

# Montana AIS Program Summary - 2020

Below is a brief summary of the Prevention, Education & Outreach, and Early Detections programs. If you have ideas, feedback or questions about any of the program activities or plans, please submit along with your registration for the 2020 Virtual AIS Summit here: <https://www.surveymonkey.com/r/NNPH57V>



# Montana AIS Prevention Program

## Highlights for 2020 Prevention Program

- 1.) Covid-19 created challenges to inspections stations. FWP produced protocols for operating stations and keeping staff safe and on the ground working. Inspection staff had to quarantine a few times, but for the most part we did great across the board for staying healthy.
- 2.) Increased watercraft inspections in 2020 - (137,290) compared to 2019 - (113,168). 2020 data is still coming in, so the inspection totals will increase in the coming weeks.
- 3.) 35 mussel boats intercepted at stations. More than twice as many as any other year.
- 4.) Longer field season – February 20 to November 15
- 5.) Increased law enforcement:
  - a. Enforcement on site 4-days a week at Anaconda
  - b. Increased presence and number of tickets issued statewide
  - c. Assisted at high risk fishing tournament for out of state boats at Fort Peck
  - d. Great coverage at Tiber
- 6.) Improved watercraft inspector training and manuals
- 7.) Improvements at stations including electricity at some stations
- 8.) Vast improvements to the data application
- 9.) Conducted pilot project inspection station at Hebgen Lake
- 10.) Challenges:
  - a. Reader board hit by truck at Anaconda
  - b. Lightning strikes next to shed at Anaconda
  - c. Bad forest fires
  - d. Snakes, windstorms, and power outage at Flowing Wells

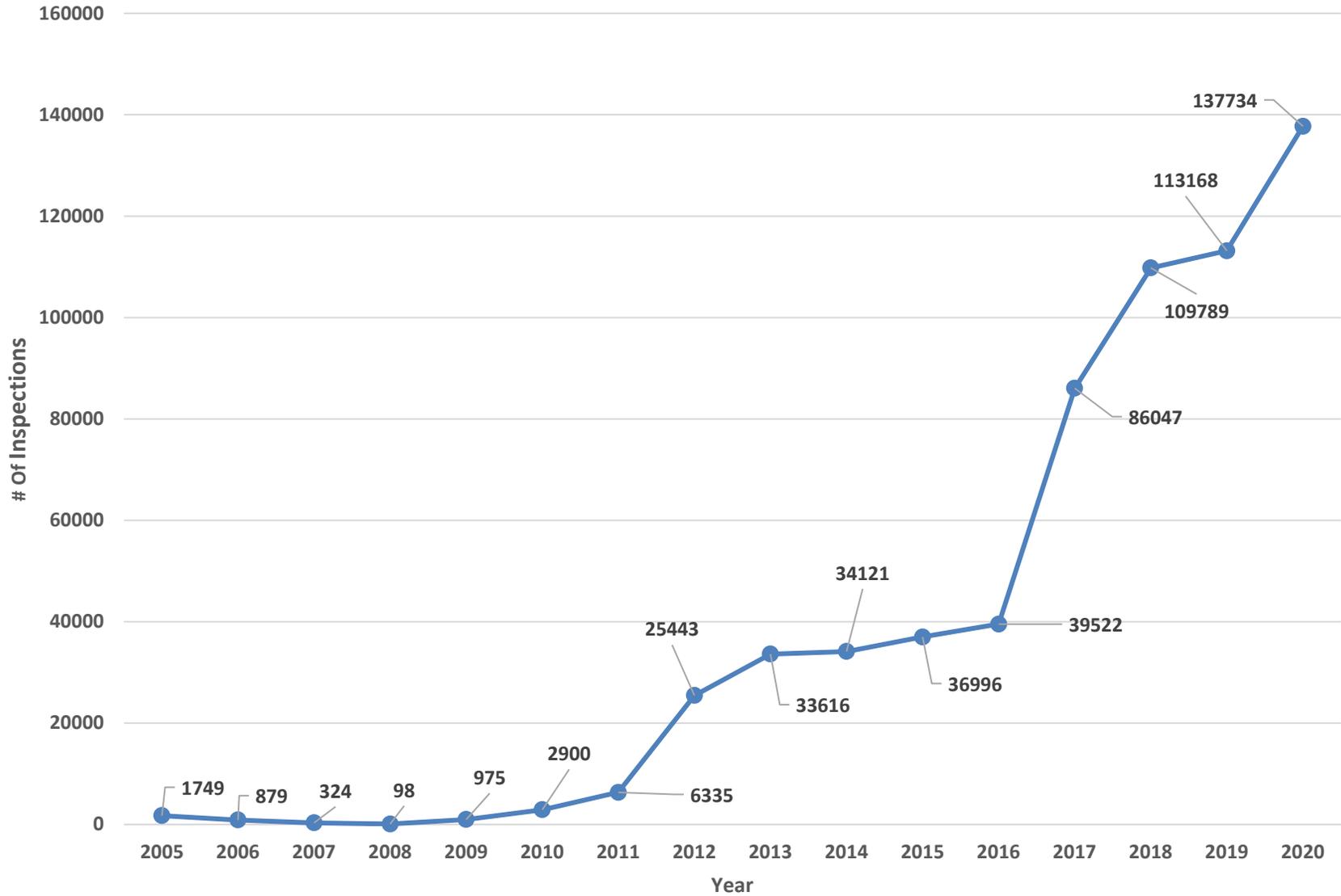
## Summary of 2020 Watercraft Inspection Stations

