CATCHING A "UNICORN:"

USING PUBLIC, PRIVATE AND NON-PROFIT PARTNERSHIPS TO HELP TACKLE AIS

SFBPC

April 5, 2018

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CD3

2017 Pilot Results

$146B

Invasive Species Cost to U.S./year

Over 36,000 Public Boat Launches

Existing solutions are costly & cannot scale

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Problem

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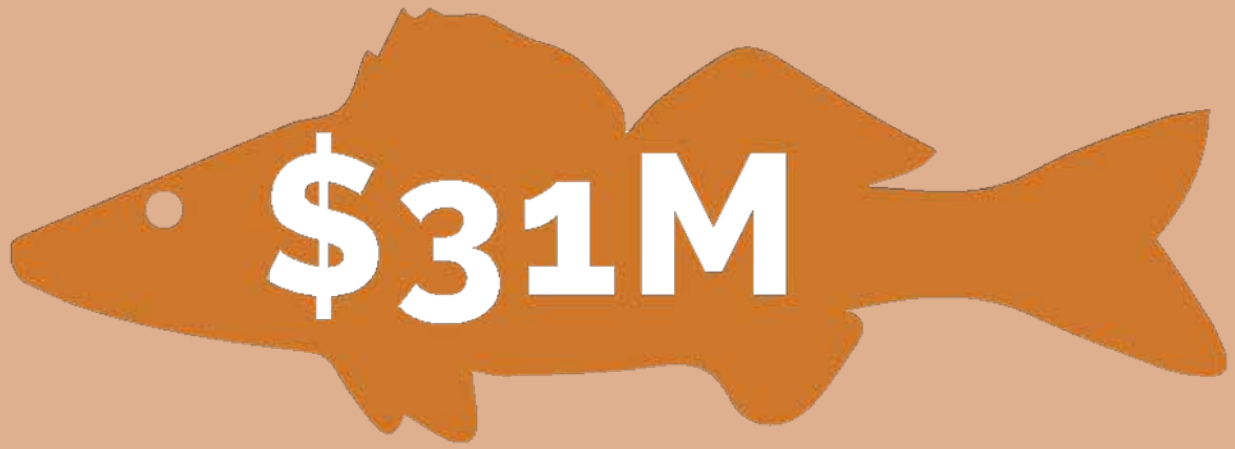
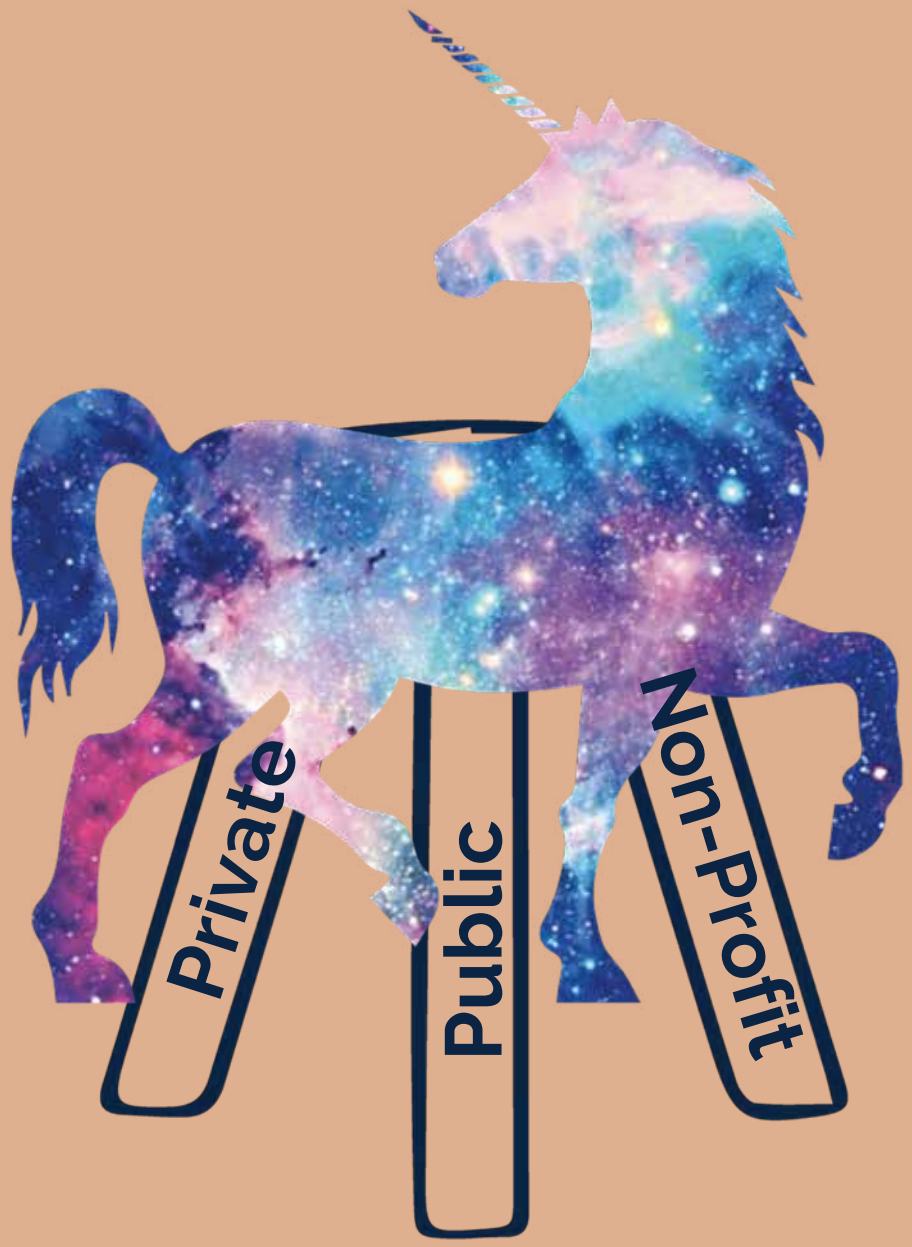


