The purpose of this survey is to better understand what Wisconsin boaters and anglers think about aquatic invasive species (AIS) and related prevention behaviors. You have been contacted because you purchased a 2017 boat registration. Results of the survey will be used to inform the aquatic invasive species program and possibly lead to new prevention strategies and regulations. In other words, your participation is extremely important!

If possible, please have this survey taken by the primary boat user in your household. However, anyone who uses your household boats may take this survey. None of your answers will be linked to your name.

Thank you for taking the time to fill out this survey. Please indicate the best response in the appropriate box.



Section 1: Your boating and fishing experiences

1. Did you do any recreational boating or fishing in the state of Wisconsin in 2018?
Recreational boating includes all motorized boating, sail boating, canoeing, kayaking, duck skiff, and use of personal watercraft such as jet skis. Please choose one answer.

Yes, I both boated and fished

Yes, I fished but did not boat

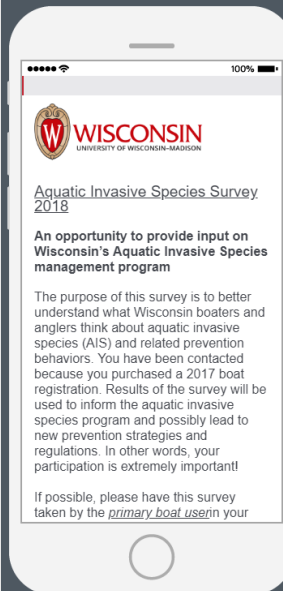
Yes, I boated but did not fish. Please skip to Question 3 on page 2

No. Please skip to Section 4 on page 9

I don't remember. Please skip to Section 4 on page 9

[1]

Vs.



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

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State Level
Do you take *state specific*
prevention actions?

Wisconsin

Inspect
Remove
Drain
Never Move

Minnesota

Clean
Drain
Dry
Dispose

Colorado

Clean
Drain
Dry
Decontaminate

	Wisconsin	Minnesota	Colorado
<p><u>Regional Level</u> Do boaters take recommended prevention actions?</p>	92%	92%	92%
<p><u>State Level</u> Do you take *state specific* prevention actions?</p>	Inspect Remove Drain Never Move	Clean Drain Dry Dispose	Clean Drain Dry Decontaminate

State Level
Do you recognize this logo?

Wisconsin

SAH!

Minnesota

Clean In,
Clean Out

Colorado

Clean Drain Dry

	Wisconsin	Minnesota	Colorado
<u>Regional Level</u> Do boaters recognize the statewide outreach brand?	92%	92%	92%
<u>State Level</u> Do you recognize this logo?	SAH!	Clean In, Clean Out	Clean Drain Dry

We can get around the question issue with some thought

Determine needs for AIS message testing work

- Use results of boater behavior change literature review to identify message testing needs
- Develop and test a limited number of AIS messages using existing tools
- Report on pilot message tests
- Using the results of the pilot message tests and an increased understanding of methods, propose future message testing needs



Proposal Timeline

Timetable (quarterly)

Quarter	Tasks
Q1 2021	Introductory webinar and goal setting, webinar summarizing survey efforts, boater behavior literature review begin
Q2 2021	Webinar summarizing survey efforts, in-person meeting at GLP meeting, draft boater behavior literature review document
Q3 2021	Webinar to discuss potential standard survey methods, identify survey administrators for participating states, information sharing webinar on boater behavior work, finalize boater behavior literature review, draft survey tool for each state
Q4 2021	Draft standard survey method documents, obtain boater samples from participating states, prepare survey tool for each state, coordination webinar, message testing pilot begin
Q1 2022	Administer survey, coordination webinar, message testing message development
Q2 2022	Analyze results, coordination webinar, draft reports, message testing implementation
Q3 2022	Coordination webinar, finalize reports, present results of project at UMISC 2022 and Fall GLP meeting, debrief on survey lessons learned, improve draft survey methods, message testing report
Q4 2022	Produce final report, potentially submit report to peer reviewed journal, webinar to determine future directions

