



# BC Invasive Mussel Defence Program Status Report

## CLEAN DRAIN DRY

Reporting Period June 28-July 27, 2016



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*To date, 9 mussel  
infested boats have  
been intercepted*

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### Program Operations

#### *Watercraft Inspection Stations*

As of July 27<sup>th</sup> 2016 just over 12,900 watercraft have been inspected and the crews have interacted with approximately 25,900 people to promote Clean, Drain, Dry. The watercraft inspected to date have been identified as traveling into B.C. from 55 different provinces, territories and states.

Of the total watercraft inspected 439 have been identified as coming from a high risk province or state, 67 watercraft have been issued Decontamination Orders, and 50 watercraft have been issued quarantine periods to meet the required 30 day drying time. Of the total watercraft inspected, 9 were confirmed to have adult invasive mussels, and were all coming from Ontario.

#### *Collaboration*

The Program has launched a marketing campaign to promote the message of Clean, Drain, Dry. The campaign includes a new mobile friendly website: [gov.bc.ca/invasivemussels](http://gov.bc.ca/invasivemussels) and advertising via Facebook and other online platforms. The total number of online visits and social media likes is being tracked and will be included in the year end reporting.

The marketing campaign also includes direct outreach to the boating industry including marinas and retailers across the province to educate them on the Program and to promote Clean, Drain, Dry.

The Ministry of Transportation and Infrastructure (MOTI) is posting regular watercraft inspection data updates on their social media sites including Facebook and Twitter.

## Program Effectiveness

It is estimated that inspection crews have interacted with approximately 25,900 people to date to promote the message of Clean, Drain and Dry.

To date a total of 235 people without boats have voluntarily stopped at the watercraft inspection stations to get more information about Invasive Mussels and other Aquatic Invasive Species.

The number of vehicles that fail to report at an inspection station is being recorded for every shift at each inspection station as a measure of compliance. To date, the average compliance rate for watercraft stopping at inspection stations for the 2016 season is 81%. This represents an increase in compliance by 9% from the 2015 pilot season average of 72%, and is above the compliance rates for similar programs in other jurisdictions.

To date a total of 36 tickets and 27 warnings have been issued to motorists for failing to stop at a watercraft inspection station.



*A total of 36 tickets and 29 warnings have been issued to motorists for failing to stop at an inspection station*

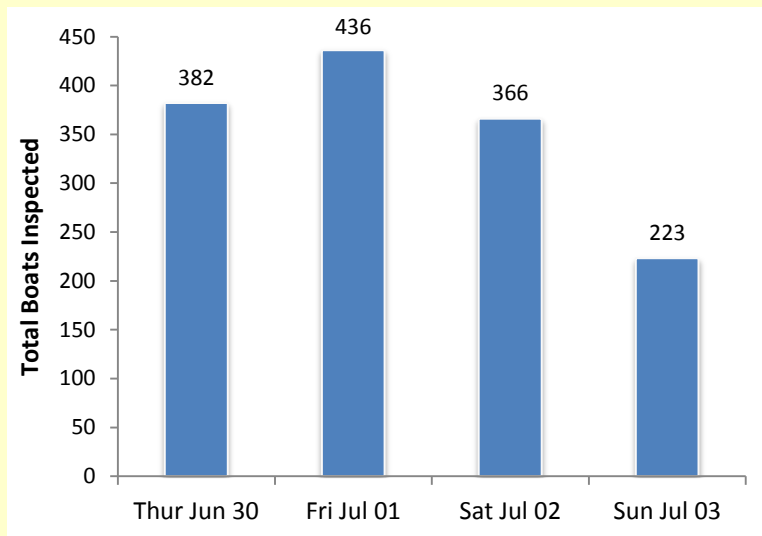
## Highlights

The Canada Day long weekend marked the start of the busy summer boating season with just over 1,400 boats inspected across all inspection stations between June 30<sup>th</sup> and July 3<sup>rd</sup>.

On Saturday July 23<sup>rd</sup> a program record was set for the most boats inspected in a single day at 170 boats at the Golden station. Very high volumes of boat traffic are expected at inspection stations over the August long weekend.

Program supervisor Matthias Herborg attended the Pacific Northwest Economic Region (PNWER) meeting in Calgary on July 19<sup>th</sup> and 20<sup>th</sup>. Coordinators from the Western Provinces and Territories met and developed a work plan under the Western Interprovincial Invasive Species Agreement.

Program coordinator Martina Beck and AIS liaison with the COS Sgt. Josh Lockwood visited the watercraft inspection stations between June 23<sup>rd</sup> and July 11<sup>th</sup>. This provided an opportunity to visit with the inspectors and address any operational challenges at each of the locations.



*Total number of boats inspected during the Canada Day long weekend.*

## Lessons Learned

Feedback to date has indicated the need to make information more readily available to boaters bringing boats into BC. The Program will work with other provinces and states to make this information more accessible to boaters bringing boats into BC.

## Key Upcoming Dates

July 29<sup>th</sup>- August 1<sup>st</sup> – BC Day Long weekend – high boat traffic anticipated at inspection stations

August 5-7<sup>th</sup> – outreach display at the Gun & Sportsman Show in Dawson Creek

August 7<sup>th</sup> – outreach display at the Lake Windermere Ambassadors Summer Splash event

August 20<sup>th</sup> and 27<sup>th</sup> Cabelas' outreach events



*Watercraft inspected to date have been identified as traveling into B.C. from 55 different provinces, territories and states*

Suggested Post

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Stop the Spread of Invasive Mussels.



**Boaters Beware**

Invasive Mussels are threatening BC Waters. Do your part to prevent the spread of invasive species. Clean, drain and dry your watercraft before transporting it.

[WWW2.GOV.BC.CA](http://WWW2.GOV.BC.CA) Learn More

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*Clean, Drain, Dry Facebook advertisement as part of the online media campaign.*