

# CLEAN. DRAIN. DRY.

2023

**National Invasive Species Report**



**CLEAN  
DRAIN  
INITIATIVE** <sup>TM</sup>

# COMMUNITY MESSAGE

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The Bipartisan Infrastructure Law (BIL), America the Beautiful Act, and Inflation Reduction Acts of 2022 injected historic funding levels into the invasive species community. Dedicated to collaboration and implementing known prevention strategies, we remain steadfast in deploying public awareness services and critical infrastructure to help prevent the spread of invasive species.

Reducing liability of spread through education and equitable access to tools, the outdoor community serves as the foundation for early detection and rapid response; core principles of prevention. Risk assessments to understand vectors of spread and critical control points, such as watercraft accesses and trailheads, serve as the starting point. When invasive species and high risk locations are identified, known prevention tools and mitigation processes must be deployed to protect natural resources and local economies.

Implementing the Biden administration's investment in prevention infrastructure led to pilot projects in key watersheds such as the Columbia River Basin. Streamlined partnerships with federal, state and local municipalities allowed communities to deploy strategies that complement landscape scale AIS awareness and prevention programs.

Investments that improve access while protecting public lands and waters from invasive species must remain a top priority. Resource managers and community stakeholders need to rely on proven partnerships and innovative solutions that work. **The tools and tactics to prevent spread and future infestations are available.**

Thank you to the countless partners who for 18 years have shared a vision with the Clean. Drain. Dry. Initiative. Together we lead the nation in providing coordination and resources to unite the community around simple best practices of Clean Drain Dry. Join us in protecting and defending America's outdoor economy and natural resources from invasive species.



**Pat Conzemius**  
*President & CEO*



**Zach Burnside**  
*Invasive Species Program Manager*



# WHAT WE DO BEST

## STREAMLINING MARKETING & OUTREACH SERVICES



### CONSISTENT MESSAGING

Message consistency is key to effectively communicating practices and influencing behavior.



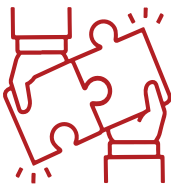
### TOOLS AND RESOURCES

Offering marketing tools and educational resources to raise awareness and empower prevention on the water or in the field.



### TARGETING KEY AUDIENCES

Specific AIS prevention methods to unique user groups including professional anglers, non-motorized users, and shoreland owners



### WORKING WITH PARTNERS

An organization dedicated to collaboration, investments and support from our network of partner organizations help to deliver on-the-ground prevention strategies.



### ENGAGING THE PUBLIC

A community-based approach to outreach and education is supported by local events, educational displays, and news sharing through social media and press.

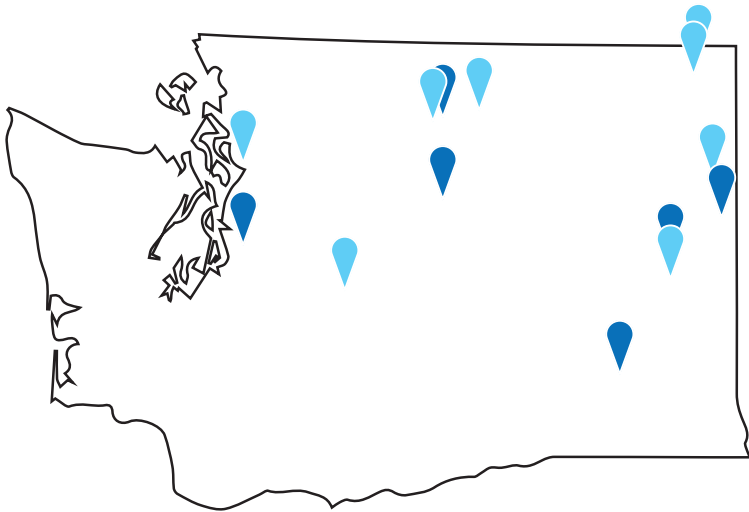


### NEW TECHNOLOGY

Following emerging trends in marketing, collaborating with science professionals, and promoting technologies that prevent the spread of invasive species

# WATERCRAFT CLEANING STATIONS

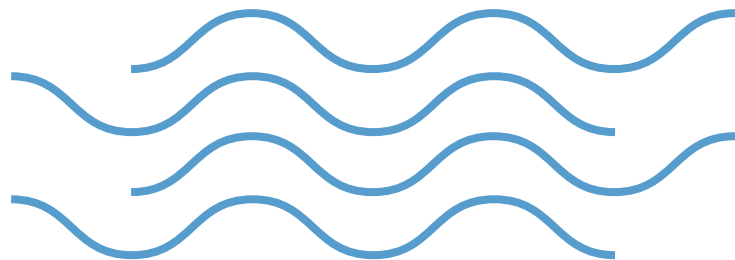
## COLUMBIA RIVER BASIN PROJECT



In coordination with the U.S. Fish and Wildlife Service and supported by the **Bipartisan Infrastructure Law**, an assessment was conducted on more than 60 public watercraft accesses. The project focused on the **Columbia River Basin** and surrounding watersheds.

