

**Environment and Natural Resources Trust Fund
2019 Request for Proposals (RFP)**

Project Title:

ENRTF ID: 164-D

Boat Cleaning Stations and Education Prevent AIS Spread

Category: D. Aquatic and Terrestrial Invasive Species

Sub-Category:

Total Project Budget: \$ 7,378,575

Proposed Project Time Period for the Funding Requested: June 30, 2022 (3 yrs)

Summary:

Deploying watercraft cleaning stations on infested waters along with regional Clean Drain Dry public awareness will reduce the spread of AIS and empower social behaviors for sustainable aquatic resources.

Name: Dane Huinker

Sponsoring Organization: Wildlife Forever

Title: Conservation Program Manager

Department: Clean Drain Dry Initiative

Address: 5350 Hwy 61 N. Suite 7

White Bear Lake MN 55110

Telephone Number: (763) 253-0222

Email pconzemius@wildlife forever.org

Web Address www.WildlifeForever.org

Location

Region: Northeast

County Name: Aitkin, Carlton, Cook, Itasca, Kanabec, Koochiching, Lake, Pine, St. Louis

City / Township:

Alternate Text for Visual:

Locations for CD3 will target the infested waters and launches of 9 county, NE Minnesota Region. Regionally we target placement of the multifaceted education materials in approximate communities.

| | | | | | | | |
|--|--------------------|--------------------------|-------------------|--------------------------|-----------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | Funding Priorities | <input type="checkbox"/> | Multiple Benefits | <input type="checkbox"/> | Outcomes | <input type="checkbox"/> | Knowledge Base |
| <input type="checkbox"/> | Extent of Impact | <input type="checkbox"/> | Innovation | <input type="checkbox"/> | Scientific/Tech Basis | <input type="checkbox"/> | Urgency |
| <input type="checkbox"/> | Capacity | <input type="checkbox"/> | Readiness | <input type="checkbox"/> | Leverage | <input type="checkbox"/> | TOTAL <input type="checkbox"/> % |
| <input type="checkbox"/> If under \$200,000, waive presentation? | | | | | | | |

PROJECT TITLE: Boat Cleaning Stations and Education Prevent Invasive Species Spread

I. PROJECT STATEMENT

The goal of this project is to reduce the spread of aquatic invasive species (AIS) by recreational boaters in the Northeast Region Minnesota (Aitkin, Carlton, Cook, Itasca, Koochiching, Kanabec, Lake, Pine and Saint Louis counties). AIS pose particular risk to the Region due to the economic benefits received from lake based tourism and connectivity/adjacency to Lake Superior. To do so, Wildlife Forever (WF) proposes three main actions:

1. Install 125 waterless cleaning stations for day-boater use that incorporate hand tools for physical AIS removal. Stations use internet connected technologies for maintenance, activity and functionality. Station sites focus on 157 launches associated with AIS infested waters.
2. Dynamic mapping technologies will be incorporated to direct boaters at high risk for transporting zebra mussels and other AIS to nearby decontamination stations.
3. Through an enhanced educational strategy in the Northeast Region, implement a rigorous community engagement and outreach program to promote consistent Clean Drain Dry messaging and station use.

The Internet based technology (IoT) enabled, waterless cleaning stations, bridge the gap of economics, providing education, and on-site tools with best-in-class AIS prevention techniques and technologies. These stations combine self-service cleaning resources for boaters to clean, drain, and dry their boats during the day or at night:

- Clean: marine brush, vacuum, reach tool
- Drain: plug wrench (to remove boat plug)
- Dry: blower
- Low light conditions: marine LED lights

Additionally, WF will employ educational tools to direct boaters at high risk for transporting zebra mussels to local decontamination resources by implementing a live, automatic mapping tool. Finally, WF will use a community based social marketing educational approach to promote station use and support community outreach priorities. This model will provide a centralized clearing house for educational and outreach resources. Additionally significant efforts will be placed on expanding awareness of “Clean, Drain, and Dry” messages and connecting this local and state supported campaign to the use of the cleaning infrastructure using local businesses and partners.

II. PROJECT ACTIVITIES AND OUTCOMES

Activity 1: Identifying Partners, Selecting, and Installing Strategic Sites for Cleaning Stations

Our goal of Activity 1 is to build long standing infrastructure which empowers boaters to reduce the spread of AIS. Our program will allow for a prioritization of sites with key stakeholder input. The project will cover the cost of installation and maintenance for up to four years after which time stations will be given to supporting partner. First three years will also include insurance, replacement of tools, and the software interface platform for monitoring station and tool use. The success of the activity will be evaluated by the use data collected by the IoT platform.

ENRTF BUDGET: \$4,544,875

| Outcome | Completion Date |
|---|---------------------|
| 1. Identified local partners | June '19 - May '20 |
| 2. Installation of cleaning stations | June 20'- Aug. '21 |
| 3. Collecting use data via IoT platform | June '20 - Dec. 22' |
| 4. Implement outreach and education | June 19'- Oct 22' |

Activity 2: Identifying and targeting boats at high risk for transporting zebra mussels

Our goal of Activity 2 is to increase use of county and state decontamination stations for boats at high risk for spreading zebra mussels. To do so, we will employ educational tools to direct these boaters to local

decontamination resources. We will implement a live, automatic, online mapping tool by installing GPS locators on decontamination stations. To evaluate success, we will track changes in use rates of decontamination stations over time.