1 County
1 Fishing season lost
1 Lake

zebra mussels & spiny water flea

Problem: Mille Lacs



The Unicorn

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Public

- Science
- Outreach & education
- Participation

Private

- Vision
- Execution
- Stakeholder input

Non-Profit

- Bridge builder
- Outreach & education
- Advocates

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Keys to Success

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- Consistent science based messaging
- Coordinated outreach
- Full service marketing / media (CBSM)
- Education program

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Wildlife Forever

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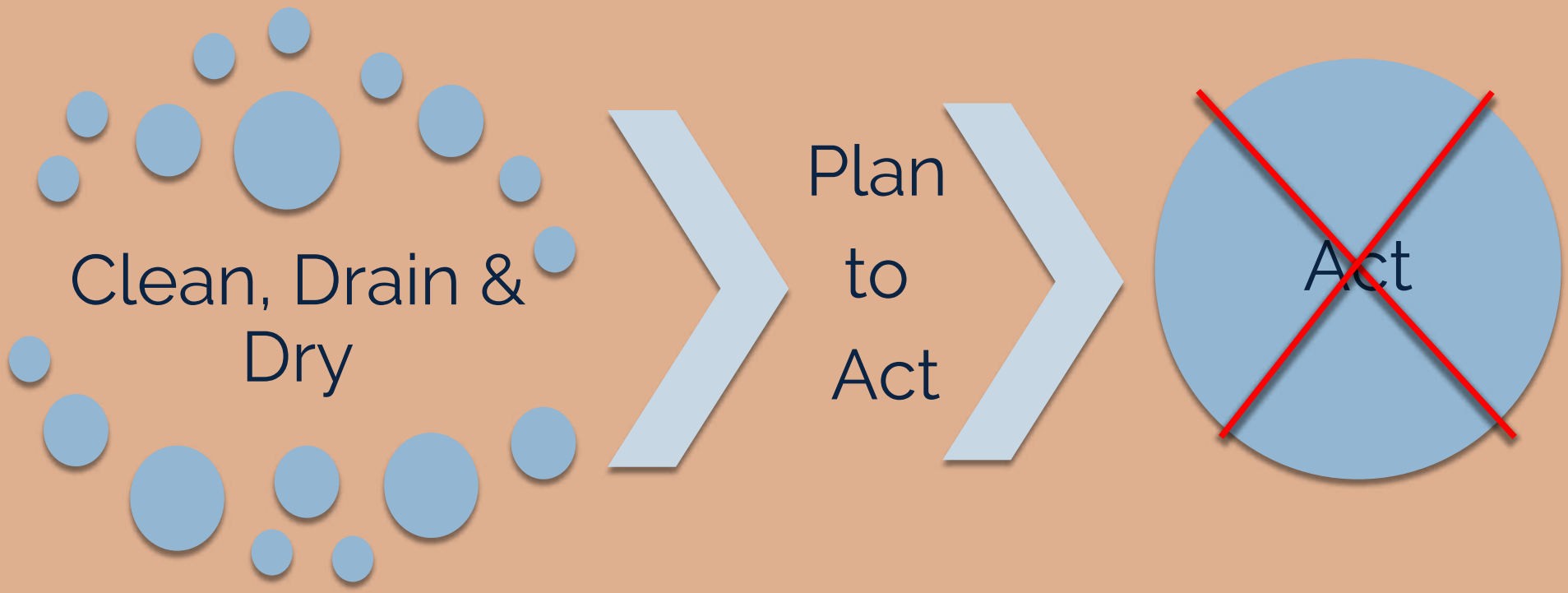

