



Interjurisdictional Great Lakes AIS Landing Blitz

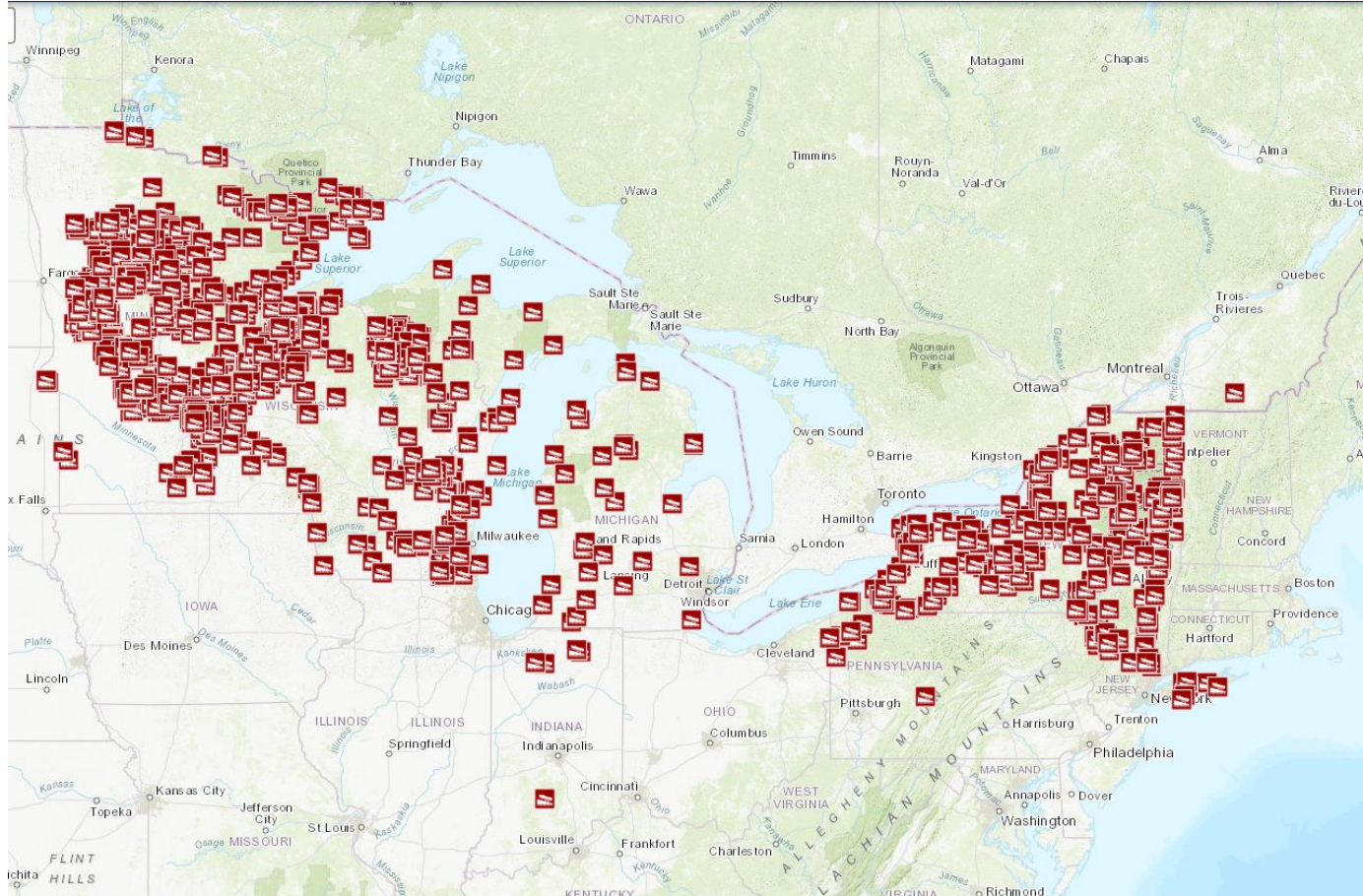
Great Lakes Panel on Aquatic Nuisance Species

