

Truckee Regional AIS Prevention Program

Education & Outreach Plan 2012/2013

Goals

1. Educate Truckee River Watershed boaters & recreationists on threat of AIS infestation
2. Educate Truckee River Watershed boaters & recreationists on prevention measures, Clean, Drain & Dry
3. Inform Truckee River Watershed boaters & recreationists of new boating regulations in Truckee River Watershed
4. Inform regional AIS program staff of new regulations within Truckee River Watershed

STRATEGY	PROCESS	SCHEDULE
Websites - TRAISPP - Town of Truckee - Sierra Co. - Nevada Co. - TDRPD - CA DFG - CA DBW - US FWS	<ol style="list-style-type: none"> 1. Update text with information about 2013 boating requirements in the Truckee River Watershed. 2. Provide links to WIP information on other agency's sites – Town of Truckee, TDRPD, Sierra County, Nevada County, etc 3. Provide links to CDD videos, 100th Meredian, CA DFG and other sites that provide more information about AIS. 4. Insert infestation photos 5. Seek out web design training 6. Contact webmasters to update information on Truckee Regional Waters (Californiasgreatestlakes.com, fishsniffer.com, etc, etc) 	<ol style="list-style-type: none"> 1. As soon as available 2. As soon as available 3. December, 2012 4. December, 2012 5. As available
Hotline	<ol style="list-style-type: none"> 1. Update Truckee hotline script with information on new inspection regulations and programs 	<ol style="list-style-type: none"> 1. As information becomes available to the public. By April, 2013 at the latest.
Signage	<ol style="list-style-type: none"> 1. Design and install ordinance signage at Donner Lake 2. Design and install ordinance signage at Stampede Reservoir, Boca, Prosser 3. Install BOR metal signs at all boat access points. 4. Collaborate regionally on creation and installation of billboards and other AIS prevention signage 	<ol style="list-style-type: none"> 1. Feb/March, 2013 2. When accessible, 2013 3. When accessible, 2013 4. As appropriate, 2013
Press Releases	<ol style="list-style-type: none"> 1. Draft and circulate release on passage of Town of Truckee Ordinance 	<ol style="list-style-type: none"> 1. Dec/Jan, 2012/13 2. Jan/Feb, 2012 3. March, 2013 &

	<ol style="list-style-type: none"> 2. Draft and circulate release on passage of Sierra County Ordinance 3. Draft and circulate release detailing new program at Donner, fees, penalties, etc. 4. Draft and circulate release on any public presentations, demonstrations or specially scheduled inspection days as appropriate 	<ol style="list-style-type: none"> Monthly, April – Sept 4. As appropriate
Public Presentations	<ol style="list-style-type: none"> 1. Invite staff of local marine shops, outdoor gear retailers, bait shops, guide services, etc. to a presentation on AIS, new regulations and how they can assist their customers to comply. 2. Present on AIS to local groups whenever possible (CCTT, Environmental Groups, TDHOA, DLPOA, etc.) 	<ol style="list-style-type: none"> 1. April, 2013 2. Jan/Feb, 2013
Flyers, Rack Cards	<ol style="list-style-type: none"> 1. Develop and print Truckee Watershed cards for 2013 that outline requirements for each waterbody. 2. Obtain 2,000+ copies of Zap the Zebra & Don't Move a Mussel cards 3. Supply all inspectors with rack cards to distribute to boaters 4. Stock rack cards at local marine shops, recreation suppliers, etc. 	<ol style="list-style-type: none"> 1. Feb/March, 2013 2. Jan/Feb, 2013 3. April/May, 2013 4. April, 2013
Mailings/email	<ol style="list-style-type: none"> 1. Draft and circulate a message detailing new AIS regulations to all members of DLPOA, TDHOA, Truckee Marine storage customers and boaters who provided email addresses during voluntary inspections. 	<ol style="list-style-type: none"> 1. Feb/March, 2013
PSA	<ol style="list-style-type: none"> 1. Spokesperson for PSA outside of program/town 	<ol style="list-style-type: none"> 1.

Deadlines/Timeline

June - September, 2013

- Press Release
- Public Presentation
- Rack Card Distribution

May, 2013 – Launch Implementation of Program (At ramp and ready to go!)

- Press Release
- Public Presentations

April, 2013 –

- Signage in place (at 3 ramps)
- Websites with program information in place (with links)
- Press Release
- Public Presentation
- Training (inspectors, enforcement, etc)
- Training/Information (Tahoe inspectors, Ag Station staff)

March, 2013

- Rack cards
- Hotline updated
- Press Release on Program specifics
- Mailings/e-blasts (inspection form list)
- PSA
- Website development (TruckeeBoatInspections, TDRPD, Town of Truckee, CA State Parks, USFS Reservation (Boca, Stampede & Prosser sites), CA Fish and Game, DBW)

February

- Newsletter PSA (TDRPD, TDHOA (monthly), DLPOA, Sierra Meadows, Northstar (March), Glenshire, Town of Truckee, Chamber of Commerce, Visitor's Center, Rotary, Soroptomist, Optimist, Lions, Kiwanis in Tahoe City, Sierra County Fire Safe & Watershed Council, Nevada County, Sierra County)
- Rack card development
- Publication research (Western Outdoor News) (Sacramento Bee, Tom Knudsen) (RGJ, Jeff DeLong); The Union (Nevada City)

January

- Announcement Press Release
- Public Presentations planning
- Op/Ed and News Story development (shopping around)
- Rack Card distribution list