CBSM to BMP's

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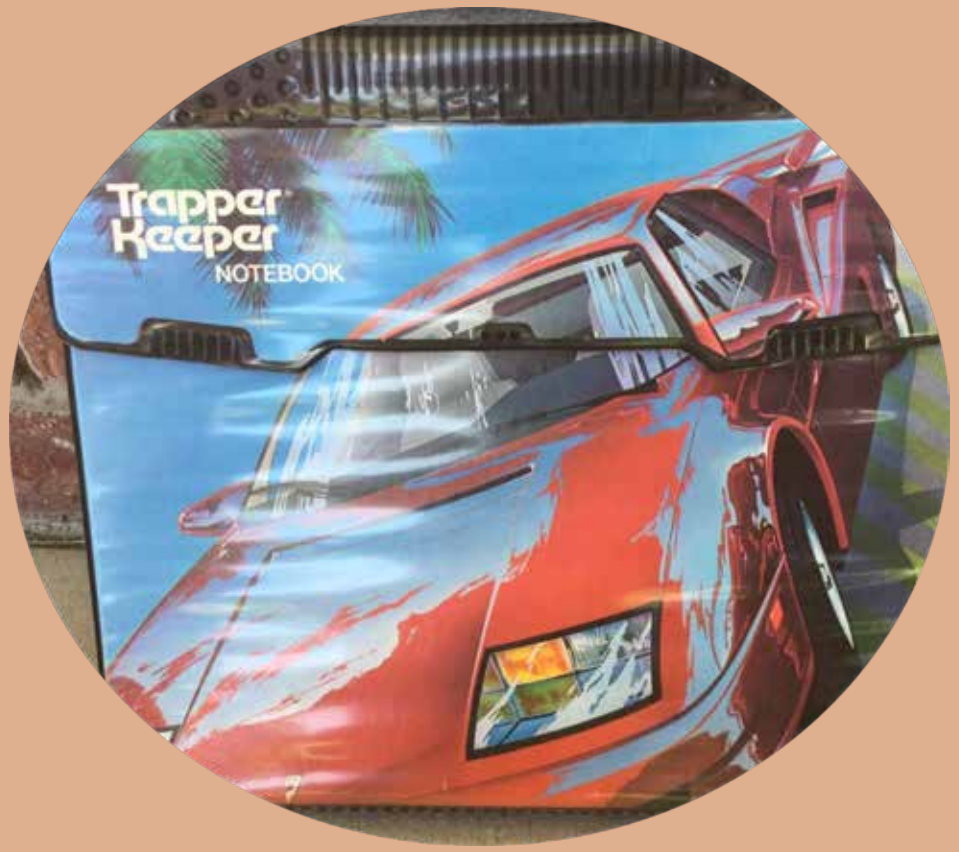
My first car… not a Ferrari

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



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Marketing has Limits

CFL Recycling

- Low recycle rates
- Centralized drop off
- All the cool kids are not doing it

Failure: Recycle CFL

FL Fish and Wildlife

- Visual ID
- Shoot
- Cook
- Eat

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Success: Zookeeper

Success: Zookeeper

Pressure Washers

- High cost
- Staffed
- Water catchment

Staffed Inspection

- Ongoing cost
- Difficult to recruit
- Manage staff

No Resources

- No tools for BMPs
- AIS spread
- Open access at risk

Barriers

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Survey says... **“Give me the TOOLS”**

