

Great Lakes AIS Landing Blitz

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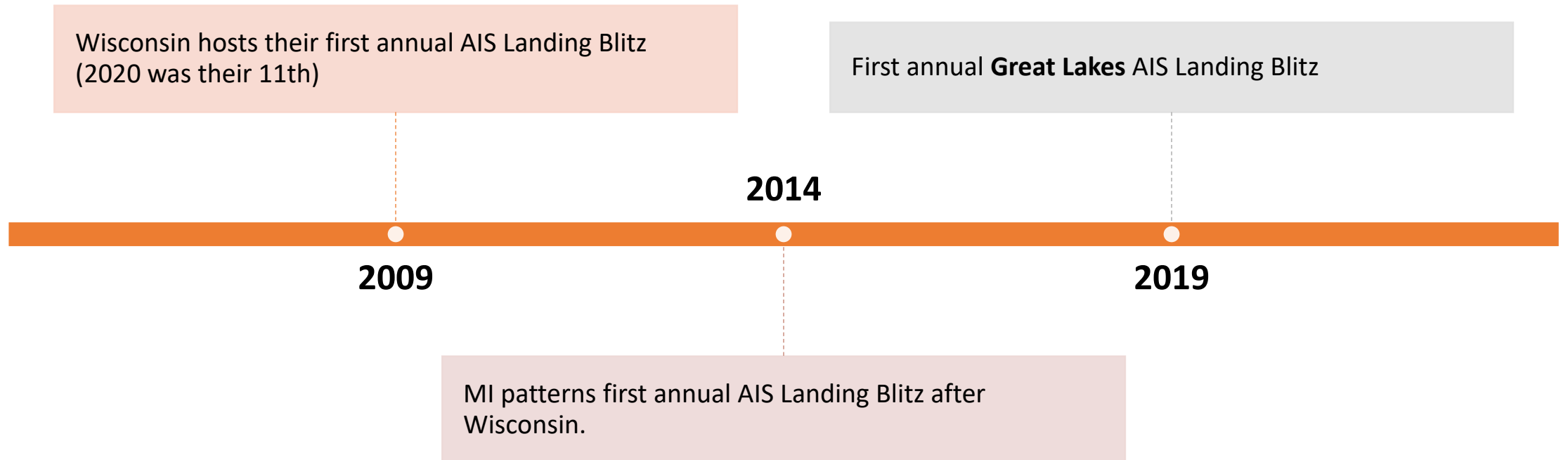
MICHIGAN DEPARTMENT OF
ENVIRONMENT, GREAT LAKES, AND ENERGY

Great Lakes AIS Landing Blitz

- What is it?
- Who is involved?
- Where does it take place?
- When is it?
- Why is it important?
- What did it look like in 2020?



AIS Landing Blitz History Lesson





What is it?

An opportunity for local volunteers to partner with state and provincial agencies to deliver consistent messaging about preventing the introduction and spread of AIS from the movement of watercraft and equipment between water bodies.

Messaging/Campaigns:



**STOP AQUATIC
HITCHHIKERS!**TM

Be A Good Steward.
Clean. Drain. Dry.

StopAquaticHitchhikers.org



FIGHT THE SPREAD OF
AQUATIC INVADERS

TRANSPORTZERO.ORG

CLEAN
DRAIN
DRYTM
INITIATIVE

Who is involved?

Coordinating entities:

- State/provincial agencies from the Great Lakes region
- Sea Grant programs
- Great Lakes Commission, Great Lakes Panel on ANS

Roles:

- Coordinate and promote the event on a regional and state/provincial scale
- Provide clear, consistent messaging and materials for site hosts



Who is involved?

Local volunteers/site hosts:

- Lake associations
- Local municipalities (counties, townships, etc.)
- Non-profit organizations
- Cooperative Invasive Species Management Areas (CISMAs)
- Individual citizens and anyone who is interested in helping

Roles:

- Plan and coordinate local events at site specific locations (boat ramps, shoreside parks, etc.)
- Deliver messaging and materials to boaters and anglers



Who is involved?

