

# Clean Boats, Clean Waters

Citizens and Staff Working  
Together to Protect Wisconsin Lakes



Erin McFarlane  
University of Wisconsin - Extension Lakes  
MN/WI Invasive Species Conference, Nov. 2010



# Wisconsin Lakes Partnership



Science



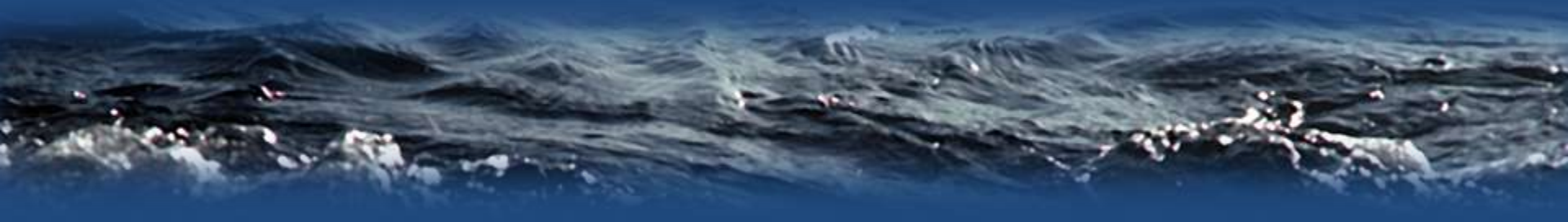
Citizens



Education

# Wisconsin – A Gathering of Waters

- 11,190 square miles of water
- 15,081 lakes
- 43,000 miles of rivers and streams
- 5.3 million acres of wetlands
- 6.4 million acres of Great Lakes



**Estimated over 1 million boats on waters each year!**



# WI's Aquatic Invasive Species

- Currently track 20 different AIS
- Most common:
  - ✓ rusty crayfish
  - ✓ Eurasian water-milfoil
  - ✓ curly-leaf pondweed
  - ✓ purple loosestrife
- Priority to prevent and contain spread of AIS



# How it all began...



# Origins of CBCW

- 2002 – Frustrated high school students
- Launched community education campaign



- Developed training for others
- State adopted in 2004

# Clean Boats, Clean Waters

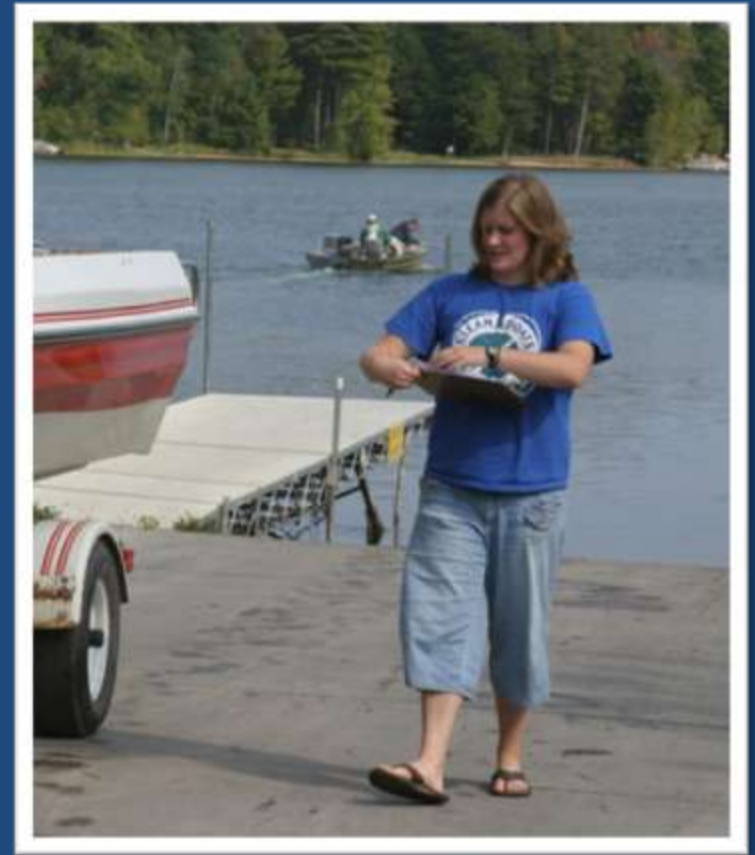
- Watercraft Inspection Program
- Trains volunteers and staff to organize and conduct boater education campaigns in their community
- Over 2,000 people trained since 2004





