

# CATCHING A “UNICORN:”

USING PUBLIC, PRIVATE AND NON-PROFIT  
PARTNERSHIPS TO HELP TACKLE AIS



**SFBPC**

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Edgar Rudberg, Ph.D.

Mark Apfelbacher, MLA

**CLEAN  
DRAIN  
DRY**  
INITIATIVE



## 2017 Pilot Results



**\$146B**

Invasive  
Species  
Cost to  
U.S./ year



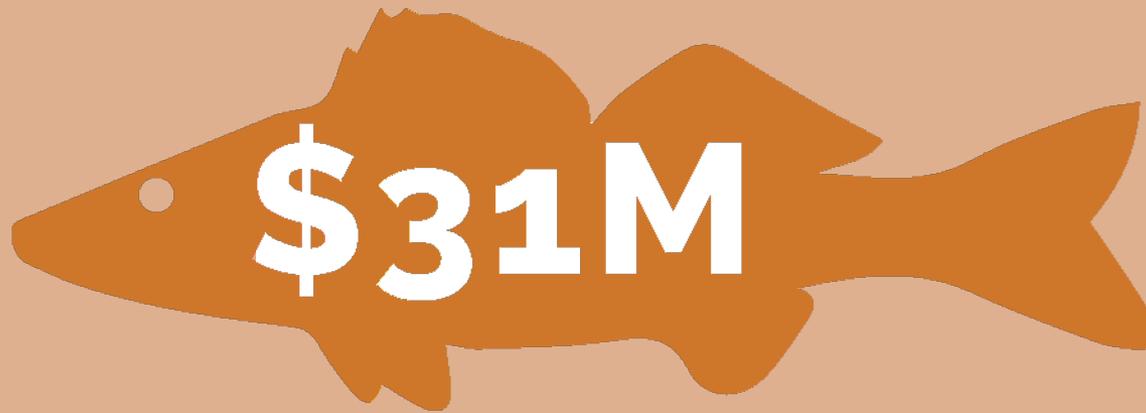
Over  
36,000  
Public  
Boat  
Launches