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Empowering Action

Non-Profit Partners

Clean Water Land & Legacy Amendment

Wildlife Forever

National Fish and Wildlife Foundation

Pilot Sponsors

ThreeRivers Park District

Saint Louis County Minnesota

Hennepin

Eden Prairie — Live • Work • Dream

Public Support

Minnesota Pollution Control Agency

Minnesota DNR

Texas Park & Wildlife

Sea Grant Minnesota

Clean Drain Dry Initiative — CD3

Partnerships

Design 1.0

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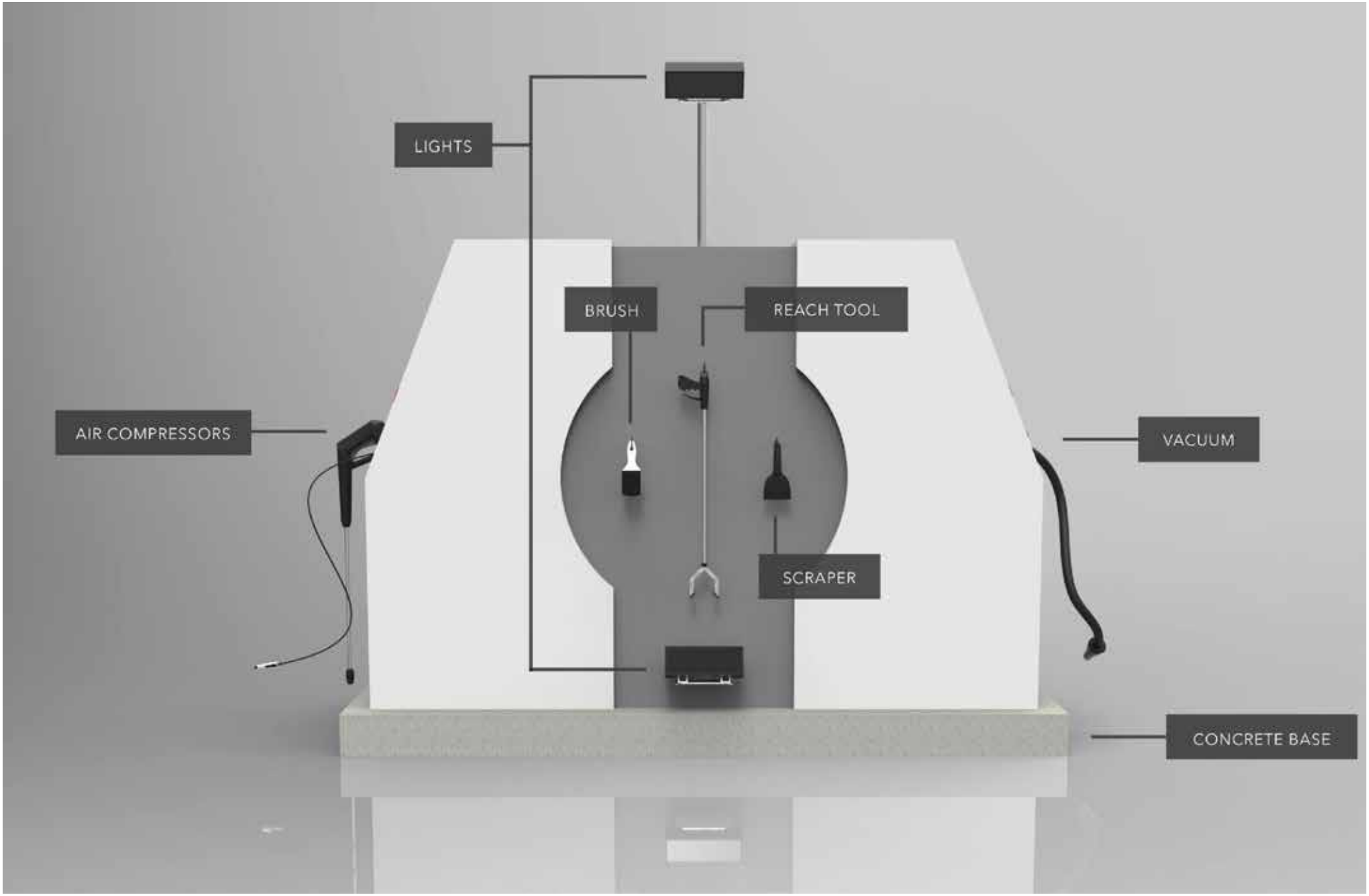

