

The Science of AIS Compliance

Empowering Boaters with “The Tools”



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- The problem with AIS
- Barriers to AIS prevention action
- Why CD3 was developed
- Pilot sites and example locations
- Model options for AIS prevention



Overview

An orange circle containing the text "\$146B" in white.

\$146B

Invasive
species
cost to
U.S./year



Over 36,000
public boat
launches

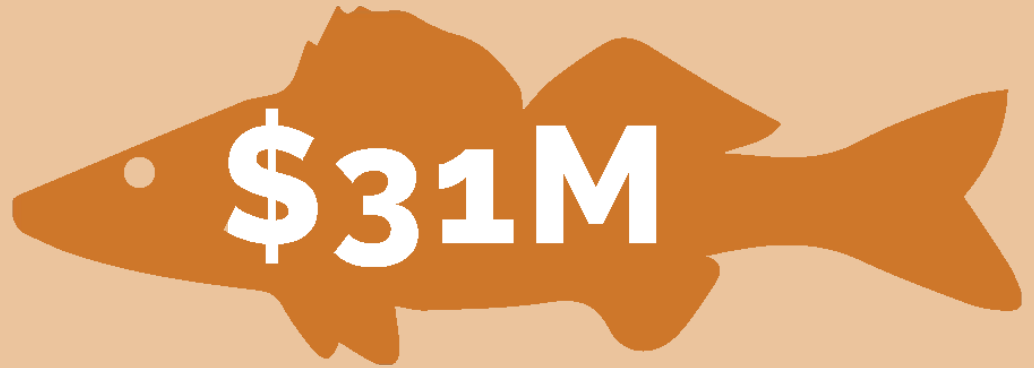


Existing
solutions
are costly &
cannot
scale



Problem

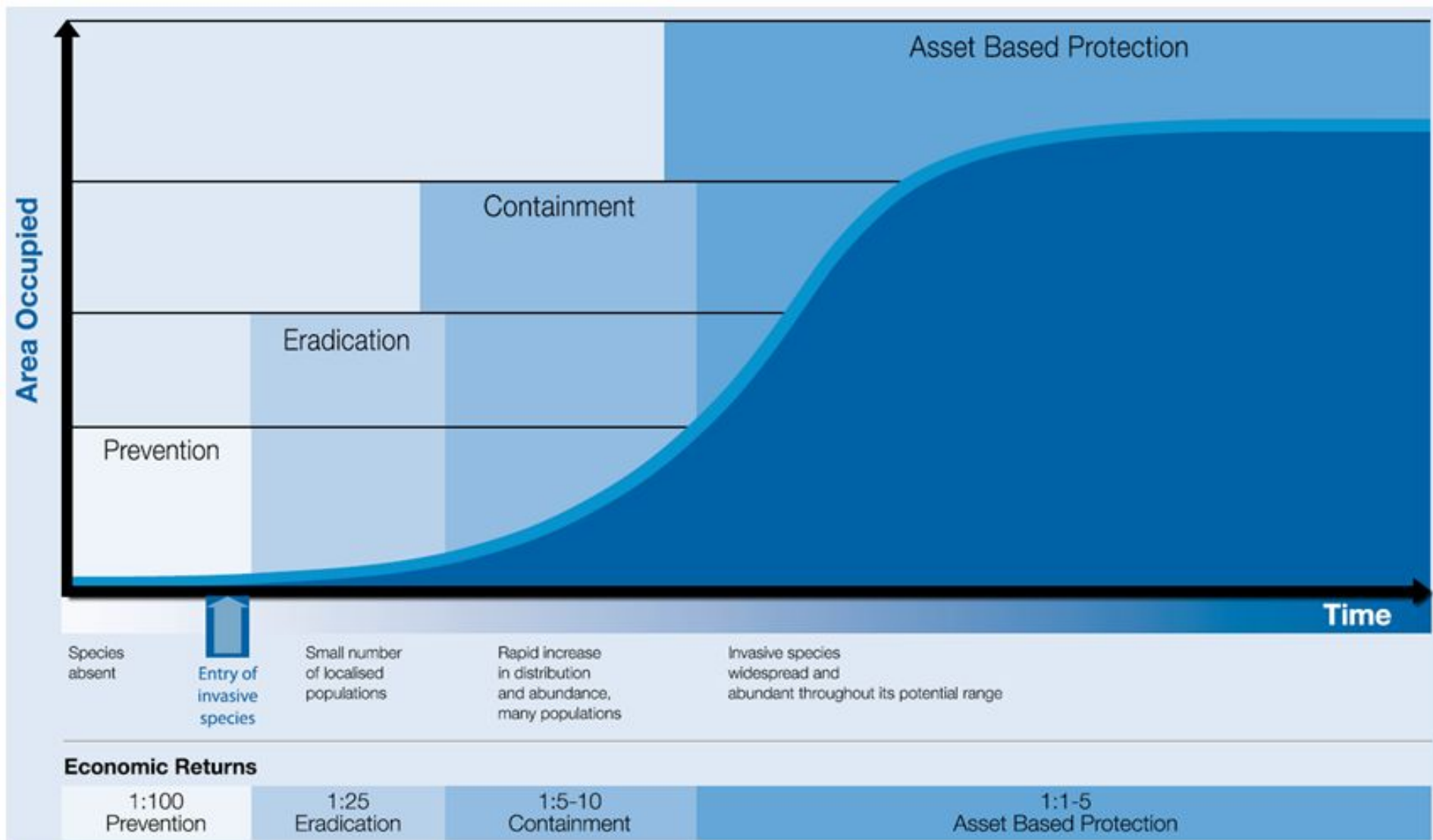
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- 2 Species in 2010
- 60% plankton Loss
- 2016 fishery closed
- 1 County
- 1 Fishing season lost
- 1 Lake



