Lake Tahoe
INVASIVE SPECIES PROGRAM

# Aquatic Invasive Species Outreach

McKenzie Koch – Tahoe Regional Planning Agency

EIP Committee Agenda Item 5B

# The Threat of Invaders

**New Zealand mudsnails**
South Lake Tahoe, Sept 2023

**Golden mussels**
Sacramento-San Joaquin Delta, Oct 2024

# Aquatic Invasive Species Program

## Outreach Goals

**Increase awareness of the threat**

**Maintain consistent messaging**

**Activate all platforms**

**Take action to prevent the spread**

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Photo by: Generikal

# 1 2025 Coordinated Messaging

Photos by: Generikal and iNaturalist CC Augustina Medina

# 2 Partnerships

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Tahoe Resource Conservation District

Keep Tahoe Blue

Tahoe Fund

Clean up the Lake

UC Davis Tahoe Environmental Research Center

Beach Concessionaires

# 3 Chance to Win

- Promote action with prizes
- 503 people entered

# 4 Roving Inspectors

30 Beaches

17,400 Interactions

10,000 Watercraft Inspections

99 eFoil Inspections

78 High Risk Craft Sent to Station

Photo by: Ludovic Fekete, Clean Up the Lake

# 5 CD3 Machines

- Free, waterless, solar powered cleaning machines

*“The presence of the machine emphasized that the threat of invasives was real.”*