Station Name	Hwy	Direction of Travel	Open days/week	Hours of operation	Start date	End date	Total Inspections
<b>Border Stations</b>							
Nashua*	US 2	West	7	Daylight	25-Apr	25-Oct	2,628
St. Regis*	I-90	East	7	Daylight	01-May	20-Sept	6,387
Dillon*	I-15	North	7	Daylight	14-Mar	18-Oct	3,416
Eureka* Covid-19 closure	US 93	South	0	N/A	N/A	N/A	0
Hardin*	I-90	West	7	Daylight	22-Apr	15-Nov	7,336
Seville (Blackfeet Nation) *	Hwy 2	West	7	8	06-July	26-Sept	472
Troy*	US 2/ MT 56	East/North	7	Daylight	25-Apr	20-Sept	6,981
Wibaux*	I-94	West	7	Daylight	18-Apr	30-Oct	2,200
<b>Continental Divide Stations</b>							
Anaconda*	I-90	West	7	Daylight	04-Apr	18-Oct	11,539
Browning (Blackfeet Nation) *	HWY 2	East/West	7	Daylight	11-Apr	15-Oct	3,301
Hwy 12 Helena*	HWY 12	West	7	Daylight	02-May	18-Oct	6,373
Sula*	HWY 93	North	7	12	16-May	07-Sept	1,695
<b>Interior Stations</b>							
Clearwater Junction (MSLA)*	MT 200	West	7	Daylight	11-Apr	18-Oct	34,890
Broadus (PRCD)	MT 212	West	3	12	21-May	14-Sept	392
St. Xavier (BCCD)	MT 313	South	7	12	20-May	24-Oct	4,379
Flowing Wells (GCCD)*	MT 200	East/West	7	Daylight	29-Apr	25-Oct	5,110
Fresno Reservoir*	Fresno	N/A	4	9	16-May	07-Sept	1,264
Ravalli (CSKT)*	US 93	North	7	24	20-Feb	18-Oct	17,747
Thompson Falls (CSKT)*	MT 200	East	7	12	21-May	20-Sept	4,496
Whitefish Lake City Beach (City of Whitefish) *	Boat Ramp	N/A	7	12	1-May	30-Sept	633

Station Name	Hwy	Direction of Travel	Open days/week	Hours of operation	Start date	End date	Total Inspections
Whitefish Lake Decon Station (City of Whitefish) *	Edgewood Place	North	7	8	1-May	30-Sept	69
<b>Parks</b>							
Tongue River Reservoir State Park*	State Park	N/A	4	10	16-May	07-Sept	1904
Whitefish Lake State Park (City of Whitefish) *	Boat Ramp	N/A	7	12	1-May	30-Sept	931
Glacier National Park (NPS) *	4 Locations	N/A	7	Varied	TBD	TBD	TBD
Yellowstone National Park (NPS)*	3 Locations	N/A	7	8	25-May	1-Nov	3,939
<b>Roving</b>							
Swan Roving	N/A	N/A	Varied	Varied	25-May	07-Sep	654
<b>Regional and Area Offices</b>							
FWP Region 1 Office*	Kalispell	N/A	5	9	02-Jan	31-Dec	675
FWP Region 2 Office*	Missoula	N/A	5	9	02-Jan	31-Dec	12
FWP Region 3 Office*	Bozeman	N/A	5	9	02-Jan	31-Dec	15
FWP Region 4 Office*	Great Falls	N/A	5	9	02-Jan	31-Dec	5
FWP Region 5 Office*	Billings	N/A	5	9	02-Jan	31-Dec	4
FWP Region 6 Office*	Glasgow	N/A	5	9	02-Jan	31-Dec	1
FWP Region 7 Office*	Miles City	N/A	5	9	02-Jan	31-Dec	17
Lewistown Area Resource Office*	Lewistown	N/A	5	4	02-Jan	31-Dec	0
Havre Area Resource Office*	Havre	N/A	5	4	02-Jan	31-Dec	0
Helena Area Resource Office*	Helena	N/A	5	9	02-Jan	31-Dec	4
<b>Canyon Ferry Reservoir</b>							
Goose Bay Marina*	Canyon Ferry	N/A	Varied	10	17-May	22-May	68



