

CLEAN.DRAIN.DRY. in the Upper Gallatin



A cooperative education campaign about
Aquatic Invasive Species between the
Gallatin Invasive Species Alliance
and Gallatin River Task Force



The upper Gallatin watershed encompasses some of the most ecologically and economically important resources in the state, which provide vital habitat and water for fish, plants, wildlife, and the people who live and recreate in the area. According to a 2013 angling pressure survey by MT FWP, the Gallatin River is one of the top ten most fished rivers in Montana with nonresident anglers comprising almost half of all angling days. The Gallatin River is also a popular destination for whitewater boaters. On busy summer days, an unbroken chain of whitewater rafters can be seen paddling down the Gallatin Canyon.

The month-long closure of the Yellowstone River in late summer 2016 highlights the impacts of aquatic invasive species (AIS) on fisheries, watershed health, and local economies. The governor of Montana, Steve Bullock, declared an invasive species state of emergency after thousands of mountain whitefish died as a result of poor river conditions and the presence of a parasite known as proliferative kidney disease (PKD). A 2016 study by the University of Montana estimated the economic impact of the Yellowstone River closure to be between \$360,000 and \$524,000. The parasite has been found in seven other rivers in Montana, including the nearby East Gallatin and Madison Rivers.

Fortunately, these aquatic invaders have yet to be found in the Upper Gallatin Watershed; however, the introduction and spread of AIS or pathogens could have a catastrophic effect on the fisheries, watershed health, and economy of the area. The expansion of a “CLEAN. DRAIN. DRY.” education and outreach campaign will help prevent the spread of AIS to the Upper Gallatin Watershed.

Moose Creek Flat Interpretive Sign



Since 2016, the Gallatin Invasive Species Alliance (GISA) and Gallatin River Task Force (GRTF) have worked together on a comprehensive aquatic invasive species (AIS) education and outreach campaign in Big Sky to proactively address and mitigate the spread of AIS in the upper Gallatin watershed.

Project Description

CLEAN. DRAIN. DRY. aims to educate residents and visitors of the Upper Gallatin Watershed about aquatic invasive species, including pathogens, and how they are easily spread from one water body to another.

Since 2016, GISA and GRTF have leveraged state resources to maximize local impact and ensure that efforts are not duplicated. In 2017, the effort began with designing and branding campaign materials unique to the area: newspaper advertisement, AIS instruction card and a sticker. Those materials were used in 2018 as well.

Project Support To Date

Project partners and roles for “CLEAN. DRAIN. DRY.” educational campaign in the Upper Gallatin:

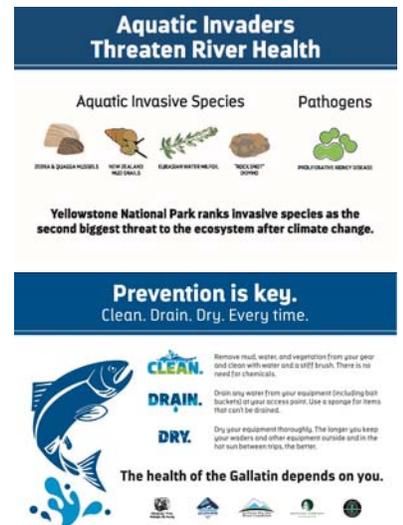
- Gallatin River Task Force and Gallatin Invasive Species Alliance: Project funding and implementation
- Montana, Fish, Wildlife, and Parks and Montana Department of Natural Resources and Conservation: AIS educational curriculum, materials, content, and future funding
- Invasive Species Action Network: AIS training, educational curriculum, and materials
- Local fishing and whitewater outfitters: Dissemination of information and materials, guide training
- Custer Gallatin National Forest: Content and installation of AIS interpretive signage
- Moonlight Community Foundation: Sponsor (Moose Creek Flat interpretive sign, 2017 and 2018 AIS grants)
- Yellowstone Club Community Foundation: Sponsor (2017 and 2018 AIS grants)

The 2017 and 2018 efforts represent a \$17,000 investment in proactive measures to protect the upper Gallatin watershed from AIS threats.

Newspaper Advertisement



CLEAN. DRAIN. DRY. Instruction Card



AIS Stickers for Kids - developed in 2018



Sticker



CLEAN. DRAIN. DRY.

Raising awareness and educating the public about aquatic invasive species and their impact on the Gallatin River.

Audience reached during events in 2018 by GISA & GRTF

250+	Big Sky area schools' curriculum and events: Students at OES 2nd grade class, Gallatin Valley Farm Fair, Ruby Valley River Resource Day, Hawthorne Elementary Earth Day, and Cottonwood Montessori
150+	Big Sky area camps: Youth at Camp Moonlight, Camp Big Sky, Jack Creek Preserve Camp, and Hooked on the Gallatin: Youth Fly Fishing Camp
~1,000	Attendees of the Gallatin River Fly Fishing Festival
1,200+	Fourth grade students who attended Gallatin Valley Farm Fair
Hundreds	Big Sky Farmer's Market attendees (both Task Force and GISA hosted booths with information): 2 booths promoting/educating about AIS for 17 weeks
Thousands	Recreationists (Moose Creek Flat interpretive sign and river survey)
Thousands	Social media users reached by both GISA and GRTF via facebook and instagram
75,000 copies	Print Advertising: Explore Big Sky, MSU Guide, and Cast: Southwest Montana Fly Fishing Magazine. Distributed locally and regionally
21	Ophir school second graders who attended GISA's noxious weed field trip and were given PlayCleanGo in Big Sky! kits for kids

PlayCleanGo in Big Sky! Kits for Kids

PlayCleanGo is a national campaign working to educate recreationists all kinds about the ways invasive species spread. GISA was awarded grants to help promote "clean recreational habits" among the youth of Big Sky to help protect natural resources. Because both educational campaigns (CLEAN.DRAIN.DRY and PlayCleanGo) aim to motivate recreationists to protect the natural resources, the following CLEAN.DRAIN..DRY materials were included in the kit: AIS card, stickers, FWP coloring book, FWP information card, and 4 AIS stickers developed in 2018 by GISA & GRTF. Three hundred kits were produced and will be distributed to area youth in 2018.



Thank you to our partners in educating Big Sky youth and protecting the Gallatin River!

Big Sky Resort Area District
Moonlight Community Foundation

- Montana Watershed Coordination Council
- Yellowstone Club Community Foundation