Through a collaborative process with local municipalities, fourteen accesses were selected to receive access-based AIS prevention tools, infrastructure, and educational signage.

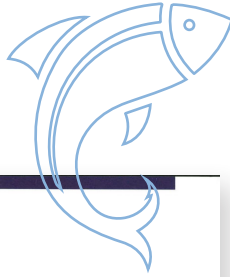
*Educational signage and free-to-use tools at the access empower boaters to do their part to prevent invasive species.*



# CLEAN. DRAIN. DRY. DAY



## Minnesota Fishing Opener



It has become a running theme for Clean Drain Dry Day to be declared on each season's Governor's Fishing Opener, and May 13, 2023, was no different.

Anglers are encouraged to do their part in preventing the spread of invasive species.

Thank you to Governor Tim Walz, DNR Commissioner Sarah Strommen, and the Mankato, MN community for spreading the message of Clean Drain Dry to eager early-season boaters and anglers.



DNR commissioner Sarah Strommen presents the proclamation to Wildlife Forever staff



# CITIZEN CARP CONTROL™



In 2023, Wildlife Forever assumed leadership of Citizen Carp Control (CCC), formerly known as War on Carp. This is an initiative dedicated to raising awareness and advocating for increased investment and subsidies for commercial harvest and processing of invasive carp.



Citizen Carp Control™

[Newsletter](#) [Resources](#) [Supporters](#) [Contact](#)

## We must protect our waters!

The Citizen Carp Control is a national public awareness campaign working to educate, empower, and advocate for enhanced control and removal of invasive carps.

[Protect our waters](#)



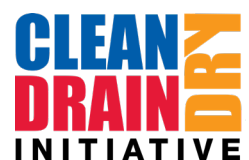
## Invasive carp are dangerous.

"We witness firsthand the impact of invasive carp on our waters and

[Subscribe](#) ...

CCC serves as a platform to engage commercial fishermen, policy leaders, and sportsmen and women in addressing issues and finding solutions to the spread of invasive carp. State and federal subsidies are key components for which CCC will continue to advocate.

***We thank AFTCO and Yamaha Whitewaters for their continued support and investment in the program.***

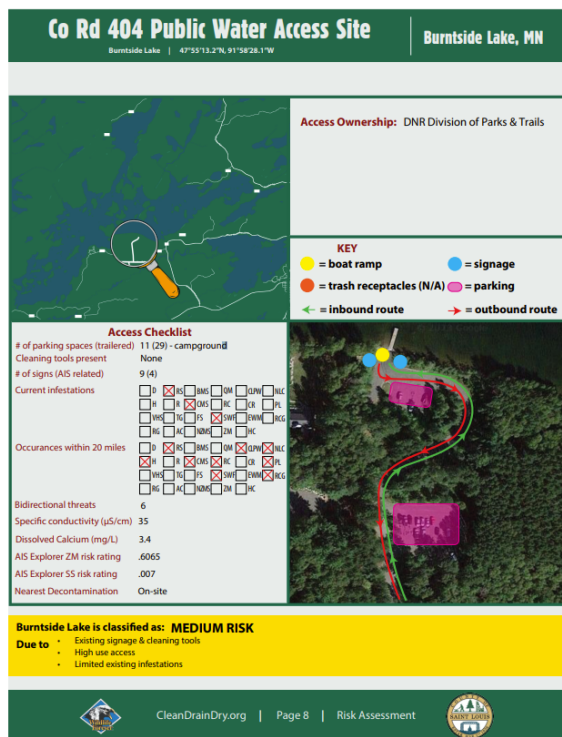


# REDUCING LIABILITY

## RISK ASSESSMENTS AND ACCESS ENHANCEMENTS

In partnership with the Bureau of Land Management (BLM), Wildlife Forever developed a groundbreaking Invasive Species Risk Assessment tool. This innovative service is specifically crafted to identify potential vectors of invasive species spread and provides proven mitigation strategies to reduce spread and associated risks.

