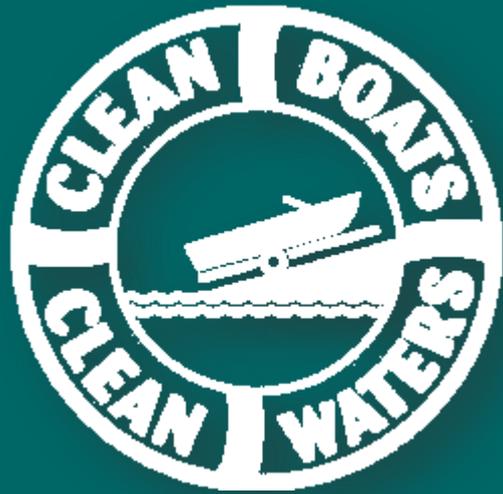


Clean Boats, Clean Waters



Watercraft Inspection Program



Wisconsin: A Gathering of Waters

- 11,190 square miles of water
- 15,081 lakes
- 43,000 miles of rivers and streams
- 5.3 million acres of wetlands
- 6.4 million acres of Great Lakes
- Estimated 1 million boats on waters each year!





Welcome to the Challenge!

What you really need to know about AIS...





Inspectors DO make a difference!



Why watercraft inspection?

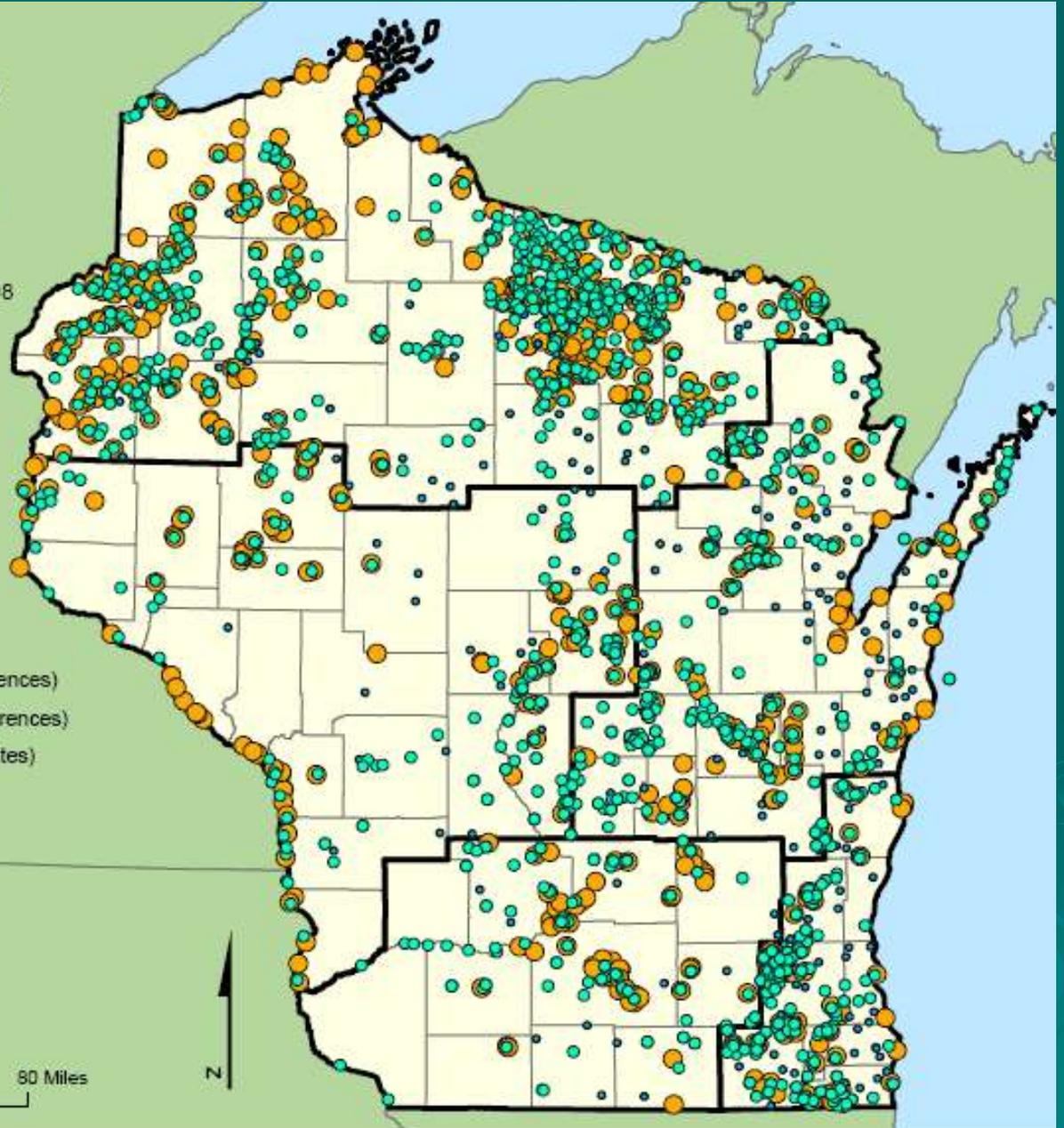
Inspected Waters vs. Infested Waters

Data Current as of November 20, 2008

- Lake Infestations (1651 occurrences)
- Stream Infestations (224 occurrences)
- Watercraft Inspections (665 sites)
- ▭ DNR Regions

0 20 40 80 Miles

N



Getting Started: Inspector Duties

- Inform and educate boaters
- Perform watercraft inspections
- Collect and report watercraft data



Recruiting Volunteers

- Commit volunteers with: newsletters, phone call, personal visits
- Develop a recruiting/training packet
- Appoint a coordinator to schedule and organize volunteer hours
- Select optimum days and high use landing sites



Manitowoc Co. Lakes Council

Retaining Volunteers

- Generous thank-you!