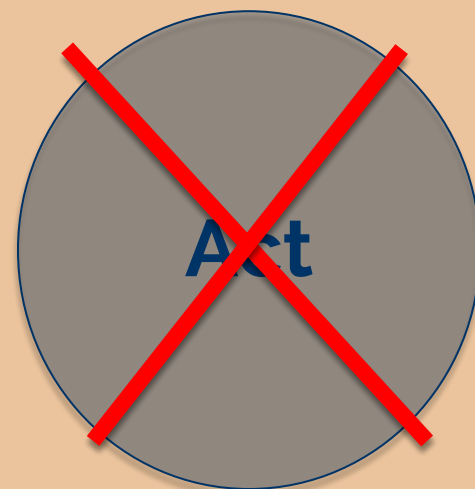
Problem: Mille Lacs



Invasion Curve



**Plan
to
Act**



CBSM to BMP's

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Example: my first car... not a Ferrari

- Marketing
- High brand value
- All the cool kids are doing it
- Barriers



Marketing has Limits

ALS survey says... **“Give ‘em the TOOLS”**

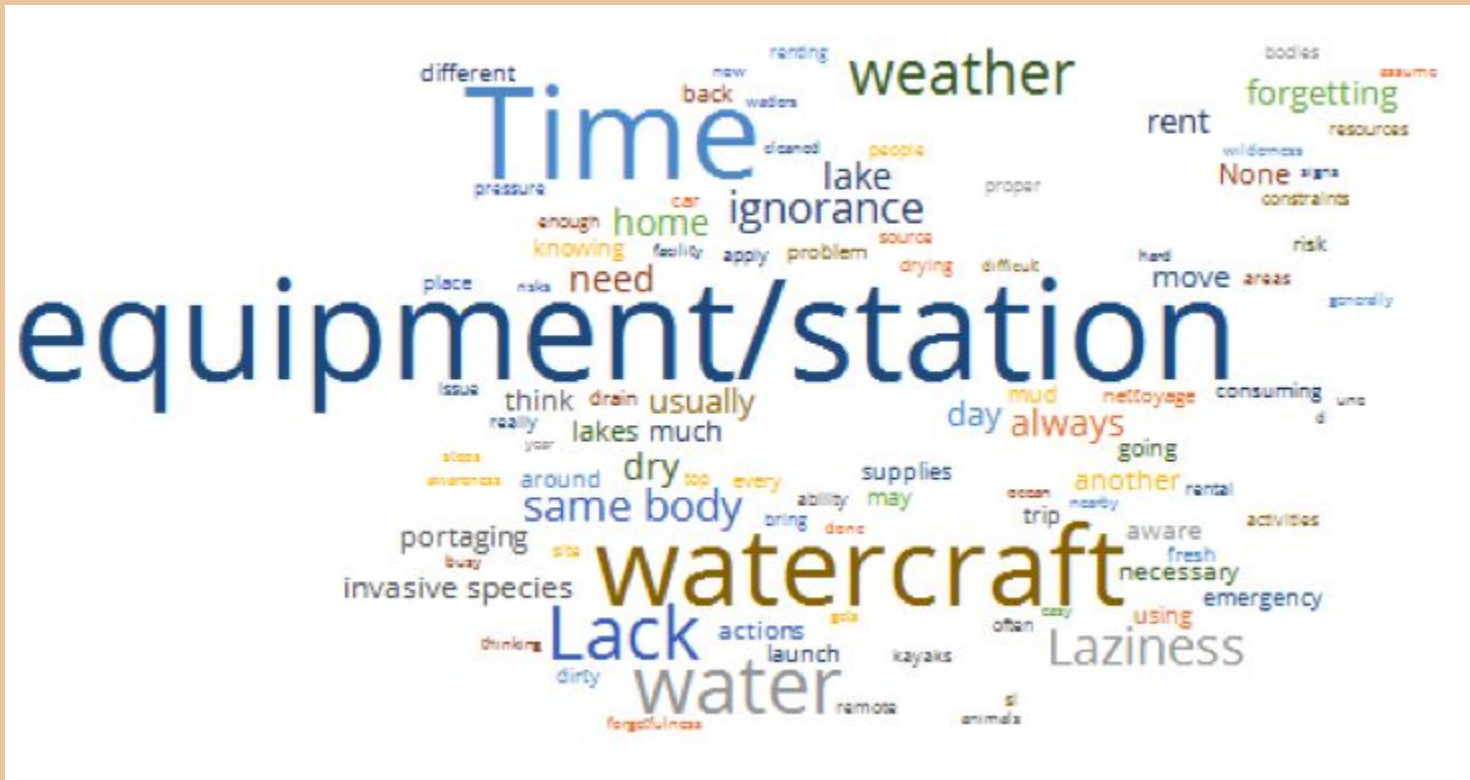


Image Courtesy of Canadian Council on Invasive Species



Empowering Action

Goals of 2017 Pilot

- Empower “day boaters”
- 5 locations
- Diversity of boater types
- Small - large launches
- Clean-in vs. clean out
- Urban - rural landscape
- Oligotrophic - eutrophic



Pilot Sites



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CD3 STATION REMOTE PORTAL










Views ▾ Grids ▾ Actions ▾

Stations

	Status ▾	Name ▾	Location ▾	Air Button ▾	Last Repo ▾	Vacuum B ▾	Light Buttr ▾	Off Button ▾	Tool 1 Use ▾	Tool 2 Use ▾	Tool 3 Use ▾	Compress ▾	Tank Leve ▾	AC Voltage ▾
▲	● Normal	Station #1	Bryant Lake	74 times	7/17/2017 2:49 PM	62 times	20 times	65 times	208 times	150 times	436 times	47 times	11%	3 volts