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Design 2.0

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Design 3.0

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Pilot Design

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My CD3 Station Software

Home | Reports | Mark Steven

Secure | https://s21.remoteaware.com/IotConsole/Home#Stations

CD3 STATION REMOTE PORTAL

Views | Grids | Actions | Mark

Stations

Status	Name	Location	Air Button	Last Repo	Vacuum B	Light Butt	Off Button	Tool 1 Use	Tool 2 Use	Tool 3 Use	Compress	Tank Leve	AC Voltag
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	

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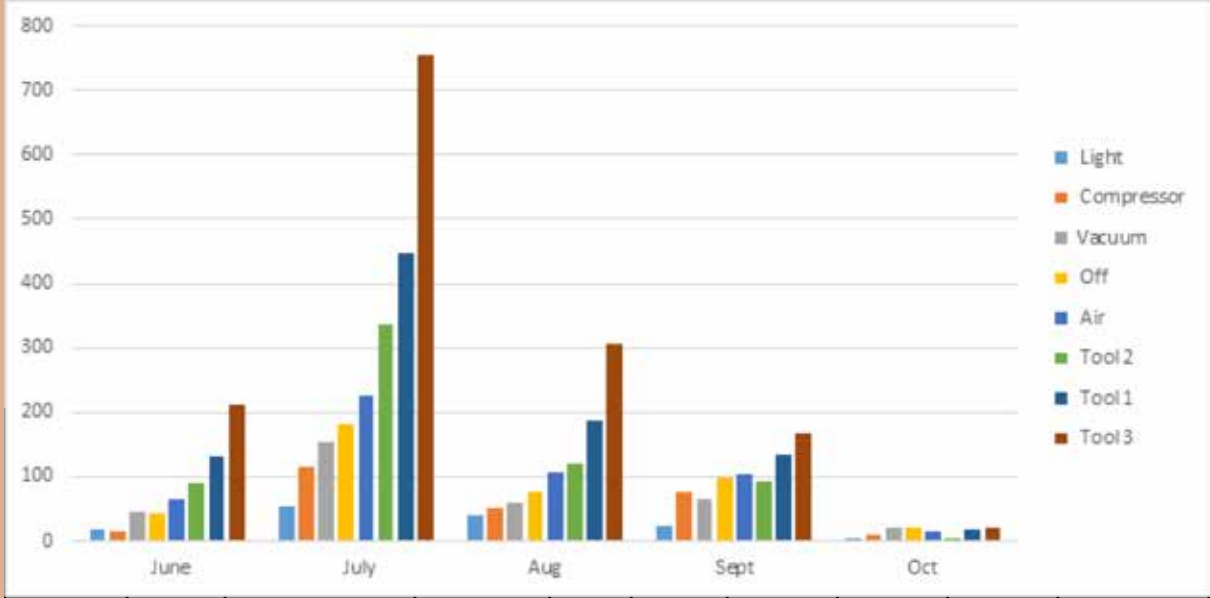
Launch Analytics + Labor Reduction



June	18	16	45	43	65	90	131	211	619
July	53	115	153	181	227	336	446	756	2,267
Aug	39	50	61	76	106	121	187	307	947
Sept	24	77	66	98	103	93	134	169	764
Oct	3	9	21	20	15	4	19	22	113
Grand Total	**137**	**267**	**346**	**418**	**516**	**644**	**917**	**1,465**	

