

Quagga and Zebra Mussel Prevention Outreach Pilot Project at Lake Perris



Pilot Project Report - November 2018

OVERVIEW

Quagga and zebra mussels pose a serious threat to California's waters and fisheries. The spread of these freshwater mussels threatens recreational boating and fishing, aquatic ecosystems and fisheries, water delivery systems, hydroelectric facilities, agriculture and the environment in general.

GOAL

This pilot project aimed to produce an efficient, cost-effective and measurable outreach framework for future grantees of the Quagga and Zebra Mussel Infestation Prevention Grant Program (QZ Grant Program) to replicate and deliver through their individual grants.

DBW's QZ Grant Program partnered with the DBW Boating Safety Multimedia Outreach Campaign with input from California Department of Fish and Wildlife Invasive Species Program to develop and conduct this project.

METHODOLOGY

The pilot project began on the lake's busy July 4 holiday weekend and concluded just after the Labor Day weekend. Signage around the entrance, vessel inspection station and launch ramps, as well as a printed flyer and geo-targeted digital ads (50-mile radius), directed Lake Perris boaters to an online, seven question quiz about preventing the spread of quagga and zebra mussels. A weekly life jacket award drawing incentivized quiz takers to complete the quiz (note: the QZ Grant Program does not cover incentives).

BUDGET - \$40,000

Media Buy – \$27,500 for an eight-week targeted digital and social campaign.

Production – \$12,500 for four months of campaign production, including project management, media planning, execution and reporting.



FOLLOW-UP

Of the 2,022 email up survey. quiz was very

about quagga and zebra mussels. While many boaters at Lake Perris already knew about the boat inspections, survey respondents said that they learned more about quagga and zebra mussel prevention through the quiz, and how important it is to be vigilant to prevent the spread of these invasive species. **Most importantly, 40% of boaters who were not previously cleaning, draining and drying their boats stated they will now do so.**

RESULTS

Quiz

The QZ Quiz received 4,154 responses:

- 63% passed (5/7 correct)
- 18% failed
- 19% incomplete

Media

Digital traffic to the QZ Quiz:
Website visits: 53,797

SURVEY

quiz respondents who provided addresses, 354 replied to the follow- Over 81% of respondents felt the informative, and that they learned

RECOMMENDATIONS

Overall, the pilot project was very successful, both from media outreach and boater education perspectives. All elements (media choices, quiz format, survey) worked together to create an efficient campaign. Waterbody managers that want to replicate the program should utilize all elements of the campaign: onsite signage and flyers paired with a targeted digital and social media buy, all leading to an online quiz with an incentive.

For more information about this pilot project, please contact marketing@parks.ca.gov or QZGrant@parks.ca.gov.