# Clean Boats = Clean Waters

- Main Goals:
  - ✓ **Educate** boaters on AIS and how they're spread
  - ✓ **Help boaters inspect** their equipment for hitchhikers
  - ✓ **Collect data** on boater behaviors and awareness



# Our Key Message

- **INSPECT** boats, trailers, and equipment
- **REMOVE** any attached aquatic plants or animals (before launching, after leaving, and before transporting on a public highway).
- **DRAIN** all water from boats, motors, and equipment.
- **NEVER MOVE** live fish away from a waterbody.
- **BUY** minnows from a licensed WI bait dealer and use leftover minnows only under certain conditions.

# Inspection Data

- Gathers info on boater behaviors and awareness
- Reveals trends
- Efforts clear to everyone!

In 2010:

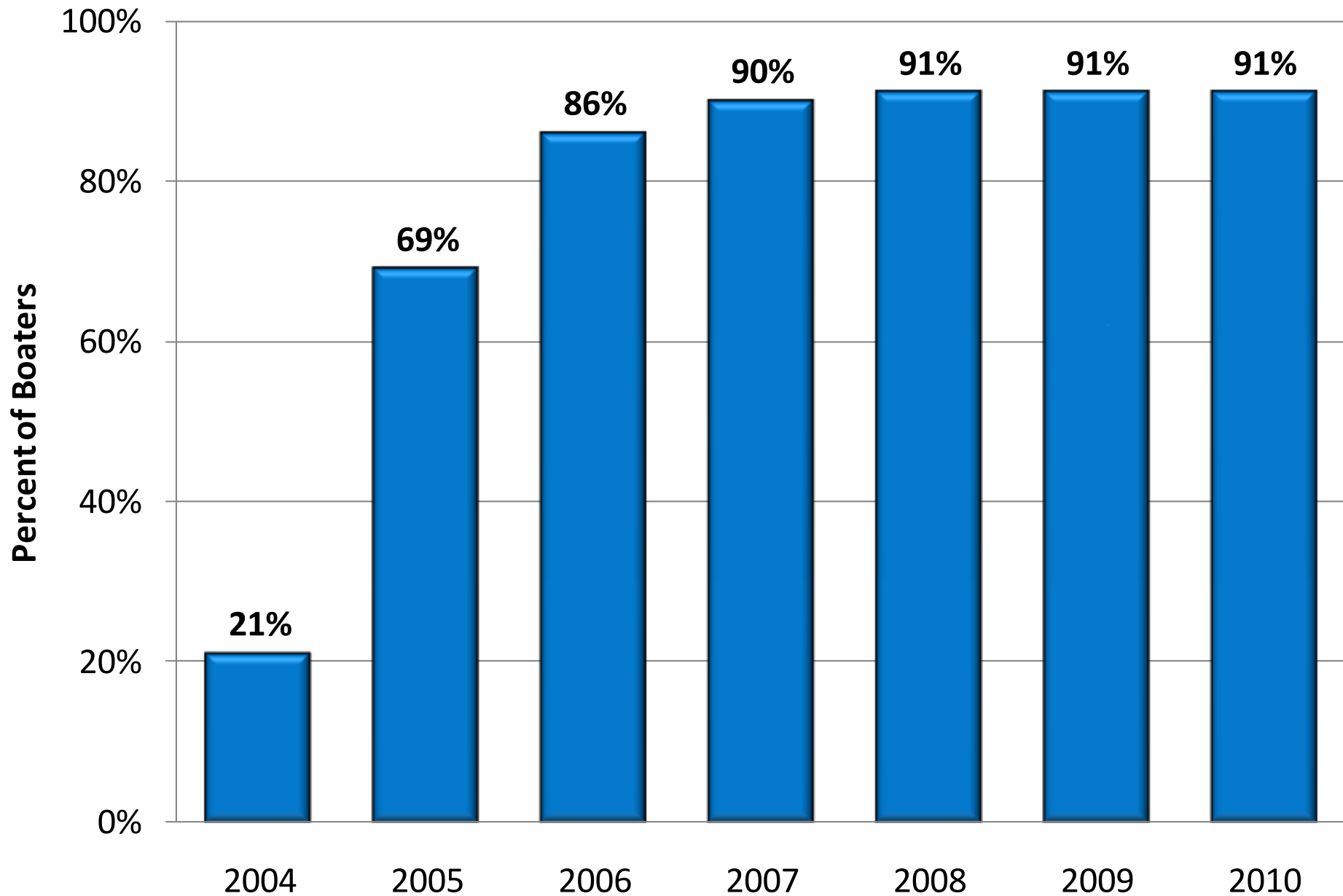
**69,287** boats inspected

**151,570** people contacted

**40,887** hours spent inspecting

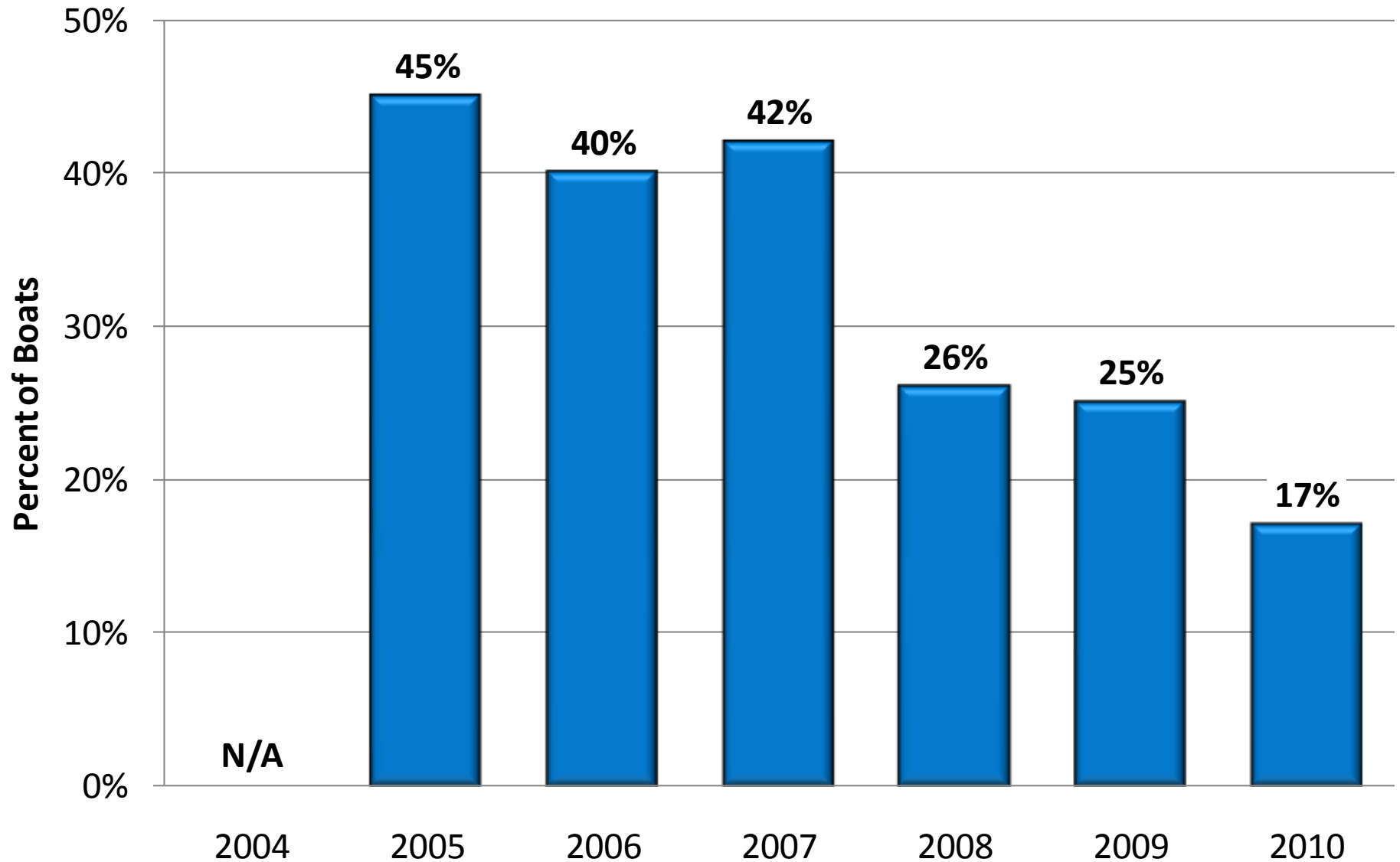