# Watercraft Inspection Totals By Year

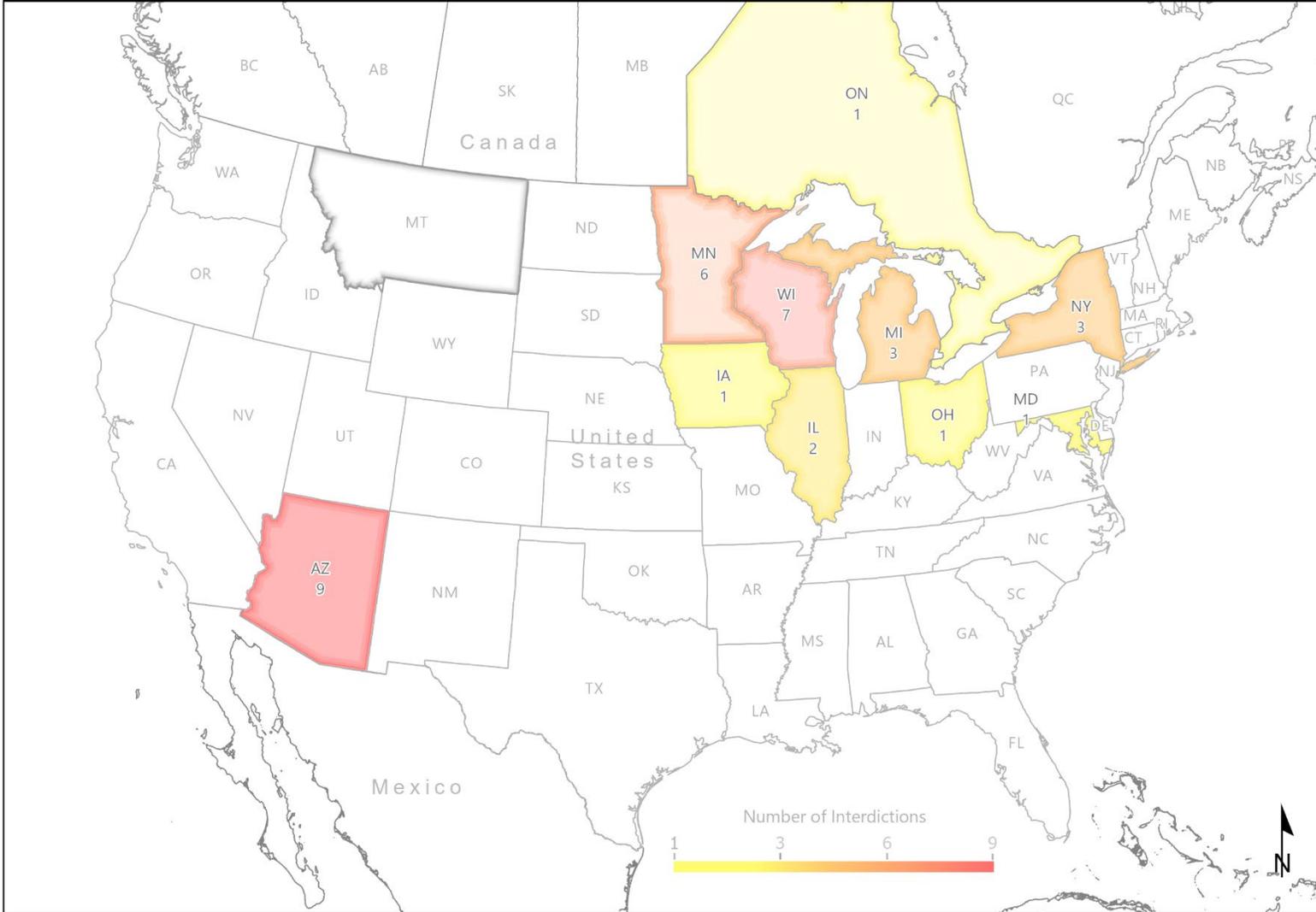


## In State / Out of State vessels along with findings per station, 2020

Station	Out-of-State	In-State	Total	Zebra / Quagga Mussels	Animals Found	Vegetation	Standing Water	Dirty, Crusty, Slimy	Illegal Bait	Illegal Fish	Ballast Boats	Total
<b>Border Stations</b>												
Nashua*	570	2058	2628	3	0	2	31	3	7	0	11	57
St.Regis*	4,917	1470	6387	0	8	85	118	13	0	0	276	500
Dillon*	2711	705	3416	7	0	4	45	7	2	0	232	297
Eureka - Closed due to Covid-19*	0	0	0	0	0	0	0	0	0	0	0	0
Hardin*	2264	5,072	7336	3	3	5	190	6	5	15	428	655
Troy*	2722	4,259	6981	0	2	58	71	6	0	1	77	215
Broadus (PRCD) *	320	72	392	0	0	1	21	7	0	0	2	31
Hebgen Lake*	249	75	324	0	0	1	2	0	0	0	7	10
Wibaux*	1458	742	2200	7	3	6	142	0	3	0	1	162
<b>Continental Divide Stations</b>												
Anaconda*	4472	7067	11539	12	2	21	218	20	0	2	552	827
Browning (Blackfoot Nation) *	956	2345	3301	0	0	2	28	19	1	0	172	222
Clearwater Junction (MSLA County)*	4584	30,306	34890	0	4	225	202	15	9	1	785	1241
Highway 12 Helena*	772	5601	6373	0	0	6	55	4	7	1	141	214
Sula*	812	883	1695	0	0	5	26	5	0	0	15	51
<b>Interior Stations</b>												
St.Xavier (BCCD) *	1013	3366	4379	0	0	5	0	5	0	0	90	100
Flowing Wells (GCCD) *	1411	3699	5110	3	1	9	566	18	106	0	0	703
Seville (Blackfoot Nation) *	151	321	472	0	1	2	4	8	0	0	19	34
Fresno Reservoir*	47	1217	1264	0	0	8	224	8	51	0	52	343
Ravalli (CSKT)*	4543	13204	17747	0	2	23	72	41	8	0	572	718
Thompson Falls (CSKT) *	858	3638	4496	0	0	30	19	10	9	0	54	122
Swan Lakers	N/A	N/A	654	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0
Canyon Ferry Reservoir*	286	5066	5352	0	1	4	7	1	11	0	426	450
Whitefish Lake (City of Whitefish) *	189	1561	1750	0	0	5	29	2	0	0	177	213
<b>Parks</b>												
Tongue River State Park*	785	1119	1904	0	1	0	22	0	4	0	134	161