Existing  
solutions  
are costly  
& cannot  
scale



Problem



**1 County  
1 Fishing season lost  
1 Lake**

**zebra mussels & spiny water flea**



**Problem: Mille Lacs**



## Public



- Science
- Outreach & education
- Participation

## Private



- Vision
- Execution
- Stakeholder input

## Non-Profit



- Bridge builder
- Outreach & education
- Advocates

# CLEAN.DRAIN.DRY.

BOATS, TRAILERS & GEAR  
STOP INVASIVE SPECIES



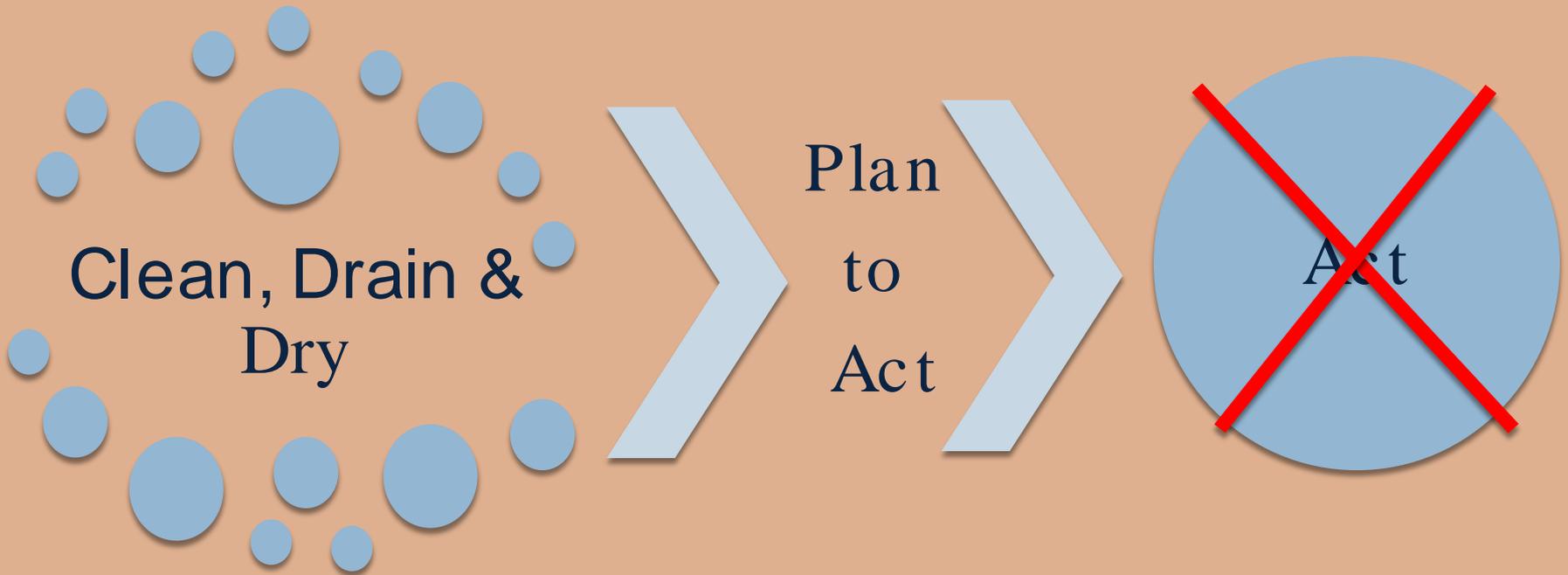
[www.CleanDrainDry.org](http://www.CleanDrainDry.org)



- Consistent science based messaging
- Coordinated Outreach
- Full service Marketing / Media (CBSM)
- Education Program