What we have done so far

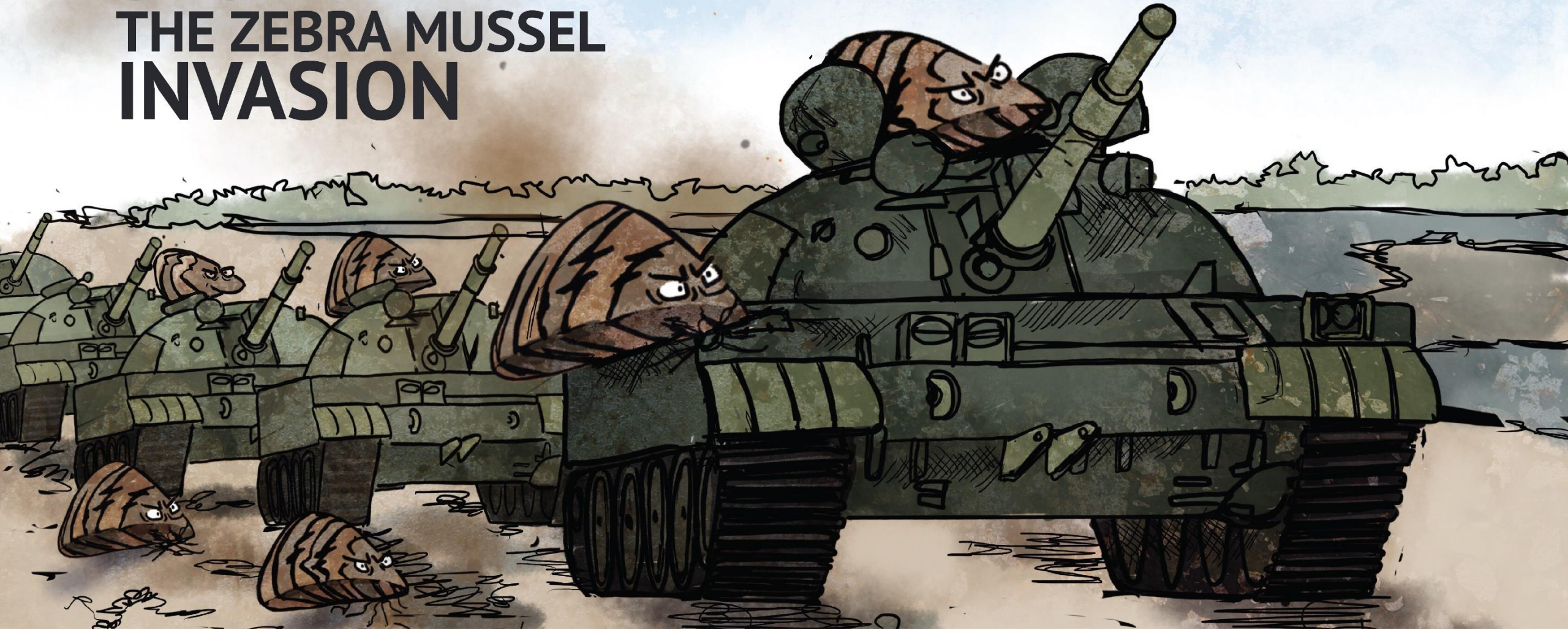
- Literature review
 - Summer 2021 Nelson Institute MS student
 - What product do we want with it?
- Collection of regional & statewide boater surveys
 - 1994 to current
 - MRBP, Doug Jensen, WI, MN, NY, MI
- Three meetings!

Illinois	Greg Hitzroth
Indiana	Eric Fischer
Indiana	Stuary Carlton
Michigan	Kelsey Bockelman
Michigan	Sarah LeSage
Michigan	Jo Latimore
Michigan	Kevin Walters
Minnesota	Tina Fitzgerald
Minnesota	Doug Jensen
New York	Cathy McGlynn
Ohio	John Navarro
Ohio	Tory Gabriel
Ontario	Francine MacDonald
Pennsylvania	Sara Stahlman
Pennsylvania	Jim Grazio
Wisconsin	Erin McFarlane
Wisconsin	Jeanne Scherer
Wisconsin	Tim Campbell
Wisconsin	Scott McComb

Immediate next steps

- Develop survey instrument
- Logistics for survey implementation

STOP THE ZEBRA MUSSEL INVASION



**STOP AQUATIC
HITCHHIKERS!**

Prevent the transport of nuisance species.
Clean all recreational equipment.
www.ProtectYourWaters.net

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Sea Grant
University of Wisconsin