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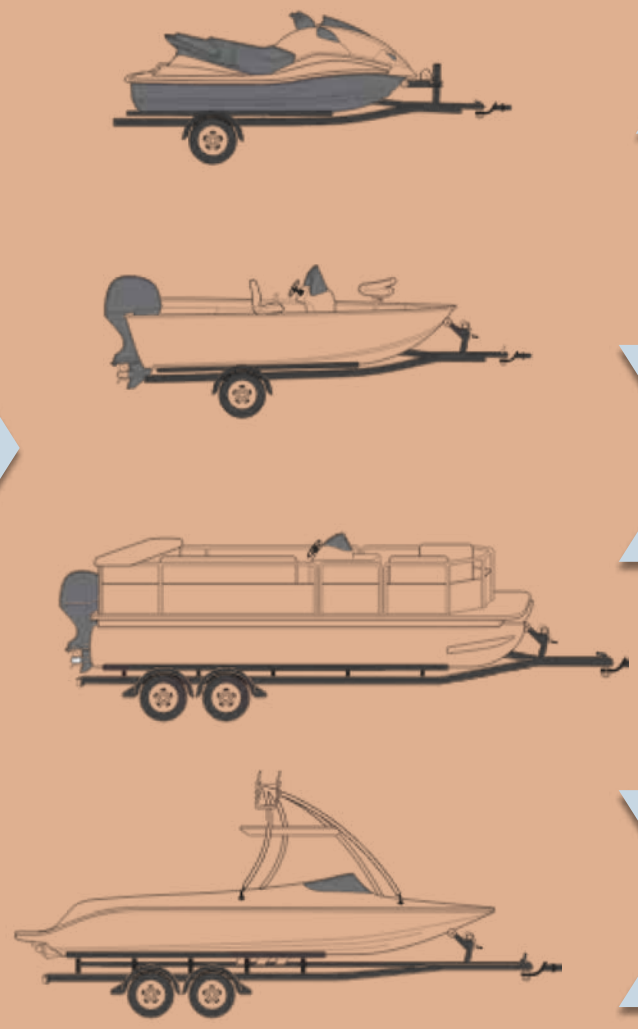
Digital CD3 Instructions



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stopAIS.com

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Goals of Pilot Site Selection

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

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Pilot Sites

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Bryant Lake

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Bryant Lake- suburban, park district

- Above curb
- Retrofit
- Clean out

Use

- Installation: June 21
- 3,806 total “BMP” tool uses
- Top uses: brush, reach tool, wrench

Results

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Pike Lake

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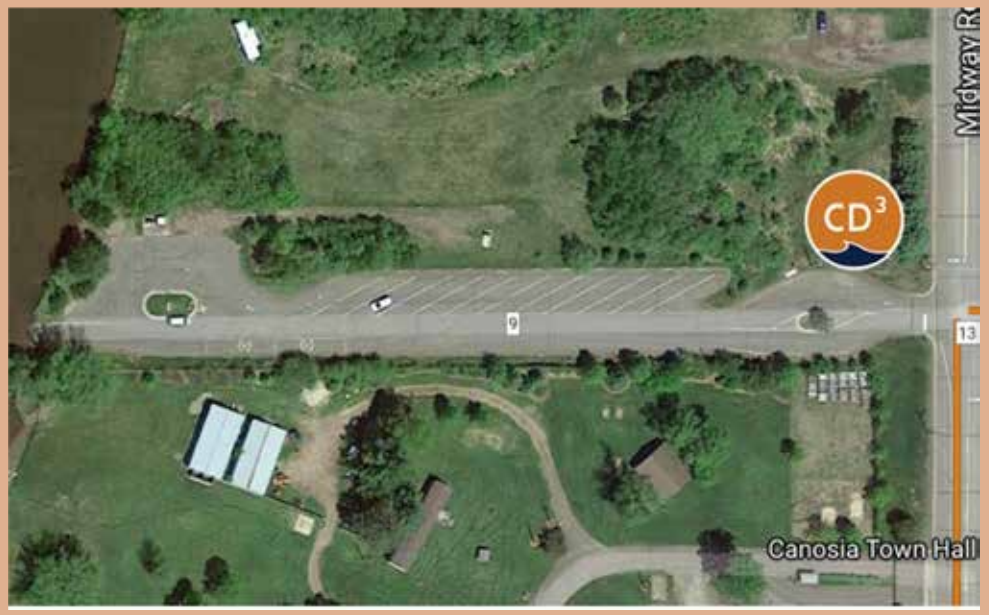
Pike Lake- rural, municipality

- Street height
- Retrofit
- Clean in/out



Use

- Installation: June 27
- 885 total tool uses
- Top uses: vacuum, brush, wrench

Results

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Minnetonka - 1

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Minnetonka: suburban, county

- Street height
- Retrofit
- Clean in/out
- Solarized

Use

- Installation: August 16
- 679 tool uses
- Top uses: grabber, brush, blower

Results

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Lake Riley

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Lake Riley- suburban, municipality