### Mitigation Strategies in Practice



### Aquatic Invasive Species Watercraft Access Analysis

#### Pilot: Risk Assessments + Site Prescriptions

Bureau of Land Management Project Report: L22A500240

Report prepared by: Zach Burnside, Invasive Species Program Coordinator, Wildlife Forever



Risk Assessments | CleanDrainDry.org | Site Prescriptions

In conjunction with BLM's western field offices, a pilot risk assessment was successfully conducted across 12 public access points. The resulting report includes recommendations for the placement of boat cleaning stations, informational signage, and community-wide outreach strategies aimed at enhancing public empowerment to safeguard the waters of the western region.

The program was further refined when put into action in St. Louis County, MN. An additional 15 public access points were assessed with unique mitigation and prevention solutions recommended for each access.

# MAPPING TOOL

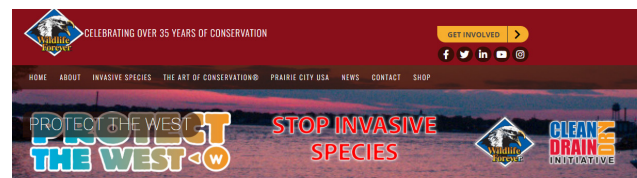
## WATERCRAFT INSPECTION & DECONTAMINATION

Wildlife Forever has initiated and is developing a national online resource for state specific laws and regulations on aquatic invasive species. The tool will also serve as a resource to find inspection, decontamination, and access based cleaning station locations nationwide.

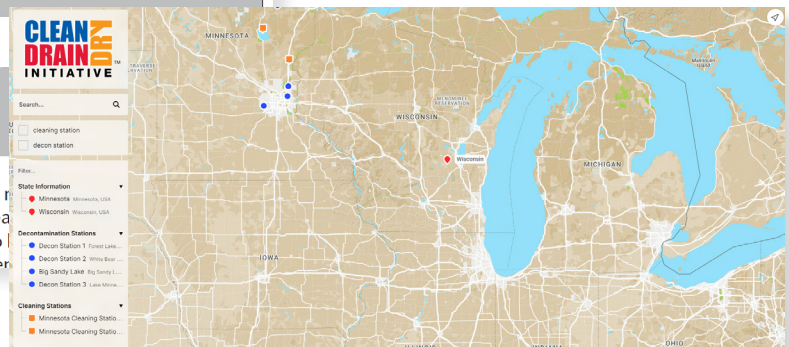
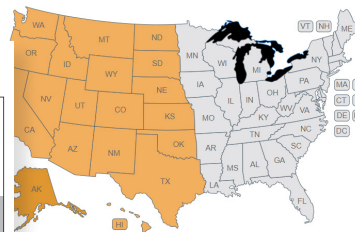
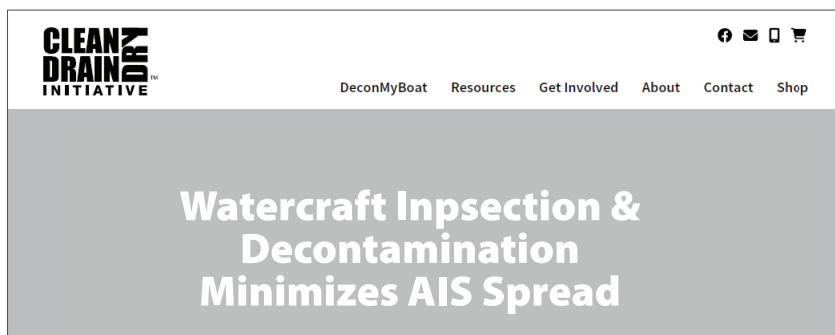
With funding under the Quagga Zebra mussel Action Plan (QZAP) administered by the U.S. Fish and Wildlife Service, this tool is currently under development with plans to launch this summer.

This tool will enhance communication efforts of invasive species regulations and serve to increase compliance among traveling boaters and anglers.