- Reno resident

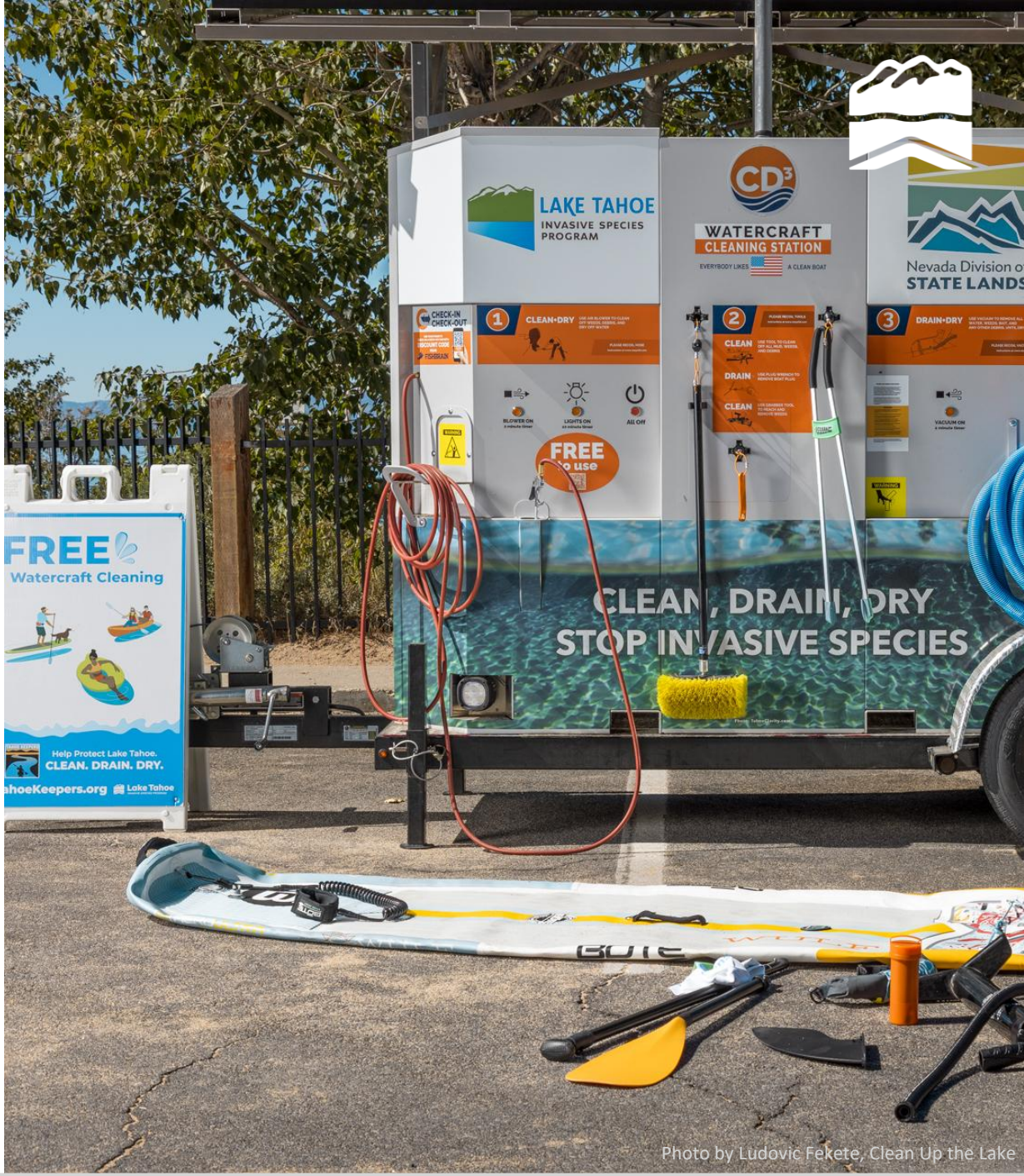