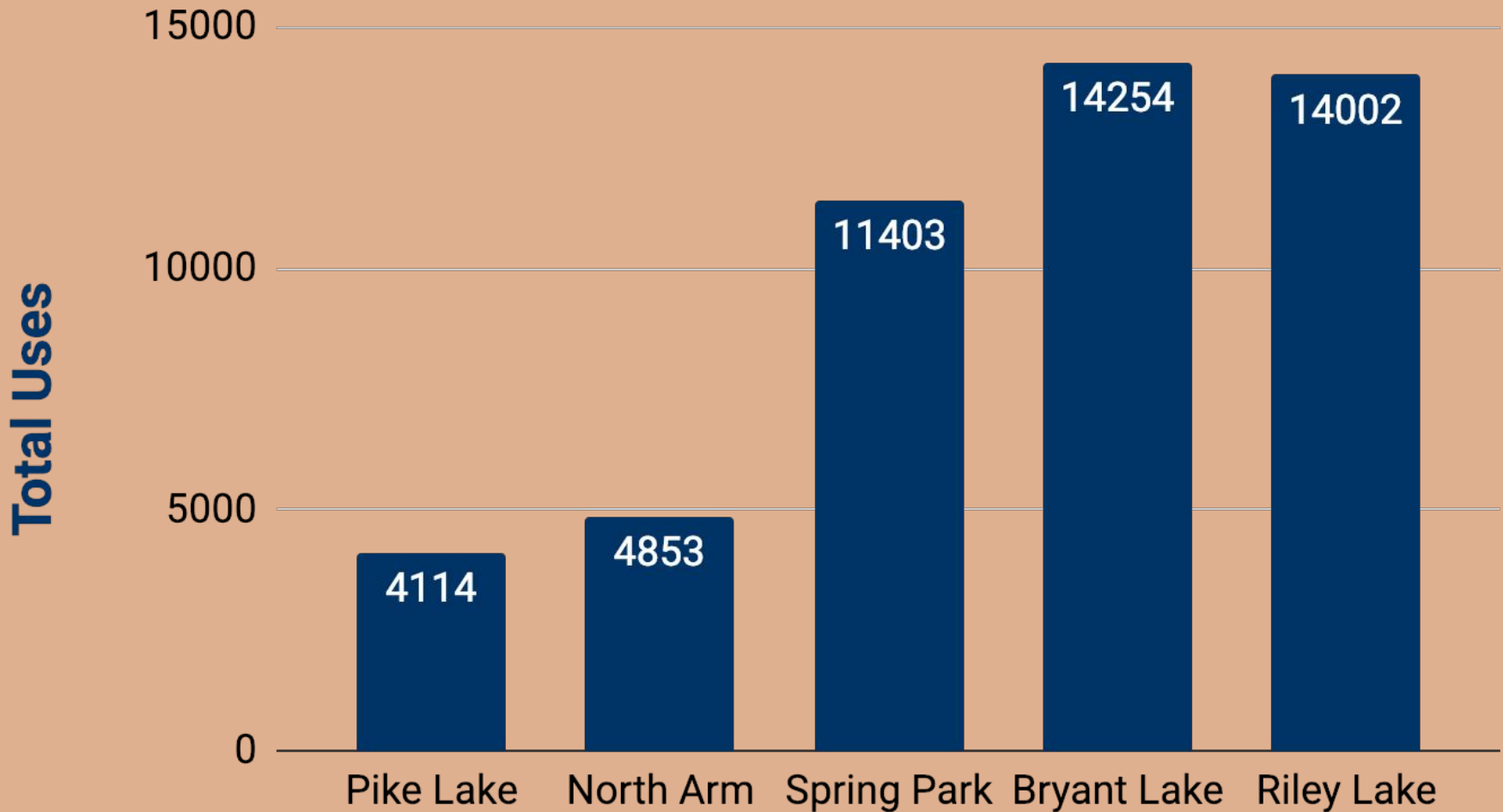
Map Navigate Details Provision View All



	Reading	Value	Date	History
●	Tank Level	11%	7/17/2017 2:49 PM	
●	AC Voltage	3 volts	7/17/2017 2:49 PM	
●	Air Button Uses	74 times	7/17/2017 2:49 PM	
●	Vacuum Button Uses	62 times	7/17/2017 2:49 PM	
●	Light Button Uses	20 times	7/17/2017 2:49 PM	
●	Off Button Uses	65 times	7/17/2017 2:49 PM	
●	Tool 1 Use Count	208 times	7/17/2017 2:49 PM	
●	Tool 2 Use Count	150 times	7/17/2017 2:49 PM	
●	Tool 3 Use Count	436 times	7/17/2017 2:49 PM	
●	Compressor Uses	47 times	7/17/2017 2:49 PM	