## A Look into Current Platform Development



### Home Page

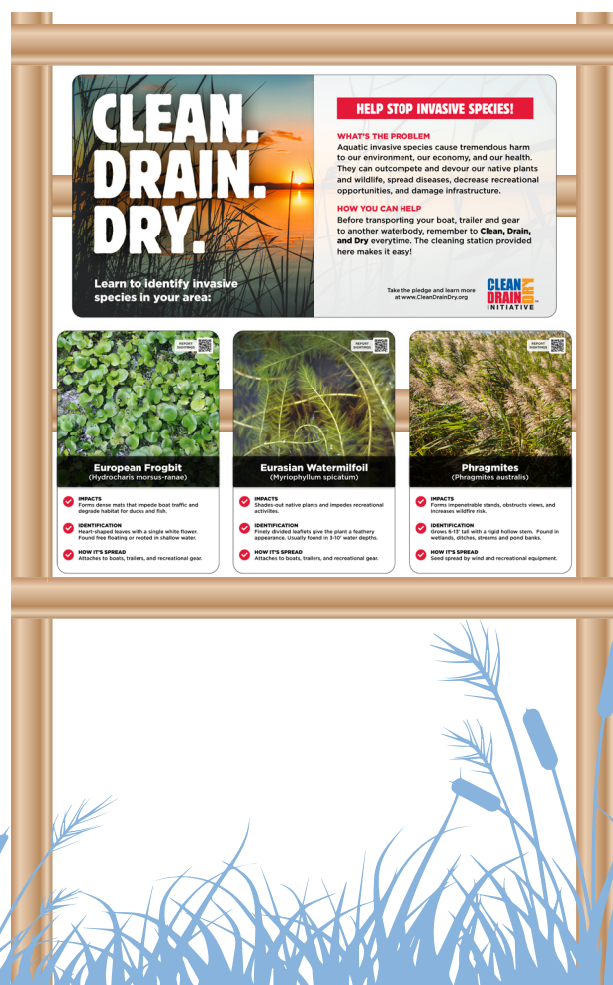




# CONNECTING PARTNERS & RESOURCES

Through a cooperative agreement with the U.S. Forest Service, Wildlife Forever facilitated an Clean Drain Dry Community Grant Program to provide educational and prevention resources to underfunded community based organizations.

Supported by the Great Lakes Restoration Initiative (GLRI), this program helped place more than 5,000 outreach materials throughout the Great Lakes basin.



***Outreach materials  
reached 1.2 million  
impressions nationally.***

Requests for funding far outnumbered the resources available. We look forward to another round of funding available in 2024.

Please reach out to [info@CleanDrainDry.org](mailto:info@CleanDrainDry.org) to be notified of future grant opportunities.