Yellowstone national Park*	N/A	N/A	3939	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0
Glacier National Park*	TDB	TDB	0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0
<b>Tiber Reservoir</b>												
Marina*	19	948	967	0	0	18	958	0	7	0	9	992
VFW*	86	1,254	1340	0	1	628	1210	19	16	2	3	1879
Willow Creek*	15	150	165	0	0	5	147	3	0	0	0	155
<b>Regional Offices</b>												
Regional Offices*	148	585	733	0	1	5	16	1	0	1	21	45
<b>Totals</b>	<b>36,358</b>	<b>96,783</b>	<b>137,734</b>	<b>35</b>	<b>30</b>	<b>1,163</b>	<b>4,423</b>	<b>221</b>	<b>246</b>	<b>23</b>	<b>4,256</b>	<b>10,397</b>

# Origin and quantity of mussel boat interceptions in Montana

2020 Boat Inspection Season



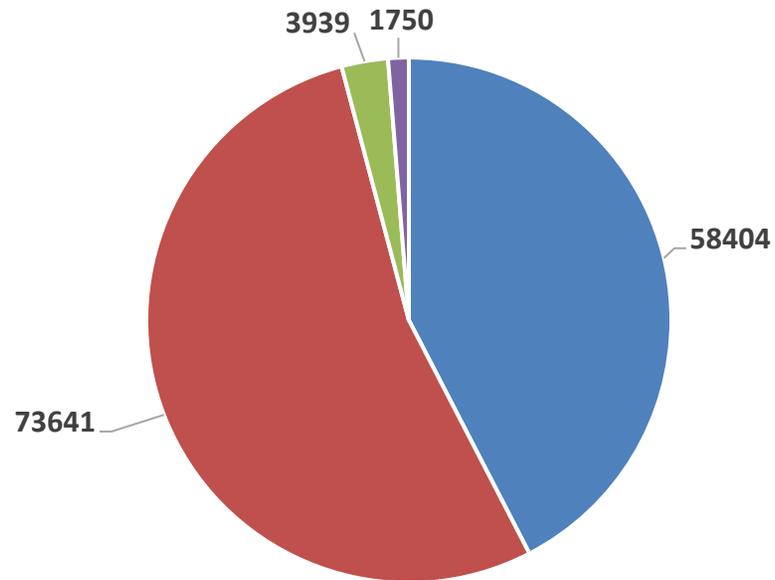
Data Collected by FWP AIS field staff during the 2020 Season.

Administrative boundaries and FWP Lands data from Montana Fish, Wildlife & Parks, Helena, MT. Reference data from ESRI

ISR - 0041342 RCA 10/20 0 175 350 Miles

**FWP and partner involvement in watercraft inspection, 2020.**

**Watercraft Inspections in Montana, 2020.  
Total Inspections 137,734**



■ FWP Operated Stations ■ Contracted Partner Stations ■ National Parks ■ City Of Whitefish

# Montana AIS Outreach & Education - 2020

## Consistent Brand & Message

FWP uses the *Clean Drain Dry* and *Protect Our Waters* tag line for a consistent message and logos that are easy to identify. These clear and concise messages tell **what** to do: *Clean Drain Dry*, and **why** to do it: *Protect Our Waters*. The logos are available to all Montana partners.



## Billboards

Billboards are a cost-effective way to target transient boaters at strategic locations highlighting key messages. Billboards facing south or east targeted boaters traveling toward Montana.