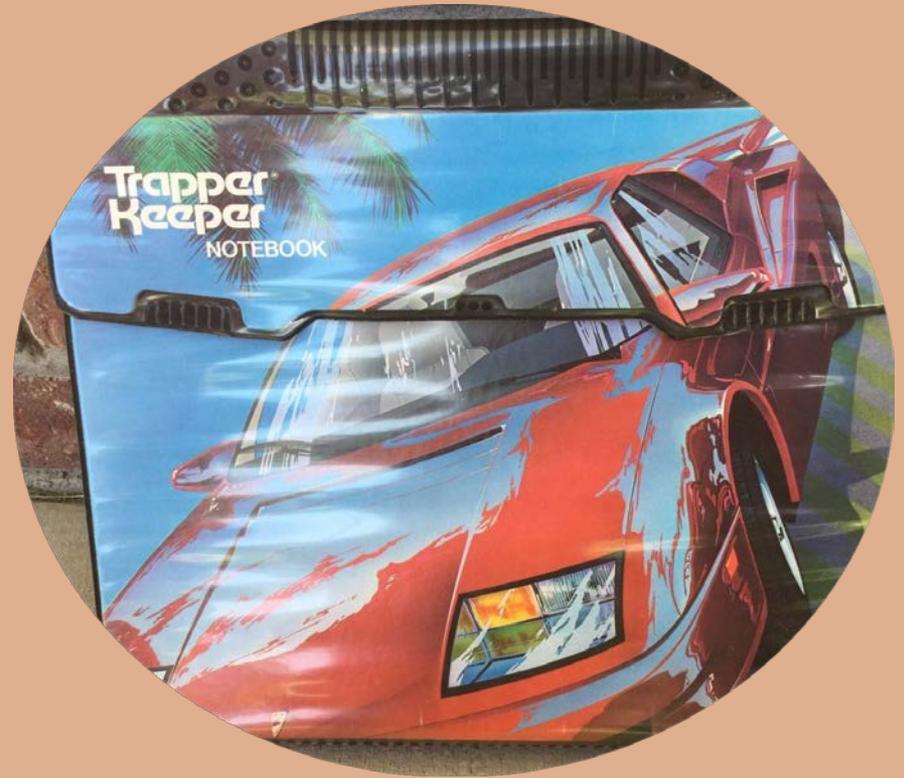


CD2



# My first car...

- High brand value
- All the cool kids are doing it
- Barriers



Marketing has Limits



# CFL Recycling

- Low recycle rates
- Centralized drop off
- All the cool kids are not doing it



Failure: Recycle CFL



# FL Fish and Wildlife

- Visual ID
- Shoot
- Cook
- Eat



Success: Zookeeper



Success: Zookeeper

## Pressure Washers



- High cost
- Staffed
- Water catchment

## Staffed Inspection



- Ongoing cost
- Difficult to recruit
- Manage staff

## No Resources



- Lack of light
- Can't reach under boat
- No tools to execute BMPs



# Barriers



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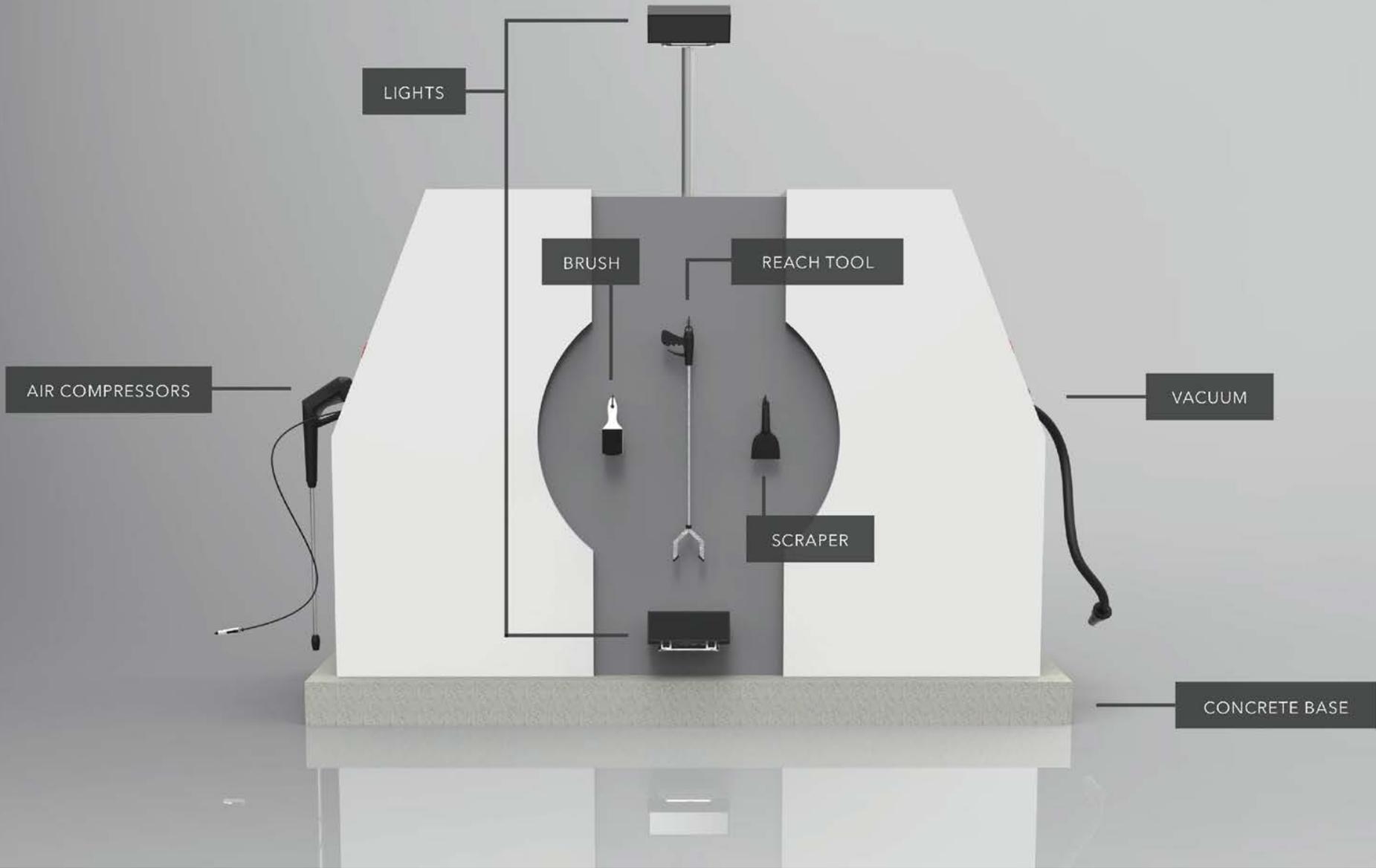
Survey says...“Give me the TOOLS”



Design 1.0



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# Design 2.0



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Design 3.0



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# Design 3.0



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So Easy ...

