TAHOE REGIONAL PLANNING AGENCY

TRPA
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STAFF REPORT

Date: April 15, 2026

To: Environmental Improvement Program Committee

From: TRPA Staff

Subject: Aquatic Invasive Species Outreach and Education

Summary:
Staff will provide an overview of the strategies and tactics underway to increase public awareness around the threat of aquatic invasive species (AIS) like golden mussels. Public outreach and education is a key component of the AIS Prevention Program to ensure the public is aware of the threat, the program, and actions they can take to protect the Lake Tahoe Region.

This effort includes collaboration with private and public partners on coordinated messaging, expansion of the roving inspector program, and a robust outreach campaign to encourage boaters, paddlers, eFoilers, anglers, and other water recreators to Clean, Drain, and Dry all watercraft as promoted by the Lake Tahoe Aquatic Invasive Species Watercraft Inspection Program and the Tahoe Keepers Program.

Staff will share results from outreach campaigns and the effect on Tahoe Keepers program participation and Clean, Drain, Dry compliance at Lake Tahoe Watercraft Inspection Stations. Staff will also give updates on ongoing outreach tools and platforms, including social media, signage, waterless cleaning machines, and other outreach channels that help inspire the public to take action to protect Lake Tahoe and surrounding waterbodies from AIS.

Required Motions:
This item is informational only.

Contact Information:
For questions regarding this agenda item, please contact McKenzie Koch at (775) 589-5339 or mkoch@trpa.gov

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