## ALL BOATS ENTERING MONTANA MUST:

- ➔ **Get a watercraft inspection**
- ➔ **Buy Vessel AIS Prevention Pass (if Launching in Montana)**

**Visit: [CleanDrainDryMT.com](http://CleanDrainDryMT.com)**

Billboard Nearest Town	Highway	Run Dates
Idaho Falls ID	Interstate 15	Mar-Sept
Macon MT (east of Wolf Point MT)	US Highway 2	Mar-Sept
Beulah WY (west of Spearfish SD)	Interstate 90	Mar-Sept
Dickinson ND	Interstate 94	May-Oct
Beach ND	Interstate 94	May-Oct
Sidney MT <b>BONUS: free billboard</b>	MT Highway 126	May-Oct

## Radio

Radio commercials are a great way to reach people on their way to and from the water.

**BONUS:** An interview with Steve Terrell of CEMIST about AIS effects on agriculture and irrigators ran on the Montana News in Agriculture radio program. Two radio ads were cut from the interview and ran on the Northern Ag Network in addition to the Clean Drain Dry ad.

Montana Outdoor Radio Show	28 stations - Saturday morning show. <b>BONUS:</b> digital banner ads	May - August
Northern Ag Network & Northern News Network	60 stations statewide (plus ND, SD, WY)	May - August
Yellowstone Public Radio	34 stations east of continental divide.	May - September

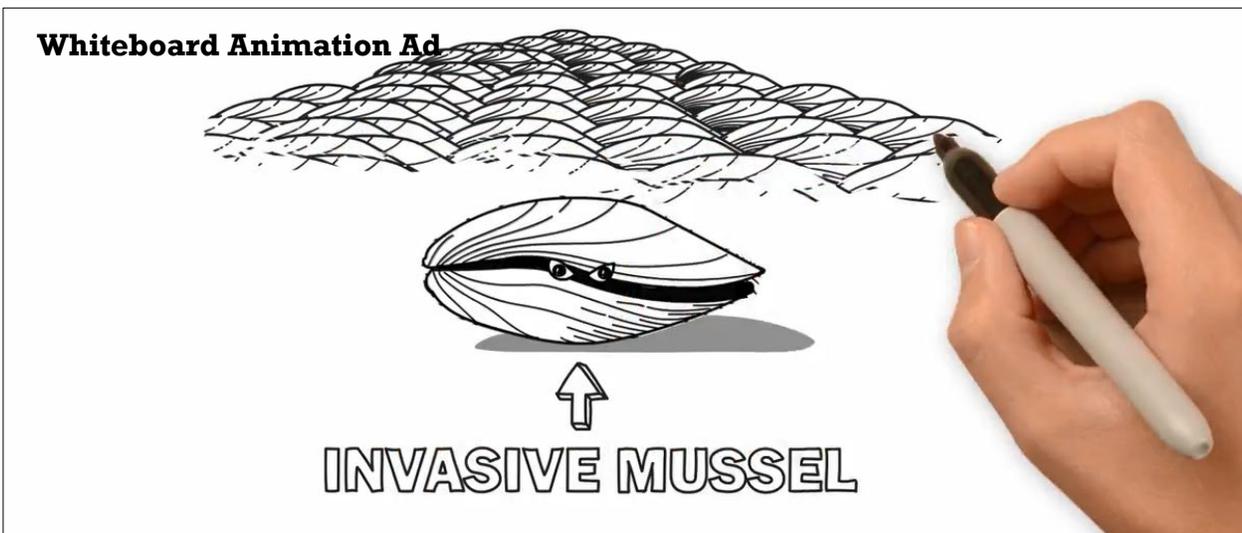
- Partner UC3 covered Montana Public Radio on stations in western MT.

## Television

FWP ran a series of 5 television ads about AIS and boaters, anglers, non-boaters/general public, hydropower, and irrigators; and 2 whiteboard animation ads about AIS awareness and stopping at inspection stations.

Montana Television Network (7 CBS & 2 NBC)	Billings, Bozeman, Butte, Great Falls Helen, Kalispell, Missoula	May - August
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- Partner UC3 covered ABC & FOX in Missoula, Kalispell, Great Falls & Helena.



## Print Advertisements

FWP placed full color banner ads (daily papers) and black/white (size) ads (weekly papers) to run before holidays (Memorial Day, 4<sup>th</sup> of July, Labor Day) and weekends during the summer. Magazine ads targeted specific audiences transporting watercraft.

Daily Newspapers	Billings, Bozeman, Butte, Great Falls, Hamilton, Helena, Missoula,	May - Sept
Weekly newspaper	63 papers statewide in Montana Newspaper Association	May - Sept
Magazines	<ul style="list-style-type: none"> <li>• Crossing the Border – target Canadians</li> <li>• Cast – target fly fishermen</li> <li>• Rediscover MT – target summer recreators</li> </ul>	March - August

- Partner UC3 covered newspapers in Bigfork, Hungry Horse, Kalispell, Polson, Whitefish.