**CLEAN  
DRAIN  
INITIATIVE** **DRY**

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# CD<sup>3</sup> STATION REMOTE PORTAL

Views Grids Actions Mark

Status	Name	Location	Air Button	Last Repo	Vacuum B	Light Buttr	Off Button	Tool 1 Use	Tool 2 Use	Tool 3 Use	Compress	Tank Level	AC Voltage
Normal	Station #1	Bryant Lake	74 times	7/17/2017 2:49 PM	62 times	20 times	65 times	208 times	150 times	436 times	47 times	11%	3 volts

Map Navigate Details Provision View All



Reading	Value	Date	History
Tank Level	11%	7/17/2017 2:49 PM	
AC Voltage	3 volts	7/17/2017 2:49 PM	
Air Button Uses	74 times	7/17/2017 2:49 PM	
Vacuum Button Uses	62 times	7/17/2017 2:49 PM	
Light Button Uses	20 times	7/17/2017 2:49 PM	
Off Button Uses	65 times	7/17/2017 2:49 PM	
Tool 1 Use Count	208 times	7/17/2017 2:49 PM	
Tool 2 Use Count	150 times	7/17/2017 2:49 PM	
Tool 3 Use Count	436 times	7/17/2017 2:49 PM	
Compressor Uses	47 times	7/17/2017 2:49 PM	



# IOT



## WATERCRAFT CLEANING INSTRUCTIONS

BY BOATERS



FOR BOATERS™

Please select your boat type:



Non Motorized Boat  
canoe, kayak, sailboat



Personal Watercraft or Jet Boat  
jet-ski, Sea doo



Outboard Engine Boat



Stopais.com



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LIGHTS

REACH TOOL

BRUSH

REMOTE CONNECTIVITY

BLOWER

VACUUM

CONCRETE BASE

DRAIN PLUG WRENCH



# Bryant Lake



# Bryant Lake - suburban, park district

- Above curb
  - Retrofit
  - Clean out
- 

## Use

- Installation: June 21
- 3,806 total “BMP” tool uses
- Top uses: brush, reach tool, wrench



# Results



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Pike Lake



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# Pike Lake - rural, municipality

- Street height
- Retrofit
- Clean in/ out

## Use

- Installation: June 27
- 885 total tool uses
- Top uses: vacuum, brush, wrench



# Results



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Minnetonka 1



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# Minnetonka: suburban, county

- Street height
  - Retrofit
  - Clean in/ out
  - Solarized
- 

## Use

- Installation: August 16
- 679 tool uses
- Top uses: grabber, brush, blower



# Results



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Lake Riley



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# Lake Riley- suburban, municipality