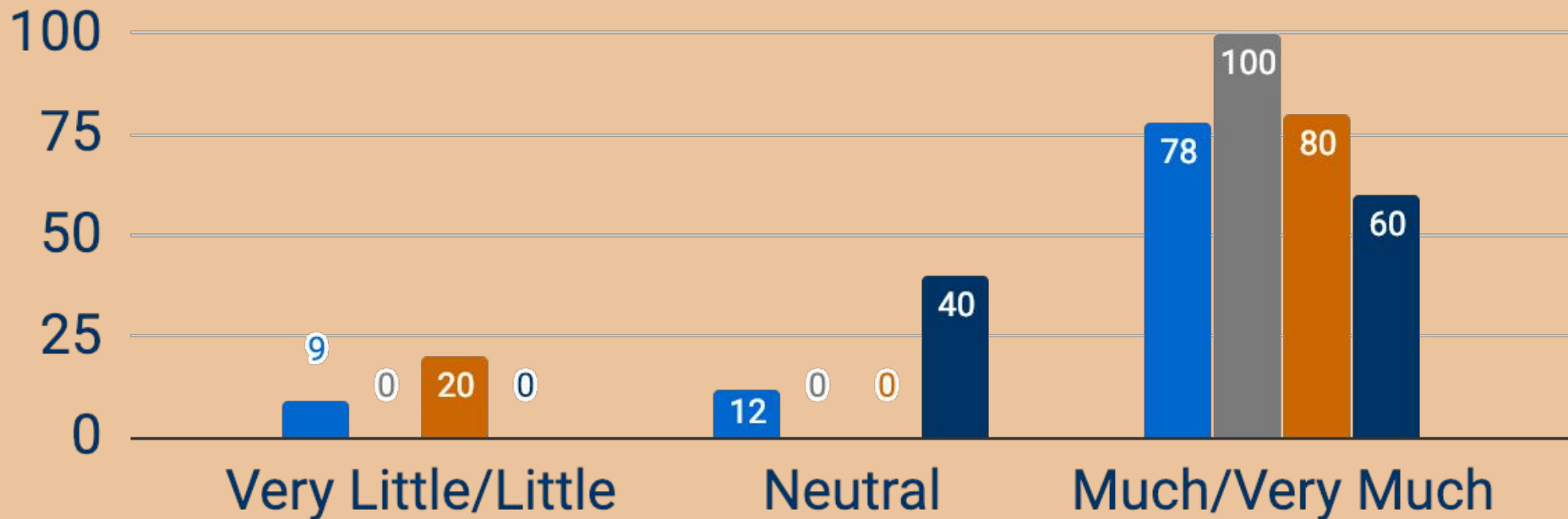


Total Uses for 2017-2018 Pilot



28,487+ Uses

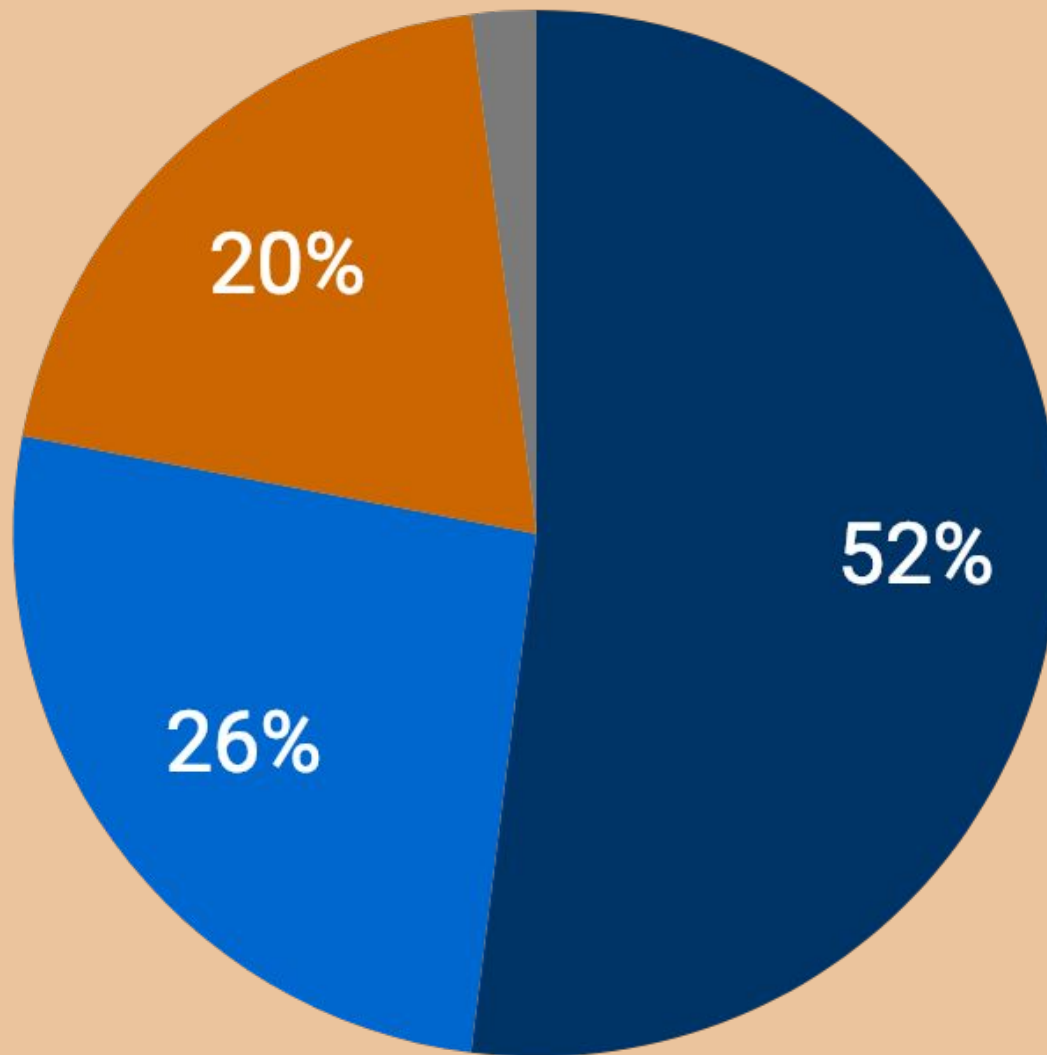
Percentage of Respondents



Tasks



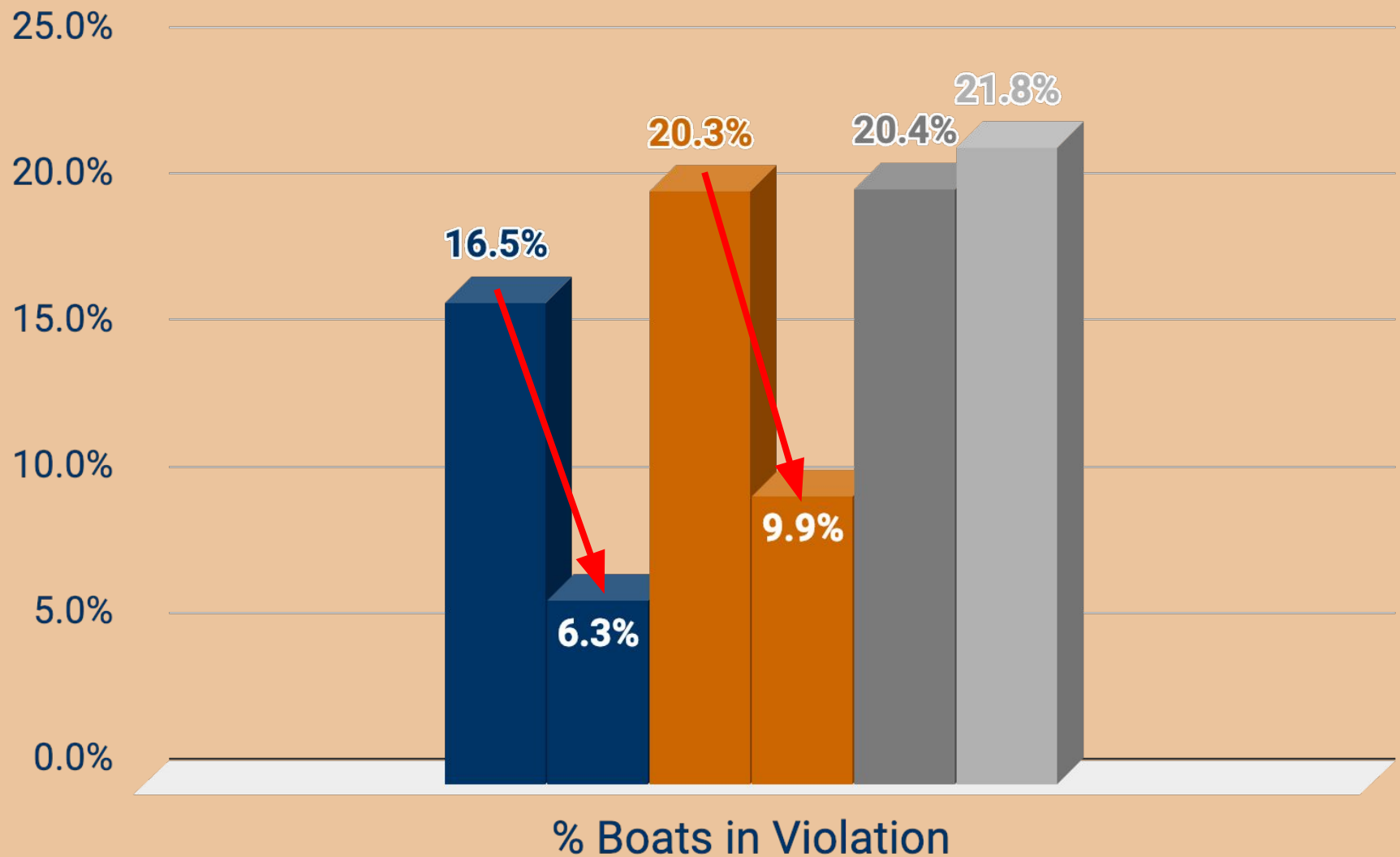
Helpfulness of CD3



● Very Easy ● Easy ● Neutral ● Difficult



Ease of Use of CD3



■ Spring Park (2017) ■ Spring Park (2018) ■ Long Lake (Traditional)
■ Long Lake (CD3 Station) ■ Weaver Lake (Traditional) ■ Surfside (Traditional)



Violation Rates

- Decrease in violation rates by 70+%
- Automatic metrics and maintenance alerts
- High tool use
- Low O&M
- No vandalism
- High public approval



2018 Key Points

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Station



Trailer



Model Options

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Outpost



Wayside



Model Options

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Questions?

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