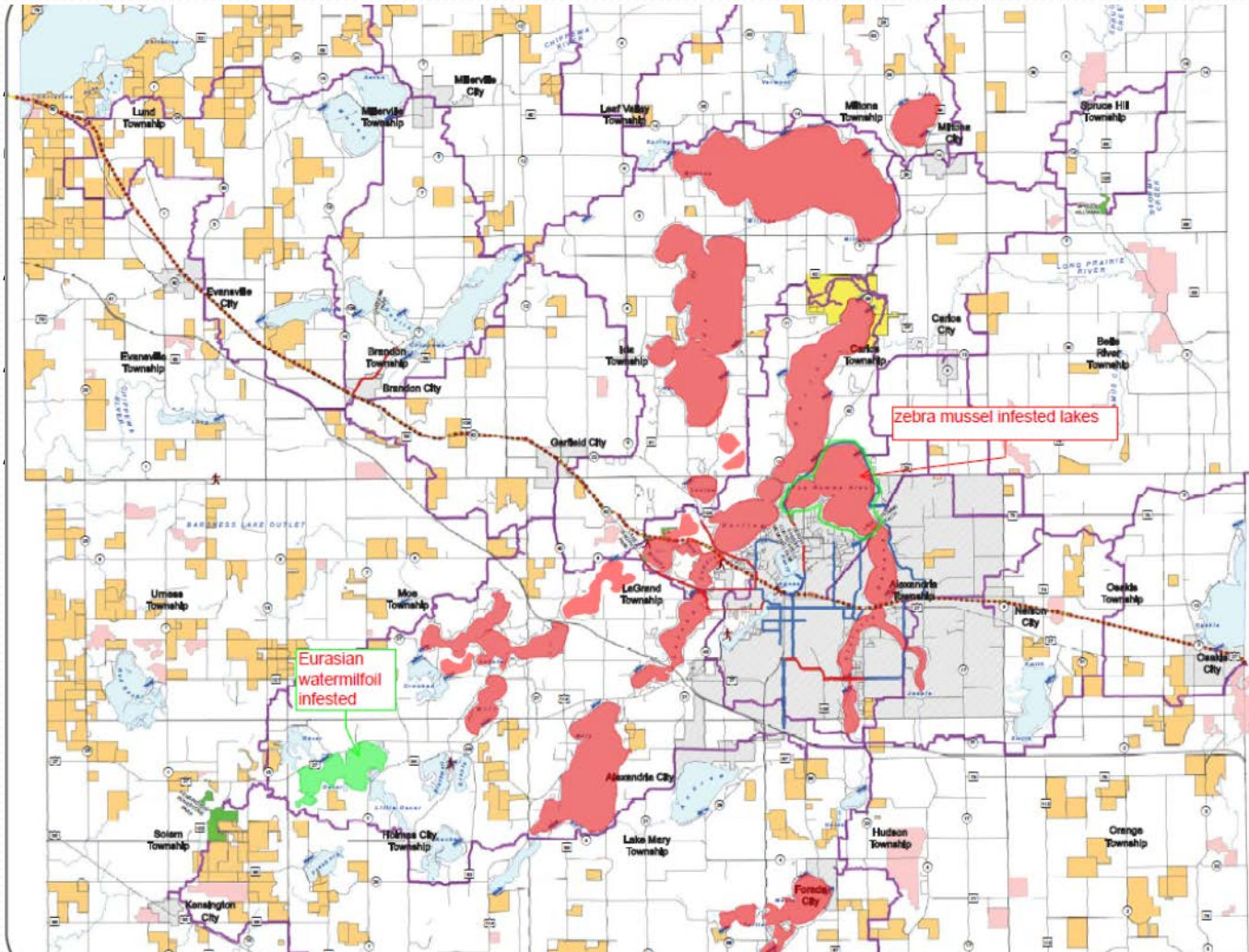


# Douglas County AIS Plan

Land & Resource Management  
Douglas County, MN  
Dave Rush

# Infestation Progression


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infested

# Established AIS Task Force to draft Plan





# AIS Plan Intervention Approaches

- Areas of Intervention
  - Education/PR Messaging
  - On-site Prevention
  - Monitoring & Management
  - Accountability Measures
  - Consistency & Collaboration Measures

# AIS Plan Intervention Approaches Implemented in 2015

- Areas of Intervention
  - Education/PR Messaging
    - Used as much off-the-shelf materials as possible
      - *Wildlife Forever was our friend*
    - Concentrated on existing venues
      - Groundwater festival, Rib Fest, Youth Outdoor day
    - Focused on positive education message
    - Used lots of swag: key floats, plug docks, bobbers
    - Provided 5000 custom bar coasters to local establishments
  - Inspections/Decon
    - Inspection/ambassador program with up to 16 WCI
      - Inspectors had uniforms and canopies
      - Equipment issued: map, wrench, first aid
      - Used old smart phones for survey data
      - Provided local event info and fishing reports
    - Total of 3 mobile Decon units
      - Hydro Tek units purchased and serviced locally
      - Only 3 days of downtime in 2015

# Bar coaster developed in cooperation with Wildlife Forever

**Help Protect Our Lakes!**



**CLEAN.DRAIN.DRY.**

**BOATS, TRAILERS & GEAR  
STOP INVASIVE SPECIES**

[www.CleanDrainDry.org](http://www.CleanDrainDry.org)

  **STOP AQUATIC HITCHHIKERS!**  **CLEAN DRAIN DRY INITIATIVE** 

**Help Protect Our Lakes!**



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# AIS Plan Intervention Approaches Implemented in 2015

- Areas of Intervention
  - Inspections/Decon (outcomes)
    - Nearly 5000 watercraft inspected
      - 3000 entering – 2000 exiting
    - Completed 63 decons – 6 courtesy
    - 5.2% drain plug violation rate
    - 3.8% invasive identified rate
    - 1.2% decon rate
  - Inspections/Decon (costs)
    - Inspector labor - \$60,000 (as of Aug. 31)
    - Equipment - \$45,000
    - Supplies - \$5000
    - Vehicle/equip. maintenance - \$2200
    - Fuel - \$300

# Decontamination Units





## AIS Plan Future Efforts

- Areas of Intervention
  - Education/Public relations
    - Fund joint position with SWCD
    - Implement AIS curriculum in schools
    - Targeted PR messaging
  - Monitoring & Management
    - Contract with RMB labs for volunteer monitoring
    - Establish management/mitigation account
    - Watercraft traffic study
  - Accountability
    - Establish measures for plan goals.

## AIS Plan Future Efforts

- Potential areas for collaboration
  - State/Regional collaboration
    - K-12 curriculum integrated for schools
    - Common marketing brand and research on effective approaches
    - Real time inspection/watercraft tracking
    - Establish “frequent user program”
    - Analyze regional boater/inspection data to determine use/violation patterns
  - Local
    - Cooperation on border waters
    - Collective purchasing/contracting
      - Advertising/messaging
    - Collaboration/partnerships with local businesses