



Interjurisdictional Great Lakes AIS Landing Blitz

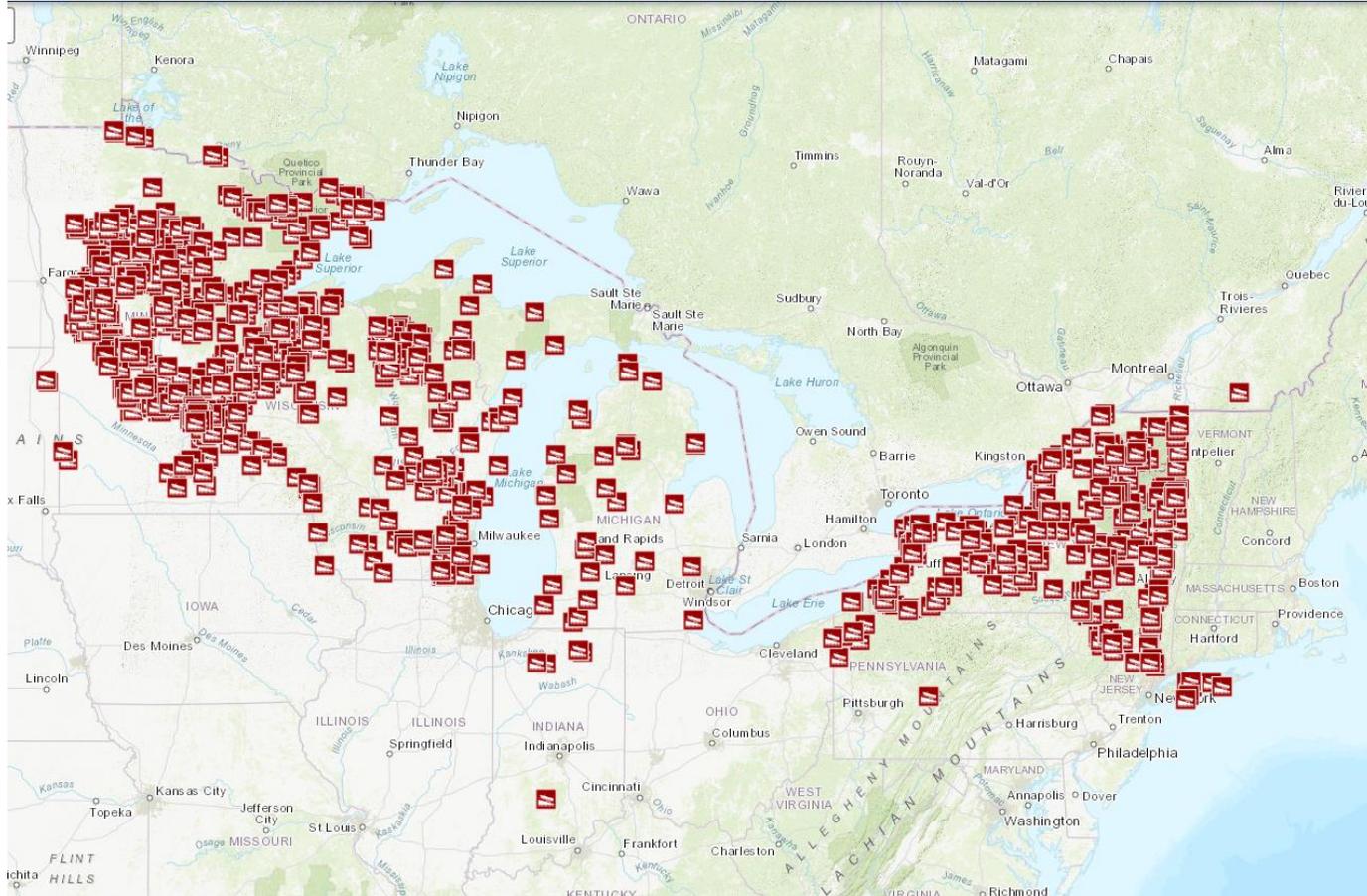
Great Lakes Panel on Aquatic Nuisance Species

October 26, 2021



Building on the success of past efforts

- Prior to 2019, Landing Blitz events were coordinated individually within each jurisdiction
- Under the leadership of Michigan EGLE, the first regionally-coordinated Great Lakes AIS Landing Blitz was held in 2019
- Over the course of three subsequent events, approximately
 - 380,000 boaters were educated at boat launches
 - 1.5 million people saw information about the event on Facebook, Instagram, and/or Twitter
 - 335,000 inspections were conducted



Establishing the need for an interjurisdictional project (*2021 event locations*)

Project objectives

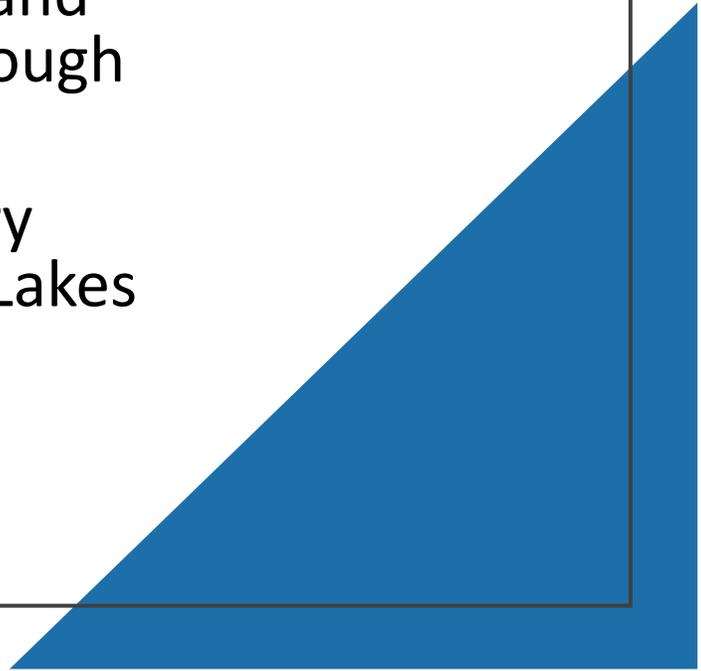
1. Improve capacity for boat inspections and in-person outreach
2. Expand outreach efforts through mass and social media
3. Develop tools to recruit and retain local event partners

Project Period: January 1, 2022
– December 31, 2023

Objective 1. Improve capacity for boat inspections and in-person outreach

Outputs:

- Up to twenty-eight subawards for boat inspections and in-person outreach to prevent the spread of AIS through the recreational boating pathway
- Training for subrecipients to follow existing voluntary boat inspection protocols currently in use by Great Lakes jurisdictions
- Event “starter kits” including relevant outreach materials, safety vests, etc.



Objective 2. Expand outreach efforts through mass and social media

Outputs:

- Regional public service announcements for both television and radio
- Mass media marketing strategy to run PSAs in the most influential media market(s) in each Great Lakes state
- Identification of social media “influencers” relevant to recreational boating in the Great Lakes and template strategy for engagement



Objective 3. Develop tools to recruit and retain local event partners

Outputs:

- Foundational event outreach materials to recruit new event partners and solicit additional support for future events
- Watercraft voluntary inspection training modules (print and electronic)



Project team structure

A project team comprised of representatives from Great Lakes states and Tribes will oversee the project. The project team will have the following responsibilities:

- make decisions and guide implementation of project activities;
- participate in subrecipient selection under Objective 1; and
- provide input on and consent to project outputs.

First meeting: this Friday, October 29, to establish subcommittees to divide and conquer tasks under near-term Objectives 1 & 2