November 3, 2022



Building on the success of past efforts

- Prior to 2019, Landing Blitz events were coordinated individually within each jurisdiction
- Under the leadership of Michigan EGLE, the first regionally-coordinated Great Lakes AIS Landing Blitz was held in 2019
- Over the course of three subsequent events, approximately
 - 380,000 boaters were educated at boat launches
 - 1.5 million people saw information about the event on Facebook, Instagram, and/or Twitter
 - 335,000 inspections were conducted



Establishing the need for an interjurisdictional project (*2021 event locations*)

Project team structure

A project team comprised of representatives from Great Lakes states and Tribes oversees the project. The project team has the following responsibilities:

- make decisions and guide implementation of project activities;
- participate in subrecipient selection under Objective 1; and
- provide input on and consent to project outputs.



Project objectives

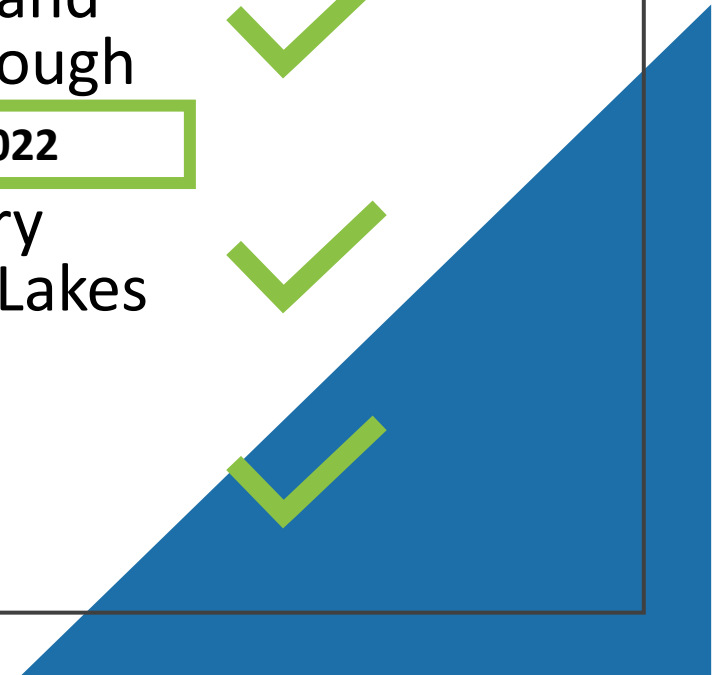
1. Improve capacity for boat inspections and in-person outreach
2. Expand outreach efforts through mass and social media
3. Develop tools to recruit and retain local event partners

Project Period: January 1, 2022
– December 31, 2023

Objective 1. Improve capacity for boat inspections and in-person outreach

Outputs:

- Up to twenty-eight subawards for boat inspections and in-person outreach to prevent the spread of AIS through the recreational boating pathway **11 subawards in 2022**
- Training for subrecipients to follow existing voluntary boat inspection protocols currently in use by Great Lakes jurisdictions
- Event “starter kits” including relevant outreach materials, safety vests, etc.



