

# 2020

## National Invasive Species Report

# CLEAN.DRAIN. DRY.



Photo credit:  
NMMA/Discover Boating



*Preventing Invasive Species to  
Protect our Outdoor Heritage*

**CLEAN  
DRAIN  
DRY**  
INITIATIVE™



# A New Invasion

2020 was one of the most challenging years in recent history. Tragically, over 500,000 Americans lost their lives as the pandemic rippled through nearly every element of our society and as millions of people sheltered in place, a few glimpses of hope emerged. In record numbers, people used the outdoors as a safe place to escape and recreate. Fishing license and equipment sales rose an estimated 30-40% generating one billion dollars of excise tax revenue for state fish and wildlife management. Boat sales were in such demand that dealers could not find new or used inventory to sell. Nearly every sector of the outdoors saw record increases in participation, including hunting. Unfortunately, the threats from invasive species spread followed nearly every trend.

While COVID-19 significantly halted on-the-ground state and federal invasive species prevention programs, Wildlife Forever and many partners forged ahead to ensure Clean Drain Dry program materials were on the landscape. A few highlights include:

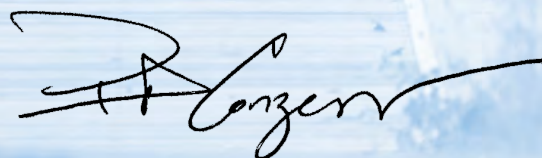
- \$1.1 million invested to build boat ramp cleaning stations, develop new state and local marketing campaigns, create marketing tools for coalition partners, and manage the spread on the ground covering hundreds of acres.
- 85 million media impressions through TV, print, social media and more.
- Advocated federal leadership and increased invasive prevention activities on 2.3 million acres of newly opened public land/water.

Connections between the pandemic and invasive species prevention are undeniable. Best practices (Clean Drain Dry) supported by science, diligent hygiene, and a heightened sense of awareness, can have tremendous impacts on slowing the spread. Our science community does, can, and will develop new tools for control and eradication of invasive species. But we need the entire outdoor community to be engaged.

Prevention investments and industry engagement must become national priority. States can and should leverage greater partnerships and utilize excise and tax revenues paid by users to vigorously protect our public lands and waters. Investments in prevention and education to new and old recreational users are needed today if we are to maintain new use trends and sustainable resources.

Wildlife Forever and the Clean Drain Dry Initiative have cost-saving tools and communication experience to help guide any organization into implementing a robust invasive species prevention program. We welcome the opportunity to help communicate prevention and best practices for the future of our outdoor heritage. With 2020 in the rearview mirror let us work together to build on our outdoor recreation momentum.

Yours in Conservation,



Pat Conzemius, President and CEO



# Invasive Species Resource Center



INVASIVE SPECIES  
**RESOURCE CENTER™**

Developed in partnership with the U.S. Forest Service, this Center is an online database with publicly-submitted information on aquatic and terrestrial invasive species sorted into three categories:



**Management**



**Outreach & Education**



**Research**

## Benefits

- National resource clearinghouse
- Includes terrestrial and aquatic species information
- Increased communication and coordination across state and regional boundaries
- Engage the public, policy makers, and resource managers
- Free and accessible
- Share the latest research
- Discover solutions



# Tools & Signage at the Access

## Empowering Behavior Change

Social science tells us the importance of providing tools at the access. Getting people to adopt new behaviors takes awareness, reminders, and tools at the right place and the right time.

### Highlights:

- Over 500,000 Watercraft Cleaning Station Tool uses
- Over 200 Signs & Cleaning Stations installed at National Wildlife Refuges, National Parks, State and County accesses, and Lake Association and Tribal property





# Tools & Signage at the Access

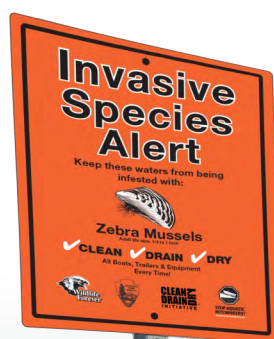
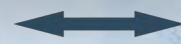
## One Size Does Not Fit All...