ENRTF BUDGET: \$48,500

| Outcome | Completion Date |
|--|----------------------------|
| 1. Identified local partners with decon units | <i>Sept '19-May '20</i> |
| 2. Creation of online mapping/education platform | <i>July '19- Aug. '19</i> |
| 3. Installation of GPS technology on decon units | <i>April '20- Aug. '20</i> |
| 5. Collection of use data | <i>July '20'-Oct. '22</i> |
| 6. Final Report | <i>Jan. 2023</i> |

Activity 3: Create Community Based Social Marketing Educational Program

Our goal for Activity 3 is to empower positive behaviors of boaters by connecting an educational program with the use of waterless cleaning stations to clean, drain, and dry boats and trailers. We will do so by helping boaters differentiate the need to clean, drain, and dry their boats versus visiting a high pressure, high heat decontamination station. We will evaluate the success of the program by collecting and correlating two key variables: education impressions and behavior. This is the first comprehensive social marketing effort that incorporates best management practice (Clean, Drain, and Dry) with IoT technology which uses internet connected tools which measure behaviors taken by boaters over time. Thereby, we can evaluate the impacts of our educational efforts by correlating the adoption of BMPs to education/outreach over the lifecycle of the campaign.

ENRTF BUDGET: \$2,785,200

| Outcome | Completion Date |
|--|----------------------------|
| 1. Comprehensive educational/outreach plan | <i>July 2019</i> |
| 2. Execution of plan | <i>July '20'- Oct. '22</i> |
| 3. IoT data use data collected | <i>Aug '20- Oct. '22</i> |
| 4. Final Report | <i>Jan. 2023</i> |

III. PROJECT PARTNERS:

A. Partners receiving ENRTF funding

| Name | Title | Affiliation | Role |
|------------------------------|---------------|---|--|
| Ed Rudberg: Mark Apfelbacher | CEO and Owner | CD3 Watercraft Cleaning Station (B-Corporation) | Equipment Provider/technical expertise |

B. Partners NOT receiving ENRTF funding

| Name | Title | Affiliation | Role |
|-----------------|-------|---------------------------|------------------------|
| County partners | | CD3 Station Site Partners | Manager of CD3 Station |

IV. LONG-TERM- IMPLEMENTATION AND FUNDING:

Local partners will be prioritized to receive a cleaning station which agree to take upon the low annual operational costs after the completion of the 3-year project.

V. TIMELINE REQUIREMENTS: This is a three year project starting June 2019 and ending with a final report Jan. 2023.

2019 Proposal Budget Spreadsheet

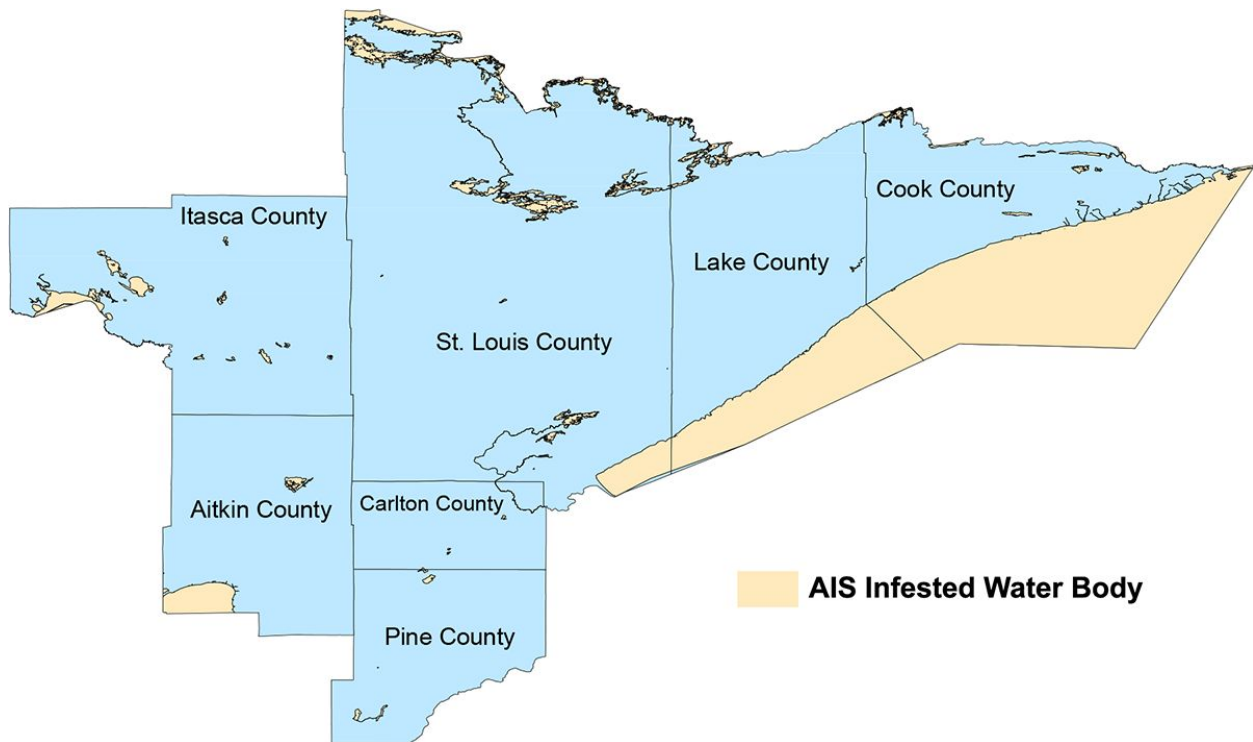
Project Title: Boat Cleaning Stations and Education Prevent AIS Spread