- Offer supplies
 - T-shirt & hat
 - Water
 - Sun tan lotion
 - Bug spray
- Publish volunteer names
- Advertise accomplishments
- Awards and certificates
- Celebrate!



Waupaca Chain Of Lakes

Materials Needed

- ✓ CBCW T-shirt or sticker
- ✓ Clipboard & pencil
- ✓ Boat landing script
- ✓ Watercraft Inspection form & Check Point List
- ✓ Tool kit
- ✓ List of lakes identified with AIS
- ✓ Plastic bags & marker
- ✓ Cell phone & local contacts
- ✓ Camera and Violation form



Boat Landing Message

- Discuss prevention steps
 - **INSPECT** boats, trailers, and equipment.
 - **REMOVE** all attached aquatic plants and animals.
 - **DRAIN** all water from boat, vehicles, and equipment.
 - **NEVER MOVE** plants or live fish away from a waterbody.

Boat Landing Message

- Discuss the AIS preventive actions (which are now law)
- Perform a watercraft check – Involve boater!
- Offer a decal-commitment and prompt
- Repeat boaters?



Three Step Approach

- **The SOFT touch:**
 - Discuss the prevention steps
- **An *assertive* approach:**
 - Help remove plants, get a sample and location of prior waterbody
- **The STRONGEST approach:**
 - Violation report form, picture, registration numbers