Objective 2. Expand outreach efforts through mass and social media

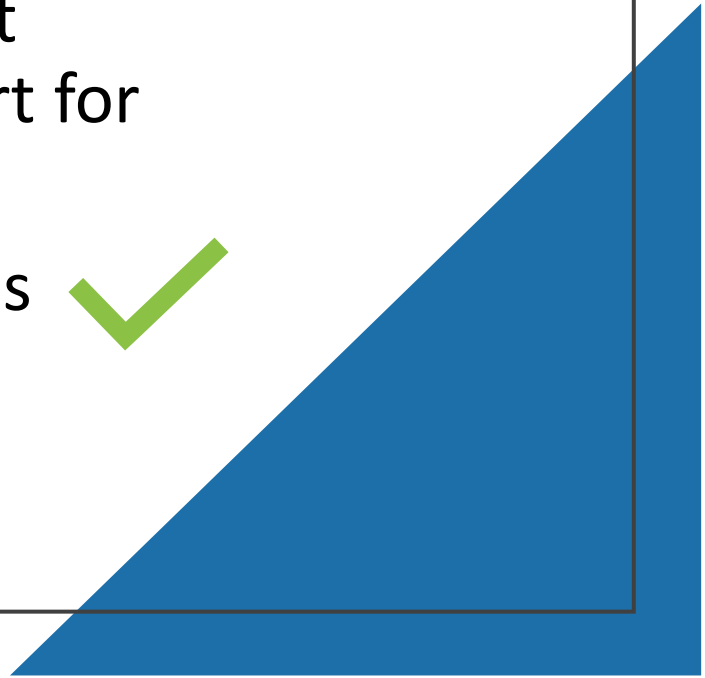
Outputs:

2022 event focused on geotargeted advertising at specific boat launches that were the most popular for boaters in each state and online digital marketing, including advertisements, pre-roll video, etc.

Objective 3. Develop tools to recruit and retain local event partners

Outputs:

- Foundational event outreach materials to recruit new event partners and solicit additional support for future events
- Watercraft voluntary inspection training modules (print and electronic) ✓

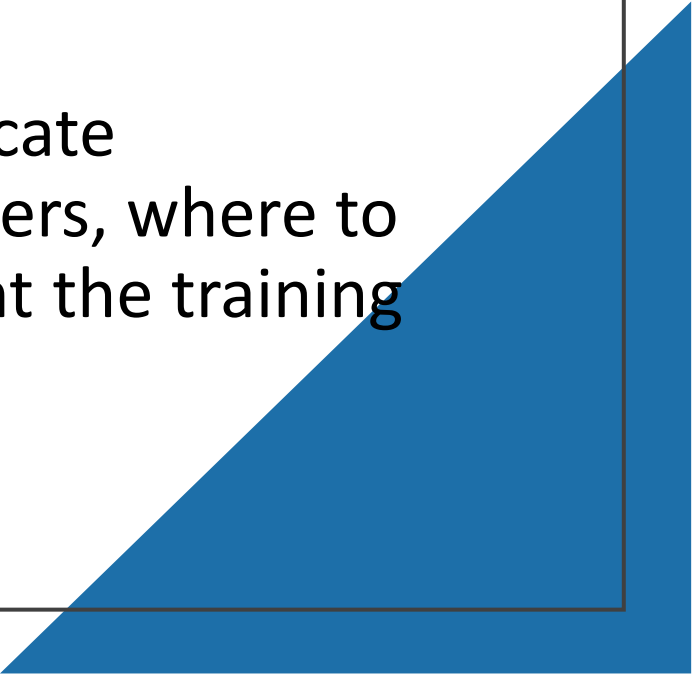


2022 Event Summary: Grant subrecipients











Objective 1. Improve capacity for boat inspections and in-person outreach

- A Request for Proposals was developed over a period of two months (!) and distributed in March 2022
- 13 applications received, 11 projects funded, ~\$65,000 disbursed
- More than 70 watercraft decontamination & outreach events were held at a total of 37 locations across Indiana, Illinois, Michigan, New York, Ohio, Saginaw Chippewa Indian Tribal Nation, and Wisconsin

Objective 1. Improve capacity for boat inspections and in-person outreach

- Starter kits were shipped to each subrecipient with an event banner, reflective safety vests, and a postcard-sized outreach handout printed on waterproof paper
 - Two virtual training sessions were provided to educate subrecipients about strategies to engage with boaters, where to look on a boat for AIS, etc. Handouts to supplement the training were provided and included identification guides
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EVERY TIME YOU BOAT!