# ONLINE STORE

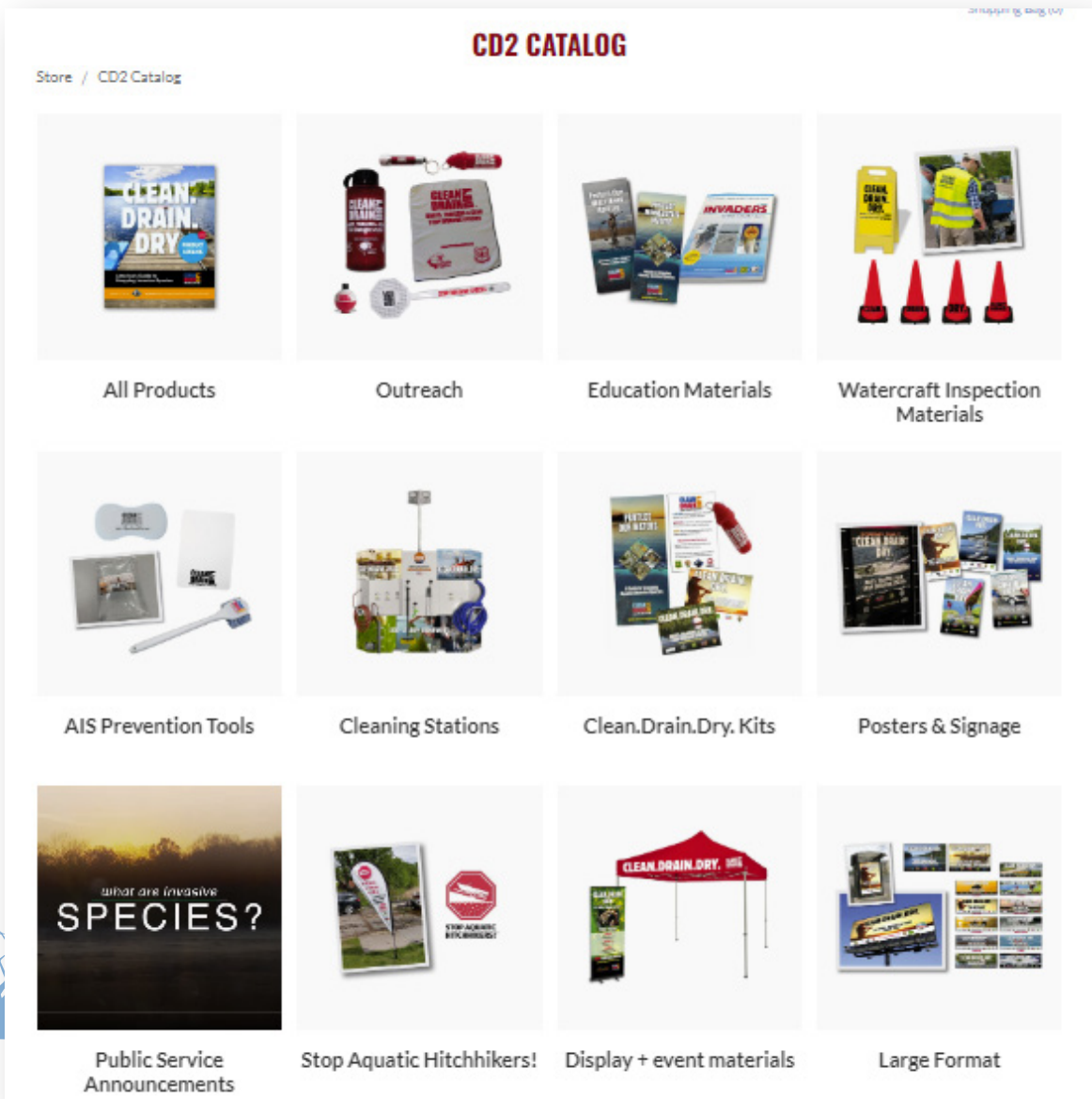
## PRODUCTS, HANDOUTS, & EDUCATIONAL MATERIALS

The Clean Drain Dry catalog has gone digital! From a simple order form to a revamped online store, this is your one stop shop for consistent Clean Drain Dry and Stop Aquatic Hitchhikers! outreach materials.

The catalog features watercraft inspector outfitting, prevention tools, and outreach materials for distribution at bait shops, county fairs, local events, and at the access. Our distribution partners help keep costs low and take the headache out of product design and ordering.

**Check out the store today!**

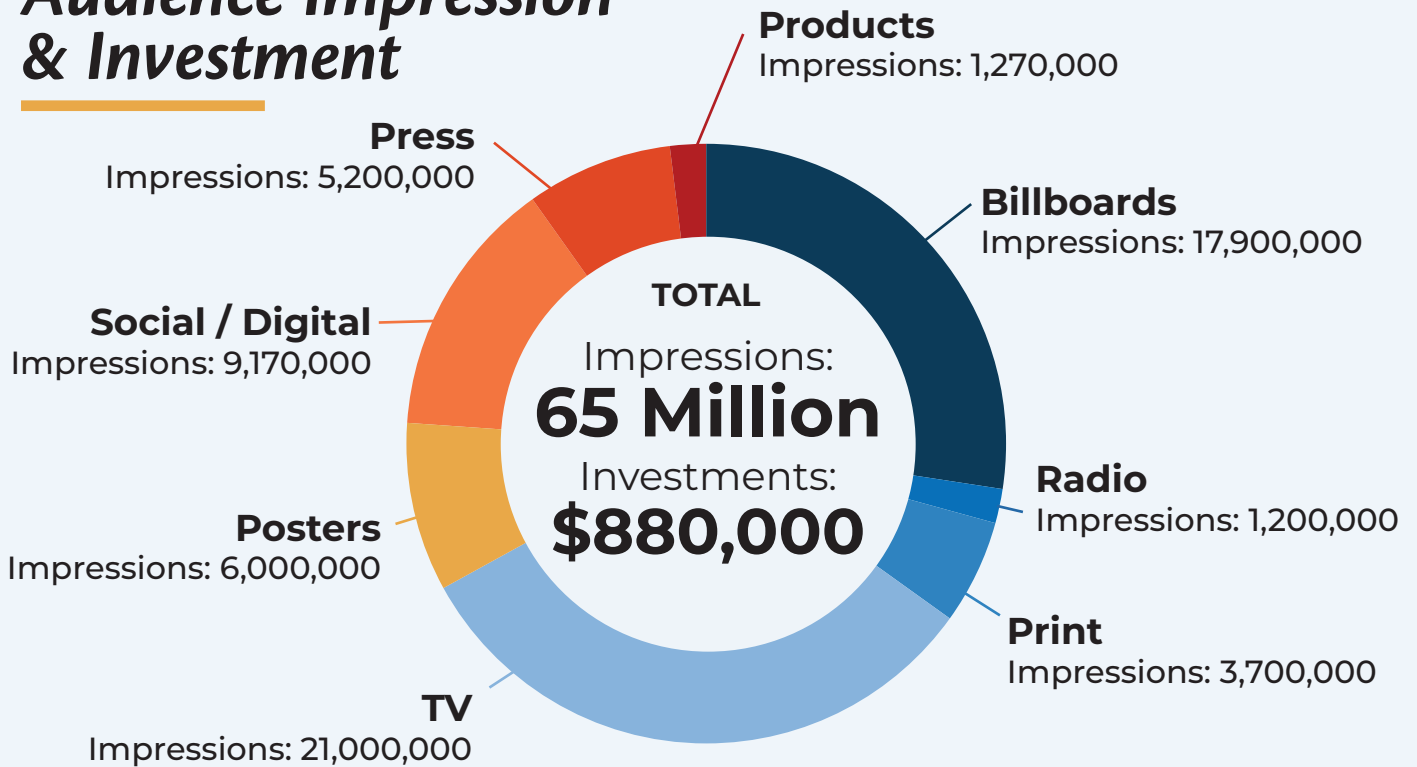
Find the Clean Drain Dry Catalog at  
[WildlifeForever.org/CD2](http://WildlifeForever.org/CD2)