- Street height
- Custom designed ramp
- Clean out

Use

- Installation: Sept. 22
- 435 total uses
- Top uses: grabber, brush, blower

Results

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Minnetonka - 2

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Winterization

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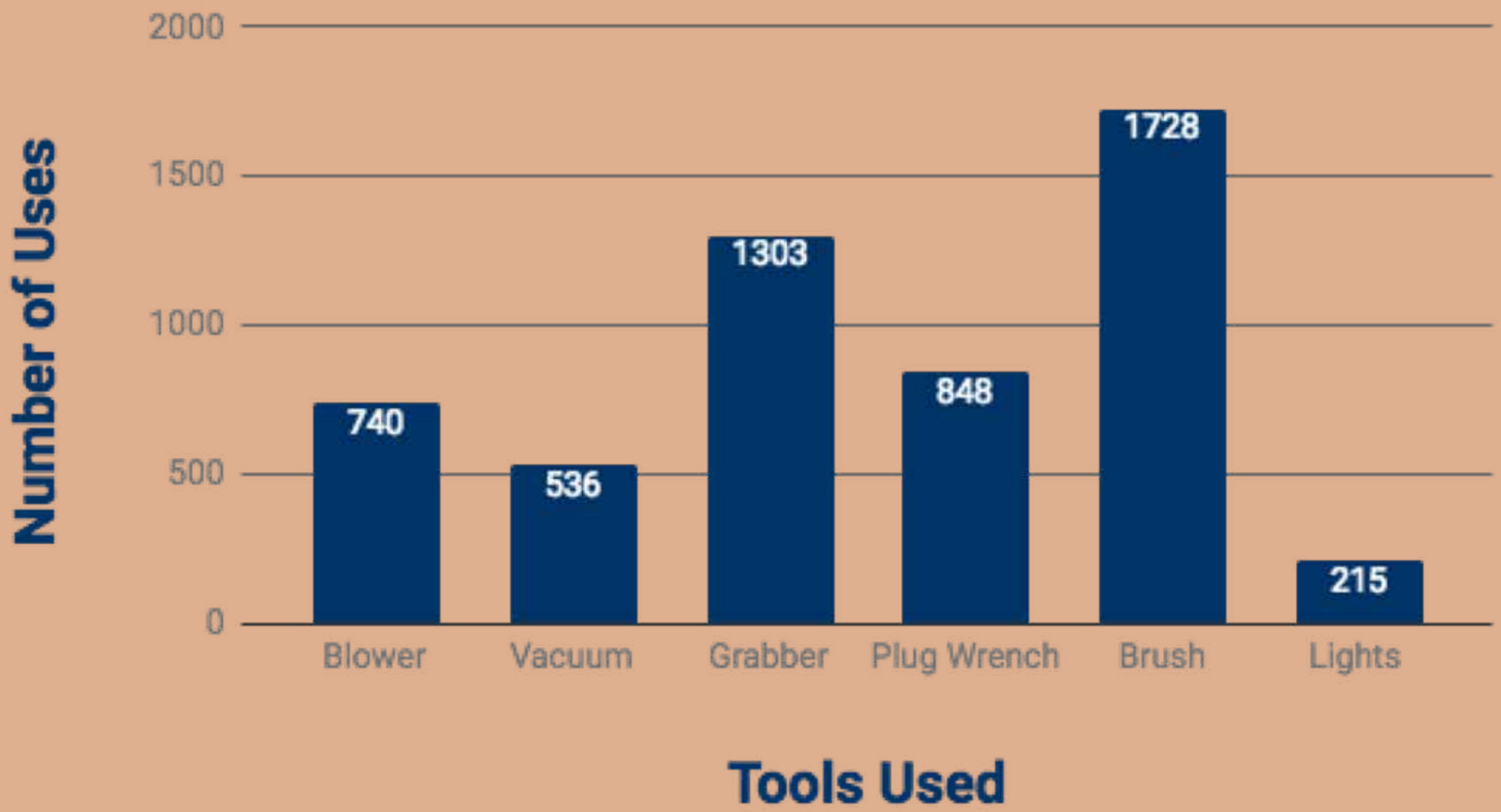
Total Tool Uses 2017