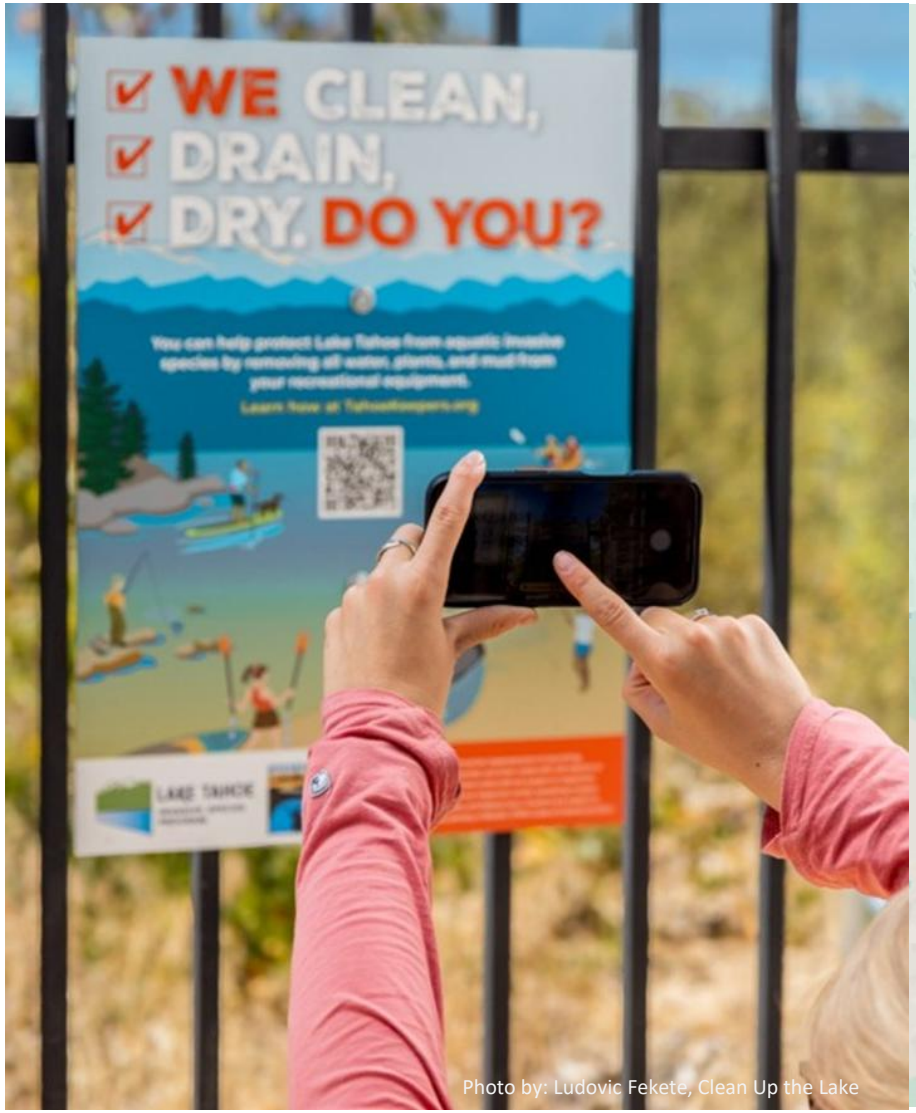
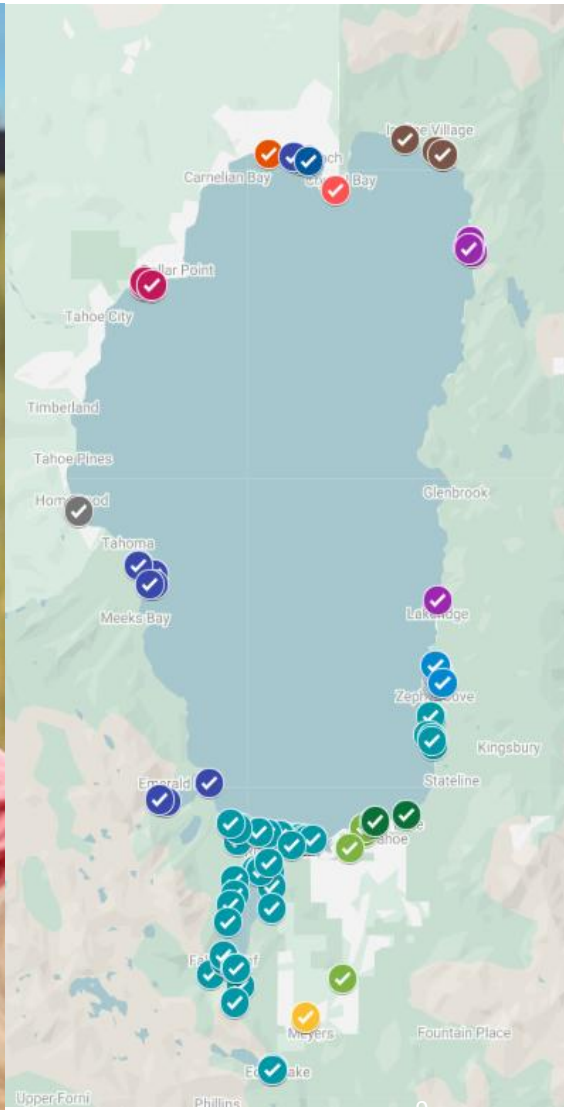