Access points come in all shapes and sizes, attract a variety of user types, and face a multitude of different invasive species threats. This year we've added additional tools and custom sign options to address a wide array of specific access needs and target audiences.



**CD2 Roadside  
Cleaning Station**

Retractable Reel



Trash/Compost Bin



**Build Your Own**



# Project & Partner Highlight: Minnesota, Wisconsin & Iowa

## Cabin Cast Television Program

Wildlife Forever organized a coalition of 20 counties and the USFWS to run a tri-state campaign generating **23 million impressions**.

The unique public, private, and non-profit partnership leveraged over **\$130,000** of cost savings!

A new 30-second television public service announcement (PSA) was developed targeting recreationists using non-motorized watercraft. This and others can be found on the [Clean Drain Dry Initiative](#) website and [YouTube page](#).

[Click to play video](#)



# Project & Partner Highlight: Ohio DNR, Division of Wildlife

## TRASH UNUSED BAIT!

Invasive carp have devastated numerous lakes and rivers. As the threat increases, the Clean Drain Dry Initiative *TRASH UNUSED BAIT* campaign promotes best practices for anglers to help prevent the spread by properly disposing live bait.

Releasing live bait can have devastating effects on our fisheries by spreading diseases and even introducing non-native species. Worms released on land degrade forest habitats by consuming the leaf litter layer, changing soil composition and preventing native plant species growth.

In Ohio, the *TRASH UNUSED BAIT* campaign targets anglers in the Great Lake states through highway billboards and print media. In 2020 over **5.5 million impressions** were reached!





# Project & Partner Highlight: Western US

## Bureau of Land Management Partnership



**CLEAN  
DRAIN.  
DRY.**

**STOP INVASIVE SPECIES**

After a day on the water, always remember to follow the Clean Drain Dry steps to prevent the spread of aquatic invasive species.



**1**

Clean all plants, mud and debris from watercraft, trailers and gear.



**2**

Drain all water from watercraft including your ballast tanks and bags.



**3**

Dry all equipment and gear for at least 5 days before you go to another waterbody.



[www.blm.gov](http://www.blm.gov)



[www.wildlife-forever.org](http://www.wildlife-forever.org)



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

Learn to identify invasive species in your area. Report findings to a local fish and wildlife agency!



# Project & Partner Highlight: Western US

## Bureau of Land Management Partnership

Appealing directly to key stakeholders is critical in changing behavior and for preventing the spread of invasive species. Outdoor recreational users are instrumental to prevent the spread.

In 2020 the partnership utilized print media in outdoor magazines and Fishing and Hunting Regulation Books throughout the West. Graphics were designed to attract the attention of a wide array of recreational users including wakeboarders, fly anglers, hunters, ATV riders, and backpackers.

### Highlights include:

- 11 Print Publications through the Western BLM States
- 9.5 million impressions reached
- Invested over \$63,000 to educated readers





# Consistent Messaging & Targeting Key Audiences

The *Clean Drain Dry Initiative* uses the science of marketing to ensure a consistent message and a clear, positive brand image. Targeting key user groups, the campaign eliminates redundancy and focuses on maximizing public awareness and engagement.

## RADIO

Radio commercials are a great way to reach people on their way to and from the water or field. Live radio interviews offer the opportunity to dive deeper into the issues and reach a captive audience.

## OUTREACH MATERIALS

Free handouts can turn a watercraft inspection into a learning experience. Decals for boats and trailers, key floats, and other items provide long-lasting messaging that users will see when Clean Drain Dry actions are needed.