## Boaters Aware of AIS Laws 2004-2010

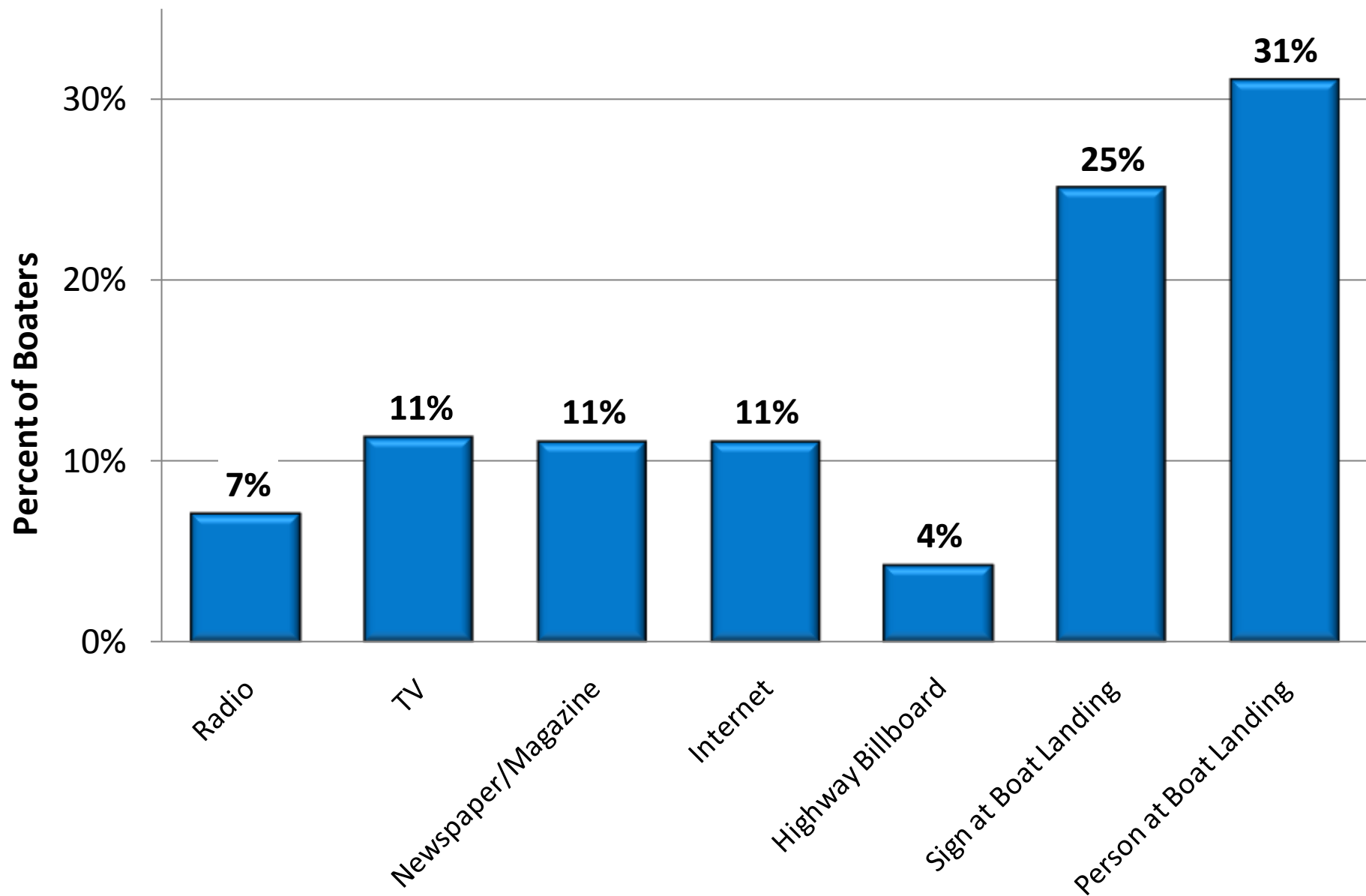


# Boats Used on Different Waterbody in Past Five Days

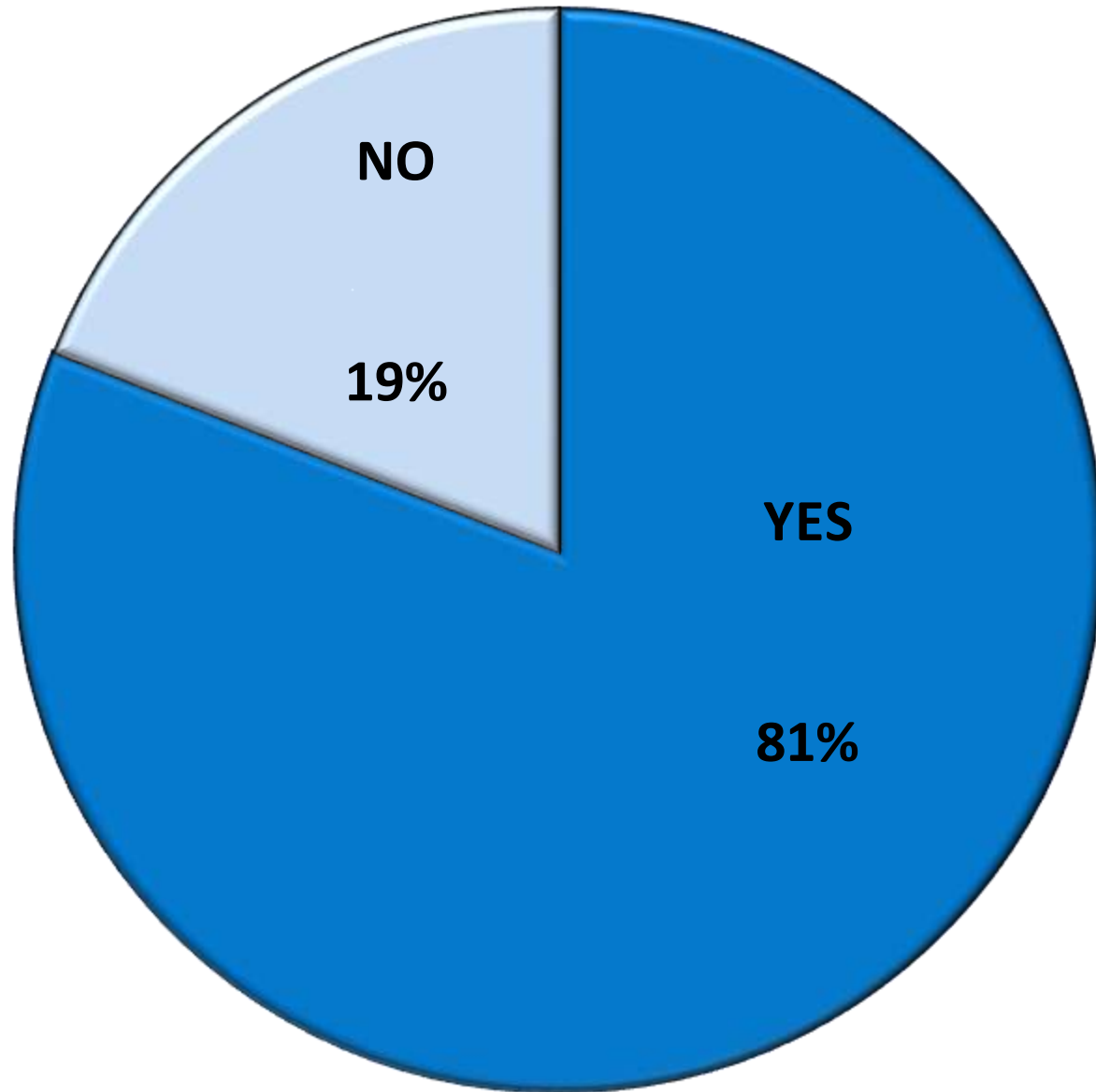
## 2004-2010



## Best Ways to Reach Boaters with AIS Info in 2010



## Boaters Willing to Use a Boat Washing Station in 2010





**Thank You!**