Collecting Data



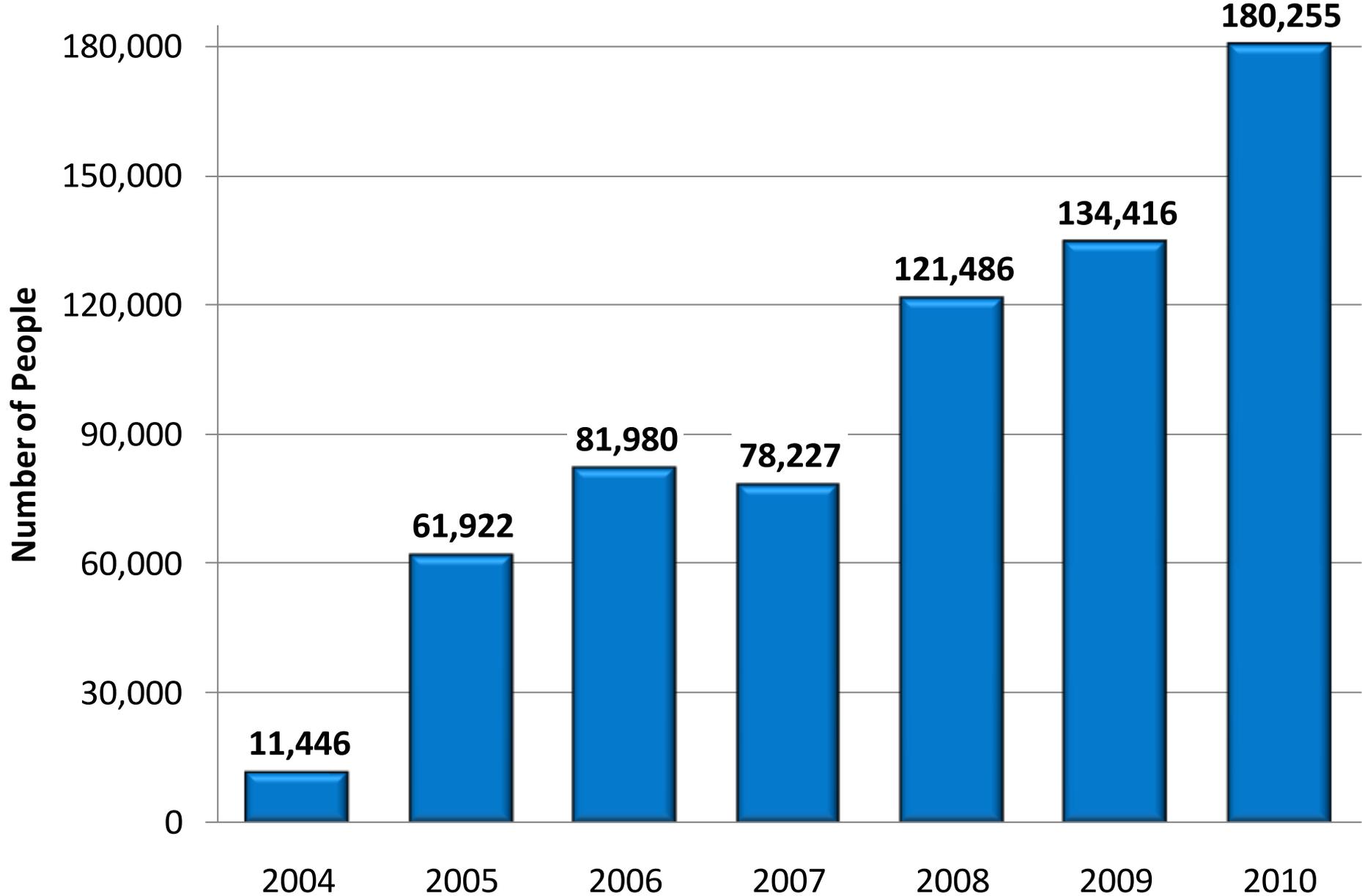
Efforts for 2010:

87,814 boat inspections

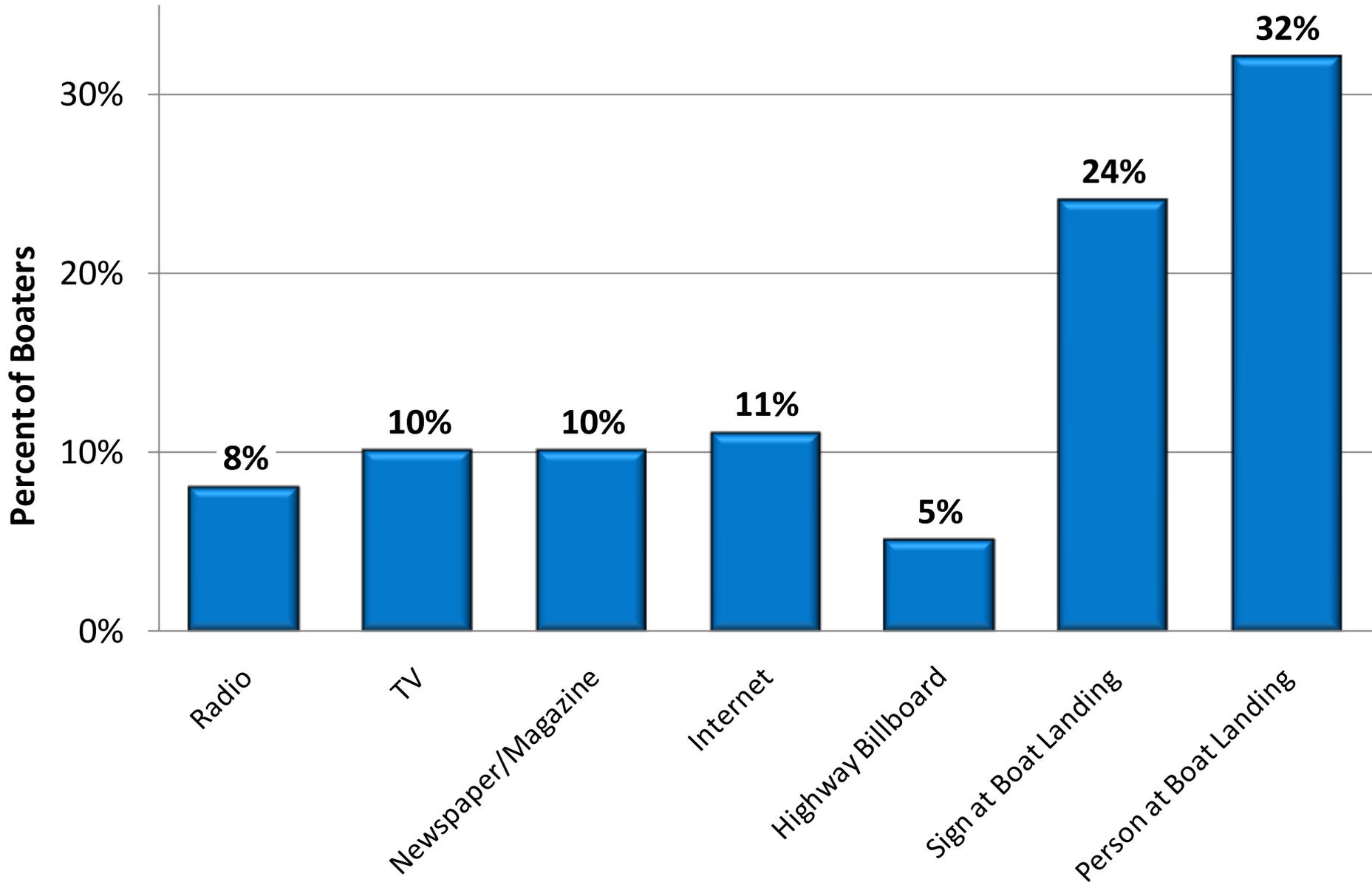
180,255 people contacted

- Gather information on boater behaviors
- Determine traveling patterns of recreational users
- Inventory boater knowledge of invasive species
- Useful data for lake planning grants, local ordinance reviews

People Contacted During Inspections 2004-2010



Best Ways to Reach Boaters with AIS Info in 2010



Handling a Violation

Do your homework beforehand...



How to Change Boater Behavior

- Educational materials
- Prompts (decals, stickers)
- Personal contacts
- Modeling behavior
- Social diffusion



Steps for an Effective Watercraft Inspection Program

- Determine boat landing ownership & have up-to-date AIS signage!
- Maintain effective inspection hours
- Develop a plan to recruit, train, and retain inspectors
- Wear Clean Boats, Clean Waters t-shirts or stickers
- Develop an accurate and concise message



Steps for an Effective Watercraft Inspection Program

- Know what educational materials are available and who to contact
- Keep and report watercraft inspection records
- Report any suspect specimens
- Encourage others!



An underwater photograph of a pond. The water is clear and greenish. In the foreground, there are several large, round lily pads with prominent veins. Some lily pads are dark green, while others are lighter and have some brown spots. A long, thin, light-colored reed or stem extends diagonally from the top left towards the center. The background shows more lily pads and stems, creating a dense, natural environment.

**The major influence on our attitudes
and behavior is not the media, but
rather our contact with other people.**

“Fostering Sustainable Behavior” Doug McKenzie-Mohr, William Smith

CBCW Resources & Gear

- **Resources**

- Watercraft Inspection Manual
- Tool kit
- DVDs
- Web site: www.uwsp.edu/cnr/uwexplakes/CBCW

- **Gear**

- T-shirts
- Aprons
- Hats
- Stickers



Please Contact Us!

- For more information contact:

Erin McFarlane

715-346-4978

erin.mcfarlane@uwsp.edu



- To order t-shirts, kits, handbooks, aprons, or hats, contact Erin.
- To download materials & presentations, search for volunteers, etc., visit our web site:
www.uwsp.edu/cnr/uwexplakes/CBCW

A serene sunset scene over a body of water. The sky is a gradient of orange and yellow, with the sun low on the horizon. The water reflects the warm colors. In the foreground, a dark wooden post stands in the water, with a small bird perched on top. A line of dark buoys curves from the bottom left towards the post. The background shows a dark silhouette of a forest.

Interactive Training