Target audience:

- Boaters
- Anglers
- Anyone using water for recreation

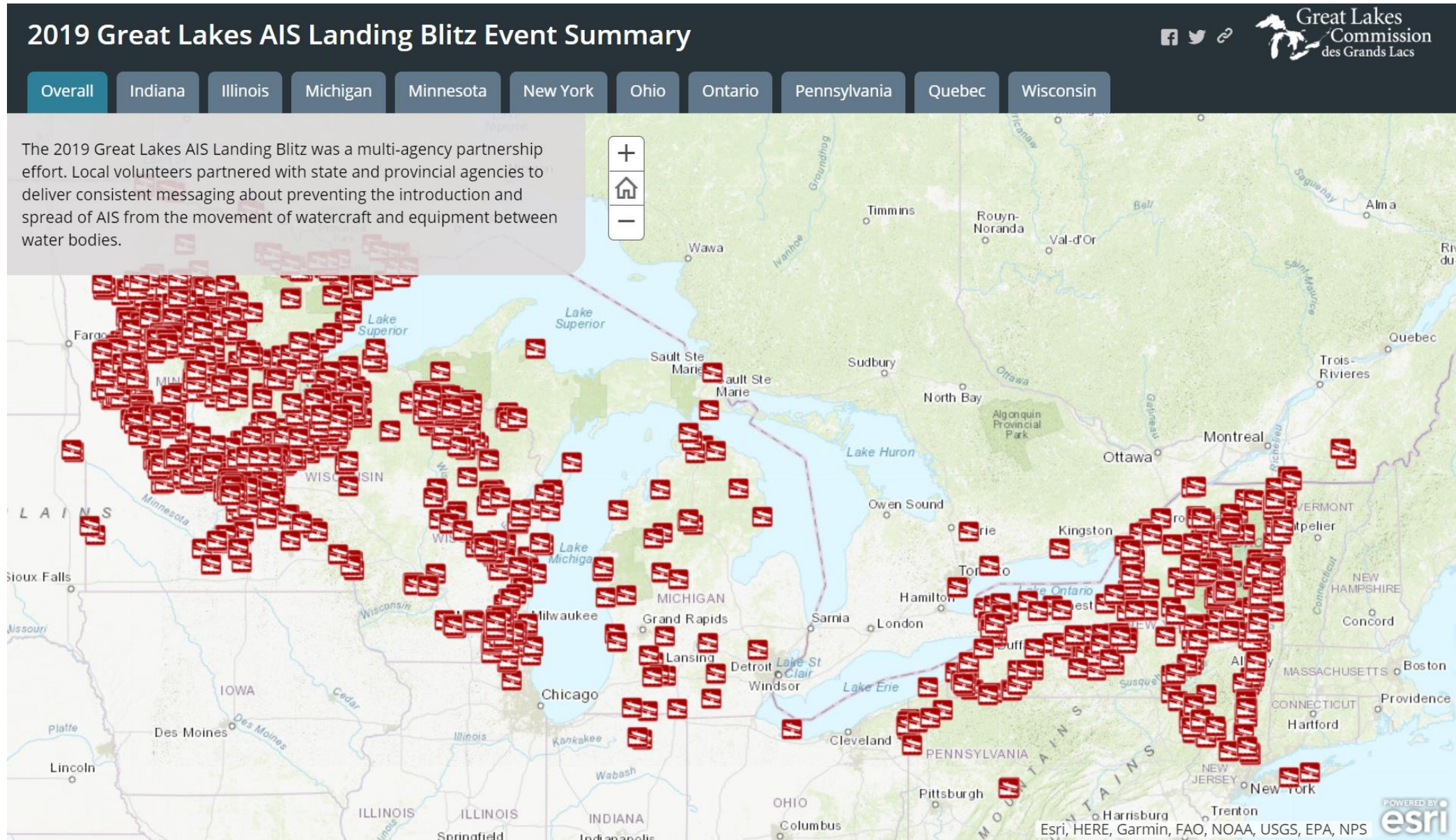




Where does it take place?

Boat ramps, shoreside parks, and anywhere boaters and anglers access the water across the Great Lakes region.

Locations for the inaugural 2019 Great Lakes AIS Landing Blitz



When does it take place?