**Your watercraft must be inspected if:**

- You encounter an open inspection station.
- You are coming into Montana from out-of-state.
- You are traveling west over the Continental Divide.
- You are launching anywhere within the Flathead Basin and your watercraft last launched on waters outside of Flathead Basin.

**HELP STOP THE SPREAD OF INVASIVE SPECIES**



[CleanDrainDryMT.com](http://CleanDrainDryMT.com)  
 f Protect Our Waters Montana  
 406.444.2440



## Digital & Social Media

Digital and on-line ads targeted specific areas (within and outside Montana) and audiences (persons interested in boating/sailing, fishing, and travel to Montana).

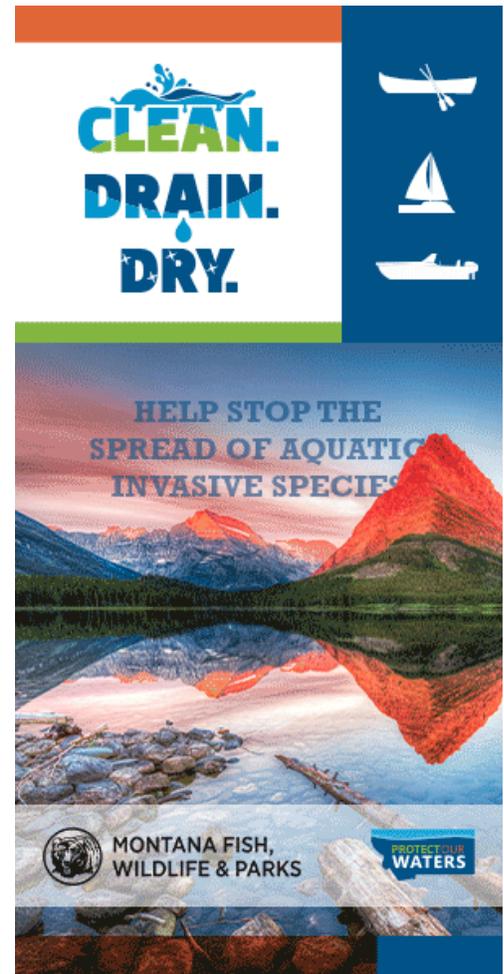
<ul style="list-style-type: none"> <li>• Native content stories with video interviews</li> <li>• Geo-target ads at Flathead Lake, Canyon Ferry, and Fort Peck</li> <li>• Targeted display ads</li> <li>• OTT advertising thru smart tv &amp; streaming video services (smart tv, hulu, roku, vimeo, amazon fire, etc.)</li> <li>• YouTube true view videos</li> <li>• Mobile location marketing – target audience based on GPS location</li> <li>• Facebook/Instagram ads</li> </ul>	<p>May-Sept</p>
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## Native Content Story

### 10 Must Do's After Boating or Fishing in Montana



## Digital Ad



## Informational Brochures & Swag

FWP provides informational brochures and swag for distribution:

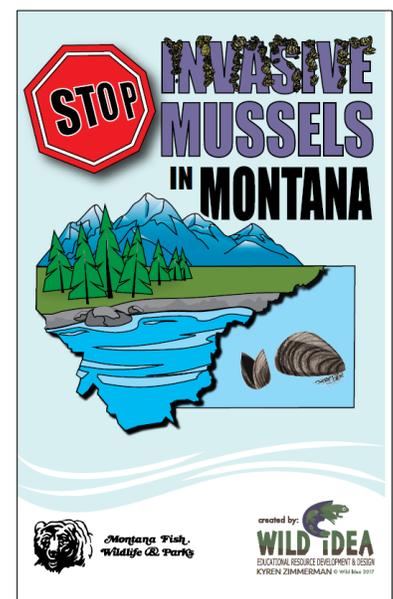
- Boaters: Protect Your Lakes & Rivers
- Bringing Your Boat to Montana
- Farmers – Ranchers: Protect Your Investment
- Anglers: What Do You Know about AIS?
- AIS ID Guides
- Threats to the West
- Protect Our Waters stickers and sponges

## Education

FWP provides AIS coloring books (preK-2) and Stop Invasive Mussels in Montana activity books (grade 3-5). FWP usually offers in-person workshops to train natural resource professional lesson they can use with youth. Covid-19 prevented FWP from hosting these workshops, so we offered a virtual zoom training in October that was attended by 50 natural resource professionals.