Photo by Ludovic Fekete, Clean Up the Lake

# 6 Signage

- Colorful sign encourages behavior change
- 113 signs around the Tahoe Basin



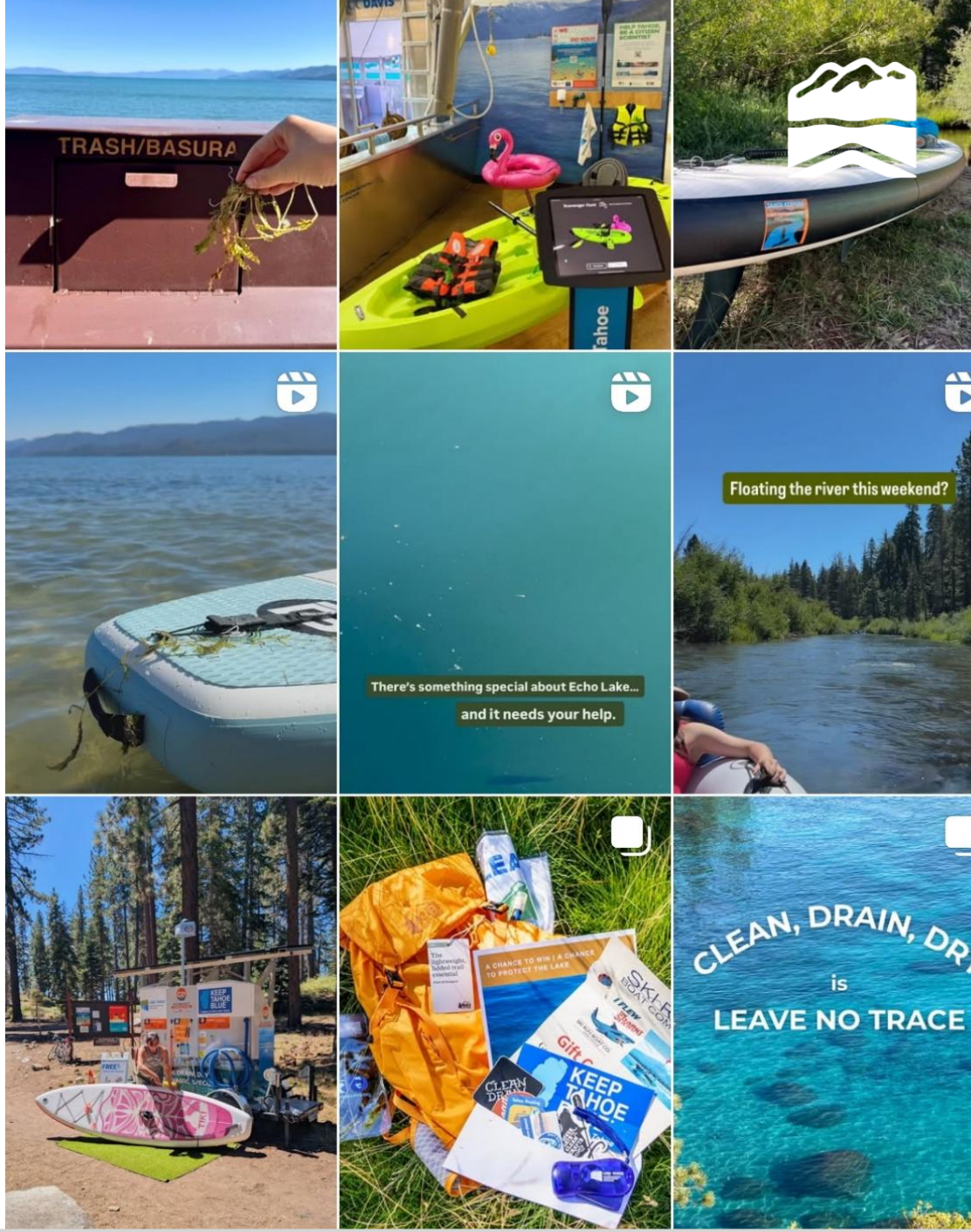
# 7 50% Discount on Decontamination

- Incentivize positive behavior by offering discount for Clean, Drain, Dry vessels

# 8 Social Media

Leveraging short form video, collaborative posts, trends, influencers, and calls-to-action

- Tahoe Keepers Instagram gained **700** followers since July 2024



# 9 Events

- 27 events, 2700 interactions
- 2 Statewide Webinars
- 2 International Conferences

# 10 Robust Marketing

- Direct Mailer to 96,000 boaters
- eNews to 15,000 recipients
- 7,000 Tahoe Boating App downloads
- Billboards at entry roads to the Basin
- Tahoe In Depth articles
- Updated print materials
- TV Interviews
- Print advertisements
- Podcast advertisements
- Modernized websites