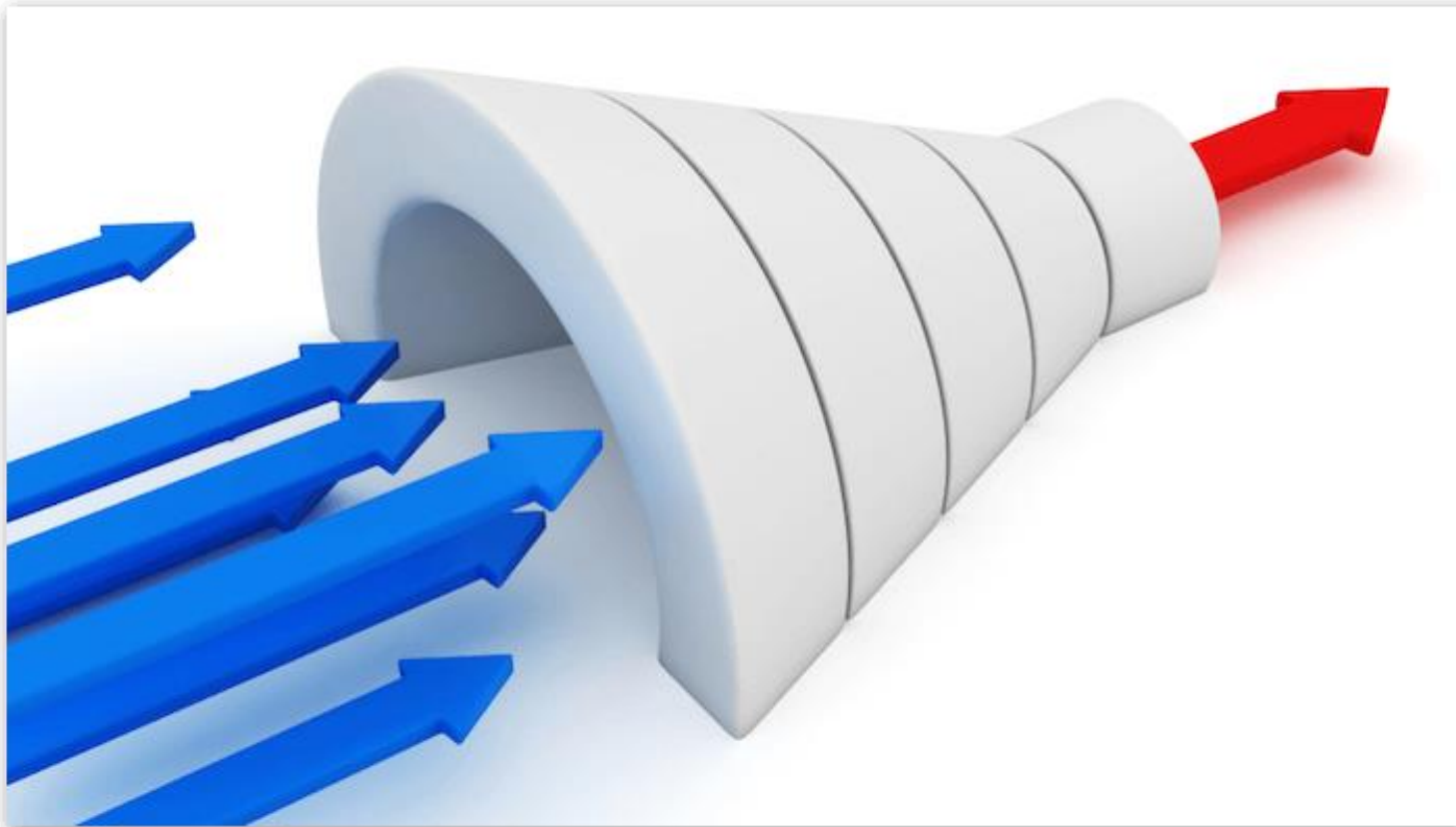
Generally, the week surrounding the July 1 (Canada) and July 4 (U.S.) holidays

2019: June 30th through July 7th

2020: June 28th through July 5th



Why is it important?



- Consistent messaging in a concentrated effort
- Regional collaboration that funnels down to individual lakes and communities
- Thousands of people becoming part of the solution

2019 GL AIS Landing Blitz

Thousands of people are becoming part of the solution:



Credit: Christal Campbell, UW Division of Extension

- Approximately **115,000 people** were educated about / by agency staff, watercraft inspectors and volunteers
 - **1,400 public and private boat landings** in Great Lakes and provinces participated in the most extensive, coordinated landing blitz event to date
 - **94%** of participating boat landings also hosted boat inspections, leading to **over 130,000 inspections**
 - Only **6%** of inspections found aquatic plants, animals, and/or mud attached to boats, motors, and trailers
- Multiple media outlets covered event happenings and **millions of people watched, listened and read about AIS prevention efforts** based on news releases by partner agencies
 - At least **103,500** people saw information about the event on Facebook, Instagram, and/or Twitter
 - **780+** interested people got information about the event through the event webpage at www.glc.org/blitz



Want to learn
more?

Visit www.glc.org/blitz



Great Lakes Aquatic Invasive Species

LANDING BLITZ