- Street height
- Custom designed ramp
- Clean out



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## Use

- Installation: Sept. 22
- 435 total uses
- Top uses: grabber, brush, blower



# Results



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# Minnetonka2



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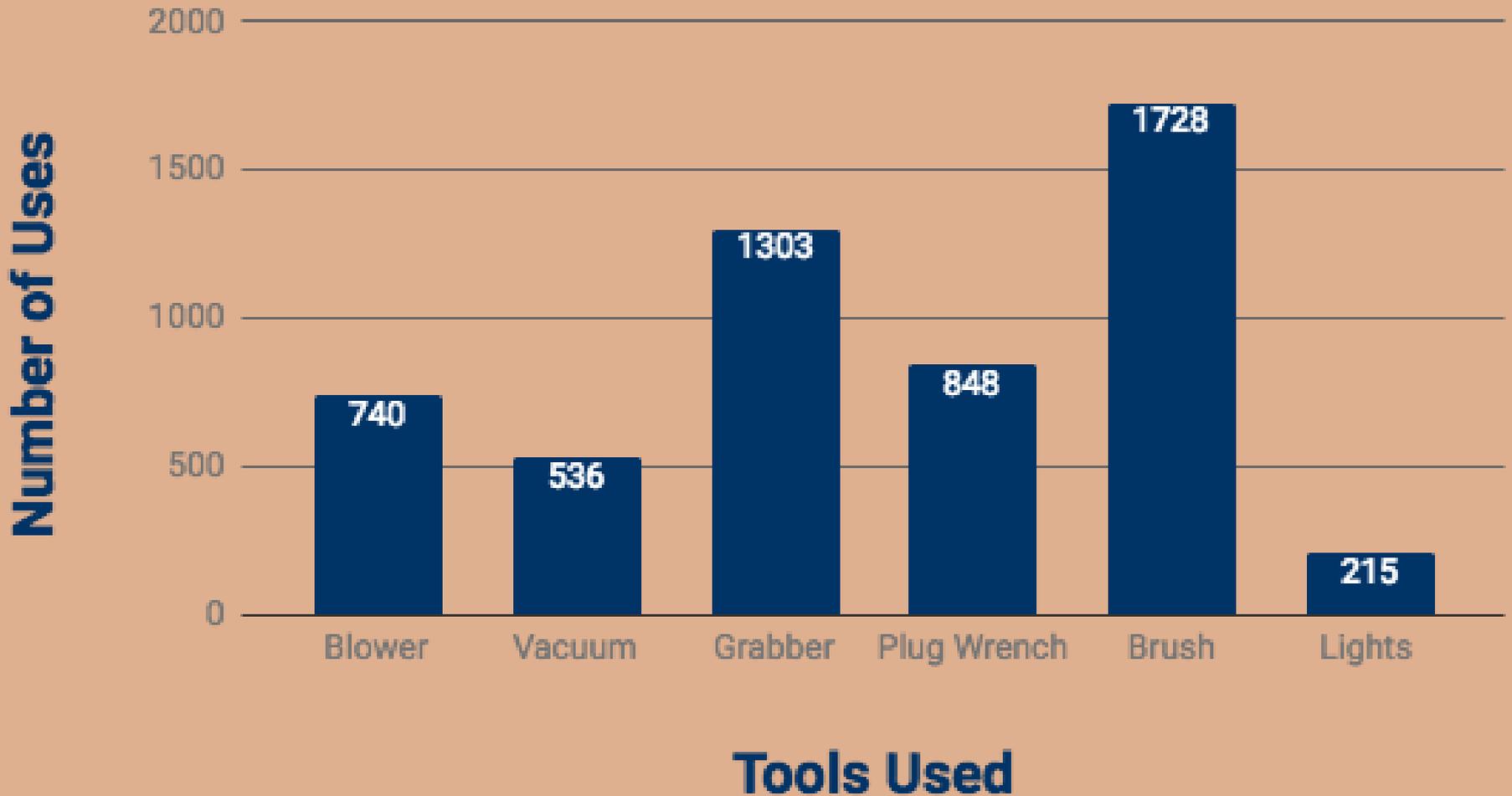


# Winterization



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# Total Tool Uses 2017



6,600+ Uses



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- Compliments outreach/ messaging
- Accessible by boaters 24/ 7
- 7+year asset
- Automatic metrics and maintenance alerts
- Low O&M ~ \$250/ season (electric/ septic)



# Key Points



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# Spring/ Summer 2018

- Commercialization
- **Surveys**/interviews
- Committed to efficacy research
- **Wildlife Forever**
  - Community Based AIS  
Resource Center



2018



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# Stationmaster & Modified



## Summary



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Ed Rudberg, Ph.D., CEO

CD<sup>3</sup>, General Benefit Corporation

ed@cd3station.com

(952) 212.6576

cd3station.com

**CLEAN  
DRAIN  
INITIATIVE** **DRY**™

Pat Conzemius

Executive Vice President

Wildlife Forever

PConzemius@WildlifeForever.org

g

(763) 253-0222

CleanDrainDry.Org



Questions?



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