CLI	Name ▾	Modified ↓ ▾	Modified By ▾
<i>Inspect animals and equipment</i>	 Landing Blitz Financial Report Form-templa...	September 16	Guest Contributor
<i>Scrub</i>	 video1680818706.mp4	June 23	Ceci Weibert
<i>Rinse with high pressure water</i>	 OutreachTrackingTemplate_GLAISLandingBl...	June 22	Ceci Weibert
<i>DR</i>	 Landing Blitz Narrative Report Form-templa...	June 21	Ceci Weibert
<i>Drain bladder before launch</i>	 5-30-2022 Boaters Guide-draft.pdf	June 20	Ceci Weibert
<i>DR</i>	 GLCRegLandingBlitzTraining2022.pptx	June 20	Ceci Weibert
<i>Dry equipment and store in a dry place</i>	 BoatLandingScript_GLAISLandingBlitz.pdf	June 20	Ceci Weibert
<i>OR—If you have a trailer, use a tarp to cover the boat and equipment</i>	 AISBlitz-Postcard-20220515.pdf	June 20	Ceci Weibert
<i>Check tire pressure</i>	 PromptHandout_GLAISLandingBlitz2022.pdf	June 20	Ceci Weibert
<i>Check for leaks</i>	 BoatChecklist_Draft4.15.22.pdf	June 20	Ceci Weibert



Hitch

or AIS, plants, algae, or other organisms that can harm the environment, fish, and animal health.

way that can harm fish, and trailers. Some species may not be able to survive out of the water for more!

and as reference to keep your boat clean and ensure you are following these AIS rules.



Landing Blitz is in collaboration with the Species Task Force

Major successes from subrecipients!!!

- Total number of media engagements: 42
- Total number of social media impressions: 31,553
- Total number of boaters educated on how to inspect/clean their boat: 5,194
- Total number of site impressions: 10,511
- Identified species (if any): Coontail, Eurasian watermilfoil, curlyleaf pondweed, Canadian waterweed, western waterweed, starry stonewort, zebra mussels, brittle naiad, variable milfoil, water chestnut, slender nyad, stargrass

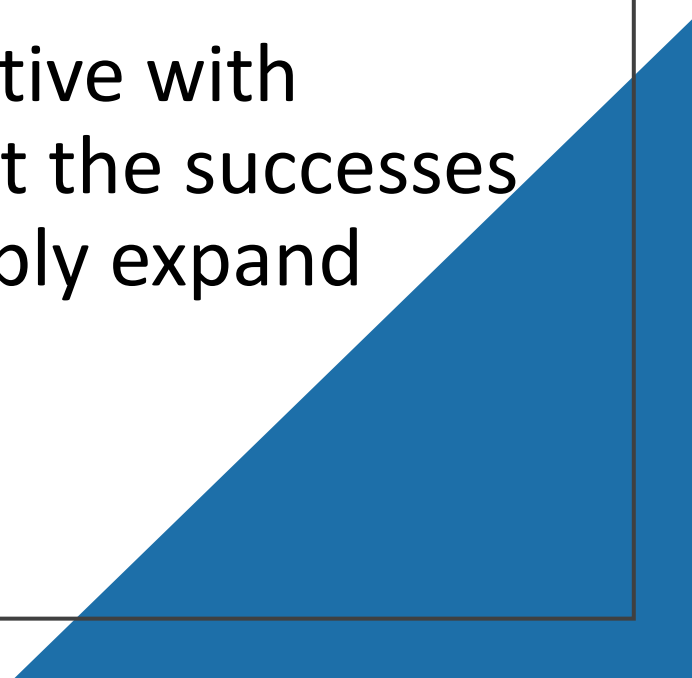


Crawfish found clinging to an incoming boat

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Looking towards 2023...

- Collected information from subrecipients about any unforeseen problems or barriers to help us plan even better for the 2023 event
 - The project team was intentionally conservative with budget in 2022, with so many unknowns, but the successes have been great and we will likely considerably expand the amount of funds awarded in 2023
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Thank you and questions!

Email: cweibert@glc.org

Event website: www.glc.org/blitz