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6,600+ Uses

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2017 Review

- High tool use + adoption by boaters
- Marketing + engagement asset
  - Custom messaging
- Accessible by boaters 24/7
- Automatic metrics and maintenance alerts
- Low O & M
- No vandalism

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2018 and Beyond

- User surveys + interviews
- 3rd party efficacy research
- Custom programs
  - Tools, videos, geofencing, check-in
- Commercialization: expanding nationally
  - Solar + off-grid
  - Trailered options

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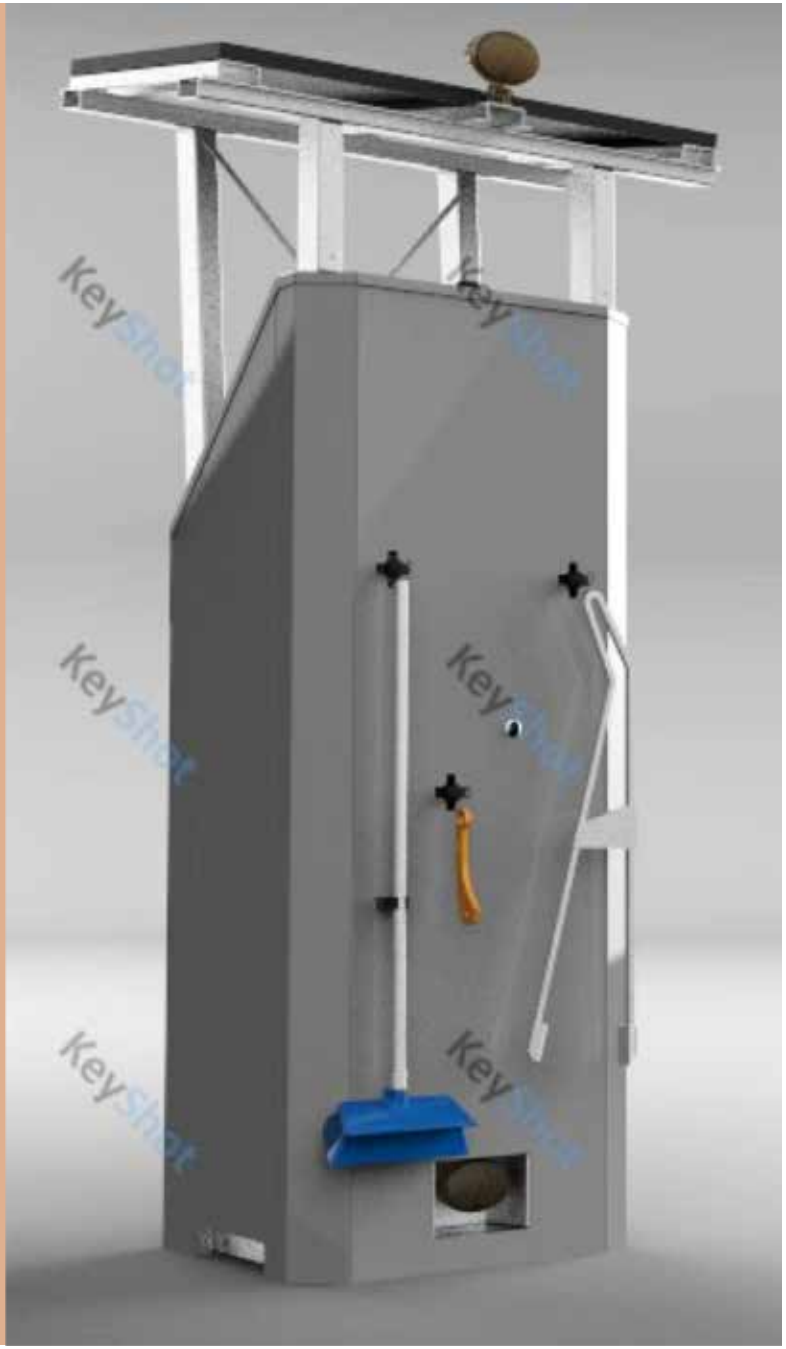
Outpost & Terrestrial

- Outpost: smaller, off-grid
- Exchanging tools for trail-heads



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2018: Contd.

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Empowering...

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Summary

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Empowering AIS Prevention

ACTIONS!!

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Summary

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Questions?

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