# 2025 Results

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Photo by Generikal

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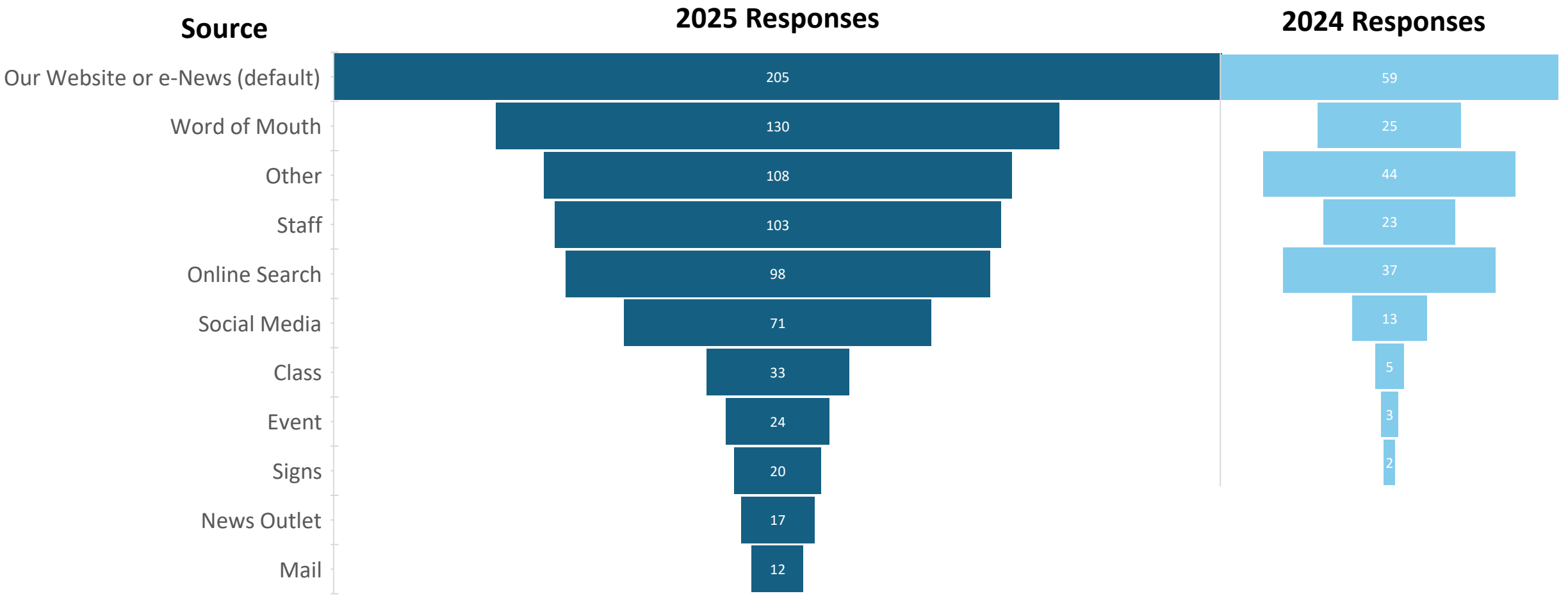
# 830 Tahoe Keepers in 2025

## 60%
## boats arrived
## Clean, Drain, Dry

# Tahoe Keeper Acquisition



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# Thank you!

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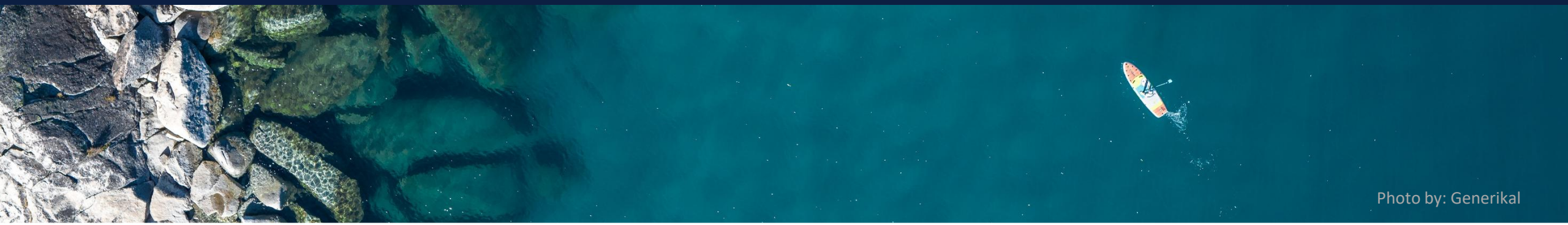

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