**Website: [CleanDrainDryMT.com](http://CleanDrainDryMT.com)**

**Facebook: [Protect Our Waters Montana](https://www.facebook.com/ProtectOurWatersMontana)**



# Montana AIS Early Detection Program

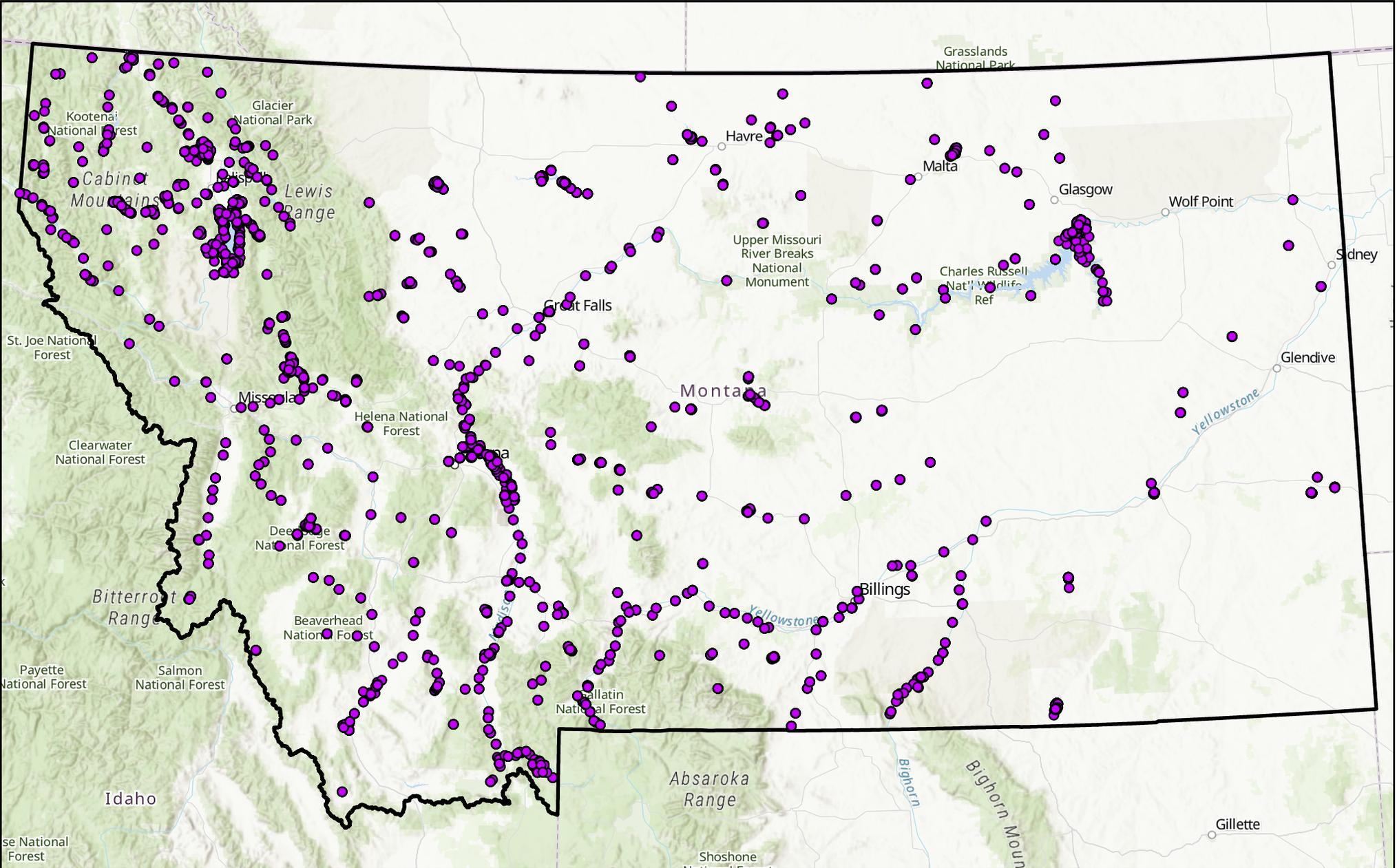
## Highlights for 2020 Early Detection Program

- Productive year actively sampling waters for AIS state-wide.
- Over 2,500 early detection samples collected in Montana this season. Over 850 out-of-state samples also submitted for processing.
- Continued lab operation processing dreissenid early detection samples throughout the season.
- No zebra or quagga mussels detected in 2020.
- New populations of faucet snails, New Zealand mudsnails and curlyleaf pondweed identified this season.
- New Zealand mudsnails identified in the Bluewater Fish Hatchery near Bridger. AIS staff conducted thorough decontamination and are conducting follow up surveys to ensure effective eradication.
- Created an AIS Dive Team for focused AIS survey and treatment.

