
Name of Organization: Wisconsin Department of Natural Resources

Type of Organization: State

Contact Information: Mr. Ron Martin

Water Division

101 S. Webster St.

Madison WI 53707

Phone: (608) 266 - 9270 **Extension:**

Fax: (608) 267 - 2800

E-Mail: Martinr@dnr.state.wi.us

Project Title: Education and outreach on invasive species

Project Category: Exotic Species

Rank by Organization (if applicable): 1

Total Funding Requested (\$): 50,000 **Project Duration:** 1 Years

Abstract:

This project would expand on existing education and outreach activities in the Great Lakes basin. It would include: 1) posting signs at launching sites that are currently uninfested (this represents a new initiative), 2) placement of billboards that would highlight specific problem species at several key locations along interstate routes, 3) development and airing of radio and TV public service announcements on invasive species, and 4) development of lesson plans and instructional material to teach high school students about invasive species problems who in turn would educate elementary students.

Geographic Areas Affected by the Project

States:

- | | | |
|------------------------------------|-------------------------------------|--------------|
| <input type="checkbox"/> Illinois | <input type="checkbox"/> | New York |
| <input type="checkbox"/> Indiana | <input type="checkbox"/> | Pennsylvania |
| <input type="checkbox"/> Michigan | <input checked="" type="checkbox"/> | Wisconsin |
| <input type="checkbox"/> Minnesota | <input type="checkbox"/> | Ohio |

Lakes:

- | | | |
|--|--------------------------|-----------|
| <input checked="" type="checkbox"/> Superior | <input type="checkbox"/> | Erie |
| <input type="checkbox"/> Huron | <input type="checkbox"/> | Ontario |
| <input checked="" type="checkbox"/> Michigan | <input type="checkbox"/> | All Lakes |

Geographic Initiatives:

- | | | | | |
|--|----------------------------------|-------------------------------------|--------------------------------------|---|
| <input type="checkbox"/> Greater Chicago | <input type="checkbox"/> NE Ohio | <input type="checkbox"/> NW Indiana | <input type="checkbox"/> SE Michigan | <input type="checkbox"/> Lake St. Clair |
|--|----------------------------------|-------------------------------------|--------------------------------------|---|

Primary Affected Area of Concern: Not Applicable

Other Affected Areas of Concern:

For Habitat Projects Only:

Primary Affected Biodiversity Investment Area: Not Applicable

Other Affected Biodiversity Investment Areas:

Problem Statement:

Despite ongoing efforts by WDNR, UW-Sea Grant and UW Extension to make the boating public more aware of the problems caused by invasive aquatic species and the mechanisms of transport, there is still a lack of understanding by boaters of the significance of their role. The information provided boaters and lake users has been inadequate and has not proven effective in slowing the spread of invasive species. Recent data shows that two particularly problematic species, Eurasian Watermilfoil and zebra mussels, have significantly expanded their range in Wisconsin over the last five years. This creates problems for resource managers who have to deal with disruptions to aquatic ecosystems caused by these invading species, riparian property owners that must cope with nuisance conditions, and power plants and utilities that must deal with fouling at their facilities.

Proposed Work Outcome:

Proposed work outcomes:

- 1) Signs are currently posted on infested waters. This project would include posting of two new signs at uninfested access sites, one at the launch site and one as they are leaving the launching location. This would increase boater awareness of the precautions they should take to avoid spreading invasive species.
- 2) Several billboards would be placed at locations along interstate routes to increase public awareness of the problems caused by invasive species and possible solutions. Billboards have been shown to be effective in getting the message out.
- 3) PSAs would be developed with the help of outdoor news casters. TV and radio PSAs were aired a number of years ago in Wisconsin and they were very successful in increasing public awareness on invasive species.
- 4) "Training the Trainer Program" would involve developing instructional kits and other training materials for high school students on invasive species. Professional resource managers would teach them to train elementary school students in their school districts. A pilot project was done at Pewaukee Lake earlier this year and there is every reason to believe this could be a very successful and effective way to increase public awareness on this issue.

Project Milestones:	Dates:
Project Start	10/2000
Produce signs, billboards, PSAs	04/2001
Post signs, billboards, air PSAs	08/2001
Develop curriculum for student training	12/2000
Provide training for students	03/2001
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	/
Project End	09/2000

Project Addresses Environmental Justice

If So, Description of How:

Project Addresses Education/Outreach

If So, Description of How:

Although information has been supplied to lake users, it has not been proven to be particularly effective at slowing the spread of invasive species. The additional signage, billboards, and PSAs expand information dissemination to the general public on this topic. The "Training the Trainer Program" is modeled after other successful programs at the K-12 level. High school freshman and sophomore students will be educated about invasive species at school summits by professional resource managers. These high school students will then be expected to teach 4th and 5th grade students within their school district what they have learned. Through this effort, they will learn leadership skills, environmental stewardship and in the process become part of the solution by instructing others on this issue.

Project Budget:

	Federal Share Requested (\$)	Applicant's Share (\$)
Personnel:	0	1,573
Fringe:	0	592
Travel:	0	0
Equipment:	0	0
Supplies:	25,000	0
Contracts:	25,000	0
Construction:	0	0
Other:	0	0
Total Direct Costs:	50,000	2,165
Indirect Costs:	0	467
Total:	50,000	2,632
Projected Income:	0	0

Funding by Other Organizations (Names, Amounts, Description of Commitments):

Some of the \$25,000 segregated state dollars from the recreational boating projects aids appropriation in the 1999-01 biennium will be used for information and education efforts on invasive species. About one-third of the \$25,000 will be used specifically for posting invasive signs at lake access sites and Public Service Announcements which will be aired statewide.

Description of Collaboration/Community Based Support:

Community based support will come largely from school districts involved in the "Training the Trainer Program". Support will also come from lake associations and lake districts through posting signs and airing public service announcements because they will benefit from a clean lakes program.