[Check out the CD2 Product Catalog](#)



## BILLBOARDS

Billboards are a cost-effective way to spread awareness to thousands of people. Placement of Clean Drain Dry billboards in strategic locations will target transient boaters and can highlight localized threats.

## TELEVISION

Our professional PSAs offer the opportunity to be distributed through multiple media platforms and are tailored to targeted audiences. Customizable, our PSAs get to the point and grab attention. High quality video production and repetition assures the viewer that Clean Drain Dry is the message to remember.

## FUEL STATIONS & BAIT SHOPS

Implementing on-the-ground techniques is what we do best. Our ready-made content and branded designs can be used with ice box wraps, pump toppers, window tattoos and indoor posters at bait shops.

## DIGITAL ADS

Digital ads provide an efficient way to directly deliver information to users in your area with related interests via geotargeted locations.





## Working with Partners

*Clean Drain Dry Initiative* utilizes a strong network of partners to integrate and deliver the message. Our goals in leveraging partnerships is to streamline aquatic invasive species prevention communication, marketing and outreach efforts. By uniting under a common theme and reaching millions of people each year, we are slowing the spread.

Wildlife Forever, the National Park Service, US Fish and Wildlife Service, and the North American Invasive Species Management Association have marked the first anniversary of signing a Memorandum of Understanding aligning efforts to provide a strong framework to lead the country in prevention.

*Thank you to our partners!*



Aitkin County • Anoka County • Bay Mills Indian Community • Beltrami County • Benton County AIS Task Force • Blue Earth County • Brown SWCD • Cass County • Cayuga Lake Watershed District • Chester Woods Park • Chippewa County • Chisago County • Cook County • Carlton County • Cottonwood County • Dakota County • Discovery World Science and Technology Museum • Douglas County • Freeborn County • Great Lakes Panel on Aquatic Nuisance Species • Hennepin County • Hubbard County • Hubbard County COLA • Iron Baraga Conservation District • Isanti County • Jackson County • Kanabec SWCD • Lac qui Parle SWCD • Lake County SWCD (MN) • Le Sueur County • Long Lake Property Owners Association • Mahnomen SWCD • Martin SWCD • Meeker County • Michigan DEQ • Michigan Sea Grant • Minnesota Invasive Species Advisory Council • Minnesota Sea Grant • Minnesota Yacht Club • Nicollet County • New York Sea Grant • North St. Louis County SWCD • Otter Tail County • Pennington County • Pine County • Pine-Cedar River Watershed District • Pope County • Red Lake SWCD • Redwood County • Renville County • Rice County • Scott County • Shell Rock River Watershed District • Sherburne County • Sibley County • Stevens County • Swift County • Waseca County • Watonwan County • Wright County • Yellow Medicine SWCD



# 2020 By the Numbers

**20 MILLION**

FUEL STATIONS &  
BAIT SHOPS  
IMPRESSIONS

**15 MILLION**

TELEVISION  
IMPRESSIONS

**12 MILLION**

DIGITAL & SOCIAL MEDIA  
IMPRESSIONS

**11 MILLION**

PRINT ADS  
IMPRESSIONS

**442**

ACRES ERADICATED

**24 MILLION**

BILLBOARD  
IMPRESSIONS

**85 MILLION**

TOTAL IMPRESSIONS  
IN 2020

**\$1.1 MILLION**

INVESTED IN AIS PREVENTION  
& MANAGEMENT

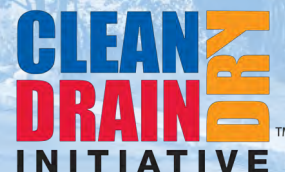
**Over 2 BILLION IMPRESSIONS**  
Since 2006



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

**Wildlife Forever**  
5350 Hwy 61 N Suite 7  
White Bear Lake, MN 55110  
763-253-0222

**Dane Huinker**  
Conservation Programs Manager  
[DHuinker@WildlifeForever.org](mailto:DHuinker@WildlifeForever.org)



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