# AIS Sampling Locations - 2020

# MONTANA FWP

Includes FWP and partner sampling efforts current field season- As of 10-26-2020



● AIS Sampling Location

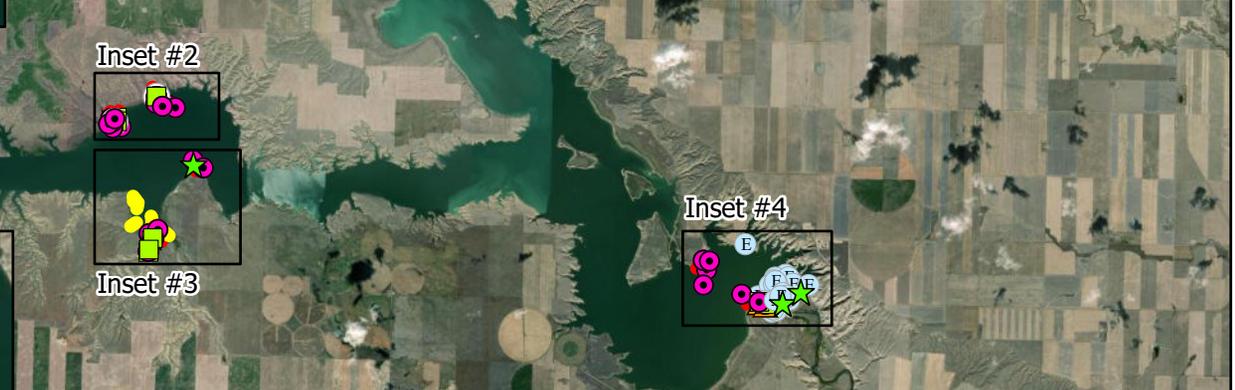
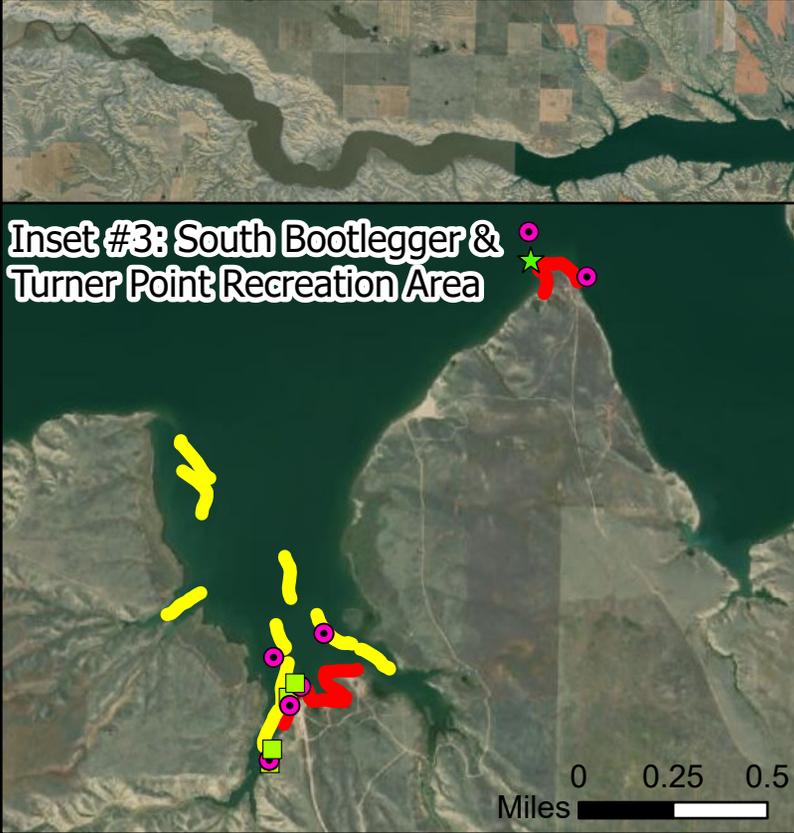
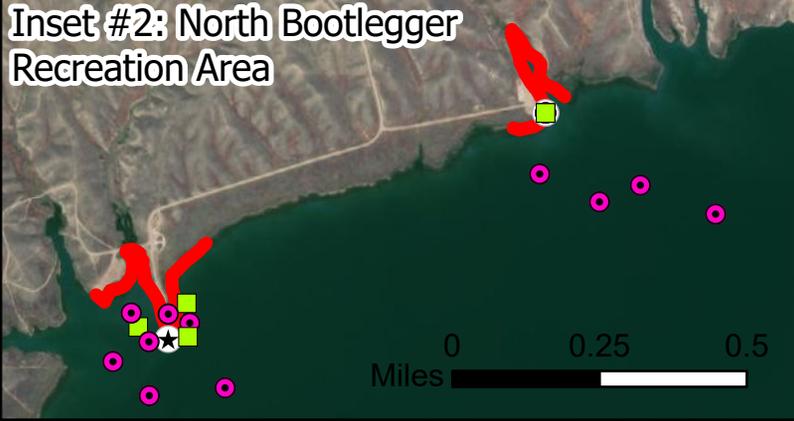


Map Produced by: AIS Bureau  
Author: CRM  
SurveyedLocations.aprx created 10-26-2020

# Tiber Reservoir AIS Sampling Efforts- 2020

MONTANA FWP

Includes FWP and partner sampling efforts - As of 10-26-2020



- |                  |   |         |
|------------------|---|---------|
| Detection Dog    | Plankton Net - Microscopy               | Scuba   |
| Benthic Sled     | Plankton Net - Microscopy and eDNA/qPCR | Snorkel |
| Shoreline Survey | Substrate                               |         |



Map Produced by: AIS Bureau  
 Author: CRM  
 SurveyedLocations.aprx created 10-26-2020