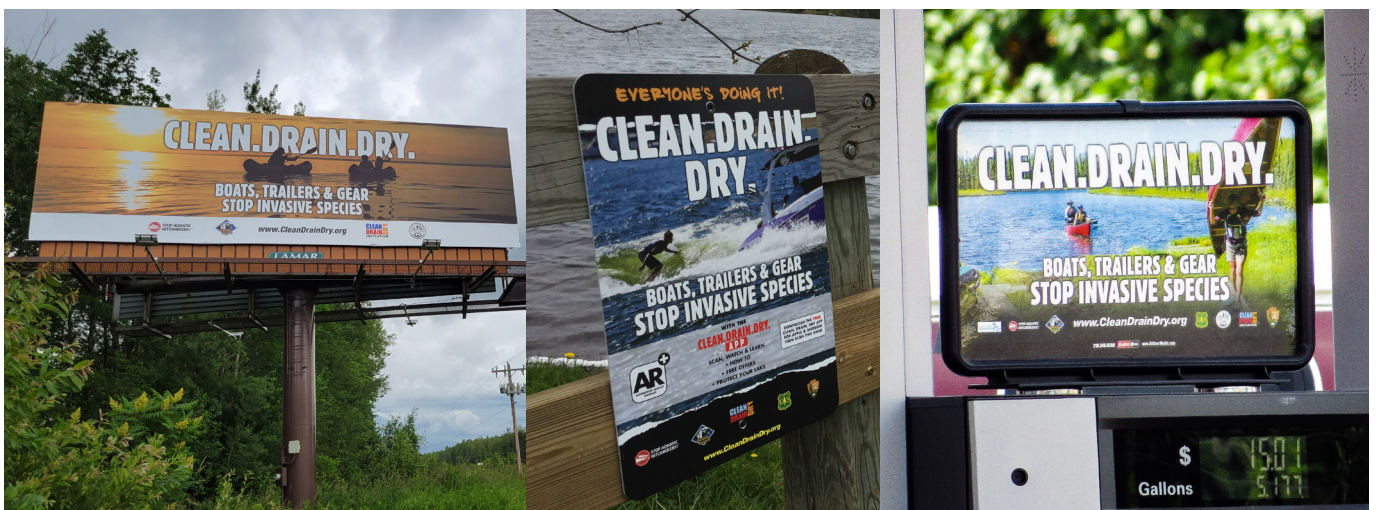


# MEDIA CAMPAIGN IMPACT

## Audience Impression & Investment



## Media Photos





# OUR PARTNERS AND COLLABORATORS THANK YOU FOR YOUR SUPPORT!



Special thanks to all the local community groups and lake associations!



## CONTACT US

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