IV. TOTAL ENRTF REQUEST BUDGET [3] years

| BUDGET ITEM (See "Guidance on Allowable Expenses") | AMOUNT | |
|--|------------|------------------|
| Personnel: Chris Johnson - Program support - Accountant @ 30k/yr. x 3 (90,000), Dane Huinker - Program Manager @50k/yr. x 3yr (150,000) | \$ | 240,000 |
| Equipment/Tools/Supplies: Activity 1 | | |
| Waterless Boat Cleaning Stations (125 locations @ \$22,500 per) | | \$2,812,500 |
| Delivery (\$750/station) | \$ | 93,750 |
| Equipment Installation (\$750/station) | | \$93,750 |
| Electrical hookup/concrete pad and/or solarization (\$7500/station) | | \$937,500 |
| Insurance (\$300/station/year) | | \$112,500 |
| Software Platform Setup & Settings (\$1,000/station) | | \$125,000 |
| Software Platform & Data Service (\$750/station) | | \$93,750 |
| Graphic Design Materials per station(\$650/station) | | \$81,250 |
| Winter Cover - Grey Vinyl (\$975/station) | | \$121,875 |
| Base Mounting Frame and Electric Box Kit (\$200/station) | | \$25,000 |
| Equipment/Tools/Supplies: Activity 2 | | |
| Monitoring/tracking technology for roving decontamination stations(12 in total) | | \$12,000 |
| 5 year lease decontamination mapping online tracking tool | | \$12,500 |
| Education and Outreach: Activity 3 | | |
| Highway Awareness Signs (60 locations per year x\$5,000/per x 3yrs) | | \$900,000 |
| Television Public Service Announcements (Production, Distribution (5 video PSAs 5@\$20k | | \$100,000 |
| Airtime on community networks and Broadcast Stations (9 @\$24,000/yr=\$216k @3yr=\$648k | | \$648,000 |
| Regional Social Media/Community Awareness (\$50k@3yr) | | \$150,000 |
| Community Outreach Materials & Prompts) & handouts (posters, coasters, fliers, decals...more) | | \$350,000 |
| Messaging in Local printed publications/newspaper (300 placements @\$500per) | | \$150,000 |
| Local Radio Broadcast Public Service Announcements (\$15.2k@7stations x3 yr) | | \$319,200 |
| \$ | | 7,378,575 |
| SOURCE OF FUNDS | AMOUNT | Status |
| Wildlife Forever In-kind: 10%NICRA (Federally Approved Negotiated Indirect Cost Rate) | \$ 737,000 | WF IDC |
| Participating County and Regional Stakeholder involvement (9 counties x 3yr x 20k/yr) | \$ 540,000 | TBD Local Match |
| CD3 site identificaiton, professional landscape arcitechture: siting of units at launches (\$1,200 @ 125 units) | \$ 150,000 | |
| Past and Current ENRTF Appropriation: | \$ - | |
| Other Funding History: | \$ - | |

Boat Cleaning Stations and Education Prevent Invasive Species Spread

Figure 1. Map of Northeast Region and AIS Infested Waters



Targeting 157 public boat launches with the following resources to engage public and provide tools to take AIS preventative action to safeguard local economies and protect the natural environment:

Educational Outreach Clean. Drain. Dry. Billboards,



Boat Launch Resources Waterless Cleaning Stations



Dane Huinker – Conservation Program Manager

Dane is an experienced Program Manager and leader with Wildlife Forever's local and nationally recognized Clean Drain Dry Initiative. For 12 years, Wildlife Forever has been one of the leading non-profit conservation organizations in America educating through communications and outreach the importance of Clean Drain Dry prevention. Through this collaborative effort, Wildlife Forever works with many local lake associations, county municipalities and local governments including State and Federal natural resource agencies. Providing consistent, action based best management practices have been the cornerstone of the Clean Drain Dry Initiatives efforts to influence sustainable actions to prevent AIS spread.

In Wildlife Forever's 30 year history, we have facilitated many grants, contracts and partnerships that have resulted in reaching billions of people with conservation education and awareness campaigns

For more information on our award-winning program, visit www.CleanDrainDry.org